

**BOOKING INCENTIVE REQUEST**

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	10/31/18	SALES MANAGER	Jamie Patrick
GROUP	World Triathlon Corporation		
EVENT TITLE	IRONMAN Wisconsin 2020	LEAD	118447
EVENT DATES	September 8-14, 2020 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$29,000
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental
PEAK ROOM NIGHTS (total peak)	1,300	TOTAL ROOM NIGHTS	4,450
<b>HOTEL BLOCK</b>	1	2	3
Hotel Name	see Past History (CVB housing)		
Peak Room Block Bid			

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$2,649,427
COMPETITION	n/a	ATTENDANCE	14,800
DECISION DATE	1/31/198	EXPECTED CONTRACT REVENUE	\$32,000

HISTORY	1	2	3
MONTH & YEAR	Sept 2018	Sept 2017	Sept 2016
CITY	Madison	Madison	Madison
FACILITY	Monona Terrace	Monona Terrace	Monona Terrace
BLOCK TOTAL			
PICK UP TOTAL	2001	2151	2486

COMMENTS	OTHER FUNDING (external & internal)
Room nights in the block are down, but we have found that many rooms are unreported outside the block.	

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

DOS Approval

DOS Approval Date 2-14-19

CEO Approval

CEO Approval Date 2-15-19

**INTERNAL USE ONLY:**

Committee Meeting

Approval Date & Amount