



Legislation Text

File #: 23391, **Version:** 1

Fiscal Note

No appropriation is required.

Title

Tenth Anniversary of the Ford Ironman Wisconsin

Body

WHEREAS, September 11, 2011 marks the tenth anniversary of the Ford Ironman Wisconsin, held in the City of Madison and several other communities in and around Dane County, which has become an annual event on the Sunday after Labor Day, consisting of a 2.4 mile swim, 112 mile bike and a 26.2 mile run; and

WHEREAS, over 2,400 athletes participate in Ironman, Wisconsin, attempting to complete the swim, bike ride, and run in a 17 hour period; and

WHEREAS, thousands of volunteers assist in the race events throughout the weekend to insure a smooth and safe experience for all; moreover, tens of thousands of residents enjoy watching the swim start from the roof of Monona Terrace, to the City of Verona, Towns of Springdale, Cross Plains and Middleton and Villages of Mt. Horeb and Cross Plains, where the athletes pass by on bicycles, to downtown Madison to watch participants complete the race; and

WHEREAS, Ford Ironman Wisconsin has an estimated \$3.38 million direct spending impact on Dane County due to the influx of athletes and vendors and their families staying at area hotels and eating at Dane County restaurants, retailers and in addition to spectators who participate by purchasing Ironman Wisconsin and other merchandise;

NOW, THEREFORE, BE IT RESOLVED, that the City of Madison and the City Council hereby recognizes the tenth Ford Ironman Wisconsin race and expresses appreciation to sponsors, participants, volunteers and spectators for their role in supporting this annual event.

BE FINALLY RESOLVED, that a copy of this resolution be presented to Ryan Richards, Race Director for Ford Ironman Wisconsin, and Deb Archer, President of the Greater Madison Convention and Visitors Bureau, host to Ford Ironman Wisconsin, as a token of the esteem in which they are held.