



2024-KKRR01

May 10, 2024

The Honorable Lourdes A. Leon Guerrero

Governor of Guam

P.O. Box 2950

Hagatna, GU 96910

Hafa Adai Governor,

Ref: 1 GCA §13033(e) Ko' Ko' Road Race Financial Status & Future Plans

Pursuant to 1 GCA §13033(e), the Guam Visitors Bureau submits the financial status report for the Ko' Ko' Road Race 2024 and future plans for 2025.

In compliance with the electronic reporting submission requirements, the attached report was transmitted to your office's email address and is posted on the Guam Visitors Bureau website.

Financial Status



**Ko'Ko' Road Race
Statement of Revenues, Expenditures
FY2024**

<u>Revenues</u>	<u>Total</u>
Race Fee Collections	22,959
Total Revenues	\$ 22,959
<u>Expenditures</u>	
Race Day Logistics & Supplies	242,210
Advertising	14,031
Local Bands	3,700
Total Expenditures	\$ 259,941
Net Deficit	<u>\$(236,982)</u>

Future Plans



2025 Guam Ko'ko' Kids Fun Run

Date: April 12, 2025
Age Divisions: 4 - 6 year old (.6K), 7 - 9 year old (1.6K) & 10 - 12 year old (3.3K)
Location: Governor Joseph Flores Memorial Park

2025 Plans: The 2025 Guam Ko'ko' Kids Fun Run will feature the same age divisions and race distances as in previous years. Chip timing will be provided once again in order to effectively and accurately verify winners in each age division. The event aims to provide more event giveaways such as finisher medals, prizes and event Dri Fit Tshirts for 2025 event participants. The Bureau also hopes to include community sponsors in 2025 to help increase event attractivity.

Anticipated Expense: \$80,000

2025 Guam Ko'ko' Road Race

Date: April 13, 2025
Age Divisions: 13 & Over
Location: Start: Guam Visitors Bureau
Finish: Governor Joseph Flores Memorial Park

2025 Plans:

The 2025 Guam Ko'ko' Road Race will feature a new event in the Ekiden Relay. The Ekiden relay event aims to provide more opportunities to attract Japan and Korean runners to travel to Guam in groups to enjoy a 20K event relay. Each runner will be required to run and complete a 5-kilometer run while transferring the respective ekiden sash to each of their four teammates. Teams finishing with the fastest recorded times will win cash awards and several other event prizes offered during the event. Once again chip timing will be used to effectively and accurately verify winners in each age category. The event will also feature a Half Marathon event for local and visiting runners who would like to run longer distances running alongside Guam coastal waters of Tumon and East Hagåtña Bay. The Bureau also hopes to include community sponsors in 2025 to help increase event attractivity.

Anticipated Expense: \$120,000

Event Benefactor: The Guam Visitors Bureau in 2025 aims to grant proceeds of the 2025 event revenue to the Guam Division of Aquatic and Wildlife Resources with hopes to aid in the successful transportation of new Ko'ko' bird species bred and raised overseas back to the island. Issues with airline not being able to ship animals have slowed all progress in reintroducing newly bred Ko'ko' Bird species in their new habitat on Cocos Island Guam. The **Guam Ko'ko' Road Race** is Guam's elite running event, so named to raise awareness of the plight of Guam's territorial bird, the Guam rail or commonly known as the Ko'ko'. A flightless bird endemic to Guam, the ko'ko' population was decimated to near extinction by the brown tree snake, pesticides and other introduced detractors. Efforts to save the ko'ko' from extinction are ongoing and public awareness and community involvement inspired by events such as the Guam Ko'ko' Road Race and the Guam Ko'ko' Kids Fun Run have made a remarkable impact.

Should you require further information please contact Rudd Gudmalin, Financial Controller at 671-979-1485 or via email at rudd.gudmalin@visitguam.org.

Senseramente,



Carl T.C. Gutierrez
President & CEO