

**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	116085
EVENT DATES	September 12-15, 2023 <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	
<b>HOTEL BLOCK</b>	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	<del>\$352,407</del> \$363,993
COMPETITION	La Crosse, WI Dells	ATTENDANCE	500
DECISION DATE	12/30/2016	EXPECTED CONTRACT REVENUE	<del>\$21,548</del> \$21,109

<b>HISTORY</b>	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)
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**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	