

Due Diligence Questions
Request for Symetra Tour Sponsorship
February 6, 2020

1. Is a single year or a multi-year commitment being requested from the city?

We would appreciate the City's participation as long as the event is hosted at the golf course here in Beaumont. This will be the sixth year that the event has been hosted in Beaumont.

2. Who owns the golf tournament?

The golf tournament is part of the Symetra Tour, which is the pre-cursor to the LPGA tour and was acquired by the league in 2007. As the tour organizer, Symetra is the umbrella partner organization with IOA Insurance Service as the title sponsor for the world-class event hosted annually in Beaumont.

3. What is the relationship between Morongo and Symetra?

Morongo hosts the tournament at the Morongo Golf Club at Tukwet Canyon and provides in-kind services including use of the golf course, management staff, hotel accommodations, hosting player reception dinners and other accommodations for the players.

4. What is the specific request(s) of the City?

Morongo would like to see the City take the following action to help support the event in Beaumont:

- i. Pass a resolution of support for this year's tour
- ii. Contribute public funds to demonstrate the city's commitment and support for a signature event that brings publicity and visitors to the city
- iii. Promote the event through the City's communication channels to encourage public attendance by Beaumont residents and businesses

5. How would any public funds be utilized?

The tournament is an economic driver for the City, and the City's sponsorship would serve as an investment in economic development programs and events that raise awareness of the City to a broad audience. This world-class event transcends golf by offering fun family activities, such as two designated days of youth clinics with Symetra Tour professionals, as well as promotional opportunities for local businesses and vendors. Sponsorships help offset the costs to host the tournament and reserve the course, as well as help cover costs for the golfers, many of whom will stay with local host families during the tournament. Sponsorships also demonstrate that our community is supportive of the event.

6. What benefits would the City derive as a sponsor from the golf tournament?

a. Direct benefits

- i. Information is attached and varies based on sponsorship level.

b. Indirect benefits

- i. Promotes the City and raises awareness of Beaumont
- ii. Brings 5,000+ people into the City who stay at local hotels and shop at local stores encouraging and promoting future Beaumont tourism
- iii. Positive national, regional and local media coverage and social media promotion not just for the tour, but the City of Beaumont as a destination

7. **What is the economic impact of the tournament on the City of Beaumont?**

- a. **Hotel nights?**
- b. **Local spending?**
- c. **Sales tax revenues?**
- d. **Other?**

The tournament is held over 5 days and includes 125 players, their families and caddies. If you factor just the 125 players with 2 parents and one caddie for 5 days, the food consumption itself would generate \$75,000 (3 meals @ \$10 per meal for 5 days, for 500 people). This does not take into account the over 5,000+ attendees who come to watch the event. Guests typically stay at local hotels and spend money at local retailers and restaurants. The event also generates significantly increased social media and traditional media promotion of the City.

8. **What is the draw for the event?**

- a. **How many golf fans attend each year? Last year?** The first year brought 2,000 attendees. As the event has grown and there is greater awareness, the attendance has risen to 5,000 or more, and continues to rise.
- b. **What is the trend in the attendance?** Attendance has consistently grown each year.
- c. **From which region(s) do fans come?** Predominantly the Inland Empire and Los Angeles region, but fans come from all over the U.S. and globally as well.

9. **Who are the sponsors for the event?**

- a. **What is the level of commitment from the title sponsor(s)?** IOA Insurance Services covers the majority of the costs to host the event. They have expressed their desire to keep the event in the City of Beaumont.
- b. **Has event sponsorship grown?** Event sponsorship has grown significantly this year. We are seeing greater participation and interest from local and regional businesses this year than in past years.

10. **How has/is the event been marketed?**

Marketing for the event has traditionally been done by the LPGA and includes online and social media, billboards, and outreach to local, regional and national press, such as ESPN and the Golf Channel.

11. **Can the City have an event pro-forma?** For specific financial information we recommend that the City contact IOA directly.

- a. **What is the event budget?**
- b. **How much revenue is derived?**
- c. **Where does the event profit go?**
- d. **How viable/sustainable is this event?**

Attendance has continued to grow steadily over the last five years, and we are seeing more local business sponsorships this year than ever before. The LPGA and IOA enjoy hosting the event in the City of Beaumont and want to keep the tour in the City for many years to come.

- e. **What plans does the owner have to grow/expand this event?**

We are exploring additional activities to engage the public and local businesses, including vendors and food trucks, as well as increasing family and kid-centered activities such as our youth clinics. Additionally, we're growing public awareness to increase turnout through multiple communications channels and local partnerships.

12. How does this event compare to other events on the tour?

a. How does it compare to the top two or three other events? Beaumont is a jewel in the Symetra Tour, performing incredibly well by comparison to other host sites on the tour. That success is measured across three metrics. Many players rank Beaumont as their favorite stop on the tour. The volunteer program is one of the strongest with about 100 participating volunteers from the local community who enjoy an opportunity to serve the sport they love while engaging with professional-level players. And, lastly, Beaumont's central location attracts attendance from across the Southern California region.

b. How committed is the owner to the Beaumont event?

Both the LPGA and IOA Insurance Services prioritize this event and are committed to seeing the event succeed in the City Beaumont for years to come. We are taking steps to ensure the event remains a key part of the Symetra Tour and remains a centerpiece of local Beaumont events for the public to enjoy. This year the event will execute more robust media, partnership and business outreach plans that will help position Beaumont as the long-term host city.

13. What is the marketing plan for the event?

In addition to the activities in #10, we are working with community partners, including the Chamber of Commerce, the City, the County, to leverage our resources to raise awareness and increase attendance so residents and business owners from Beaumont, across Riverside County and all across Southern California can enjoy the event and experience all the City of Beaumont has to offer.