

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 5.3.2023

Sales Manager Samantha Brown

Group US Grains Council

Event Name 2026 Summer Meeting – Annual Board of Delegates Meeting

Lead # 120636

Event Dates 7/26-8/1/2026

Verify this does not conflict with major annual events.

Amount Requested \$13,500.00

Fund Use Facility Rental

Peak Room Nights (total peak)

235

Total Room Nights

900

**HOTEL BLOCK**

|                     | 1                 | 2              | 3 | 4 |
|---------------------|-------------------|----------------|---|---|
| Hotel Name          | Hilton Madison MT | Embassy Suites |   |   |
| Peak Room Block Bid | 150               | 115            |   |   |

Lead Status Pending

Direct Spending Impact \$523,130

Competition Milwaukee, Green Bay, Anchorage, Portland, Minneapolis

Attendance 275

Decision Date 7.28.23

Expected Contract Revenue \$26,849.00

**HISTORY**

|               | 1                     | 2                        | 3                          |
|---------------|-----------------------|--------------------------|----------------------------|
| Month & Year  | July 2023             | July 2022                | July 2021                  |
| City          | Calgary, AB           | Sacramento, CA           | Des Moines, IA             |
| Facility      | Hyatt Regency Calgary | Hyatt Regency Sacramento | Hilton Des Moines Downtown |
| Block Total   |                       | 905                      | 910                        |
| Pick Up Total |                       | 729                      | 658                        |

Comments

Other Funding DM Grant \$7,000  
(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 5/15/23

Internal Use Only:

Committee  
Meeting  
Approval Date  
& Amount

CEO Approval

Date 5.17.23