

# MT BEAAC

## 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.

DATE OF REQUEST	11/13/19			SALES MANAGER	Jamie Patrick		
GROUP	World Triathlon Corporation						
EVENT TITLE	Ironman Wisconsin 2021				LEAD	118448	
EVENT DATES	September 7-13, 2021 <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		
HOTEL BLOCK	1	2	3	4			
Hotel Name	see Past History (DM housing)						
Peak Room Block Bid							
GROUP STATUS	Pending			DIRECT SPENDING IMPACT	\$2,686,467		
COMPETITION	n/a			ATTENDANCE	14,800		
DECISION DATE	1/31/20			EXPECTED CONTRACT REVENUE	\$32,000		
HISTORY	1	2	3				
MONTH & YEAR	Sept 2019	Sept 2018	Sept 2017				
CITY	Madison	Madison	Madison				
FACILITY	Monona Terrace	Monona Terrace	Monona Terrace				
BLOCK TOTAL							
PICK UP TOTAL	1867	2001	2151				
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 11/19/19  
CEO Approval   
CEO Approval Date 11/20/19

INTERNAL USE ONLY:

Committee Meeting  
Approval Date & Amount