



Board of Directors Meeting

Thursday, January 23, 2025

2:00 p.m.

Visit Carlsbad Office: 3088 State Street #103, Carlsbad 92008

Agenda

Welcome & Call to Order

Stripe

Self-Introductions

Stripe

Public Comment

Stripe

Members of the public are welcome to make comments on items on the agenda and not on the agenda.

Informational Items

CEO Report October – December 2024

Sidoriak

Financial Update

Sidoriak

Strategic Plan Update

Sidoriak

Certified Autism Destination Next Steps

Sidoriak

Action Items

1. Approval of October 29, 2024 Meeting Minutes

Stripe

Board members will review and consider for approval the minutes of the prior meeting.

2. Grant Application – NCAA

Sidoriak

Board members will discuss and consider the grant application from the NCAA for Women's & Men's Golf Championship event.

3. Grant Application – Carlsbad Village Association

Sidoriak

Board members will discuss and consider the grant application from Carlsbad Village Association for the Hearts of Carlsbad Village event.

4. Grant Application – Groundwork Endurance

Sidoriak

Board members will discuss and consider the grant application from Groundwork Endurance for the Carlsbad 5000.

5. Adjournment

Stripe



Future meeting dates: April 24, 2025, July 24, 2025, October 16, 2025

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Tina Burke at (760) 248-8478 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides as a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.



Board of Directors Meeting Minutes

Meeting Details

Date: October 29, 2024

Time: 2:00 p.m. PT

Location: Visit Carlsbad Office - 3088 State Street #103, Carlsbad, CA 92008

Attendees

Quorum confirmed with the following five members in attendance in person:

Board Members

Tim Stripe, Chair

Rob Stirling, Vice Chair

Michelle Zwirek, Secretary/Treasurer

Yolanda Hartley, Member

Kurt Stocks, Member

Other Attendees

Kim Sidoriak, President & CEO, Visit Carlsbad

Tina Burke, Director of Finance & Administration, Visit Carlsbad

Absences

Nicole Buczek, Member

Bryan Hart, Member

Call to Order

Meeting called to order by Chair Stripe at 2:03 p.m.

Self-Introductions

Self-introductions were omitted as all in attendance knew each other.

Public Comment

Chair Stripe called for public comments; there was none.

Informational Items

Sidoriak thanked Zwirek and Omni La Costa for hosting the Visit California Fall Board Meeting and congratulated Stocks on being appointed to Visit California's Executive Committee.

Sidoriak presented the quarterly (July – September 2024) CEO report which included destination performance (STR report) and an update on the 2022-2024 strategic plan.



Sidoriak introduced the possibility of becoming a Certified Autism Destination which was met with much enthusiasm from the board. Staff will continue to research certification.

Sidoriak then presented financial information for three months ended September 30, 2024, including the balance sheet, budget to actual revenues and expenses, Group Incentive Program summary, and golf-related assessment summary. Chair Stripe requested to add the yearly budget to the Group Incentive Program reporting.

Sidoriak presented the Fiscal Year 2024 Audit Letter, Independent Auditor's Report, and Financial Statements.

With the Carlsbad Tourism Business Improvement District (CTBID) planning to dissolve next month, there was discussion regarding the possible transition of some CTBID board members to the Visit Carlsbad board and creating a Sales and Marketing Committee.

Transportation programs options from Circuit, Uber, and Lyft were presented as requested from the previous board meeting. There was no interest in Visit Carlsbad managing a new transportation program.

Action Items

1. Approval of August 6, 2024 Meeting Minutes

Chair Stripe presented the August 6, 2024 board meeting minutes for approval.

Motion to approve the August 6, 2024 board meeting minutes was made by Stocks; seconded by Zwirek.

Vote:

In favor: Stripe, Zwirek, Hartley, Stocks

Abstain: Stirling

Motion passed.

2. Grant Application – Carlsbad Youth Baseball

Sidoriak presented a "Brand Positioning" grant application from Carlsbad Youth Baseball for the PONY-13 World Series for \$27,500.

Motion to deny a grant to Carlsbad Youth Baseball for PONY-13 World Series was made by Stripe; seconded by Stirling.

Vote: All in favor.



Motion passed.

3. Adjournment

Chair Stripe called to adjourn the meeting at 3:46 p.m.

Michelle Zwirek, Secretary/Treasurer

DRAFT



EVENT GRANT APPLICATION

July 1, 2024 - June 30, 2025

Applicant Information

Name of Proposed Program/Event: _____

Name of Applicant/Organization: _____

Address: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Federal Tax ID #: _____

Amount of Grant Request:

\$ _____

Total Event Budgeted Expenses:

\$ _____

This application is for:

____ Placemaking Event ____ Brand Positioning Event ____ Room Night Driving Event

Program/Event Description *(Use additional pages if necessary):*

Proposed date or timeframe of event: _____ Is the date firm? _____

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

Describe how the program/event will benefit tourism in Carlsbad:

Projected number of out-of-town visitors: _____

Projected number of hotel room nights utilized: _____

Describe the estimated media coverage of the event:

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

Describe program/event history, compliance, success, etc.:

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

Describe how grant funds would be used:

Applicant Background

This applicant is a (an):

Nonprofit For-Profit Local Public Agency Individual Other

Years in Business: _____ Number of Employees: _____ Number of Volunteers: _____

List any other organizations, agencies, or businesses partnered on this application.

Marketing Requirement

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.


The applicant acknowledges and agrees to adhere to the reporting requirements described above.



I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature:  _____

Name: _____

Title: _____

Date: _____

Submittal Information

To submit your application, email application and attachments to eventgrants@visitcarlsbad.com with the subject: **Event Grant Application**.

Allow two business days to acknowledge submittal. Visit Carlsbad will keep applicants informed of progress during consideration. If you have questions about the application, please email eventgrants@visitcarlsbad.com.



Event Grant Application Supplement

operational costs with as much detail as possible in the "Description" column.
 Add other categories as necessary in the blank rows provided.

Category	Description	Total Marketing Budget	Grant Funds Budget
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)	<p>Golf dynamic paid search campaign through Google targeting a 250-mile radius of San Diego DMA + SF/LV/LA/Phoenix. Email blasts have been sent or slated to our membership database and key feeder markets. Example is a dedicated eBlast going to 150k Subscribers, golf audience, in the SF/SD/LA/LV/Phoenix markets.</p> <p>Leveraging La Costa Club members and community with word-of-mouth support for ticket sales and volunteers.</p> <p>Working with Century Club (Farmers Insurance Open) community to leverage golf interest and support for championships.</p> <p>Reaching out to Southern California Universities, San Diego State, SDSU for promotion and awareness.</p> <p>Targeting sports influencers (Patrick Koenig, Pat Bonds, Tod Leonard, Tisha Alyn, etc.) to generate awareness and excitement.</p>	\$ 35,700	\$ 35,700

<p>Print Advertising (Magazines, newspapers, billboards)</p>	<p>We've updated our entry signage along high-trafficked El Camino Real Rd with a sign that reads "Home of the NCAA D1 Golf Championships" to act as a billboard for high impressions and consistent visibility along one of San Diego County's busiest roads.</p> <p>We are placing championship info in community calendars and "What To Do" sections of local newspapers. We're leveraging relationships with local pubs for editorial coverage and discounted insertions, e.g. Coast News, Carlsbad Business Journal, Inland Coast News, etc.</p>	<p>\$ 5,000</p>	<p>\$ -</p>
<p>Broadcast Advertising (Television, radio)</p>	<p>Golf Channel marketing placements (video).</p> <p>We are currently running Pandora streaming ads that promote NCAA and resort golf.</p> <p>We're working with FOX 5 and CBS 8 to discuss connections between the championship and the local sports community. Visit Carlsbad is tapping into their relationship with The Localist for guaranteed on-air coverage.</p>	<p>\$ 318,000</p>	<p>\$ 40,300</p>
<p>Creative Production (Filming video content, creating a website, printing flyers)</p>	<p>Domain, site build and G-suite for www.cwcgf.com for the College World Golf Championships Foundation, Inc.</p>	<p>\$ 500</p>	<p>\$ -</p>
<p>Direct Mail</p>	<p>N/A</p>	<p>\$ -</p>	<p>\$ -</p>
<p>Operational Costs</p>	<p>PR Agency Retainer, Buffalo Groupe – outbo</p>	<p>\$ 24,000</p>	<p>\$ 24,000</p>
<p>Total</p>		<p>\$ 383,200</p>	<p>\$ 100,000.00</p>



EVENT GRANT APPLICATION

July 1, 2024 - June 30, 2025

Applicant Information

Name of Proposed Program/Event: Hearts of Carlsbad Village

Name of Applicant/Organization: Carlsbad Village Association

Address: 300 Carlsbad Village Dr., Ste. 108 #135, Carlsbad, CA 92008

Contact Name: Christine Davis Title: Executive Director

Email: chris@carlsbad-village.com Phone: 760-814-0854

Federal Tax ID #: 33-0468211

Amount of Grant Request:

\$ 5,000

Total Event Budgeted Expenses:

\$ 21,000

This application is for:

Placemaking Event Brand Positioning Event Room Night Driving Event

Program/Event Description (Use additional pages if necessary):

Proposed date or timeframe of event: Saturday, February 8, 2025 Is the date firm? Yes

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

Started in 2020 as an initiative to encourage locals and visitors alike to patronize downtown businesses during Covid, the Hearts of Carlsbad Village has grown into a much-anticipated event that brings together community far and wide to search for unique hidden glass hearts, designed and made by our own local Barrio Glassworks, throughout all of downtown Carlsbad, via a "hidden in plain sight" scavenger hunt.

Describe how the program/event will benefit tourism in Carlsbad:

Hearts of Carlsbad Village calls to people of all ages and enables couples and families alike to experience Carlsbad Village in a very unique way. Being a free community event, it attracts people of all ages to come experience downtown Carlsbad and in the process fall in love with all that it has to offer, from dining to shopping, to lodging. This encourages people to return to experience Carlsbad again and again.

Projected number of out-of-town visitors: 750

Projected number of hotel room nights utilized: 15

Describe the estimated media coverage of the event:

In addition to eNewsletter coverage that now reaches over 7,000 subscribers, and social media attention on @carlsbadvillage with nearly 27K followers, the Hearts of Carlsbad Village will also be highlighted in the Carlsbad Magazine and the Coast News newspaper, and will also be presented to local TV stations such as KUSI TV, KNSD, and KFMB, who are very receptive to Carlsbad Village Association events.

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

Yes. Hearts of Carlsbad Village is entering its 5th year in 2025.

Describe program/event history, compliance, success, etc.:

The event started in 2020 as a way to motivate people to come downtown to experience the Village at a time when face-to-face shopping and dining was not encouraged. The first year only 50 hearts were hidden. Due to its incredible response, it has since grown year by year with 400 hearts hidden in 2024 over two days with over 2,000 people searching both days creating one of the busiest days in downtown Carlsbad during what is typically considered the shoulder season, with several hotel properties actively involved.

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

In 2025, the Carlsbad Village Association is appealing to local businesses to sponsor the creation of custom glass hearts. This event is not an income producing event for the Carlsbad Village Association, so recovering production costs is its main concern. Therefore, sponsoring businesses like Handel's Ice Cream, First Team Real Estate, the Village Faire Shopping Center, and others will be sponsoring for \$450 each with the goal to make this event a self-sustaining event.

Describe how grant funds would be used:

Grant funds will enable the Carlsbad Village Association to fund the production of up to 300 glass hearts and promote the event via print, social media, and print media. While a significant amount of volunteer time will be used to "hide" the glass hearts, the staff time involved to create, design, and manage this event is significant, and grant funds will help offset costs associated with the production of this event.

Applicant Background

This applicant is a (an):

Nonprofit For-Profit Local Public Agency Individual Other

Years in Business: 30 Number of Employees: 4 Number of Volunteers: 75

List any other organizations, agencies, or businesses partnered on this application.

Marketing Requirement

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

The name of this event has always identified the strong connection with downtown Carlsbad by being called the Heart of Carlsbad Village.

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

CD I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature: Christine Davis

Name: Christine Davis

Title: Executive Director

Date: 1/2/25

Clear Application

Print Application

Submittal Information

To submit your application, email application and attachments to eventgrants@visitcarlsbad.com with the subject: **Event Grant Application**.

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Event Grant Application Supplement

detail as possible in the "Description" column. Add other categories as necessary in the blank rows provided.

Category	Description	Amount
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)		
Print Advertising (Magazines, newspapers, billboards)		
Broadcast Advertising (Television, radio)		
Creative Production (Filming video content, creating a website, printing flyers)	Website design to register hearts; promotional flyers, professional photography	\$ 750
Direct Mail		
Operational Costs	Staffing, Management	\$ 1,500
Glass Heart Production	Labor, colors, stamping, and overall production of glass hearts.	\$ 2,750
Total		<u>\$ 5,000</u>



EVENT GRANT APPLICATION

July 1, 2024 - June 30, 2025

Applicant Information

Name of Proposed Program/Event: Carlsbad 5000

Name of Applicant/Organization: Groundwork Endurance, LLC

Address: 224 Birmingham Dr #1A3

Contact Name: Griffin Smith Title: Event Director

Email: griff@carlsbad5000.com Phone: 7607079855

Federal Tax ID #: 83-1940481

Amount of Grant Request:

\$30,000

Total Event Budgeted Expenses:

\$380,000

This application is for:

Placemaking Event Brand Positioning Event Room Night Driving Event

Program/Event Description (Use additional pages if necessary):

Proposed date or timeframe of event: April 5-6, 2025 Is the date firm? Yes

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

See additional pages

Describe how the program/event will benefit tourism in Carlsbad:

See additional pages

Projected number of out-of-town visitors: 3,000+

Projected number of hotel room nights utilized: 1,500+

Describe the estimated media coverage of the event:

See additional pages

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

Yes, every year since 1986, aside from 2020 and 2021, which were affected by Covid-19

Describe program/event history, compliance, success, etc.:

See additional pages

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

See additional pages

Describe how grant funds would be used:

See additional pages

Applicant Background

This applicant is a (an):

Nonprofit For-Profit Local Public Agency Individual Other

Years in Business: 7 Number of Employees: 1 Number of Volunteers: 300

List any other organizations, agencies, or businesses partnered on this application.

See additional pages

Marketing Requirement

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

See additional pages

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

 I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature: 

Name: Griffin Smith

Title: Event Director

Date: 12/19/2024

Clear Application

Print Application

Submittal Information

To submit your application, email application and attachments to eventgrants@visitcarlsbad.com with the subject: **Event Grant Application**.

Allow two business days to acknowledge submittal. Visit Carlsbad will keep applicants informed of progress during consideration. If you have questions about the application, please email eventgrants@visitcarlsbad.com.

Event Grant Application Carlsbad 5000 Additional Pages

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

The Carlsbad 5000, celebrated as “The World’s Fastest 5K,” is a two-day running event that has been a cornerstone of Carlsbad for 39 years. Held every spring, it draws 10,000–11,000 participants and spectators to Carlsbad Village, offering a world-class experience for runners of all skill level, including kids, families, amateurs, and the prestigious Elite Invitational, featuring top professional runners of Olympic caliber.

This event directly supports Carlsbad’s key experience pillars:

- Health & Wellness: Inspires an active lifestyle with events for all ages and abilities.
- Outdoors: Showcases Carlsbad’s stunning coastline and welcoming Village atmosphere.
- Arts & Entertainment: Combines live music, food, and community festivities for a memorable experience.

As a globally recognized race, the Carlsbad 5000 is a proven marquee event that elevates Carlsbad’s reputation as a premier destination and continues to attract visitors year after year.

Describe how the program/event will benefit tourism in Carlsbad:

The Carlsbad 5000 drives tourism by attracting thousands of runners and spectators from across Southern California, the U.S., and internationally. In 2024, participants traveled from 41 states and 15 countries, generating an estimated 1,710 hotel room nights.

The event promotes Carlsbad as a destination through targeted marketing, hotel partnerships, and high-quality content showcasing the city’s scenic coastline and vibrant Village. By encouraging visitors to stay, dine, and explore, the Carlsbad 5000 boosts overnight stays, visitor spending, and Carlsbad’s reputation as a premier destination for health, wellness, and outdoor experiences.

Describe the estimated media coverage of the event:

The Carlsbad 5000 generates significant media attention, with an estimated 15 million media impressions for the 2025 event. Coverage includes digital, print, broadcast media, and social media, focusing on the history, Olympian involvement, the destination, and the race’s reputation as “The World’s Fastest 5K.”

For 2025, we aim to maintain this reach through targeted digital campaigns, social media collaborations, partnerships with high-profile athletes, and running-focused media outlets. These efforts will continue to position Carlsbad as a premier destination for health, wellness, and outdoor experiences.

Describe program/event history, compliance, success, etc.:

The Carlsbad 5000 has been a springtime tradition for 39 years, celebrated as “The World’s Fastest 5K.” Known for its rich history, the event has set 16 world records and 8 U.S. records, solidifying its status as a globally recognized race. In 2024, the event attracted 8,350 runners and 3,000 spectators from 41 states and 15 countries, generating an estimated 1,710 hotel room nights.

Olympic silver medalist, NYC Marathon, & Boston Marathon champion Meb Keflezighi continues to play a key role as the event ambassador, engaging with participants through meet-and-greets, seminars, and race-day celebrations.

We have a proven track record of working closely with the City of Carlsbad, local law enforcement, and community partners to ensure successful and compliant events year after year. The 2024 event saw the

highest participation in over a decade, demonstrating the Carlsbad 5000's enduring appeal and continued growth as a marquee event.

Describe other funding sources and amounts including committed funds and potential matching funds:

Our LLC, Groundwork Endurance, is budgeting \$380,000 in expenses to put on this 2025 event. Our race is a for-profit entity that relies on participant registration and sponsorship funds to meet our yearly budget goals. In 2025, we are looking to once again expand in terms of marketing efforts operational expenses to attract a larger out-of-market contingency to the City of Carlsbad for our 2-day running event.

Describe how grant funds would be used:

Grant funds would be used to promote Carlsbad as a premier destination for health and wellness while driving out-of-market participation in the Carlsbad 5000. Specifically, funds would support:

- Targeted digital and social media campaigns to attract runners from key markets in the Western U.S. and Mexico, focusing on fitness enthusiasts and travelers seeking unique experiences.
- High-quality video and photo content showcasing Carlsbad's coastline, Village, and attractions, emphasizing its appeal as a health and wellness destination. This content will also highlight the energy and vibrancy of the Carlsbad 5000 as a must-attend event.
- Elite athlete travel and appearance fees, which enhance the event's prestige and generate national and international media coverage. The presence of world-class athletes elevates the profile of the event and Carlsbad as a premier destination. This past summer, 9 Carlsbad 5000 athletes competed in the 2024 Paris Olympics.
- Strategic advertising placements across digital and social platforms to engage potential participants and their families, ensuring widespread visibility of Carlsbad's unique appeal.

This investment will extend the reach of the Carlsbad 5000 and solidify Carlsbad's reputation as a world-class health and wellness destination.

List any other organizations, agencies, or businesses partnered on this application.

Meb Keflezighi, Olympic Silver Medalist and Boston Marathon Champion, serves as the official event ambassador for the Carlsbad 5000. Additionally, we collaborate with Easy Day Sports, a premier event production company, to ensure the event's continued success.

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

The Carlsbad brand identity is prominently featured throughout the Carlsbad 5000 in both advertising and event execution. The Visit Carlsbad logo is included in all out-of-market advertising campaigns, digital and social media promotions, and participant communications.

On-site, the brand is showcased through extensive course branding, including start and finish line structures, signage, and banners.

High-quality video and photo content highlights Carlsbad's scenic coastline, Village, and vibrant community, emphasizing the city's appeal as a premier destination for health, wellness, and outdoor experiences.

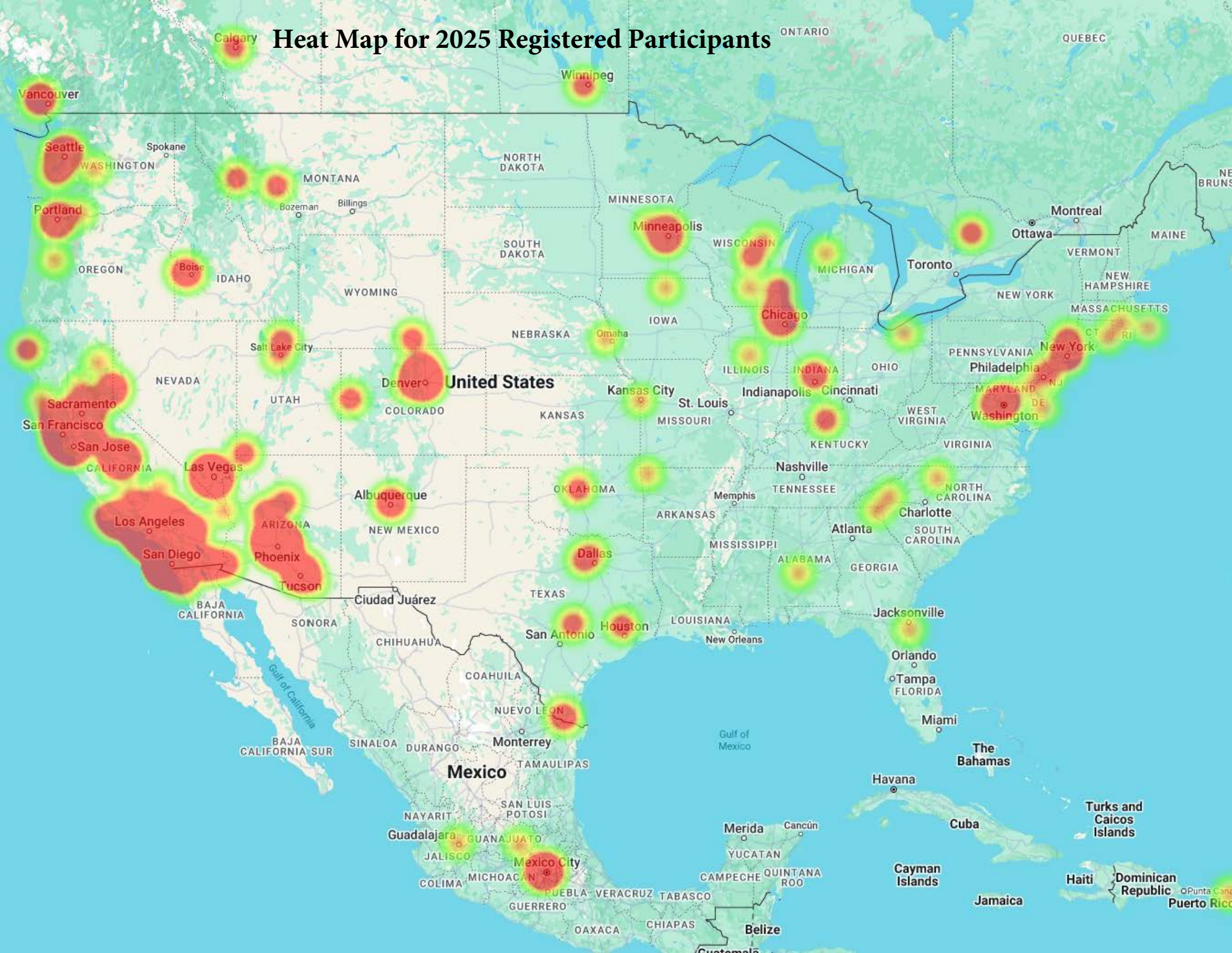


Event Grant Application Supplement

Please indicate how grant funds would be spent on marketing and/or operational costs with as much detail as possible in the "Description" column. Add other categories as necessary in the blank rows provided.

Category	Description	Amount
Digital / Social	<p>Funds will be used for targeted campaigns to promote the Carlsbad 5000, Carlsbad as a destination, and drive out-of-market participation.</p> <p>Paid social media ads on platforms like Facebook, Instagram, and YouTube, targeting fitness enthusiasts outside of San Diego County in key Western U.S. and international markets.</p> <p>Digital paid ads on running event calendars and national running email databases.</p> <p>Collaborations with influencers to create engaging content promoting the event and Carlsbad as a premier</p>	\$ 15,000
Creative Production	<p>Funds will support creating high-quality, branded content that highlights Carlsbad as a destination and enhances event marketing before, during, and following race weekend.</p> <p>Filming and producing video content of the entire race weekend, showcasing Carlsbad's scenic coastline.</p> <p>Designing promotional assets for year-round marketing campaigns and promotion.</p>	\$ 10,000
Elite Race	<p>Funds will be allocated to securing top-tier elite runners who elevate the prestige of the event and drive national and international media coverage.</p> <p>Covering travel expenses to bring elite athletes to Carlsbad.</p> <p>Providing accommodations for elite runners at Carlsbad hotels.</p> <p>Enhancing the pre and post-race media coverage with world-class performances, strengthening the event's reputation as "The World's Fastest 5K" and Carlsbad as a premier fitness destination</p>	\$ 5,000
Total		\$ 30,000

Heat Map for 2025 Registered Participants



CARLSBAD

Carlsbad Village Dr

WALKING
CROSS COUNTRY

CARLSBAD 5000
WORLD'S FASTEST 5K



CARLSBAD 5000
WORLD'S FASTEST 5K™

CARLSBAD
CALIFORNIA

April 6-7, 2024

 Carlsbad, California



8,350 Runners
3,000 Spectators



41 States
15 Countries

The 38th Carlsbad 5000 brought in 8,350 runners & 3,000 spectators to the seaside streets of Carlsbad, California. Friends, family, & runners from around the globe joined together on a sunny weekend in Carlsbad to celebrate, health, fitness, and fun at the iconic Carlsbad 5000.



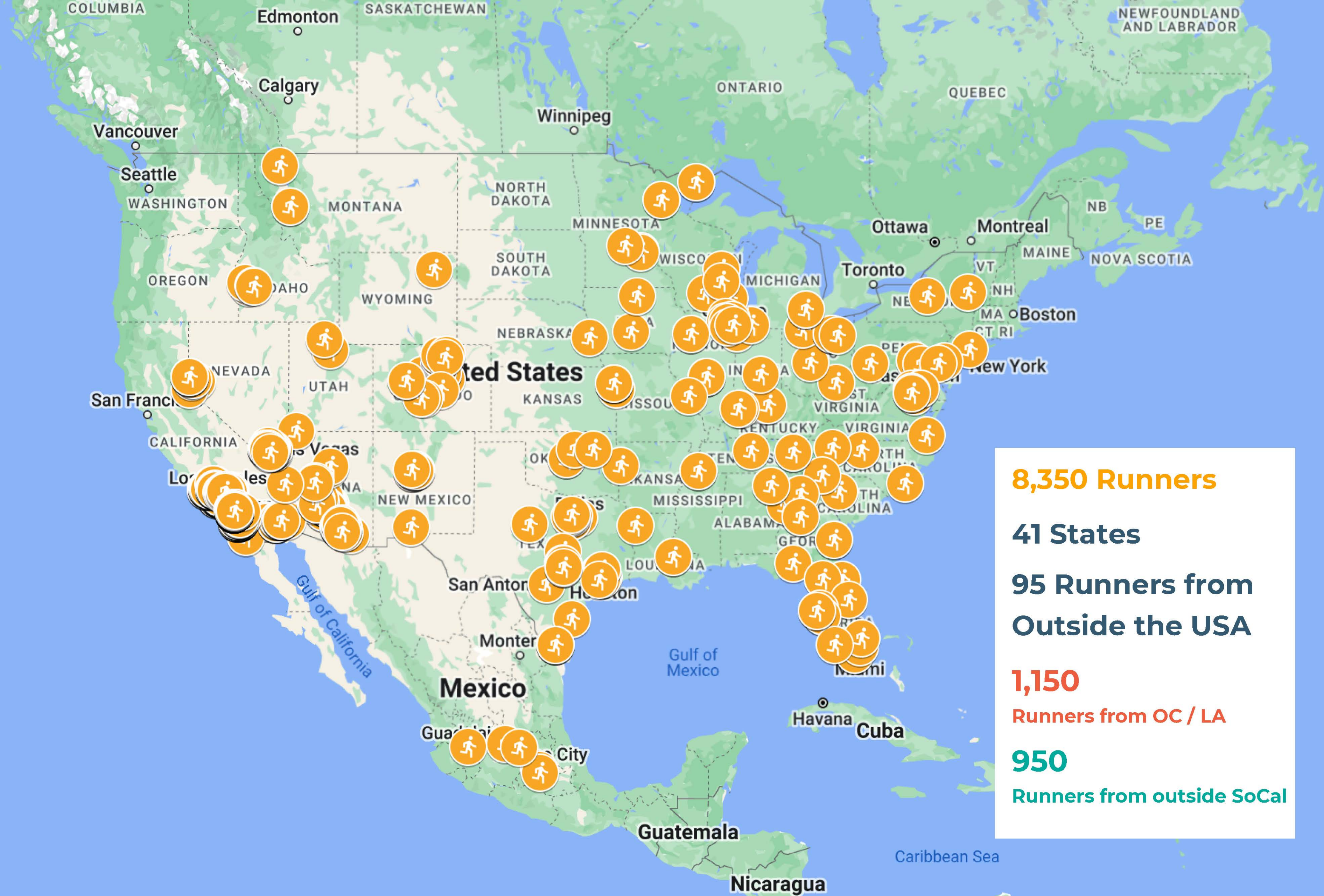


MOUNTAIN
WARD
WEAR

CARLSBAD 5000
WORLD'S FASTEST 5K™
PEOPLE'S RACE
5438



[Watch the 1-min Sizzle Reel](#)
[Watch the 9-min Race Recap](#)



8,350 Runners

41 States

95 Runners from Outside the USA

1,150
Runners from OC / LA

950
Runners from outside SoCal

1,710 Estimated Hotel Nights



Runners from LA/OC: 1,150

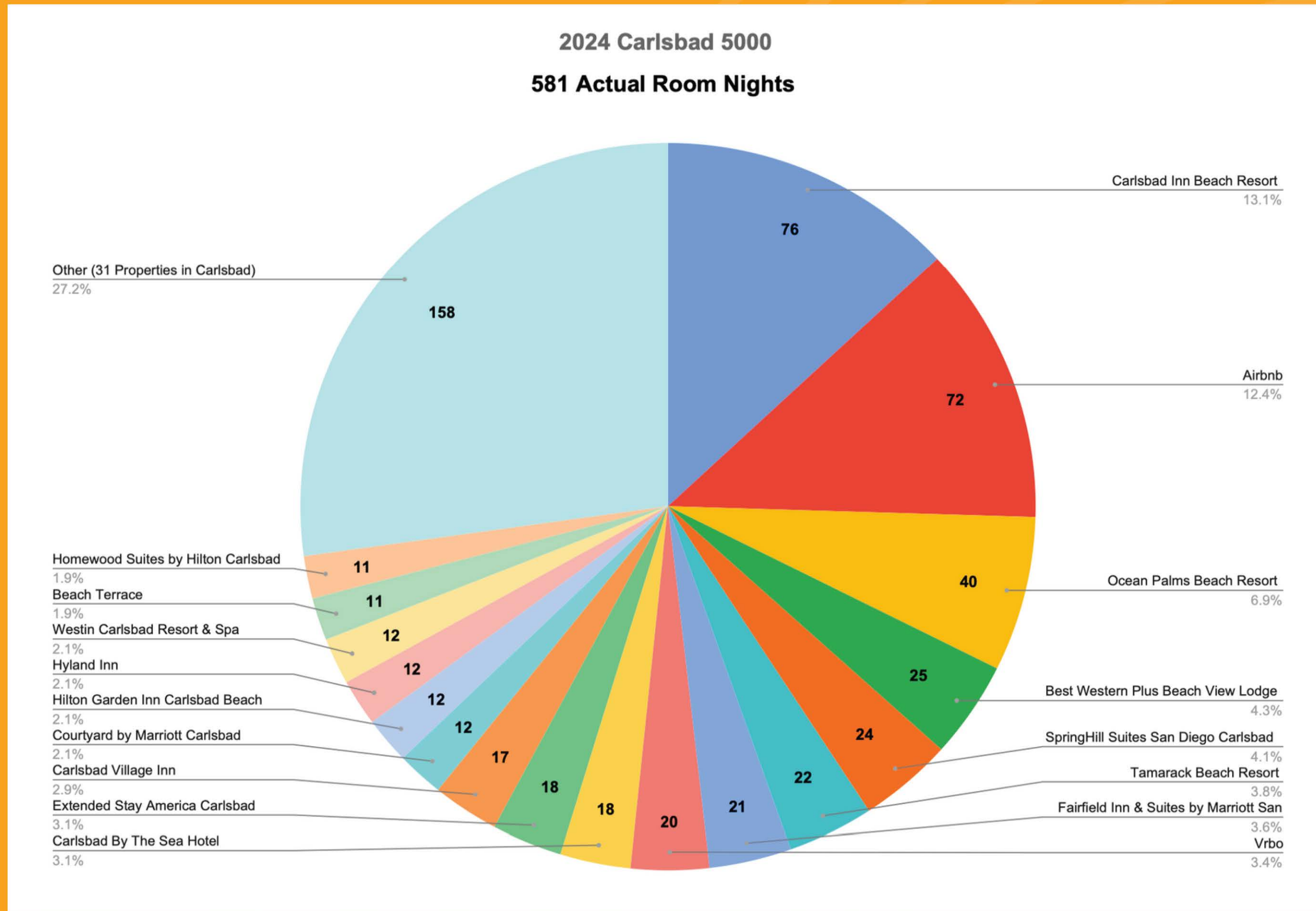
- Survey Data:
 - 96 respondents stayed in a hotel, totaling 162 hotel nights.
 - 208 respondents did not stay in a hotel.
- Average hotel nights per LA/OC respondent: 1.69
- Percentage of LA/OC respondents who stayed in a hotel: 31.6%
- Conservative percentage applied: 22.1%
- Estimated total hotel nights (LA/OC): 430

Runners from Outside Southern California: 950

- Survey Data:
 - 138 respondents stayed in a hotel, totaling 394 hotel nights.
 - 66 respondents did not stay in a hotel.
- Average hotel nights per outside SoCal respondent: 2.86
- Percentage of outside SoCal respondents who stayed in a hotel: 67.6%
- Conservative percentage applied: 47.3%
- Estimated total hotel nights (outside SoCal): 1,280

Total Estimated Hotel Nights (Conservative): 1,710

Survey Data Actual



Out of 8,350 runners, we had 1,500 responses to our post-race survey. This chart includes room nights that Carlsbad 5000 booked for event staff and athletes as well as rooms booked by residents of SD county. This data was not included in the room night estimation on the previous slide.

THANK YOU

