



Item	Estimated cost	Description
Reimbursement for IM AK expenses	\$75,836	Travel Juneau paid the event fee of \$50,000 in February 2022 for the August 2022 race. At the time of of contracting for the race and signing the MOA with CBJ, TJ was obligated for additional costs, which were unknown or only estimated. Additional costs included IM staff lodging, facility rental through JSD and Centennial Hall, and equipment and staff time for JPD and CCR/R. Total incurred costs are \$125,836; TJ requests reimbursement for items over an above the \$50K event fee. These are detailed in the adjacent worksheet and invoices can be provided.
Economic analysis of IM AK '22	\$17,500	The 2022 IRONMAN Alaska event increased sales and hotel bed tax revenues for CBJ, but its impact on local business revenue is unclear. To better understand the impact of this and potential future events, Travel Juneau would engage a local research group such as Raincoast Data to determine this wider impact. If funded, the research could begin in the 4th quarter of FY23 with the report delivered in Q2 of FY24.
Total increment request		\$93,336