

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 8/27/20

Sales Manager Jeff Holcomb

Group American Astronomical Society

Event Name Summer Meeting of the AAS 2028

Lead # 119149

Event Dates June 11-15, 2028

Amount Requested \$19,500

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

400

Total Room Nights

1300

**HOTEL BLOCK**

	1	2	3	4
Hotel Name	Hilton	Concourse	Park	
Peak Room Block Bid	150	200	100	

Lead Status Pending

Direct Spending Impact \$861,415

Competition Re-booking Madison for 2024 & 2028 after 2020 Cancel

Attendance 750

Decision Date 10/30/20

Expected Contract Revenue \$98,620

**HISTORY**

	1	2	3
Month & Year	June 2018	June 2017	June 2016
City	Denver	Washington DC	San Diego
Facility	Sheraton Downtown	Gaylord National Harbor	Hilton San Diego Bayfront
Block Total		2040	
Pick Up Total	1378	1225	1320

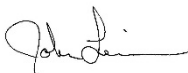
Comments

Other Funding  
(external & internal)

DM Grant \$19,500  
& Addl Grant  
funding \$12,500

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
