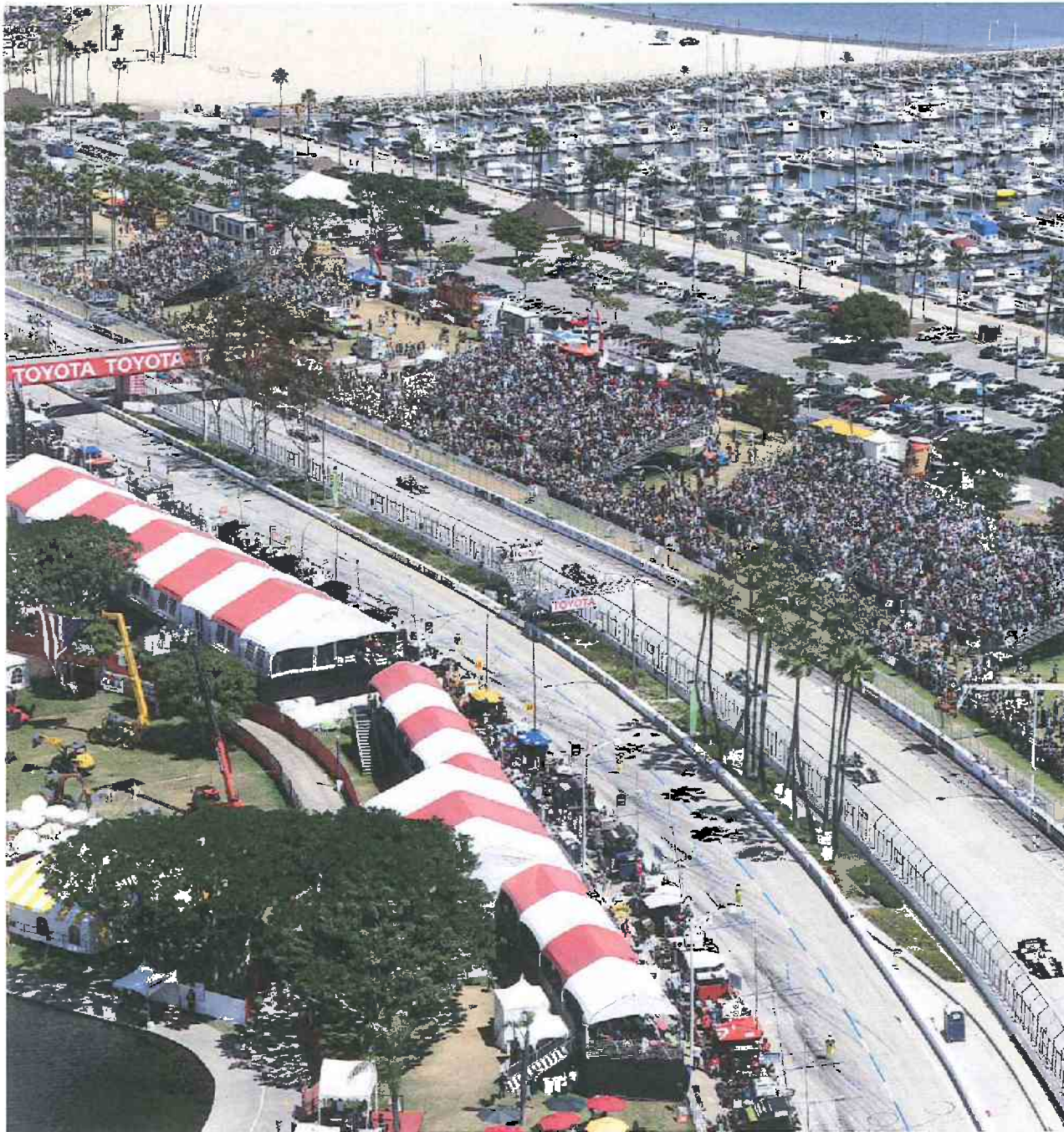


Jewel by the Pacific



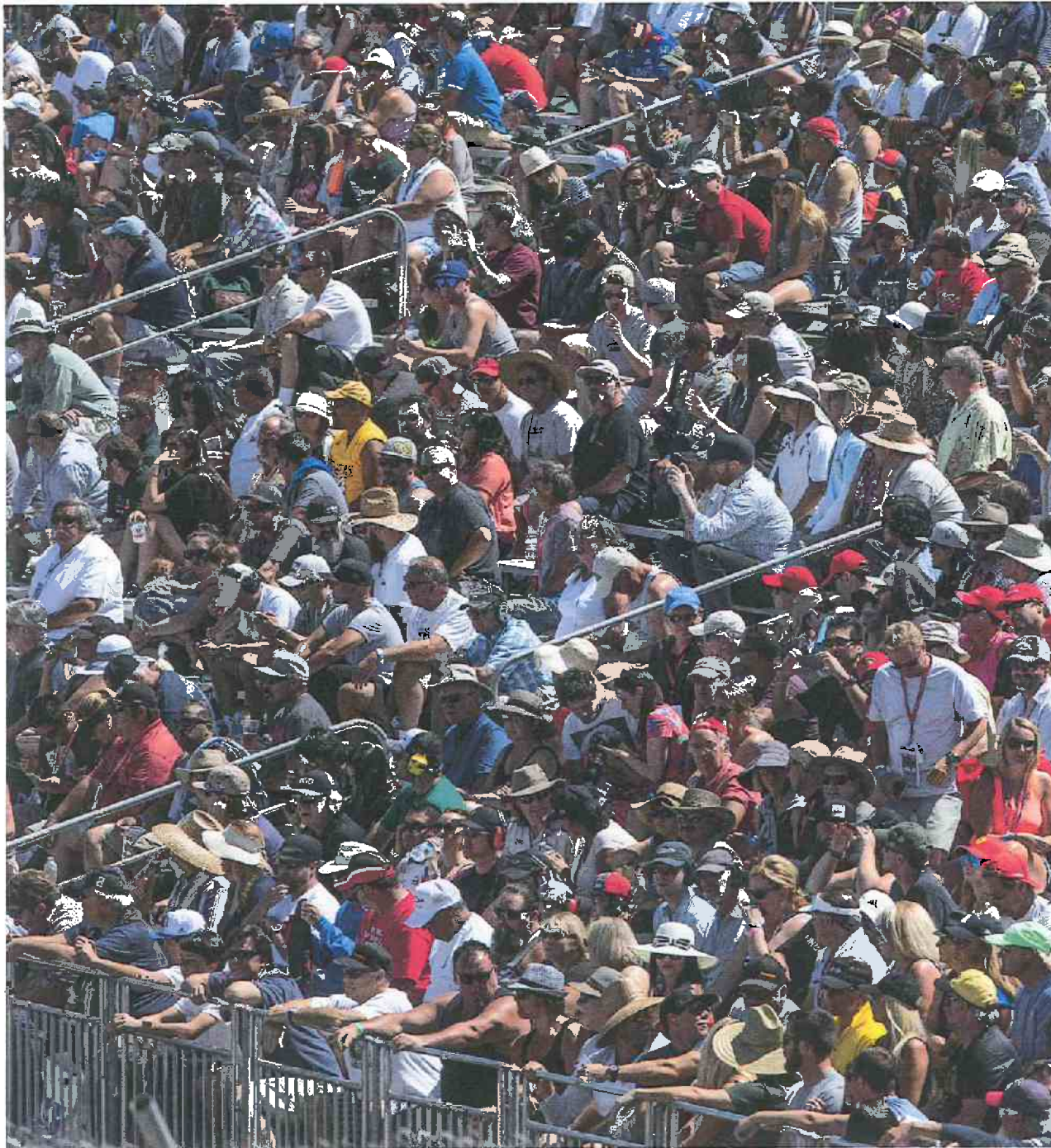
— TOYOTA GRAND PRIX OF LONG BEACH —



Event Summary

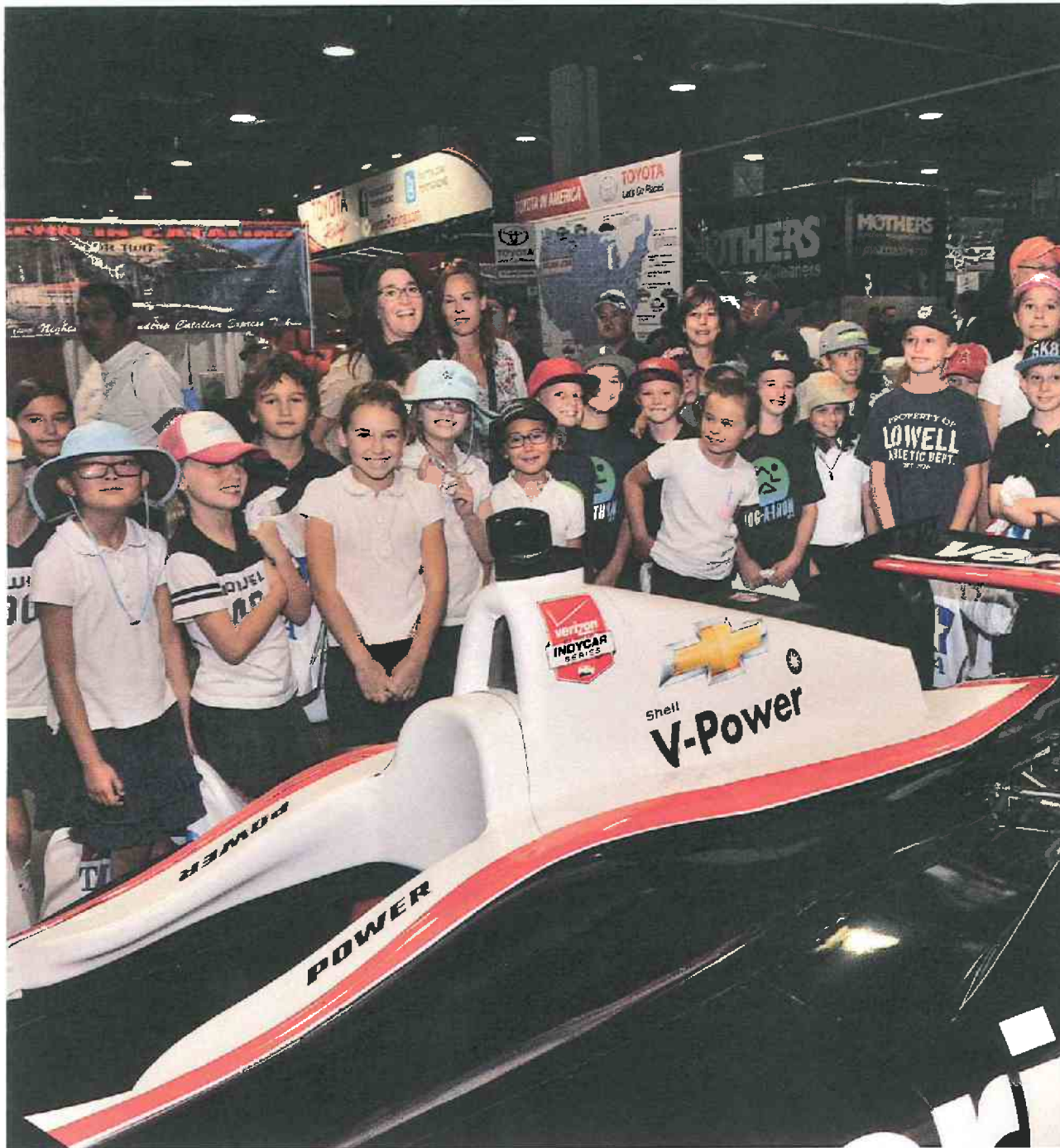
- 182,000 attendance over three days is largest since 2000
- Economic impact of \$40+ million to City
- 10 hours of first-run television on national networks
- Increased media coverage of the event:
 - 5,529 total media placements – print, online, broadcast
 - Total Publicity Value of \$56,684,722
- More than 550 media covered the race weekend
- Heavy social media coverage included:
 - A total of 4,055,970 organic impressions on the GPALB channels (Facebook, Twitter, Instagram)

TOYOTA GRAND PRIX OF LONG BEACH



Attendee Demographics

- Attractive attendee demographics:
 - Composition: 59% male, 41% female
 - Young: Nearly 56% between ages of 25 and 44
 - Diverse: 58% Caucasian, 25% Hispanic, 11% Asian and 6% African-American
- Demographic information provided by DOORSTAT using facial recognition technology set up at each entry point



Complimentary Access to Event for Kids

- King Taco ticket program: opportunity for underprivileged kids to come to Grand Prix
 - 1,000 Sunday grandstand tickets provided at no cost
 1. 900 distributed by Long Beach Boys & Girls Club
 2. 100 distributed by Long Beach Area Boy Scouts of America
 3. More than 11,000 tickets distributed to youths over the past 11 years
- Friday School Tours – includes complimentary Friday tickets for students and a brief tour of the facility
 - Carson High School (50 students)
 - Bellflower High School (28 students)
 - Talbert Middle School (O.C. – 60 students)

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Local Discount Ticket Program

- Offered to more than 30 local companies and organizations including:
 - AQUA Condominiums
 - Boeing
 - Cal State Long Beach
 - City of Long Beach employees
 - Downtown Residential Council
 - Farmers & Merchants Bank
 - Long Beach CVB
 - Long Beach City College
 - Long Beach Transit
 - Molina Healthcare
 - Promenade Area Residents Association
 - Port of Long Beach
 - Transworld Shipping

TOYOTA GRAND PRIX OF LONG BEACH



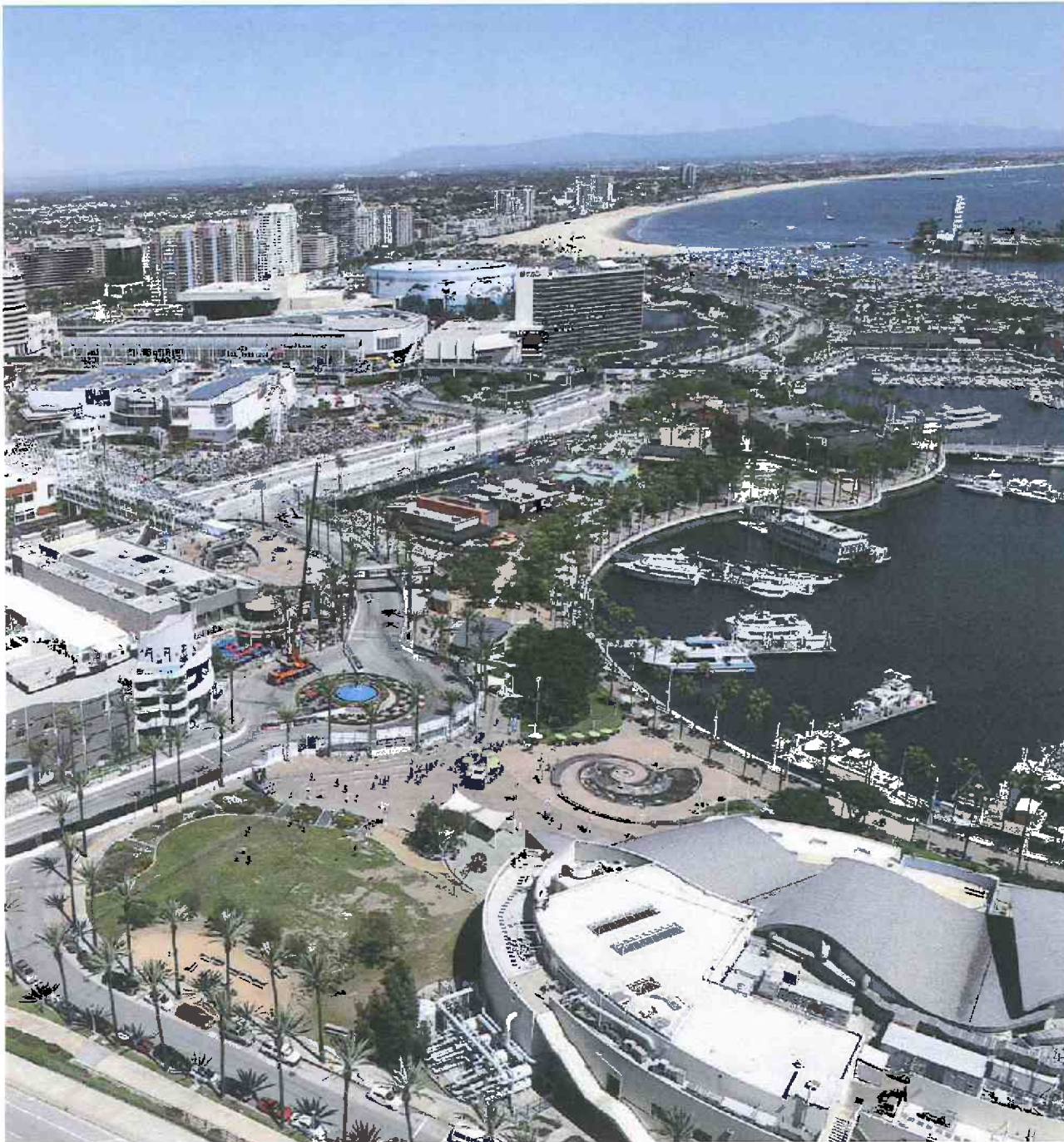
Alternative Modes of Transportation to the Event

- Once again, the Grand Prix Association worked with various City entities to bring people to the event using alternative means:
 - Metro Blue Line
 - Long Beach Transit
 - Bikestation Long Beach
 - Expanded program using AquaLink and AquaBus, with 4,022 rides to and from the event



Minimal Impact to City Operation

- Few disturbances over the course of the weekend: only three arrests related to the Grand Prix were reported by LBPD
- Worked with downtown stakeholders
- Pine Ave. open for business Friday, Saturday and Sunday nights
 - Friday: Full circuit racing ended at 6:30 p.m., Pine Ave. open at 6:56 p.m.
 - Saturday: Full circuit racing ended at 5:45 p.m., Pine Ave. open at 6:16 p.m.
 - Sunday: Racing ended at 4:35 p.m., Pine Ave. opened at 5:25 p.m.
- Safety system completely removed by Wednesday, May 4



Aquarium of the Pacific

- For the first time, the Aquarium was fenced outside of the race circuit and open to the general public for race weekend
 - 4,374 attendees on Saturday
 - 4,393 attendees on Sunday



Race Week School Visits

- Wednesday, April 13 with driver Michael Lewis
 - Clara Barton Elementary, Eighth District
 - Dooley Elementary, Ninth District
 - Hudson K-8, Seventh District
 - Cesar Chavez Elementary, First District
- Thursday, April 14 with driver Tristan Nunez
 - Gompers K-8, Lakewood
 - Carver Elementary, Second District
 - Kettering Elementary, Third District
 - Lowell Elementary, Third District



Free Community Events

- **Roar in the Shore, Wednesday evening in Belmont Shore**
- **Miss Toyota Grand Prix of Long Beach Pageant - Wednesday night at the Hotel Maya**
- **Thursday Thunder on Pine Ave., Thursday night downtown**
- **11th Long Beach Motorsports Walk of Fame Induction Ceremony – Thursday afternoon at S. Pine Ave. in front of Convention Center**
- **Two famous names inducted – race team owner Roger Penske and longtime Grand Prix announcer Bruce Flanders**

TOYOTA GRAND PRIX OF LONG BEACH



Local Charitable Contributions

- Grand Prix Foundation of Long Beach
 - Donations of \$5,000 each to 10 local charities in 2016:
 - Long Beach Area Special Olympics
 - Shortstop Juvenile Crime Diversion Program
 - Food 4 Kids – Food Finders
 - Women’s Shelter Long Beach
 - Long Beach Century Club - Middle School Awards Program
 - Operation Jump Start
 - Interval House
 - Rock for Vets (LB Rescue Mission)
 - Ronald MacDonald House
 - Fischer House (VA Hospital)
- Robert E. Leslie Memorial Scholarship Program
 - Awards seven Long Beach high school seniors \$1,500 scholarships annually



Marketing the City – Convention & Visitors Bureau

- The Toyota Grand Prix has been an effective tool for the LBCVB to market the City to convention bookers
- In 2013, the confirmed bookings as a direct result of entertaining at the Grand Prix included 11,871 room nights, totaling:
 - \$280,217 in Transient Occupancy Tax
 - \$6.7 million estimated economic impact
- In 2016, the CVB brought in 75 customers and guests with potentials totaling:
 - 93,831 room nights
 - \$4.9 million in Transient Occupancy Tax
 - \$160 million estimated economic impact

TOYOTA GRAND PRIX OF LONG BEACH



Thank You

- City of Long Beach – Mayor's Office, City Council members, City Manager and City Staff including Special Events Dept.
- The Toyota Grand Prix of Long Beach family of sponsors
- Grand Prix staff, Laborers Union Local 1309 and our many volunteers, including those in the Committee of 300
- Our many loyal fans