



SNOHOMISH COUNTY
Tourism Promotion Area
GRANT APPLICATION

THINK BIG. THINK SNOHOMISH COUNTY.

PROJECT INFORMATION

Project Title: Snohomish Running Company 2023

Project Dates: December 1st, 2022 through October 15th, 2022

Contact Person: Grant Harrington
(person who wrote or has the most knowledge about this application)

Address: 3021 44th St. SE

City: Everett State: WA Zip: 98203

Signature: [Handwritten Signature] Phone: (425) 772-8395

Project Sponsor: Grant Harrington
(person with legal authority to sign a contract with the County)

Address: 3021 44th St. SE

City: Everett State: WA Zip: 98203

Signature: [Handwritten Signature] Date: 11/8/2022

E-mail: Grant@SnohomishRunning.com Phone: (425) 772-8395

Project Website: www.snohomishrunning.com

- Snohomish County Districts Affected by Project: (Check all that apply)
- | | |
|--|---|
| <input type="checkbox"/> 1 (Arlington, Darrington, Marysville) | <input type="checkbox"/> 2 (Everett, Mukilteo, Tulalip) |
| <input type="checkbox"/> 3 (Edmonds, Lynnwood) | <input type="checkbox"/> 4 (Bothell, Mill Creek, Mountlake Terrace) |
| <input type="checkbox"/> 5 (Lake Stevens, Monroe, Snohomish, Sky Valley) | <input checked="" type="checkbox"/> All |

Applicant is:

Non-Profit EIN # _____

Public Agency Tax ID _____

For Profit Entity UBI # 45-4413132

Estimated Hotel Room Nights Drawn:	With TPA Support:	Without TPA Support:	Result of TPA support: ("With" minus "Without")
	<u>4000</u>	<u>2000</u>	<u>2000</u>

Estimated Hotel Revenue: \$ 240000 ("Result of TPA support" * \$120.00)

Cost per Occupied Room: \$ 25 ("Amt. Requested from TPA" / "Result of TPA support")

Total Project Budget: \$ 425,000

Amount Requested from TPA: \$ 30,000 Applicant Match: \$ 395,000

PROJECT SUMMARY

In the space below, provide a one-paragraph (150 words or less) summary of your request and what it will accomplish. If your request is part of a larger project, you may briefly describe the over-all project. However, please focus your answer on the specific element for which you are requesting funding.

We are requesting \$30,000 which will be used to pay influencers, professional runners and celebrities to attend, promote and participate in our events along with corresponding ad buys to promote their appearances. \$20,000 of the funding will go to the professional runners, influencers and celebrities for their appearance, promotion and participation in the events. \$10,000 will go towards social media ads promoting their attendance. Each professional runner, influencer and celebrity will be required to film a short video inviting their following to come run with them along with 3 social media posts via their Instagram, Facebook, Twitter and TikTok following. Snohomish Running Company will then boost these videos and posts to strategic audiences in Arizona, Las Vegas, California, British Columbia and other areas in which we had good success with our 2022 campaigns. We will also feature events at local hotels the night prior to the race featuring the professional runners, influencers and celebrities. We had a great amount of success with this in 2022 at the Snohomish Women's Run and Snohomish River Run featuring Desiree Linden, Stephanie Rothstein and Dillon Maggard.

We have already solidified a deal to bring Desiree Linden along with Kara Goucher to the Snohomish Women's Run in May. We currently have offers out to potential attendees for The Mill Town Marathon and Evergreen Half and have tentative approval for Sarah Hall, Ryan Hall, Stephanie Rothstein and Ben Bruce to all attend the Snohomish River Run. We already have approval on the monetary terms of the package but are waiting on Sarah and Stephanie to finalize their 2023 schedule.

Our overall cost to bring in professional runners, celebrities and influencers for these 4 events is \$40,000 and we will subsequently then spend another \$40,000 on Ad buys promoting them. We are only asking for 50% of the fees to cover the contracts and \$10,000 in Ad Buys.

SCOPE OF WORK

Fully describe the project. Expand your project summary to address such issues as: what it is you plan to do; the tangible and intangible benefits to the community; visitor impact; how will you evaluate project success; would this project take place without TPA assistance; what methods have you used to project the overnight figures; additionally what methods will you use to report on overnight claims after the fact? If you are requesting funds for a specific portion of a larger project, please so state, but focus your response on the element for which you are requesting funding. The scope should be under 1,000 words. Be brief and brilliant but include any supplemental materials as attachments if needed.

In 2022 we spent a great deal of the TPA Grant money on building amazing video ads and graphic design to go along with ad buys in targeted areas outside of Western Washington. We learned a great deal through these campaigns in which we will utilize in 2023. However, what we learned most was that it was a really big ask for runners outside of Western Washington to click on an ad, register for an event and then book airfare and accommodations. Especially for events they were just learning about. With the really great ads, AI and a really healthy budget we got a great deal of link clicks and email addresses. However, our conversion rates for these ads were quite low.

For the Snohomish Women's Run we were lucky enough to have Desiree Linden come to the event. We did a spaghetti feed on Saturday prior to the event in which featured Des and Mary Lambert to go along with a Q and A and mini concert. What we learned was that our targeted audiences in regions outside of 100 miles of Snohomish County were 10 times more likely to follow through and register for the event if they clicked on an ad featuring Des versus ads which did not feature Des. When we are able to have trusted celebrities, influencers and professional runners at our events we believe it gives avid runners a higher level of confidence in paying for travel, accommodations and registration to an unknown event or destination. Both the Snohomish Women's Run and Snohomish River Run set registration records in 2022 for both Total Registrations and for registrations of participants from outside of 100 miles. These were the only 2 events in which we featured professional runners with a large national following.

We would like to capitalize on these successes and information we gained from 2022 and build upon it in 2023. We would like to book the professional runners, influencers and celebrities much earlier than we did in 2022. This will give us more time to advertise and market their attendance at the event which gives runners who need to travel for the event more time to plan and include that event in their 2023 travel and running schedules.

PLAN TO DO:

- 1.) Identify which professional runners, celebrities or influencers we would like to offer contracts to appear, promote and participate in the Mill Town Marathon, Snohomish Women's Run, Evergreen Half and Snohomish River Run.
- 2.) Solidify offers
- 3.) Place deposits
- 4.) Have them film an announcement video
- 5.) Introduce or reveal to their attendance
- 6.) Utilize them in ad buys and marketing

TANGIBLE BENEFITS TO THE COMMUNITY:

- 1.) Potential to generate an additional 4,000 room nights with over \$480,000 in revenue.
- 2.) Allows us to ad an event for Saturday evening which will help get runners to come a day earlier to the event.
- 3.) Increased revenue for local restaurants.
- 4.) Increased levels of shopping in the local community.
- 5.) Participants will see how amazing Snohomish County is and will want to return for vacations.

INTANGIBLE BENEFITS TO COMMUNITY:

- 1.) There will be over 1 million followers of these celebrities who will be introduced to Snohomish County through their social media channels.
- 2.) When a celebrity shows how much they love Snohomish County then their followers will have a greater amount of trust in spending the money to come here.
- 3.) It's really great promotion of the County when celebrities document on social media their travels to the area.
- 4.) Social media posts of them running or appearing at our events get an immense amount of visibility.

VISITOR IMPACT:

With the support of the TPA the 4 different events along with the professional runners, celebrities and influencers will showcase all of Snohomish County to a really large audience while also bringing in an estimated 4,000 room nights and over 6,000 participants to Snohomish County.

EVALUATE PROJECT SUCCESS:

For the project to succeed we would like to see continued growth in total participants coming from outside of 100 KMs along with the overall percentage of participants which come from outside of 100 KMs. We would like to grow the amount of participants who need travel accommodations by 250 participants on average for each event and would like to increase the average distance traveled for each event to over 200 kilometers.

WILL PROJECT TAKE PLACE WITHOUT TPA ASSISTANCE:

Yes, we already have a signed offer for Desiree Linden to appear and participate at the Snohomish Women's Run along with offers for others to appear and participate in the Mill Town Marathon, Evergreen Half and Snohomish River Run. We are only asking for 1/2 of the contractual amount in which we will pay to the celebrities to promote, appear and participate in the events. Our ad buy budget without TPA funding for the 4 events will be \$40,000 with TPA funding and will be \$30,000 without TPA funding.

METHODS TO PROJECT THE OVERNIGHT FIGURES:

Most runners which need to travel over 60 miles to an event will utilize a hotel. In 2021 we had 4,000 registrations with 7% of the runners traveling more than 60 miles. In 2022 we had over 5,000 registrations with approximately 13% traveling more than 60 miles. For the Women's Run and the Snohomish River Run over 20% of the runners came from more than 60 miles. We also had overall growth for the Women's Run of 815 registrations in 2021 to 1,400 registrations in 2022. The Snohomish River Run had 1,550 registrations in 2021 and 1,850 registrations in 2022. For both of those events we increased both our total registrations, total registrations of participants coming from more than 60 miles and our percentage of participants which came from more than 20 miles.

Our main method of projecting the overnight figures is by continuing a similar growth percentage in total registrations, total participants who travel more than 60 miles and increased percentage of total participants who travel 60 miles. We are hoping to see a similar growth in the Mill Town Marathon and the Evergreen Half in which we saw with the Women's Run and River Run with the addition of famous professional runners, celebrities and influencers.

METHODS TO REPORT ON OVERNIGHT CLAIMS:

- 1.) Registration metrics using year over year.
- 2.) Link clicks on hotel and accomodation links on our websites.
- 3.) Ad buy data
- 4.) I'm working with A and Simmreet to see about getting geocaching data and more data from the hotels about how full they were the weekends of our events.

PROMOTION AND MARKETING PLAN

We will run campaigns for each professional runner, celebrity or influencer which will entail the following:

- a.) Introduction - Approximately 4 to 6 months prior to the event we will do a large campaign announcement the attendance of the person at the specific event. The celebrity will provide us with a 1 to 2 minute video clip of themselves announcing their attendance. They will then invite everyone to come run the event, provide a specific discount code folks can use and then tell why the event is so great. This video will then be edited and uploaded to Youtube where we will do some ad buys via the Youtube and Google platforms. We will then post the video on all Facebook platforms and boost the promotion via Meta Ads for 3 to 4 weeks. These will target audiences in which runners would need to fly in to the event. For example Arizona, Las Vegas, California.
- b.) Promotion #2 - Approximately 3 months prior to the event we will have solidified details on what the event will be the night prior to the run itself. For the Women's Run we will once again do a Q and A with Des Linden and hopefully Kara Goucher along with a Sphagetti Feed. We will create graphics featuring the celebrity or professional runner letting folks know about the pre-race party or dinner. The celebrity will then post those graphics on all of their social media channels while at the same time we will post on all of our social media channels. We will also send out another email blast for it and will once again run ad buys via Facebook and Google platforms utilizing the best performing audiences from the 2022 campaigns. These ads will also target the same audiences in which will need to fly in to attend the event. However, we will also increase the ad spend to runners who can drive to the event but will still need accomodations.
- c.) Promotion #3 - For the last 70 days prior to the event we will run a concentrated Ad featuring the celebrity mainly to runners who can drive to the event but will still need accomodations. For example Bellingham, Vancouver BC, Tacoma, Olympia, Spokane, Portland and Yakima areas. They will feature the celebrity and will also showcase the full weekend of events being offered.

PROJECT BUDGET

Please provide a line item detailed budget for your project. Please specify whether your various match items will be cash or in-kind.

ITEM	REQUEST FROM TPA	MATCH		TOTAL
		CASH	IN-KIND	
Professional Runner, Celebrity and Influencer Marketing	\$20,000	\$20,000		\$40,000
Meta Ad and Google Ad Buys	\$10,000	\$10,000		\$20,000
Graphic Design and Videography	0	\$40,000		\$40,000
Email Marketing	0	\$5,000		\$5,000
SRC Procurement	0	\$100,000		\$100,000
Equipment Rental	0	\$45,000		45000
Labor and Contract Employment	0	\$150,000		150,000
Standard Marketing Expense	0	\$50,000		50,000
Charitable Donations	0	\$20,000		20,000
Building and Storage Lease	0	\$40,000		40,000
TOTAL	\$30,000	\$480,000		\$480,000

BUDGET NARRATIVE

In the space below please include any information which you feel may provide useful background on your proposed budget, such as source and rate at which matching labor costs are calculated, etc.

We already have offers out to prospective professional runners, celebrities and influencers for the Mill Town Marathon, Snohomish Women's Run, Evergreen Half and Snohomish River Run. We already have a firm commitment from Des Linden for the Women's Run on May 7th and have agreement for financial terms with Kara Goucher. We also have agreement for financial terms for the River Run for 4 professional runners and influencers. We are just waiting final commitment. We have offers in to a couple of different runners for the Mill Town Marathon and Evergreen Half but are still waiting to hear back from their manager. All other budgetary line items are based upon our expenses from previous years.

We are not asking for a large amount of money for ad buys, graphic design and videography because of the \$50,000 grant in which we got in 2022. We believe we gained enough knowledge, database and audience in 2022 so it doesn't warrant that amount of money allocation in 2023.

PROJECT TIME LINE

Please use the chart below to break out your project into its major elements (including planning, development, implementation, and evaluation), showing when each task will be accomplished. Please use the space below to provide any necessary background on elements of your project time line.

Month	Task
January	MTM Campaign #1 - Announce famous person coming. Begin Ad Buys
February	SWR Campaign #2 - Promote pre-race event with celebrity / MTM Campaign #2
March	Evergreen Campaign #1 - Announce famous person running - Begin Ad Buys / MTM Campaign #3 Begins
April	SWR Campaign #3 Begins / Evergreen Half Campaign #2 Begins
May	Evg Campaign #3 / Snohomish River Run Campaign #1 - Announce Famous runners coming to run - Begin ad buys
June	
July	Snohomish River Run Campaign #2 Begins - Promote pre-race event with Pro/Influencer/Celeb
August	Snohomish River Run Campaign #3 Begins
September	
October	
November	
December	SWR Campaign #1 Begin - Announce Des Linden and Kara Goucher will be coming. Begin Ad buys.

APPLICATION HISTORY

Please complete this section with all information related to past applications to and, if applicable, awards from, the Snohomish County Tourism Promotion Area.

Have you applied for TPA funds in prior years? If so, please list dates, amounts and results:

2021: Amount Requested: 2022 - \$75K Result: \$50,000

2020: Amount Requested: _____ Result: _____

2019: Amount Requested: _____ Result: _____

2018: Amount Requested: _____ Result: _____

2017: Amount Requested: _____ Result: _____

2016: Amount Requested: _____ Result: _____

2015: Amount Requested: _____ Result: _____

2014: Amount Requested: _____ Result: _____

EVENT ROOM NIGHT HISTORY

In this section, please provide a history of room nights generated by your event, if recurring. If this is a new event, please list "N/A".

2021: _____ 2020: _____ 2019: _____ 2018: _____
2017: _____ 2016: _____ 2015: _____ 2014: _____

VENUE / FACILITY PLAN

Use this space to inform the Board of the venue(s) / facility(ies) in which the Project will occur.

Primary / Headquarters Venue / Facility: Port of Everett, City of Everett, Downtown Snohomish

Secondary / Additional Venue(s) / Facilities:

Mill Town Marathon - Starts and finishes at Port of Everett. Packet Pickup and Expo will be at Wherehouser Building at Boxcar Park with Indigo as Host Hotel.

Snohomish Women's Run - Starts and finishes at Rotary Park in Everett. Packet pickup and Expo will be either at Indigo Hotel or Marriott on Colby which is where we will also host the Q and A and pre-race pump up party.

Evergreen Half and Snohomish River Run are both TBA

Did your organization solicit multiple venues / facilities?: Yes No

If yes, please provide details of venues / facilities solicited but not selected, and the reason(s) for non-selection:

OTHER COMMENTS

Use this space to inform the Board of additional information that would be relevant in granting your application.

We are eternally grateful for the support we received from the TPA in 2022. The Snohomish River Run and Snohomish Women's Run had banner years in registrations. Both events grew by over 20% year over year which out performed all other running events. We were able to utilize the funding to build audiences which we feel will perform extremely well in coming years bring in a larger amount of runners from outside of the area whom will need accomodations. We feel this will significantly ad to the success for 2023 and beyond.