

Agency: Commerce, Community and Economic Development**Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Iditarod Trail Committee, Inc.****Federal Tax ID: 920043991****Project Title:****Project Type: Other**

Iditarod Trail Committee, Inc. - Iditarod Trail Sled Dog Race Enhancement

State Funding Requested: \$1,000,000**House District: Statewide (1-40)**

Future Funding May Be Requested

Brief Project Description:

These funds will be used to more efficiently and effectively market the Iditarod Sled Dog Race and the State of Alaska
--

Funding Plan:

Total Project Cost:	\$3,979,245
Funding Already Secured:	(\$2,000,000)
FY2013 State Funding Request:	(\$1,000,000)
Project Deficit:	\$979,245

*Funding Details:**Not previously funded***Detailed Project Description and Justification:**

The first Saturday in March is a date that Alaskans look forward to as on that day, the running of "The Last Great Race," truly galvanizes and excites us all. Not just in Anchorage and Nome and the various communities along the historic Iditarod trail, but in virtually all areas of the State. In a few short days, the Iditarod Trail Sled Dog Race will get underway for the 40th time and the pride and excitement shared statewide will again be very real to most Alaskans as well as to millions of race fans around the globe.

Today, it may seem that the voice and impact of the animal rights movement is having less of an impact on us than before. While the exodus of various large sponsors in prior years is well chronicled, what is perhaps not as well known is that we continue to be affected by their efforts today. We just have not talked about it as much publicly as experience tells us that doing so only fans the flames and increases their efforts. Today, our staff spends valuable time correcting mis-information and helping our sponsors navigate the onslaught of cut and paste and/or robotically generated email that chokes corporate email accounts, occupies the time of a corporate marketing or public relations person, and creates frustration in that environment in general. Companies invest in sponsorship to enhance their positions in the marketplace, not to defend themselves. The animal rights organizations know this, and frustrating sponsors is a stated part of their operational plan. They readily acknowledge that they may not get a company to agree with their thinking, but they may just be able to make life miserable enough to cause a separation in an otherwise meaningful marketing partnership. I think you would agree that being in such a position is not a recipe for growth.

The good news is, Alaskan businesses understand what has been and is happening. We are fiercely proud of our long time associations with each of them. And while it is a distraction to them, they are rock solid in their support of the race. Today, we are of the belief that our ability to grow and thrive is mostly tied to our ability to generate more support within the State

and with those national and multi-national corporations who do business here. We continue to look for ways to harness support from them. However, we also believe that an investment by the State of Alaska is important and makes good sense for the following business reasons:

The Iditarod has been, and is, an economic driver that positively impacts the State's economy. Consider the following:

A 2003 study (conducted prior to Fur Rendezvous scheduling itself around the Iditarod) indicated that one day's financial impact (Start Day, always the 1st Saturday in March), generated \$5.6M in new money and \$6.8 overall in Anchorage alone.

A 2006 study indicated \$1.6M in direct spending in Wasilla, even though the actual staging of the Re-Start takes place in Willow.

Bear in mind that these are dated measurements of only two days of economic impact. We all know that the race takes anywhere from 10-16 days to complete and a growing number of people are visiting Alaska to follow it all the way to Nome. It's safe to say that the impact is far greater.

The Iditarod has served as an effective marketing tool for the State of Alaska.

www.iditarod.com is the window through which the world follows the Race as millions follow along. Ninety percent of our web traffic comes from the United States, with the bulk of the balance originating in Europe. The 2011 race was viewed in 196 different countries.

www.iditarod.com receives widespread attention across the United States, with Alaska accounting for 12 percent and the top 10 states totaling less than 50 percent of the overall traffic.

Nearly 2,000 media entities from around the world reported news about the Iditarod during March of 2011. These media sources representing more than 70 different countries generated more than 4,800 original stories about the race.

347 members of the media were credentialed and onsite to cover the 2011 Race. They came from 14 States (Alaska, Illinois, New York, California, Wisconsin, Washington, Georgia, Arizona, Ohio, Florida, Virginia, Colorado, New Jersey, South Dakota and the District of Columbia) and 9 Foreign Countries (Canada, Jamaica, Slovenia, France, Taiwan, Brazil, Scotland, Japan and Spain)

Iditarod Insider Productions shoots more than 120 hours (High Definition) of the race each year and licenses or distributes it in a variety of ways which effectively markets Alaska. We also produce our own documentary each year and are very pleased to be able to say that we have won regional Emmy's each year we sought such recognition.

We've taken the time to supply you with real details, to toot our horn a bit, to make sure you are aware of how much the Iditarod contributes to the economy of this State. We've done so as we believe in one of the most basic of business philosophies which is "it makes the most sense to invest in a marketing tool that is already working, rather than spend money on something unproven."

Lastly, we must send a message, which effectively insulates ourselves from the ups and downs we are experiencing as a result of this endless antagonism. We believe that an investment by the State of Alaska is the way for all of us who have a stake and interest in all things Alaskan to do just that.

Project Timeline:

July 2012 to June 2013

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Iditarod Trail Committee, Inc.

Grant Recipient Contact Information:

Name: Stan Hooley
Title: Executive Director
Address: 2100 South Knik-Goose Bay Road
Wasilla, Alaska 99654
Phone Number: (907)232-8730
Email: shooley@iditarod.com

Has this project been through a public review process at the local level and is it a community priority? Yes No