

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 March 15, 2021

Sales Manager Sarah Lemmers

Group Sustainable Forestry Initiative

Event Name 2022 SFI Annual Conference and PLT International
Coordinators' Conference

Lead # 119182

Event Dates April 29 – May 6 or May 6-13, 2022
Verify this does not conflict with major annual events.

Amount Requested \$12,750

Fund Use Facility Rental

Peak Room Nights (total peak) 225

Total Room Nights 850

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Concourse	Park	Hotel Indigo
Peak Room Block Bid	150	75	50	50

Lead Status Pending

Direct Spending Impact \$240,345

Competition Minneapolis, MN and Pittsburgh, PA

Attendance 275

Decision Date 05/01/2021

Expected Contract Revenue \$34,611

HISTORY

	1	2	3
Month & Year	October 2019	October 2018	September 2017
City	Richmond, VA	Westminster, CO	Ottawa, ON
Facility	Marriott Richmond Downtown	Westin Westminster	Westin Ottawa
Block Total	646	729	
Pick Up Total	605	629	

Comments This will be the first year that the SFI Annual Conference and PLT International Coordinators' Conference will be held together. (History is for SFI Annual Conference)

Other Funding
(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 4/29/21

CEO Approval 

Date 4.30.21

Internal Use Only:

Committee Meeting
Approval Date & Amount