

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 4/21/25

Sales Manager Keola Shimooka

Group Wisconsin Realtors Association

Event Name 2026 WRA Annual Conference

Lead # 121181

Event Dates September 21-23, 2026

Amount Requested \$7,125

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

225

Total Room Nights

475

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy	Concourse	
Peak Room Block Bid	125	185	100	

Lead Status Pending

Direct Spending Impact \$334,767

Competition Milwaukee area, Wisconsin Dells, La Crosse

Attendance 600

Decision Date 4/30/25

Expected Contract Revenue \$25,536

HISTORY

	1	2	3
Month & Year	September 2025	September 2024	October 2023
City	Wisconsin Dells	Wisconsin Dells	Wisconsin Dells
Facility	Kalahari	Kalahari	Kalahari
Block Total			
Pick Up Total			

Comments

Other Funding \$13,500 DM Grant
(external & internal)

VP Approval

Date

4-24-25

CEO Approval

Date

4.21.25

Internal Use Only:

Committee Meeting
Approval Date
& Amount
