

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 08/20/2020

Sales Manager Holcomb

Group Solution Tree

Event Name PLC Institute

Lead # 119154

Event Dates July 11-14, 2023

Amount Requested \$13,500

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 300

Total Room Nights 900

**HOTEL BLOCK**

	1	2	3	4
Hotel Name	Hilton	Park		
Peak Room Block Bid	150	100		

Lead Status pending

Direct Spending Impact \$779,357

Competition none

Attendance 1500

Decision Date 9/30/2020

Expected Contract Revenue \$49,809

**HISTORY**

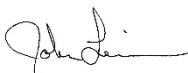
	1	2	3
Month & Year	July 2018		
City	Madison		
Facility	Monona Terrace		
Block Total	1,200		
Pick Up Total	900		

Comments Rebooking cancelled 2020 event

Other Funding \$4,500 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



Date 8/31/20

CEO Approval



Date 8/31/20

Internal Use Only:

Committee Meeting  
Approval Date  
& Amount
