

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	8/29/17		SALES MANAGER	Jamie Patrick	
GROUP	World Triathlon Corporation				
EVENT TITLE	IRONMAN Wisconsin 2019			LEAD	
EVENT DATES	September 3-9, 2019 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$30,000	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	1,600		TOTAL ROOM NIGHTS	5,250 *	
HOTEL BLOCK	1	2	3	4	
Hotel Name	see Past History (CVB housing)				
Peak Room Block Bid					

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$3,100,000
COMPETITION	n/a	ATTENDANCE	30,000
DECISION DATE	4/30/18	EXPECTED CONTRACT REVENUE	\$34,000

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

DOS Approval	
DOS Approval Date	9-7-17
CEO Approval	
CEO Approval Date	9-7-17

INTERNAL USE ONLY:	
Committee Meeting	
Approval Date & Amount	

*SR data suggests many rooms blocked outside official hotel block.