



CITY COUNCIL AGENDA ITEM

Date: November 14, 2016

To: Brian Kischnick, City Manager

From: Eleanor Yoon, Management Assistant

Subject: 2016 Frightful 5K Move Across Troy Summary Report

Race Day Overview

On October 23, 2016, the City of Troy kicked off the first ever Frightful 5K! Runners and walkers of all ages were invited to experience what it feels like to travel freely on foot through the heart of Troy down Big Beaver Road and through Civic Center Campus. This inaugural event drew much attention and excitement across the community! The early Sunday morning was filled with an ample amount of sun and fresh, crisp air. Race-day registration began at 7:00am, the Frightful 5K started at 8:30am, and the 1K Pumpkin Fun Run followed at 9:30am. Hours before registration, City of Troy staff gathered and worked diligently to set up for the event. As early as 6:45am, ardent runners were spotted stretching and jogging around the Civic Center campus. With volunteers, sponsors, and vendors arriving shortly after, the Troy Community Center South Parking Lot was soon ready!

Around 8:30am, the 5K participants gathered at the starting line, which was decorated with bright orange and green balloons and Halloween-themed inflatables. Dressed in costumes, the lime-green Frightful 5K shirt, or their best running gear, participants eagerly awaited for the race to start. The top male finisher completed the race in 18 minutes and the top female finisher in 21 minutes. After the runners and walkers crossed the finish line, each received a medal, enjoyed snacks, a warm cup of coffee, and explored vendor tables. The 1K Pumpkin Family Fun Run followed soon after. Many families ran along the path located west of the Community Center. After finishing the course, participants picked their favorite pumpkin and sat at the arts and crafts tables to decorate.

Around 10:00am, staff began wrapping up and cleaning the site. The barricades on Big Beaver and Livernois Road were swiftly removed and the roads were back open. **382** participants registered for the 5K and **113** for the 1K, making the total number of registrants **495**. Including family members and friends, more than 500 people attended the first Frightful 5K.



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Financials

Revenue

Paper Registration	\$1,028
Online Registration	\$5,435
Sponsorship	\$6,500
Vendor Fee	\$525
Total Revenue	\$13,488

Expenses

Total Expenses	\$9,656.72
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Net Profit

\$3,831.28

The 2016 Frightful 5K was funded by FY 2016/17 City Manager's Office Marketing Budget. The actual total revenue was \$13,488 and the total expenses \$9,656.72. The estimated total revenue and expenses presented at the August 8th City Council meeting were \$7,750 and \$7,150, respectively. The actual expenses increased due to costs incurred from hosting the event for the first time. The actual total revenue nearly doubled, as explained below. Surpassing the initial goal of breaking even, the Frightful 5K made a net profit of \$3,831.28.

Registration

The Frightful 5K is not a fundraiser but a family-friendly community event. The administration sought to maximize the number of participants by offering affordable and competitive registration fees for both the 5K and 1K races. For the 5K race, the registration fee was \$15 until October 5th. Registration between October 6th and October 22nd raised to \$20. The race-day registration fee was \$25. Registration included a high-quality long-sleeved shirt, finisher medal, professional chip timing service, and a USA Track and Field certified 5K course time. The 1K registration fee was kept at \$10 before and on race day. The 1K registration included a short-sleeve t-shirt, pumpkin necklace and pumpkin to decorate after the event. 382 people signed up for the 5K and 113 for the 1K, making the total number of registrants 495. Participants could register in two ways: online or by paper. The registration fee collected from paper registration was \$1,028 and online registration \$5,435. In total, \$6,463 was collected from registration fees.

Sponsorship and Donations

Administration actively sought sponsorship and donations from business partners and community members to offset the registration fee. Thanks to the support of generous sponsors and



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donors, the city was able to raise a total of \$6,500. Platinum sponsors included DiLisio Construction, Kelly Services, Hubbell Roth & Clark Inc, Hilton Garden Inn, and Hampton Inn and Suites. Gold Sponsors were Carlisle/Wortman Associates and Columbia Center. The Silver/Water Station Sponsor was Orangetheory Fitness, and Bronze Sponsors were Budget Blinds of Troy and Bright Side Dental. In addition, Kroger donated reusable grocery bags for the race packets, and refreshments and water for after the race were provided by Tim Hortons, Granite City, Costco and Fresh Thyme.

Vendor

The city invited vendors to participate at the Frightful 5K and promote their businesses and/or products for a fee of \$75. A total of seven businesses participated and the fees collected amounted to \$525.

Summary

The Frightful 5K demonstrated exemplary inter-department collaboration and partnership. Each playing an integral role, the City Manager's Office, Department of Public Works, Police Department, Engineering Department, and Recreation Department all put great effort and resources into the event. In addition, the partnership with the Eastside Racing Company guided staff through the unfamiliar process of hosting a race for the first time. Moreover, the Frightful 5K could not have run as smoothly as it had without volunteers. From high school students to members of service-oriented organizations, about 80 volunteers joined the city staff on race day. Lastly, the outpouring of support from the community was incredibly helpful. Whether it was participating as a sponsor or vendor or simply running in the race, people loved the Frightful 5K and expressed their desire to see more community events like it from the city.

After the race, through social media and e-mail, the City Manager's Office received an overwhelming number of positive comments and encouraging feedback from participants. Many praised the hard work of the city staff noting how well-organized the event was and expressed their excitement for next year. Reflecting on the success of this memorable inaugural event, staff will strive to make the Frightful 5K better each year and is hopeful that the Frightful 5K will become an annual tradition!