



Cultural & Economic Development

2022 Bellevue Rock 'n' Roll Half Marathon

Mac Cummins, Director

Jesse R. Canedo, Assistant Director

Philippa Marsh, Economic Development Manager

Community Development

1/10/2021



Background

- Rock 'n' Roll Half Marathon to take place in Bellevue Sept. 3-4, 2022
- Headquartered at Downtown Park and Bellevue Collection
- Assists tourism recovery and provides community benefits
- Supports economic and destination development strategies



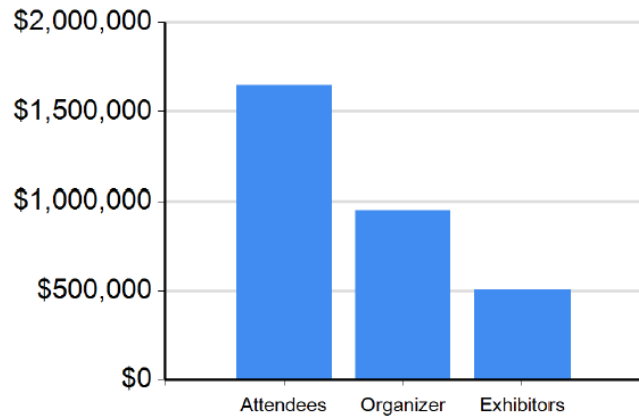
Tourism Recovery and Economic Impact

- 4,500 overnight attendees
- 3,881 room demand
- Business Sales: \$4,874,551
- Local Taxes: \$119,943
- 6.7M global social following

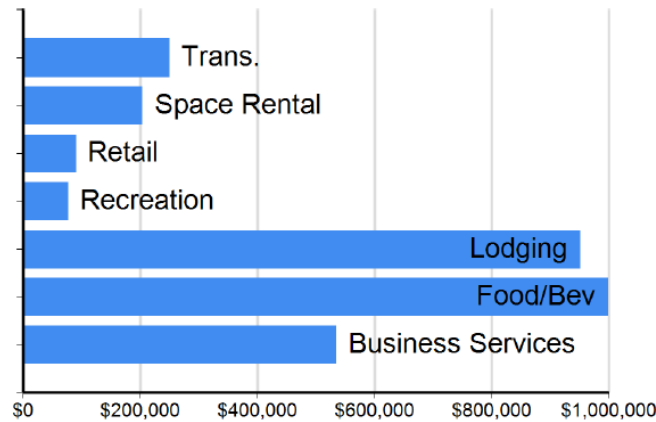


Direct Business Sales

Sales by Source



Sales by Sector



Community Benefit

- Promotes a healthy and active lifestyle
 - Kids Rock
 - 5K
 - Half marathon
- Involves our neighborhoods and community groups along the race route. IRONMAN grant opportunities
- Showcases and strengthens our creative economy



Next Steps

- Operational Research Trip
- Global promotion of the Rock 'n' Roll Washington in Bellevue
- IRONMAN, works with the Special Events Committee
- Invite community and neighborhood groups to highlight Bellevue.
 - Subscribe for updates at <https://bellevuewa.gov/rock-n-roll-running-events>
- Register to Run!



2022 Presale prices look good on you.

St. Jude Rock 'n' Roll Running Series Washington returns this Labor Day Weekend to the Pacific Northwest, and 2022 registration is now available for presale!

Ready to run? Lock in the lowest prices of the year today:

Half Marathon | \$65
5K | \$35
KIDS ROCK | \$15

REGISTER NOW

Presale pricing will be available until 11:59pm PST on Sunday, January 16, 2022. Cannot be combined with any other offer. Prices not subject to Active.com fees.