

Monday, January 2, 2016

Dear Honorable Mayor Nelda Martinez and
Esteemed Corpus Christi City Council,

If you had to pin-point one individual event locally held that takes advantage of all Corpus Christi's beautiful backdrop certainly the Beach to Bay Relay Marathon would be the first to come to mind.

42 years ago the Corpus Christi Roadrunners (CCRR) was founded and one of its members, Captain John Butterfield created the Beach to Bay Relay Marathon to honor our nation's military. It was decided then that the race would be held annually on Armed Forces Day, and the rest is history.



The Beach to Bay Relay Marathon is a six-person relay running event. Since the race is an official marathon, the distance is 26.2 miles. It begins at Bob Hall Pier, down the sands of North Padre Island, over the JFK Causeway, through the Naval Air Station Corpus Christi, down scenic Ocean Drive, ending at McCaughan Park for one giant pizza party.

In 2014, the Corpus Christi Visitor's Bureau (CVB) completed a study on the effect the Beach to Bay Relay Marathon has on our local economy. The results were tallied and the finding concluded that the race brought seven million dollars into the local economy. The only downside of the study was that it was completed using data consistent with a one day stay in Corpus Christi and typically most of the participants stay for the event two days.

The staying power of the Beach to Bay Relay Marathon, now in its 41st year is that it attracts runners from all over the United States, Canada and Mexico. A relay marathon is appealing to the weekend running warrior. It also has a strong hold on its spectators those who enjoy watching the event and those who are present for team support.

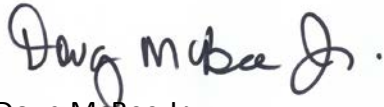
The purpose of this letter is to hopefully gain support from Mayor Nelda Martinez and City Council to achieve a *City Sponsored Status*. This will alleviate the need funds to pay for a strong police presence needed for security during the race.

The Beach to Bay Relay Marathon is one of eight races brought to Corpus Christi annually by the CCRR, a 5013C non for profit club. The Beach to Bay has become so large in popularity that the event has taken on an image of its own. Ironically the race is

also developed and nurtured by an all volunteer staff. Local residents who enjoy putting on the finest relay running event from start to finish.

Thank you for your time and consideration in this matter. Your support is greatly appreciated.

Sincerely,

A handwritten signature in black ink that reads "Doug McBee Jr." with a stylized flourish at the end.

Doug McBee Jr.

Beach to Bay Relay Marathon Race Director
Corpus Christi Roadrunner President

CVB Information

Doug,

Thank you both so much for providing the info that was necessary for me to calculate the economic impact that Beach to Bay brings to our area. I think you are going to be pleased, and perhaps a bit surprised, by the results. Please also note that my numbers are on the conservative side as I always lean that way in regards to calculations so as to protect the Bureau and your event.

The economic impact of the 2014 Beach to Bay was as follows:

- Direct Impact of \$4,268,423
- Indirect Impact of \$3,049,754
- EI Total: **\$7,318,177**

Explanation of Direct and Indirect below:

Direct: Any revenue directly attributed to the event such as hotel room night sales, ticket sales, revenue acquired from event rental spaces, business services hired by event organizer, paid wages directly attached to the event, etc.

Indirect: Any revenue indirectly attributed to the event such as restaurant sales, retail sales, convenient store sales, jobs supported at these various venues, services requested by these venues to accommodate increased guest flow, etc

Again, this number is conservative as it does not include any hotel room nights from runners that stayed on Saturday night. That particular information was not able to be confirmed regarding a hotel occupancy report. So I stayed on the safe-side and included just the Friday room night occupancy.

Our calculator pulls from 8 different sources that calculate the economic impact based on industry standards for this specific type of event. The calculator is customized with local tax rates, hotel occupancy and average daily room rate during that time period, etc.. I've attached the press release for the calculator to better explain the functionality of it.

Please let me know if you have any additional questions.

Thank you!

ASHLEY HIGSON, CTA | DIRECTOR, COMMUNICATIONS

Corpus Christi Convention & Visitors Bureau

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