



O'side Turkey Trot Summary

Total Entrants: 2275

5K Open: 986

5K Residents: 1131

Kids Race: 158

Females: 1222 (54%)

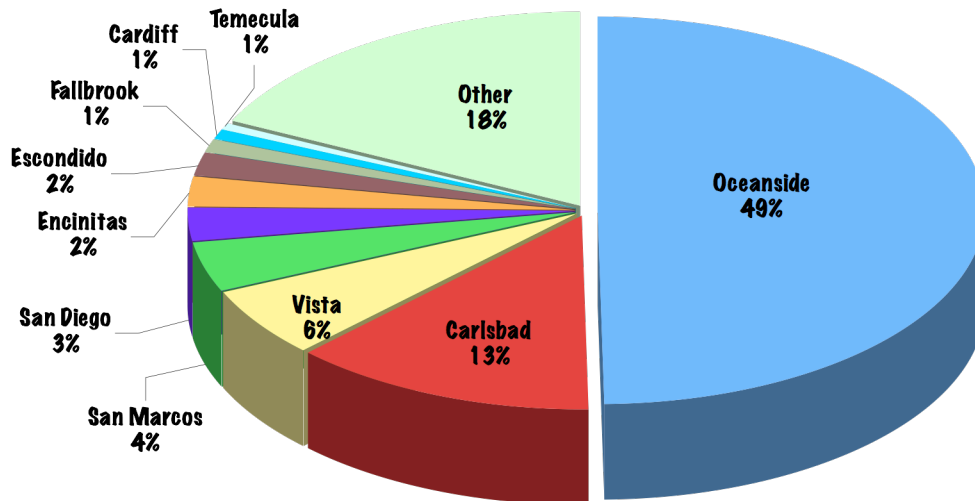
Males: 1053 (46%)

Total Estimated Attendees:

Participants, Volunteers, Vendors and Spectators: 2,800 -3,000

- States Represented: 21
- Cities Represented: 136

Local Cities Represented



Ages:

- Youngest Participant – 2 years of age
- Oldest Participant – 83 years of age
- 12 & Under – 342 participants
- 13-18 years old – 152 participants

Donations to Schools:

Number of schools who received proceeds through the \$5 donation program: **31**

Total Donation to schools from event: **\$15,626.00**

Quick Facts:

- Advertising Budget: \$22,000
- Total Expenses: \$64,113
- Major Media Campaign promoting O'side Turkey Trot and Oceanside as a healthy community.
- The San Diego Department of Education announced that the Oceanside students received the lowest fitness scores in the county.
- Only 19% of Oceanside 5th graders meet the minimum fitness requirements.

Hotel Occupancy increased from 45% occupancy in 2005

- La Quinta Inn was 100% occupied on Wednesday and Thursday, and 90% occupied on Friday.
- The Quality Inn was 100% occupied for Wednesday and Thursday, and 90% occupied on Friday.

Downtown Businesses Benefited:

- Pierview Coffee was open from 6 – 11 am (5 hrs.), during which revenue ranked in the top five full days for the year. They have also had repeat traffic from inland Oceanside residents.
- Mary's Restaurant was open from 5AM – Noon, and the revenue for a 7 hour period matched a prosperous 13 hour weekend day.