

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 2/14/23

Sales Manager Jamie Patrick

Group World Triathlon Corporation

Event Name IRONMAN Wisconsin and IM WI 70.3 2024

Lead # 119331

Event Dates September 5-9, 2024
Verify this does not conflict with major annual events.

Amount Requested \$29,000

Fund Use Facility Rental

Peak Room Nights (total peak) 600

Total Room Nights 2050

HOTEL BLOCK

	1	2	3	4
Hotel Name				
Peak Room Block Bid				

Lead Status Pending

Direct Spending Impact \$2,462,200

Competition none

Attendance 14,800

Decision Date 7/5/23

Expected Contract Revenue \$39,584

HISTORY

	1	2	3
Month & Year	Sept 2022	Sept 2021	Sept 2019
City	Madison	Madison	Madison
Facility	Monona Terrace	Monona Terrace	Monona Terrace
Block Total	5371	4048	5057
Pick Up Total	2005	1932	1867

Comments

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 

Date 4/18/23

Internal Use Only:

Committee Meeting Approval Date & Amount

CEO Approval 

Date 4/18/23