

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	2016-03-31			SALES MANAGER	Jeff Holcomb		
GROUP	WI Section American Water Works Association						
EVENT TITLE	Annual Meeting & Water Utility Expo					LEAD	116084
EVENT DATES	September 13-16, 2022 <small>(verify this does not conflict with major, annual events)</small>			AMOUNT REQUESTED	\$8,250		
ASSISTANCE TYPE	Non-Shuttle			FUND USE	Facility Rental		
PEAK ROOM NIGHTS (total peak)	300			TOTAL ROOM NIGHTS	550		
HOTEL BLOCK	1	2	3	4			
Hotel Name	Hilton	Inn on the Park	Sheraton				
Peak Room Block Bid	100	100	100				
GROUP STATUS	Pending			DIRECT SPENDING IMPACT	\$352,467 \$358,131		
COMPETITION	La Crosse, WI Dells			ATTENDANCE	500		
DECISION DATE	12/30/2016			EXPECTED CONTRACT REVENUE	\$24,548 \$20,103		
HISTORY	1	2	3				
MONTH & YEAR	September 2015	September 2014					
CITY	WI Dells	La Crosse					
FACILITY	Kalahari	La Crosse Center & Radisson					
BLOCK TOTAL	287	239					
PICK UP TOTAL	616	514					
COMMENTS						OTHER FUNDING (external & internal)	

TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval  _____
 DOS Approval Date 2-6-17

CEO Approval  _____
 CEO Approval Date 2-6-17

INTERNAL USE ONLY:

Committee Meeting _____
 Approval Date & Amount _____