

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 4/21/22

Sales Manager Jamie Patrick

Group World Triathlon Corporation

Event Name IRONMAN Wisconsin 2023

Lead # 119330

Event Dates September 7-11, 2023

Amount Requested \$29,000

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

600

Total Room Nights

1950

HOTEL BLOCK

1

2

3

4

Hotel Name

Peak Room Block Bid

Lead Status Pending

Direct Spending Impact \$2,431,093

Competition none

Attendance 14,800

Decision Date 9/28/22

Expected Contract Revenue \$37,708

HISTORY

1

2

3

Month & Year

Sept 2021

Sept 2019

Sept 2018

City

Madison

Madison

Madison

Facility

Monona Terrace

Monona Terrace

Monona Terrace

Block Total

4048

5057

5452

Pick Up Total

1932

1867

1995

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

4/30/22

Internal Use Only:

Committee
Meeting
Approval Date
& Amount

CEO Approval

Date

4/29/22