

# City of Santa Rosa



## Legislation Details

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**File #:** 16-1131      **Version:** 1      **Name:** Iron Man Host Venue Agreement Approval  
**Type:** CC- Report      **Status:** Agenda Ready  
**File created:** 10/6/2016      **In control:** City Council  
**On agenda:** 10/18/2016      **Final action:**  
**Title:** REPORT - APPROVAL OF THE IRONMAN HOST VENUE Agreement FOR 2017 - 2021, AND AUTHORIZING THE CITY MANAGER TO EXECUTE ALL CONTRACTS AND AGREEMENTS RELATED TO THE IRONMAN AND IRONMAN 70.3 EVENTS

**BACKGROUND:** The World Triathlon Corporation, owner and producer of Ironman and Ironman 70.3 Events, has asked Santa Rosa to host an Ironman and an Ironman 70.3 Event (Events) in the five consecutive years beginning in 2017 and ending in 2021. These Events will take place on the second Saturday in May and the 4th Saturday in July. The City of Santa Rosa and the Santa Rosa Chamber of Commerce are proposing to enter into a Memorandum of Understanding to outline the elements in the agreement that each entity will be responsible for to ensure all obligations under Event Agreement are addressed. The annual cost to produce these two events is estimated not to exceed \$500,000. All funds to produce the events will be provided from the Santa Rosa Tourism Business Improvement Area, the Sonoma County Tourism Business Improvement Area, and additional fundraising. Based on analysis of similar Ironman events including the average stay and the average spending, Santa Rosa is expecting a return of \$13.8M direct impact to our local economy (hotels, restaurants and other service) per year.

**RECOMMENDATION:** It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve the Ironman Host Venue Agreement, and authorize the City Manager, or designee, to approve and execute necessary contracts and agreements, including rental 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.

**Sponsors:**

**Indexes:** Not a Project

**Code sections:**

**Attachments:** 1. Staff Report, 2. Attachment 1 - Host Venue Agreement, 3. Attachment 2 - Draft MOU between the City of Santa Rosa and the Santa Rosa Chamber of Commerce, 4. Attachment 3 - 2016 Overview, 5. Attachment 4 - Economic Impact Report from Tourism Whistler, 6. Resolution, 7. Exhibit A, 8. Exhibit B, 9. Presentation

Date	Ver.	Action By	Action	Result
10/18/2016	1	City Council		