

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 03/26/2025 Sales Manager Sarah Lemmers

Group Master Brewers Association of the Americas

Event Name 2026 Annual Conference Lead # 121155

Event Dates Aug 4-8, 2026 or Aug 11-15, 2026 Amount Requested \$16,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)	<u>355</u>		Total Room Nights	<u>1100</u>	
HOTEL BLOCK	1	2	3	4	
Hotel Name	<u>Hilton</u>	<u>Embassy</u>	<u>Concourse</u>	<u>Hyatt</u>	
Peak Room Block Bid	<u>150</u>	<u>185</u>	<u>75</u>	<u>50</u>	

Lead Status Pending Direct Spending Impact \$590,909

Competition N/A Attendance 700


Decision Date 10/31/2025 Expected Contract Revenue \$34,235

HISTORY	1	2	3
Month & Year	<u>October 2023</u>	<u>October 2021</u>	<u>October 2019</u>
City	<u>Seattle, WA</u>	<u>Cleveland, OH</u>	<u>Calgary, CA</u>
Facility	<u>Westin</u>	<u>Hilton Downtown</u>	<u>Telus Convention Center</u>
Block Total			
Pick Up Total	<u>1148</u>		<u>1125</u>

Comments For 2021***instead of canceling due to COVID/Omicron pandemic, Master Brewers elected to hold a smaller conference (1/2 the size) to allow for adequate spacing and social distancing. Had a joint meeting for 2024 and 2025 with ASBC

Other Funding (external & internal) DM – up to \$10,300

VP Approval  Date 3-27/25

CEO Approval  Date 4.21.25

Internal Use Only:
Committee Meeting Approval Date & Amount
