

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 1/30/24

Sales Manager Anne Yost

Group Handbell Musicians of America

Event Name Pinnacle 7 2025

Lead # 120732

Event Dates July 6-11, 2025

Verify this does not conflict with major annual events.

Amount Requested \$15,000

Fund Use Facility Rental

Peak Room Nights (total peak) 189

Total Room Nights 1000

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy	Park	
Peak Room Block Bid	150	75	90	

Lead Status Pending

Direct Spending Impact \$427,166

Competition Other Midwest Cities

Attendance 450

Decision Date 2/29/24

Expected Contract Revenue \$39,542

HISTORY

	1	2	3
Month & Year	Only held every 5 years	July 2015	
City	See Comment section	Dallas, TX	
Facility			
Block Total			
Pick Up Total			

Comments The Handbell Musicians of America is looking for a site for this special event in 2025. This event is held every 5 years and is focused on performances by professional and community handbell ensembles.

Other Funding DM Grant \$20,100
(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 2-2-24

CEO Approval 

Date 2.6.24

Internal Use Only:

Committee Meeting Approval Date & Amount
