

IRONMAN[®] Santa Rosa

ACTIVE

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WHO'S THAT BEHIND THOSE
FOSTER
GRANTS.

ENDURA

City of
Santa Rosa



IRONMAN[®] Santa Rosa
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IRONMAN[®]
Santa Rosa

Economic Impact Report

- The 2018 IRONMAN economic impact was calculated with data collected from a post-event participant survey, as well as registration and participation data provided by the IRONMAN organization.
- All analysis and calculations were performed by an independent third-party consultant.
- EIR questions included:
 - Where did you stay?
 - How many nights did you stay?
 - How many non-competing supporters attended the event with you?
 - How many rooms did you immediate party stay in?



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Economic Impact Report

Not included in EIR: direct spend vendors:

- Sonoma County Vendors
- American Medical Response
- Traffic Management, Inc.
- Volunteer Food Service
- Athlete Post-Race Meals
- Big 5 Tents
- Local Hired Labor

We have ability to add questions for the 2019 athlete survey.



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IRONMAN Santa Rosa 2018 - May

Executive Summary

The 2018 edition of IRONMAN Santa Rosa, held in May 2018, brought over **5,200** visitors to the Santa Rosa area, and generated an estimated total impact of **\$9.1 Million** for the County.

This impact was calculated with data collected from a post-event participant survey, as well as registration and participation data provided by the IRONMAN organization.

These figures do not include direct spend by the IRONMAN organization within Sonoma County companies. Examples include, AMR, athlete meals, equipment rental, local paid temporary workers and grants given to local organizations as volunteer groups.

All analysis and calculations were performed by an independent third-party consultant.

Note that listed values may not always calculate exactly to totals in this report due to rounding (which is not used when calculating actual totals).

Total Visitors	5,250
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Total Hotel Room Nights	5,698
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Total Vacation Rental Nights	4,495
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Total Camping Nights	227
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Total Room Nights	10,421
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Total Pre-Tax Direct Spend	\$6,256,232
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Total Taxes & Fees Collected	\$673,178
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Total Direct Spend	\$6,929,410
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Estimated Indirect Impact	\$2,173,280
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Estimated Total Impact	\$9,102,689
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IRONMAN 70.3 Santa Rosa 2018 - July

Executive Summary

The 2018 edition of IRONMAN 70.3 Santa Rosa, held in July 2018, brought over **8,500** visitors to the Santa Rosa area, and generated an estimated total impact of **\$11 Million** for the County.

This impact was calculated with data collected from a post-event participant survey, as well as registration and participation data provided by the IRONMAN organization.

These figures do not include direct spend by the IRONMAN organization within Sonoma County companies. Examples include, AMR, athlete meals, equipment rental, local paid temporary workers and grants given to local organizations as volunteer groups.

All analysis and calculations were performed by an independent third-party consultant.

Note that listed values may not always calculate exactly to totals in this report due to rounding (which is not used when calculating actual totals).

Total Visitors	8,526
Total Hotel Room Nights	4,991
Total Vacation Rental Nights	7,058
Total Camping Nights	302
Total Room Nights	12,351
Total Pre-Tax Direct Spend	\$7,579,960
Total Taxes & Fees Collected	\$806,712
Total Direct Spend	\$8,386,672
Estimated Indirect Impact	\$2,646,917
Estimated Total Impact	\$11,033,589



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Total Economic Impact:

\$15,316,082.00



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Thank you.

Questions?

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