

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS:

- ☒ This event meets Monona Terrace's definition of a convention.
- ☒ This event has not yet been contracted.
- ☒ This event has a minimum of 75% programmed events at the Monona Terrace.
- ☒ This event uses a minimum of two hotels within the Madison Room Tax District.
- ☒ This event has an overflow hotel with a minimum room block of 50.

PLUS ONE OF THE FOLLOWING:

- ☒ This event has a minimum direct spending impact of \$100,000
- ☒ This event has a minimum out of town attendance of 400.

Date of Request 4/25/23

Sales Manager Keola Shimooka

Group Professional and Organizational Development Network in Higher Education

Event Name 2024 POD Network Annual Conference

Lead # 120623

Event Dates November 13-17, 2024

Amount Requested \$30,000

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

545

Total Room Nights

2000

HOTEL BLOCK

	1	2	3	4	5
Hotel Name	Hilton	Park	Hyatt	Hilton Garden DT	Hampton DT
Peak Room Block Bid	150	150	75	70	40

Lead Status Pending

Direct Spending Impact \$1,254,831

Competition National and Midwest Cities

Attendance 1000

Decision Date 5/19/24

Expected Contract Revenue \$63,060

HISTORY

	1	2	3
Month & Year	Nov 2022	Nov 2019	Nov 2017
City	Seattle, WA	Pittsburgh, PA	Montreal, QC Canada
Facility	Hyatt Regency Seattle	David L Lawrence Convention Center	Centre Sheraton
Block Total	600 attendance		2055
Pick Up Total		2639	2105

Comments

Other Funding DM Grant \$11,000
(external & internal)

Email form or Print and give (with any attachments) to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval

Date

5.17.23

Internal Use Only:

Committee Meeting
Approval Date & Amount

CEO Approval

Date

5.17.23