

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 7/13/20 Sales Manager Jeff Holcomb

Group American Society of Animal Science

Event Name Midwest Section Annual Meeting 2024 Lead # 119128

Event Dates March 10-13, 2023 Amount Requested \$16,500
Verify this does not conflict with major annual events.

Fund Use Choose an item.

Peak Room Nights (total peak) 440 Total Room Nights 1,100

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Concourse	Park	Hotel Indigo
Peak Room Block Bid	150	250	50	65

Lead Status Pending Direct Spending Impact \$756,618

Competition Omaha, Des Moines Attendance 1200

Decision Date 8/30/20 Expected Contract Revenue \$43,877

HISTORY	1	2	3
Month & Year	March 2019	March 2018	March 2027
City	Omaha	Omaha	Omaha
Facility	CHI Health Center Conv Cntr	CHI Health Center Conv Cntr	CenturyLink Conv Center
Block Total			
Pick Up Total			

Comments _____ Other Funding \$18,000 DM Grant
(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 John Leinen Date 7/13/20
CEO Approval [Signature] Date 7/13/20

Internal Use Only:
Committee Meeting
Approval Date & Amount
