

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		11/4/16		SALES MANAGER		Jamie Patrick	
GROUP							
World Triathlon Corporation							
EVENT TITLE						LEAD	
IRONMAN Wisconsin 2018						113094	
EVENT DATES				AMOUNT REQUESTED			
September 4-10, 2018 <small>(verify this does not conflict with major, annual events)</small>				\$30,000			
ASSISTANCE TYPE				FUND USE			
Non-Shuttle				Facility Rental			
PEAK ROOM NIGHTS (total peak)		1,600		TOTAL ROOM NIGHTS		5,950	
HOTEL BLOCK							
		1		2		3	
Hotel Name		see Past History (CVB housing)					
Peak Room Block Bid							

GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$4,155,312	
COMPETITION		n/a		ATTENDANCE		30,000	
DECISION DATE		4/30/17		EXPECTED CONTRACT REVENUE		\$33,000	

HISTORY	1	2	3
MONTH & YEAR	Sept 2016	Sept 2015	Sept 2014
CITY	Madison	Madison	Madison
FACILITY	Monona Terrace	Monona Terrace	Monona Terrace
BLOCK TOTAL			
PICK UP TOTAL	2486	2973	3377

COMMENTS	OTHER FUNDING (external & internal)

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

DOS Approval 
 DOS Approval Date 11-3-16
 CEO Approval 
 CEO Approval Date 11-17-11

INTERNAL USE ONLY:
 Committee Meeting
 Approval Date & Amount