

2016 RES-237

RECOGNIZING THE 15TH ANNUAL IRONMAN WISCONSIN RACE IN DANE COUNTY

WHEREAS September 11 marks the 15th Ironman Wisconsin held in 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 2,700 people participate in Ironman Wisconsin, attempting to complete the swim, bike ride, and run in a 17 hour period; and

WHEREAS thousands of Dane County residents enjoy watching the swim start from the roof of Monona Terrace, followed by cheering participants along the route of the bike race through the City of Verona, Town of Springdale, Cross Plains and Middleton, and Villages of Mt. Horeb and Cross Plains, and finally seeing participants complete the marathon leg of the ironman completion in downtown Madison; and

WHEREAS Ironman Wisconsin has an estimated \$4.2 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, in addition to spectators who participate by purchasing Ironman Wisconsin and other merchandise.

NOW, THEREFORE, BE IT RESOLVED that the Dane County Board of Supervisors hereby recognizes the 15th Ironman Wisconsin race and expresses appreciation to sponsors, participants, volunteers and spectators for their role in supporting this annual event.

BE IT FURTHER RESOLVED that a copy of this resolution be presented to Deb Archer, President and CEO of the Greater Madison Convention and Visitors Bureau and Madison Area Sports Commission, and Ryan Richards, Race Director for IRONMAN Wisconsin as a token of the esteem in which they are held.