

Society of 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 4/28/21

Sales Manager Eric Reichert

Group Society of American Foresters

Event Name 2025 National Convention

Lead # 119171

Event Dates October 6-10, 2025

Amount Requested \$20,000

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

425

Total Room Nights

1334

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Concourse	Park	Hyatt
Peak Room Block Bid	200	162	75	50

Lead Status Pending

Direct Spending Impact \$1,650,546

Competition Denver, Colorado Springs, and Salt Lake City

Attendance 1500

Decision Date 6/30/21

Expected Contract Revenue \$62,150

See attached MINT report

HISTORY

	1	2	3
Month & Year	Oct 2019	Oct 2018	Oct 2017
City	Louisville, KY	Portland, OR	Albuquerque, NM
Facility	Kentucky Intl Convention Center	Oregon Convention Center	Albuquerque Convention Cntr
Block Total	100 just at HQ hotel	612	467
Pick Up Total	287 just at HQ hotel	577	452

Comments Using the same funding model as when they were here in 2016 which included no space rental cost.

Other Funding (external & internal) DM Grant \$25,000

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
