



IRONMAN and IRONMAN 70.3 Host Venue Agreement 2017 to 2021

City Council Meeting
October 18, 2016

Raissa de la Rosa
Acting Economic Development Manager
Planning and Economic Development Department

ESTIMATED BUDGET

Fund Sources:

- Santa Rosa Tourism Business Improvement Area
- Sonoma County Tourism Advertising Program
- Sponsorship Funds
- Room rebates from area hotels

ESTIMATED ROI

Impacts directly related to hosting the events:

- Participating Athletes: 5,000
- Average Stay: 4 nights with 2.6 family members/friends
- Average Spend: \$2,720
- **Estimated Direct Return: \$13.6 million**

Derived impacts related to hosting the events:

Based on an economic impacts study completed by Whistler, BC

- 43% of the athletes make pre-event training trips to host city
- 86% of participants indicated they were likely to return for a vacation

IRONMAN SANTA ROSA

Host City / Epicenter: Santa Rosa

- **SWIM:** Lake Sonoma
- **BIKE:** Lake Sonoma to Santa Rosa/Courthouse Square
- **RUN:** Santa Rosa/Courthouse Square to Santa Rosa/Courthouse Square
route outside city limits TBA

RECOMMENDATION

- Approve the Ironman Host Venue Agreement
- Authorize the City Manager, or designee, to approve and execute necessary contracts and agreements related to the Ironman and Ironman 70.3. events to be held in 2017, 2018, 2019, 2020, and 2021, in individual amounts that do not exceed \$100,000