

BOOKING INCENTIVE REQUEST

GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE > MADISON, WI > 53703
WWW.VISITMADISON.COM

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.

Form Revised 6/24/14

DATE OF REQUEST 3-15-16 SALES MANAGER Jamie Patrick

GROUP World Triathlon Corp

EVENT TITLE Ironman Wisc 2017 LEAD 113093

EVENT DATES Sept 5-11/2017 AMOUNT REQUESTED \$30,000
(verify this does not conflict with major, annual events)

ASSISTANCE TYPE Facility FUND USE Facility

PEAK ROOM NIGHTS (total peak) 1500 TOTAL ROOM NIGHTS 5300

HOTEL BLOCK

Hotel Name See past history (CVB Housing has data).

Peak Room Block Bid

GROUP STATUS Pending DIRECT SPENDING IMPACT 4,084,561

COMPETITION n/a ATTENDANCE 30,000

DECISION DATE _____ EXPECTED CONTRACT REVENUE \$31932

HISTORY	1	2	3
MONTH & YEAR	<u>Sept 2015</u>	<u>Sept 2014</u>	<u>Sept 2013</u>
CITY	<u>Madison</u>	<u>Madison</u>	<u>Madison</u>
FACILITY	<u>Monona Terrace</u>	<u>Monona Terrace</u>	<u>Monona Terrace</u>
BLOCK TOTAL			
PICK UP TOTAL	<u>2973</u>	<u>3371</u>	<u>4014</u>

COMMENTS _____ OTHER FUNDING (external & internal) _____

TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval Belynda J. Kany
DOS Approval Date 4/26/14

CEO Approval [Signature]
CEO Approval Date 4/26/16

INTERNAL USE ONLY:

Committee Meeting _____
Approval Date & Amount _____