



# FRUITA

## COLORADO

### **I. TOURISM AND SPECIAL EVENTS FUNDING** **APPLICATION – FISCAL YEAR 2022**

**Organization**

Kids Adventure Games, LLC

**Name of person completing the application**

Helene Mattison

**Title of person completing the application**

CEO

**Mailing and Street Address:**

5047-A Ute Lane, Vail, CO81657

**Email**

[helene@kidsadventuregames.com](mailto:helene@kidsadventuregames.com)

**Phone**

(970) 401-3804

### **FUNDING REQUEST SUMMARY**

**Project Name**

Kids Adventure Race

**Amount of 2022 sponsorship funding requested**

\$4,000

**Is this a new event or program?**

No

**Are you a first-time submitter for the funding program?**

No

**How much was your event funded in 2021**

\$500

**Event Date**

6/03/2022-6/05/2021

**Are your event/program dates set or can they be changed?**

Event Dates can be changed to September 9/10/11, 2022 – but need to decide by March 15<sup>th</sup>.

**Name or entity to whom the funding check should be made out to**

Grand Traverse Adventures, Inc.

**Mailing Address**

5047-A Ute Lane Vail, CO 81657

**Event/program Website or Organization Website**

[www.kidsadventuregames.com](http://www.kidsadventuregames.com)

**Number of years organization has been in business**

11

**Organization's Mission Statement**

Set in an environment of healthy competition and challenging obstacle, we teach lifelong values of teamwork, sportsmanship, problem-solving, overcoming adversity, and joy and appreciation for the environment. As outdoor professionals with a passion for a lifestyle which takes us nature bound, it is our continued mission to promote a more active and confident generation of kids.

**Organization Tax Status**

For Profit

**Does the event or program benefit a charity or organization?**

No

**EVENT DESCRIPTION****Is this a new or existing event/program**

Existing

**How many years has the event or program been produced in Fruita**

1

**Please describe the location(s) of the event or program in previous years**

Highline Lake State Park

**Please provide a detailed description of the event/program and its activities**

The Kids Adventure Games is a multi-discipline adventure race for kids ages 6 to 14. In teams of two, participants compete together by bike, in water and on foot through a 2.5-4-mile course featuring up to 15 manmade and natural obstacles. Races are limited to 126 teams per day. The Kids Adventure Games is more than a race, it's an event for the whole family to enjoy!

**Event Locations:**

Race Start/Finish/Transition (TBD) – East Entry Day Use Area, Campsite, Highline Lake Biking Trails

**EVENT-PROGRAM PARTICIPANTS****Number of participants (athletes, artists, exhibitors, etc.) anticipated**

Min 300/max 500

**Number of volunteers anticipated**

Min 50

**Number of event/program staff**

14

**Estimate of total number of spectators/attendees anticipated**

1250-2500

**If applicable, final number of last year's attendance**

1250

**Estimate the number of destination guests from within Colorado, that your event/program will bring to Fruita**

1125 with a focus on the Front Range, Western Slope and Central Mountains

**Estimate the number of destination guests from outside Colorado your event/program will bring to Fruita**

100 Mainly Utah, some Nevada and SoCal

**Estimate the number of international guests your event/program will bring to Fruita**

25 Mainly Mexico

**How will your event/program increase sales tax in Fruita?**

- Economic Impact through increase lodging, shopping, recreation, restaurants, bars.
- Second homeowners are a huge part of our brand ambassadors: they will invite friends to come to this event and stay at their properties. Thus, maybe not spending on lodging but their friends will entice them to come out to the village and spend in restaurants, shopping, and recreation, when otherwise they may have stayed at home.
- Local Families are also a huge part of our 'ambassadors'. Again, they will invite people to stay at their properties and spend their time in Fruita because of the Games.

**How will your event support the mission and vision of the City of Fruita**

Because our event is for kids, they will often if not always, bring their family. In addition, our event requires each participant to have a partner, so 1 team could bring up to 10 people total or more when including family and friends.

**How will your event support the Fruita brand identity?**

- Uniqueness of this event aligns with Fruita's brand.
- This marquee summer event for active families living in and visiting Colorado epitomizes Fruita's focus on Health, Wellness and Family Activities.
- Contributes to Fruita's sense of community
- Increasingly a destination event drawing out-of-town participation, overnight stays, and ancillary spending.

#### **How is this event at the right time for City of Fruita?**

Many families come for a staycation particularly around the Kids Adventure Race.

Therefore:

- For the event to be successful kids need to be out of school for summer vacation. Our event date is just within that range.
- With regards to our operations and creativity around the course, we need to be able to use the lake. We can only use the lake, one of Fruita's biggest assets, the water needs to be warm enough to swim in.

#### **How will your event/program attract target markets of both visitors and community members?**

- It is a family event which attracts many outdoor and participatory visitors. Each athlete brings an average of 3.8 family/friends along to spectate.
- Over 50 citizens and alumni athletes volunteer and support the event over 2 days
- The 12–17-year-old raced in the early waves which allows them to be involved and mentor on course at the race the next two waves of the race, thus increasing their personal ownership in the event.
- Increased local vendor support: in-kind as well as with cash
- Expanded growth of the expo with more vendors Local Sport Club and SUP Yoga demonstrations

#### **How will the event/program deliver fresh content and enhanced experiences?**

- For participation numbers to increase the course needs to be redesigned to allow more athletes without increasing back up times at obstacles
- Our goal for 2022 is to include more activities in our start/finish area and Family Adventure Zone, including skills challenges and contests that relate to the overall theme of the Kids Adventure Games.
- We are also exploring new and exciting obstacles to include on course and working to attract new local and national sponsors who can bring fresh activities and excitement to our event.

#### **How will the event/program promote an atmosphere of vitality, fun and celebration?**

- The events and activities that we host at our Family Adventure Zone are visually appealing and inviting, we've witnessed many families not participating in our event taking part in the Family Adventure Zone from curiosity.
- Another way we attract involuntarily spectators is through the course design. By purposely designing activities
- into the village we attract bystanders who are curious, and up supporting the efforts of the participants.
- Fun obstacles, and activities in both the start finish area ensures there are fun engaging activities for spectators and participants alike.

**What is the marketing reach for the event/program? You will be asked more detailed marketing questions in a future section**

- NEW course - market this so that repeat athletes are excited to return and race at a "new" venue.
- Work on a new format which allows us to have a competitive category to accommodate those kids that wish to be competitive. In this wave we will particularly address the backups on the course
- Invite teams from other events in the National Series to the Fruita Kids Adventure Games™ with early bird registration before we open to Colorado Residents.
- Expand the Balance Bike Race

**What is the potential for the event/program to leverage media exposure and attract sponsorship support?**

- Great audience – high ROI
- The outdoor and adventurous environment we create is an ideal opportunity to connect with an engaged audience and present our brand to parents and kids in a positive, active, and exciting setting.
- Each our sponsorship package is customized to meet the specific needs of each partner to ensure maximum exposure for the brand and an attractive and solid ROI

**Explain the event/program producer's quality, knowledge, and resources to sustain and grow the event.**

- We have been developing and producing the Kids Adventure Games for over 15 years, both locally and nationally. Each site has different challenges and new insights and what we have learned is to adjust, be flexible and take note of possible roadblocks. We have learned to expand our vision and consider past learnings. We are continually educating ourselves on different business models, financial strategies as well as equipment and new ideas in our industry.
- Billy and Helene Mattison have been race-directors for over 17 years and have an excellent reputation as being professional, run smooth events and have great working relationships with authorities.
- Billy was awarded a national recognition for Adventure Race Director of the year.

**EVENT ECONOMIC IMPACT**

**Estimate the amount of increased spending within the City of Fruita to be generated by your event or program:**

1. 2022 Kids Adventure Games Number of Event Participants: 300
2. Average Number of people in group: 3.8
3. Total number of event-specific attendees: 1250

**Incremental Room Nights:**

- Percentage of participants using paid lodging ( $65\% = 195/300$ ) in Fruita:  $35\% (=70)$

- Average night stays in Fruita: 2
- Average Room night: \$125
- Total Incremental Room Nights: 140
- Total Estimated Incremental Lodging \$17,500

**Incremental Spending (not including lodging):**

- Estimated total attendance 1250
- Average amount spent per person: \$75
- Number of days in Fruita: 3
- Total Estimated Incremental Spending of Race Attendees: \$281,250

**What estimated return on investment (ROI) in dollars should the City of Fruita expect?**

- City of Fruita Investment: \$4,000
- Incremental Spending Generated: \$298,750
- Sales Tax (3%): \$8,437.50
- Lodging Tax (6%): \$1,050
- Tax Income: \$9,487.50
- Return on Investment: \$74.68 per \$ invested

**Explanation of how you will direct prospective attendees to book lodging within the City of Fruita and a description of how you will track the number of lodging nights generated.**

- We will direct prospective attendees through PR and Communications to our existing database as well as new families through emails listing our lodging partners and offering package deals, social media, and our website with links to the City of Fruita as well as the individual partner sites.
- With call-to-action communications we will reach our audience to book early.
- We will track these numbers through surveys attached to our waiver packet, specific to lodging with a few simple questions, leading up to the event and onsite at check in.
- In 2022 we'll be exploring adding the ability to book lodging as a package with the event with our lodging partners, making it easier for participants to book lodging. Using unique booking codes and working with our lodging partners we'll be able to track actual usage.

**BUDGET**

**Describe how you will use the funds requested**

The funding we receive is for direct marketing and help with equipment rental, ancillary events (expo, mud run) and onsite enhancements (better in-City signage, roundabout banners if possible) needed to grow the event from one day to 2 days, therefore dramatically increasing the number of participants, length of stay and ultimately the tax revenue generated. It takes a tremendous number of resources to operate this event at a caliber level and we could not do that without support.

**What percentage % of the total event/program budget is being asked to fund?**

10%

**If the event/program is not funded at full request, how will the event change with a lower funding allocation?**

Should the committee decide not to fund the event to \$4,000, we will have to omit certain aspects of the multi day events.

- We would need to adjust the budget to omit ancillary events and activations.
- We would not spend as much on advertising and marketing as that is a good chunk of the cost.
- The event would lack the extra margins to make it the world class that is it now.

**Should the committee decide not to support this event/program at all, will it still occur?**

Yes

**What total dollar amount of the event/program revenue do you expect the event itself to generate? (Ticket sales, merchandise, food, and alcohol sales, etc.)**

\$40,000

**Do you intend to host the event or program in Fruita beyond 2022?**

Yes

**How many years beyond 2022?**

4+

**Do you anticipate requesting funding for 2023**

Yes

## **MARKETING**

**Objectives: What are you trying to accomplish through your marketing efforts?**

- Increase the number of out of state guest by marketing to our National and International Database. The Fruita Event is our only desert edition event and in 2021 we were able to accolade the destination to our Nationwide audience in person.
- We will put in place a Special Event Package for our previous participants from other event locations, with an early booking date, prior to general opening of registration from other locations to come to the Fruita event.
- Elevate the brand through updated branding and expanding into new markets, including an older age group. Bring more ancillary events and increasing participation in those activities. Elevate the presence of sponsors and activities of the Family Adventure Village.

**Strategy: How will you meet your objectives?**

We'll meet our local marketing objectives with a mixture of traditional and digital marketing strategies, including but not limited to

- promoted social posts,
- email marketing,
- social influencer marketing,
- daily print advertising,
- onsite marketing,
- marketing in other event promotional materials including inclusion of an multi page event guide.
- print and post flyers and posters around the Western Slope at locations often attended by our target audience.
- create engaging photo and video content and sharing on our various platforms (website, social and email) to promote the brand and brand awareness moving forward.

**Audience: Who is your audience?**

- First time visitors
- Returning guests
- Second Homeowners
- Residents

**Channels: Which of these channels will you utilize to promote your event or program?**

- Print - Local Print - Regional Print - National Editorial
- Radio Television
- Online Event Listings E-newsletters
- Web
- Media Plan/Public Relations Grassroots
- Facebook Instagram Posters Flyers
- Event/Program App Signage - Banners, etc
- Co-promotions Partnerships Local Fruita Businesses

**Please list contact information for your Media Relations or Public Relations staff/firm**

Helene Mattison  
970.401.3804  
[helene@kidsadventuregames.com](mailto:helene@kidsadventuregames.com)

**Social information**

@kidsadventuregames #kidsadventuregames

**Do you have a user database you utilize for event promotion?**

- database of 12,000 emails



- Facebook followers 6,500
- Instagram followers 1,420
- TikTok recently started

## **SPONSORSHIPS & PARTNERSHIPS**

**List the sponsorship rights and benefits associated with this level.**

- naming rights to an on-course obstacle
- Athlete shirt
- logo inclusion
- website with active link
- race maps
- brand assets for event promotion marketing & pr
- dedicated kids adventure games press release
- spectator guide
- social media & email
- inclusion in a non-dedicated email to a targeted list
- pre-event dedicated custom activation/sweeps post (channels determined by kids ag)
- tagging w/ any titled event or venue messaging activation & signage
- custom activation (in partnership with kids ag) expo tent
- event schedule (printed collateral + signage) custom activation listed on online schedule
- multiple banners (3' x 8') comped event entries product inclusion podium prizes
- volunteers and athlete gift bags (1500+ recipients) multimedia
- access to high-resolution media photos pa announcements (min. 5x per day)

## **ENVIRONMENTAL PRACTICES**

**Which of these environmental practices will you commit to executing at your event/program?**

- Use of Zero Hero Tents & staffing
- Use of recyclable materials - banners, paper, etc.
- Ban use of plastic bags
- Remind guests to bring re-usable bags and water bottles
- Encourage use of bicycles, buses, shuttles, carpools, walking or public transit to event
- Enforce no idling policy for staff and guests Recycling required in all areas of event Wastewater will be properly disposed of
- Use eco-friendly serving utensils (compostable or recyclable) Ban styrofoam,
- Provide water bottle filling stations Provide secure bike parking area
- Recycling at expo, race and after party Participants refill reusable water bottles/containers
- Race Director brings environmental message to the event by awarding the teams that took the time to respect the environment while they raced and collected the most trash along the racecourse
- Spectator guide printed on recycled paper with soy ink
- Leave no Trace discussion of our race venue and its value in pre-race communications and race

meetings Zero Hero Program was adopted Partnership with "Keep America Beautiful"

- 'The Kids Adventure Race' is committed to the stewardship and protection of our unique mountain environment. In consideration of both our local and global impacts and opportunities, our environmental vision is to demonstrate and promote renewable energy, resource efficiency, ecosystem protection, and community awareness and education.

### **ADDITIONAL INFORMATION**

We are extremely grateful for the city for their continued support especially in these unprecedented times. This has been an extremely difficult year, where spirits have not been high, and the question arose whether it is all worth it'.

We have enjoyed time reflecting, revisiting the business model, requesting input from different parties, and figuring out how to pivot and adjust to the new normal.

What we have first and foremost concluded, is that the Kids Adventure Games is a community and a movement which has affected many kids' and families lives profoundly. Not least our team, the community of volunteers and others who have given their time to make it the special event that it has become. We are proud of what we have achieved, and we see the need for the continuation now even more so than before.

The experience of the Kids Adventure Games is extra ordinary, and we will pursue the means to help us expose more and more kids to the event. In this era of worries around the pandemic, people have more so than ever started to understand that spending time outside in nature and beautiful, serene surroundings, increases their feeling of wellbeing.

One of the silver linings during this time has proven to be more people recreating and exercising outside, taking on new and different challenges. Now more than ever parents are understanding and wanting the need for their children and themselves to be active.

The Kids Adventure Games does this in a race format where goal setting, strategizing, skill practice and reward all come together as one. Our promise is to expand our vision and to give our expertise back to this community through our passion for the outdoors.

**List any URLs where additional information can be found, including photos, videos, or other content relevant to your application**

[https://issuu.com/kidsag/docs/kag2021\\_spectatorguide](https://issuu.com/kidsag/docs/kag2021_spectatorguide);

[www.kidsadventuregames.com](http://www.kidsadventuregames.com);

<https://www.nbc11news.com/2021/06/06/kids-adventure-race>;



**FRUITA**  
COLORADO

I certify that \_\_*Kids Adventure Games*\_\_ (organization) is an eligible agency for receipt of funds; that all information reported in this application and attached is true, accurate and complete; that I am authorized to make application on behalf of the above organization; and that I will provide written notice of any changes or additions to this information.

I understand the organization may need to make a brief presentation and/or provide additional information during the evaluation process and that a written agreement will be required if funds are awarded.

Signature:     *Helene Mattison*\_\_\_\_\_Date: *02/18/2022*

Title:            *\_President*