



2015 Ironman Triathlon ROI Report
Prepared by Judy Lavery

Tracked Room Nights: 1,345

Ferrari Crown, Ritz Carlton, PlumpJack, SV Lodge, Northstar, Hyatt, Resort at Squaw Creek, Village at Squaw, TMRL

Number of People: 737

Gross Room Revenue: \$256,672

TOT Collections: \$25,667

Estimated Retail Economic Impact (excludes lodging): \$306,592

Model used for economic impact: Average age 38, average group size, 4.2, average length of stay 2 nights.

Average daily spend (excluding lodging) per person was estimated \$208.00/day x 2 days= \$416.00 x 737 people for a total of \$306,592.

Total economic impact of tracked guests: \$563,264 (Room and retail revenues)

Event revenues: \$35,007

Event expense \$384,282

Event Budget \$400,000

PR ROI

The event generated \$11,001 in pr roi. See attached report

EVENT BUDGET BREAKDOWN

Please see attached final expense/revenue budget.

IRONMAN 2015 EXPENSE FINAL			
10-Nov-15			
EXPENSE			
Host City Fee			100,000
Liquor License			300
TTUSD School Busses			14434
Northstar Shuttles			7440
United Rentals Generators			3876
Ca. State Parks Kings Beach Rental			8845
KTKE Radio			150
Fedx			18
NT Fire			33028
Jeff Freeman Photography			1750
Martis Valley Communications			1675
SV Fire EMS			4551
CHP			85000
TCDA Pole Banners			280
Blue Ribbon Personnel Labor			1641
Placer Co. Sheriff			10156
Sacramento Theatrical Grandstands			2400
ESI Security			9648
Truckee Tahoe Sanitation Dist. Trash Cans & Dumpsters			5177
United Site Services Toilets			14481
LAS Fencing			15400
LAS Stage			738
LAS Cones/Traffic Devices			2500
Volunteer Coordinator			7500
Traffic Management	TMI		70861
Traffic Management	MOB		6110
		Total Expense	402,782
Revenues/Refunds/Sponsorship			
Korbel Sponsorship			4500
Truckee Sponsorship			14000
State Parks Deposit Refund			1000
Lodging Commission			15507
		TOTAL REVENUES	35,007



IRONMAN Public Relations ROI Report

Media Relations:

Total Placements: 7 Positive 11 Negative

Total Publicity Value of Positive Placements: \$11,001.41

Positive Coverage:

- **Tahoe Daily Tribune**, 9/23 <http://www.tahodailytribune.com/news/18314505-113/2015-ironman-lake-tahoe-takes-over-north-shore>
- **Examiner**, 9/19 <http://www.examiner.com/article/ironman-returns-to-lake-tahoe>
- **Lake Tahoe News**, 9/16 <http://www.laketahoenews.net/2015/09/ironman-to-impact-traffic-sunday/>
- **Tahoe Daily Tribune**, 9/18 <http://www.tahodailytribune.com/news/18245359-113/make-no-mistake-lake-tahoe-ironman-course-one>
- **Sierra Sun**, 9/24 <http://www.sierrasun.com/news/18334247-113/ironman-tahoe-officials-disappointed-yet-optimistic-about-future>
- **KCRA**, 9/20 <http://www.kcra.com/news/thousands-participate-in-ironman-lake-tahoe/35380806>
- **Sierra Sun**, 9/28 <http://www.sierrasun.com/news/18229362-113/ironman-lake-tahoe-breaking-down-all-of-sundays>

Negative Coverage:

- **Sacramento Bee Online and Print**, 9/23 <http://www.sacbee.com/sports/outdoors/article36329763.html>
- **Tahoe Daily Tribune**, 9/24 <http://www.tahodailytribune.com/news/18326293-113/ironman-done-with-tahoe-due-to-adverse-environmental>
- **Glenwood Springs Post Independent**, 9/23 <http://www.postindependent.com/news/18309909-113/ironman-done-with-tahoe-due-to-adverse-environmental>
- **KRNV-TV**, 9/23 http://www.mynews4.com/news/local/story/IRONMAN-not-returning-to-Lake-Tahoe/Ca1_TKy8kUSrMHOFeJZKAw.csp?rss=3353
- **Lake Tahoe News**, 9/23 <http://www.laketahoenews.net/2015/09/ironman-calls-it-quits-at-tahoe-after-3-years/>
- **KCRA**, 9/22 <http://www.kcra.com/news/local-news/news-sierra/ironman-will-no-longer-be-held-at-lake-tahoe/35415834>
- **Sierra Sun**, 9/22 <http://www.sierrasun.com/news/18309909-113/ironman-pulls-plug-on-future-lake-tahoe-races>
- **The Union**, 9/22 <http://www.theunion.com/news/18311142-113/ironman-pulls-plug-on-future-lake-tahoe-races>



- Sierra Sun, 9/28 <http://www.sierrasun.com/news/18410873-113/whats-your-reaction-to-ironman-not-coming-back>
- KTVN, 9/22 <http://www.ktvn.com/story/30092327/ironman-will-not-return-to-lake-tahoe>
- KRNV, 9/23 http://www.mynews4.com/mostpopular/story/IRONMAN-Lake-Tahoe-runs-last-leg-will-not-return/mewr6qg_kUmutGxq-K2yxw.csp

Note: Publicity value is derived from industry standard of three times the ad value

Content Marketing:

- Inclusion in “North Lake Tahoe’s Summer Season Blends Human-Powered Activity with World Class Entertainment” press release and pitch
- North Lake Tahoe Newsletter, 9/9: <https://t.e2ma.net/message/32pth/voh3tk>

Social Media

Number of posts: 1

Impressions: 1,233

Engagements: 33

