

Event Support Application

This application is for consideration for financial support from the Santa Rosa Tourism Business Improvement Area (SRTBIA). **Only events that produce lodging room nights will be considered for funding.** The SRTBIA's goal is to support events that produce a minimum of 100 room nights now or in the future. Application review for SRTBIA support will take place at regularly scheduled Board meetings. Please submit completed application to Anne Mitchell, Santa Rosa Convention & Visitors Bureau, by email at annem@visitsantarosa.com.

Event Details	
Event Name	The Santa Rosa Marathon
Event Date(s)	August 25 th , 26 th
Event Description	Full & half marathon.
Is this a new or returning event?	Returning
Contact Name, Phone, Email & Mailing Address	Orhan Sarabi osarabi@fusionfitness.biz P.O. Box 7972 SR, CA 95407
Legally Responsible Organization	True Grit Running LLC
Total Event Cost	50,000
Amount Requested	10,000 - 15,000
How Will Funds from SRTBIA Be Used?	For expos in Los Angeles, Las Vegas, Seattle, Houston, and any California based marathons like Long Beach, Santa Barbara, San Jose to drive people to our race. Also we even use for Facebook ads targeted in towns out of area. Also any other ads in running magazines.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	Anywhere from a low of 600 to as many as 1200.
Who is the target audience for this event? What is the anticipated attendance?	Target audience is any marathoner wanting to qualify for Boston Marathon. Also any 1/2 marathon women or men.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	600+. Marriott, Sandman, Ext. Stay, Best western, Hilton, La Rose, plus holiday inn etc.

<p>Have you approached or contracted with any hotels for the event for which you are requesting support? If so, what hotel(s) and how many room nights have you requested?</p>	<p>Marmott. Blockked 100 rooms, more next year.</p>
<p>If you receive event support from the SRTBIA, we ask that you exclusively use the Santa Rosa CVB services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?</p>	<p>Yes.</p>
<p>Describe the event's capacity to incubate (Can the event grow over the years?). What kind of room night growth do you anticipate over the years?</p>	<p>Sky is limit. We can alter our course to grow in thousands. Other like cities such as Fresno has 7500 runners, or Santa Clarita has 3,000. We had 1200.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>Promotes all aspects of tourism to markets we will hit through expo. Hotels, restaurants, business all benefit.</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>Have local high schools volunteer. Valley of the Moon + Humane Society both benefit. We also last 2 years raised thousands for city save our pools fund.</p>
<p>How will this event be funded in the future?</p>	<p>Through more runners and True Grit Running LLC. Need at least a 2-3 yr window of help to grow.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>All visitors bureau guides will be dispersed at all expos. Also home page on our website will have CVB link along with any Facebook or Email blasts.</p>

<p>Additional information or comments.</p>	<p>The number one area that all races around the country that have grown is getting funds from respective cities to go to advertise their race at other races. Even Modesto in 2nd year had 2700 runners? Our area is so beautiful and can draw thousands <u>if</u> we can have seed money to grow. As a conservative.</p>
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Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.

estimate from 2011, we grew and added almost 500 runners from 2010. Say out of our 1200 runners say 500 spent 1 night in hotel times \$ 292 CVB formula that generated \$ 146,000 in revenue. So 5,000 getting 146,000 is a win/win. If we can get aggressive and get 10,000 or even 15,000 we can make numbers grow.

If we did an expo once or twice a month for next 6-8 months and draw 100 runners per area we could add 600-800 runners. Say 800 were added and each stay one night thats 233,600?! Giving us 10K or 15K would pay back to a huge ROI. The more you give the more heads in beds we can guarantee back.