

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 6/30/26

Sales Manager Jamie Patrick

Group World Triathlon Corporation

Event Name IRONMAN Wisconsin and IM WI 70.3 2026

Lead # 121142

Event Dates September 8-14, 2026

Amount Requested \$10,000

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 1505

Contract Room Nights 5860

HOTEL BLOCK

	1	2	3	4
Hotel Name				
Peak Room Block Bid				

Lead Status Contracted

Direct Spending Impact \$4,078,422

Competition none

Attendance 14,800

Decision Date 5/27/25

Expected Contract Revenue \$40,000

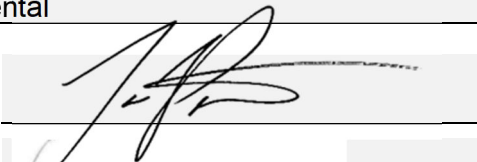
HISTORY

	1	2	3
Month & Year	Sept 2024	Sept 2023	Sept 2022
City	Madison	Madison	Madison
Facility	Monona Terrace	Monona Terrace	Monona Terrace
Block Total	5785	3899	5371
Pick Up Total	2335	1631	2005

Comments Request if for additional funding to help offset facility rental

Other Funding \$29,000 MT BEA
(external & internal)

VP Approval



Date

7-7-26

CEO Approval



Date

7.7.26

Internal Use Only:

Committee Meeting Approval Date & Amount
