

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 Keith Roberts, City of Santa Rosa, at KRoberts@SRCity.org and send a copy to Anne Mitchell, Santa Rosa Convention & Visitors Bureau, at AnneM@VisitSantaRosa.com.

Event Details	
Event Name	The Santa Rosa Marathon
Event Date(s)	Aug 30 th , 2015
Event Description	Full & Half marathon and 5K run starting in Juilliard Park, traversing the greenway ~ 12 miles in West Sonoma County. All races end in Juilliard Park.
Is this a new or returning event?	Returning
Contact Name, Phone, Email & Mailing Address	Orhan Sarabi 703-9616 srmarathon@gmail.com
Legally Responsible Organization	True Grit Running LLC
Total Event Cost	125,000 - 150,000
Amount Requested	4,000
How Will Funds from SRTBIA Be Used?	To promote the race at the Boston Marathon Expo. We would place an ad in the magazine all 38,000 runners receive (\$1,000) and use \$3,000 for booth expense & one plane ticket.
<p>Our average numbers of enrolled at expos are 100, so if we generated same 100 numbers at minimum 100+ two night stays would be generated.</p>	
General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	Easily 200 - 300. Coming from east coast runners would stay longer.
Who is the target audience for this event? What is the anticipated attendance?	We are ranked as the 5 th fastest race in U.S. and have been in top 5 last 4 years as top race to qualify for Boston Marathon.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	Hilton, Marriott, Best Western, Hyatt, Hotel La Rose, Uagabond, Sandman, Best western Garden Inn, Hilton Garden Inn, Flamingo. Produced 1,000+ nights.

<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>Flamingo, Hilton, Marriott, Sandman, Hyatt, Fountain Grove Inn, Hilton Garden Inn, 500-600 rooms.</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>We receive a 10% commission back from hotels so don't know. We handle it ourselves.</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>Race has grown every year since 2009. We want to target longer duration stays by targeting east coast & international via Boston.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>We promote the locally grown race all over California, Canada, Oregon, Nevada, Arizona & Washington State. All runners receive a bottle of wine</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>and have a post race festival focused on all local food, craft beer, and local food. We have numerous small sponsors from Kaiser, to Heart + Sole, local charities we have donated</p>
<p>How will this event be funded in the future?</p>	<p>thousands to over 5 years. Race is self funded and with more targeted growth nationally & internationally it will only keep growing.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>Santa Rosa visitors guides are handed out at all expos. Approximately 10,000 are given out at expos. In 2015 we will double our expos attendance so 20,000 can be distributed. We purposely chose Santa Rosa</p>

Marathon vs. Sonoma County Marathon to highlight Santa Rosa specifically.

Grove

(first of any national race)

Additional information or comments.	<p>Our goal is to continue to uphold our already top 5 nationally recognized marathon. To target more international & east coast runners we need to brand at the Boston Marathon. For a 4,000 SRTBIA investment we estimate a minimum return of 100 extra 2 night minimum stays. At \$292 x 2 night: 584 x 100 is 58,400. This calculation is</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.

a bare minimum and we could forecast higher knowing Boston has 38,000 runners. We are only saying getting 100 of them to sign up... the numbers could be far more significant than our conservative estimate.