



Board of Directors Special Meeting

Monday, March 2, 2026

4:00 p.m.

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

Teleconference Locations:

5900 Pasteur Court, Carlsbad 92008

2100 Costa Del Mar, Carlsbad 92009

1 Ponto Road, Carlsbad 92011

3075 Carlsbad Blvd, Carlsbad 92008

Join Zoom Meeting

Web link:

<https://us06web.zoom.us/j/6349370574?pwd=eG5DVnVMVklldGZBT1M3c0Qwaks4UT09>

Zoom Phone: +1-669-444-9171

Meeting ID: 634 937 0574 Passcode: a1XFt3

Agenda

Welcome & Call to Order

Stripe

Self-Introductions

Stripe

Public Comment

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

Stripe

Informational Items

None

Action Items

1. Grant Application – Groundwork Endurance

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

Sidoriak

2. Adjournment

Stripe

Future meeting date: April 24, 2026, July 24, 2026, October 23, 2026



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.



EVENT GRANT APPLICATION

November 1, 2025 - June 30, 2026

Note: Organizations cannot apply for both a grant and sponsorship in the same fiscal year (July 1 - June 30) for the same event

Applicant Information

Name of Proposed Program/Event: _____

Name of Applicant/Organization: _____

Address: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Amount of Grant Request:

\$ _____

Total Event Budgeted Expenses:

\$ _____

This application is for:

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.*

The Carlsbad 5000, known globally as "The World's Fastest 5K," is a two-day running event held each spring in Carlsbad. In 2026, the event will celebrate its 40th anniversary and is expected to draw over 12,000 runners and spectators to Carlsbad Village for a full weekend of races and community programming for kids, families, recreational runners, and elite professional athletes.

The event aligns with Carlsbad's key experience pillars by promoting wellness through active participation across all ages and ability levels, highlighting the city's beach and outdoor environment through its coastal Village footprint and race course entirely on Carlsbad Blvd, and supporting arts, entertainment, and culinary experiences through live music, local food and beverage offerings, and community activities throughout race weekend.

The Carlsbad 5000 has a long-standing history in the city. With four decades of consistent participation, national and international recognition, and a strong base of returning runners and spectators, the event has proven its ability to function as a marquee, recurring event that continues to enhance Carlsbad's reputation as a premier travel destination.

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

The Carlsbad 5000 benefits tourism in Carlsbad by attracting participants and spectators who travel from outside the region and stay overnight in the city specifically to attend the event. The multi-day format encourages visitors to arrive before race day and remain in Carlsbad throughout the weekend, supporting local hotels, restaurants, and businesses.

As of the February 4, 2026 application date, 900 registered runners are traveling from over 50 miles outside of Carlsbad city limits, including 380 from out of state and 62 international participants, with continued growth expected as registration progresses. Based on historical performance and current trends, the 2026 event is projected to generate approximately 1,200 hotel room nights. The event's 40th anniversary is expected to further increase travel demand and reinforce the Carlsbad 5000's role as a consistent, recurring driver of overnight visitation and tourism.

Projected number of out-of-town visitors: _____

Projected number of hotel room nights utilized: _____

Describe the estimated media coverage of the event:

The Carlsbad 5000 receives local, regional, national, and international media exposure through a combination of paid and earned channels. Promotional efforts begin more than three months prior to race weekend and target audiences outside San Diego County through digital advertising, social media campaigns, national running event calendars, and paid partnerships with running influencers. Across these channels, the event is expected to generate a combined digital reach in the millions, driven largely by social media, influencer content, and out-of-market advertising. The event also receives earned media coverage through online publications and broadcast outlets. The 40th anniversary in 2026 is expected to further increase media interest and visibility, supporting overnight visitation to Carlsbad.

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.:

The Carlsbad 5000 has a long and successful history as one of Southern California's signature sporting events and will celebrate its 40th anniversary in 2026. The event has been held annually with consistent participation and has established a strong track record of operational success, public attendance, and positive community impact.

The event is produced in close coordination with the City of Carlsbad, Visit Carlsbad, public safety agencies, and local partners, and has consistently met all permitting, licensing, insurance, and compliance requirements. Past events have been executed without significant operational issues and with strong coordination across city departments.

The Carlsbad 5000 has a proven ability to attract out-of-market participants, generate overnight visitation, and deliver measurable results. Post-event data collection, including participant surveys and registration analytics, is used to track travel behavior and lodging impact, allowing for reliable reporting and continuous improvement year over year.

Financial Capabilities/Budget

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

Describe how grant funds would be used:

Grant funds will be used to support both proven room-night-driving strategies and forward-looking destination marketing initiatives tied to the 40th Annual Carlsbad 5000. Funding for digital advertising, creative production, and the Elite Invitational race will build on prior years' efforts that directly drive out-of-market participation and overnight stays during race weekend. Additional grant funding will support travel-focused partnerships with running influencers and creators, which are intended as a longer-term investment in promoting Visit Carlsbad as a destination beyond a single event cycle. While this influencer content may not result in immediate room nights during the 2026 event, it is designed to reach younger, travel-oriented audiences and generate sustained awareness, consideration, and future visitation to Carlsbad.

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.

Meb Keflezighi, Olympic silver medalist and New York City and Boston Marathon champion, serves as the official event ambassador for the Carlsbad 5000. The event is produced in collaboration with Easy Day Sports, a premier event production company, to ensure consistent execution and operational success.

We also partner with the Village Faire to produce the event's expo footprint, vendor village, concert venue, and sponsored activations adjacent to the race course. The Carlsbad 5000 is an active member of the Carlsbad Village Association and works closely with Village businesses to integrate the event into the broader community experience. As part of the 40th anniversary celebration, we are collaborating with approximately 40 Village businesses to offer exclusive runner discounts and promotions, encouraging participants and spectators to explore, dine, shop, and spend time in Carlsbad throughout race weekend.

Marketing Requirement

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

The Carlsbad brand identity will be featured across all marketing and on-site elements of the Carlsbad 5000. The Visit Carlsbad logo and messaging will be included in out-of-market digital advertising, social media promotions, event listings, and participant communications. On-site, the brand will be visible through start and finish line structures, course signage, banners, and the event expo and festival footprint. Event photography and video will highlight Carlsbad's coastline, the Village, and community, extending brand visibility beyond race weekend and reinforcing Carlsbad as a premier destination for health, wellness, and outdoor experiences.

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

Event/Program Name:	The 2026 Carlsbad 5000 - 40 Year Anniversary	
Category	Description	Amount
Digital / Social	travel destination to drive out-of-market participation and overnight stays. Campaigns include paid social and digital advertising targeting runners and fitness travelers outside San Diego County in key Western U.S. and select international markets, as well as placements on national running event calendars and email databases.	\$15,000
Creative Production	Funds will support the creation of high-quality branded content that highlights Carlsbad as a destination and supports out-of-market marketing efforts before, during, and after race weekend. This includes filming and producing video content showcasing the race weekend and Carlsbad's coastal setting, as well as designing promotional assets used to encourage travel and overnight	\$15,000
Elite Race	Funds will be allocated to support the Elite Invitational race, including athlete travel, lodging at Carlsbad hotels, and event-related costs that reinforce the Carlsbad 5000's global recognition. The elite race is a core component of the event's World Athletics visibility and international reputation, helping position Carlsbad as a premier running destination and motivating competitive and	\$10,000
Travel-focused content from running influencers/creators	Funds will support paid partnerships with established running influencers and creators to produce destination-focused content that promotes Carlsbad as a travel destination tied to the Carlsbad 5000. These partnerships are designed to reach younger, travel-oriented audiences with discretionary spending power who are more likely to plan destination trips around events. Influencers will be hosted in Carlsbad hotels and short-term rentals and encouraged to experience the city through their stay, dining, and time spent in Carlsbad leading up to and during race weekend. Content created during these visits will be shared with out-of-market audiences across	\$20,000
Total		\$60,000

CARLSBAD 5000

WORLD'S FASTEST 5K

CARLSBAD CALIFORNIA

BROOKS

MEB FOUNDATION
MAINTAINING. EXCELLENT. BALANCE.

CARLSBAD CALIFORNIA

BROOKS

MEB FOUNDATION
MAINTAINING. EXCELLENT. BALANCE.

5K "FAST" PACE
6-7 MIN PER MILE



CARLSBAD 5000

WORLD'S FASTEST 5K™



CARLSBAD CALIFORNIA

April 5-6, 2025

 Carlsbad, California



7,300 Runners
3,000 Spectators



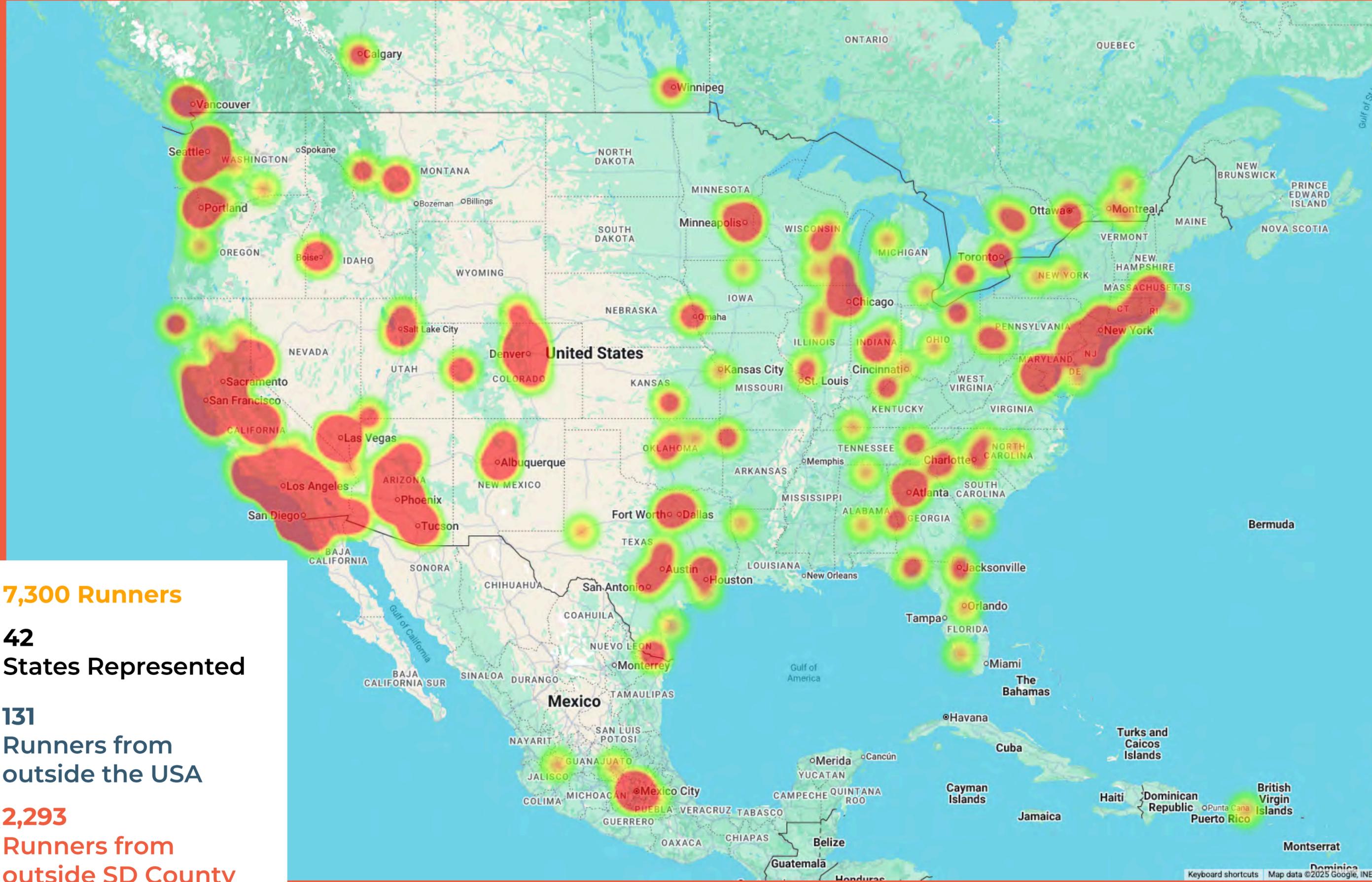
42 States
14 Countries

The 39th Carlsbad 5000 brought in 7,300 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.



[Watch the 2025 Race Recap](#)
[Watch the 2025 Elite Race](#)





7,300 Runners

42 States Represented

131 Runners from outside the USA

2,293 Runners from outside SD County

2,233 Estimated Hotel Nights

522 Verified Hotel Nights

Data collected from post-race survey, hotelplanner booking site, and internal bookings from staff, partners, and elite athletes.

From the 1,097 runners who completed the post-race survey, we cross-referenced their distance traveled to Carlsbad and calculated the likelihood of booking a hotel and the average number of nights stayed. Using this data, we developed a conservative model and applied it to the remaining non-surveyed participants.

This approach resulted in an estimated 1,711 additional room nights, in addition to 522 verified hotel room nights, for a total of 2,233 hotel nights generated by the event.

Distance Traveled	# of Runners	Est. Hotel Stays	Est. Room Nights
0–25 mi	2,655	6	12
26–50 mi	1,132	96	172
51–100 mi	474	214	383
101–250 mi	108	86	163
251–500 mi	248	157	397
501–1000 mi	81	51	160
1000+ mi	194	136	424
Total	4,892	752	1,711

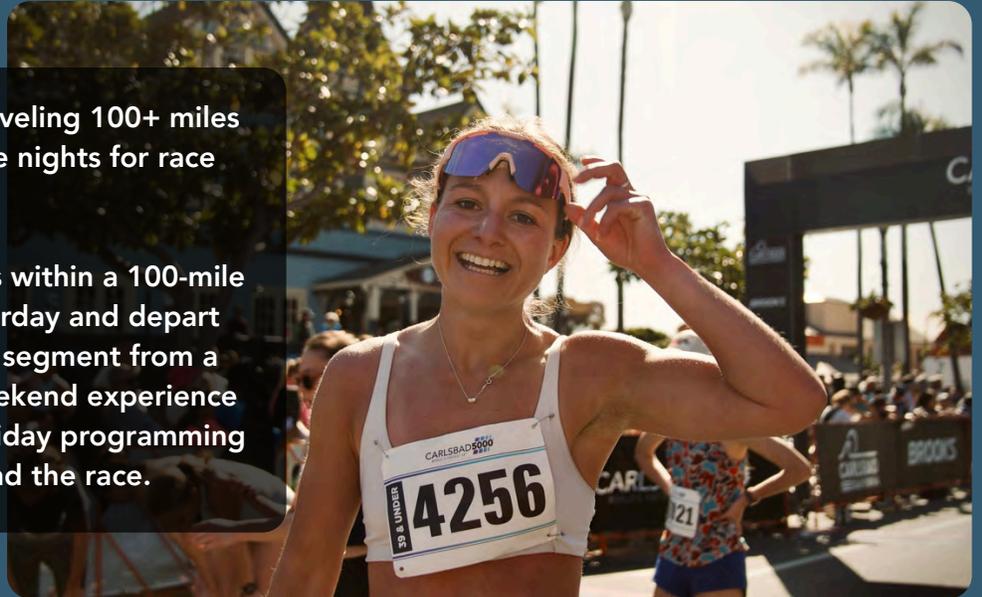
Carlsbad 5000 Weekend Experience: 2-Night Stays

Objective:

Increase average length of stay for regional runners from 1 night to 2 nights through structured programming and hotel partnerships.

Survey data shows that runners traveling 100+ miles to Carlsbad typically stay 2 or more nights for race weekend.

This initiative is focused on runners within a 100-mile radius who traditionally arrive Saturday and depart Sunday. The goal is to convert this segment from a one-night stay into a two-night weekend experience by creating added value around Friday programming and highlighted experiences beyond the race.



Carlsbad Experience Recaps

A paid social campaign designed to attract out-of-town runners, groups, and run clubs to turn Carlsbad 5000 into a full long weekend experience. Content will feature run influencers and visiting clubs documenting their stay in Carlsbad - highlighting local restaurants, coffee shops, bars, wellness activities, hotel or rental accommodations, and the overall race weekend experience in a unique coastal setting. The focus is a younger, affluent, adventure-minded audience who travel for events and lifestyle experiences.

Extracurricular Content "Beyond the Course in Carlsbad"

Alongside the Carlsbad Experience Recaps, we will produce premium photo and video content centered on what lives beyond the course in Carlsbad. Our team will follow a small group of visiting runners as they experience key pillars of the destination - beach, outdoor activities, local attractions, and health & wellness. The goal is to reframe the race as part of a full coastal weekend and encourage runners from surrounding markets to extend their stay beyond a single night.

Friday VIP Experience

We will host a group run led by Meb Keflezighi followed by a meet and greet featuring sponsor swag/gear designed specifically to shift arrival from Saturday to Friday. This will be positioned as a VIP experience and included as part of exclusive 2-night hotel packages for participating runners. In partnership with Helms Briscoe, we are developing bundled offerings tied specifically to runners who book 2 or more nights at select Carlsbad hotels.



THANK YOU

