

Memorandum of Understanding
between
Santa Rosa Chamber of Commerce
and
City of Santa Rosa

Background

In 2015, the Ironman organization purchased the two “Vineman” triathlons, a full ironman distance race and a half ironman distance race, and began to operate them this year. Ironman is now seeking host organizations to serve as the local sponsors for these events in the future. They have offered the Chamber and the City the chance to serve as those hosts over the next five years with the name of the events becoming the Santa Rosa Ironman and the Santa Rosa Half Ironman.

Under an Ironman Host Venue Agreement with the World Triathlon Corporation that will be signed by the City, Santa Rosa will host an Ironman and an Ironman 70.3 event in 2017, 2018, 2019, 2020, and 2021. The swim portion of these races will take place in Lake Sonoma while Courthouse Square will serve as the site for the athletes village, registration, the bike-run transition area, and the finish line. In 2017, the half Ironman would take place in second Saturday in May and the full on the 4th Saturday in July. Thereafter, the full Ironman would take place in on the same day in May and the half on the same date in July.

It is anticipated that these two events would have a significant economic impact on Santa Rosa and would provide a minimum of 6,000 room nights for hotels as well as substantial food, beverage, and retail sales.

Assumptions

It is assumed that the Chamber and the City will be partners in hosting Ironman sharing the costs, responsibilities and benefits of hosting these events.

Provisions

Under this agreement, the Chamber will:

1. Serve as the “fiscal agent” and receive all income and pay all bills associated with hosting Ironman;
2. Serve as the lead agency in securing permits and agreements required by Ironman outside the City’s jurisdiction;

3. Provide hospitality support including coordinating with hotels, arranging rooms needed by the Ironman Team, organizing the dine around, securing any needed meeting space, and assisting Ironman with any necessary alcohol permits.
4. Contribute half of the costs involved in hosting Ironman less any funds contributed or raised to support the event. These funds will come from Visit Santa Rosa's share of SRTBIA assessments.
5. Enter into any contracts with outside organizations needed to fulfill the Ironman Host Venue Agreement.

Jointly, the City and Chamber will:

1. Assist Ironman in securing access to Lake Sonoma for the swim portion of the race.
2. Secure funds to help support the hosting of these Ironman events.
3. Annually create a mutually agreed upon budget for costs associated with hosting Ironman that reimburses both organizations' General Funds for those costs from fund raising and SRTBIA funds.
4. Provide notifications to residents and businesses about the event including street closures, etc.
5. Coordinate with other organizations and agencies whose support is needed for Ironman.
6. Assist Ironman in securing the volunteers needed to support the event.

Under this agreement, the City will:

1. Secure access to space for Bike to Run Transition, Expo, Merchandise, Finish Line area for IRONMAN at Court House Square.
2. Provide needed police support for traffic management within the City of Santa Rosa jurisdiction.
3. Provide for closures as needed within the City of Santa Rosa jurisdiction for IRONMAN.
4. Install of lamp pole/boulevard banners to promote the IRONMAN events.
5. Contribute half of the costs involved in hosting Ironman less any funds contributed or raised to support the event. These funds will come from the City's share of SRTBIA assessments and not from the City's General Fund.

This agreement will become effective on October 18, 2016, and remain for the duration of the Ironman contract.

Santa Rosa Chamber of Commerce

Date

The City of Santa Rosa

Date