

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 2/13/25

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
Verify this does not conflict with major annual events.

Amount Requested \$29,000

Fund Use Facility Rental

Peak Room Nights (total peak) 700

Total Room Nights 2500

HOTEL BLOCK

| | 1 | 2 | 3 | 4 |
|---------------------|---|---|---|---|
| Hotel Name | | | | |
| Peak Room Block Bid | | | | |

Lead Status Pending

Direct Spending Impact \$2,551,602

Competition none

Attendance 14,800

Decision Date 12/31/25

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

Other Funding (external & internal)

VP Approval 

Date 2/13/25

CEO Approval 

Date 2/14/25

Internal Use Only:

| | |
|--|--|
| Committee Meeting Approval Date & Amount | |
| | |