



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation for Request for Funding- 2014 Bob Leonard River Run/Walk & Kids Turtle Hurdle

Presenter: Mark Koenen

Please check appropriate box:

	Government Operations	X	Government Services 07.28.14
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	\$1,250.00	Budgeted:	YES		NO	X
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If NO, please explain how item will be funded:

Financial request would be taken for the General Fund reserve.

Executive Summary:

The Bob Leonard River Run/Walk & Kids Turtle Hurdle is planned for August 9, 2014. Julie Farris, JMF Events, on behalf of the River Corridor Foundation has requested the City participate financially and be a “Title Sponsor”. The fee associated with being a Title Sponsor is \$2,500.00.

For your information, in 2013 the City and Park District jointly shared the Title Sponsor role and equally shared the financial expense. The Park District is again interested in sponsoring this event and would be willing to share this title sponsorship and financial expense with the City. Recognizing this was not budgeted, the Finance Office has indicated there are sufficient reserves to cover the \$1,250.00 and join the Park District as a Title Sponsor.

For your information, I have attached a summary of the 2013 statistics regarding participation and projections for the 2014 event. The Bob Leonard River Run/Walk & Kids Turtle Hurdle does bring people to the City. City staff is seeking Council’s direction.

Attachments: *(please list)*

Statistics and projections for the Bob Leonard River Run/Walk & Kids Turtle Hurdle

Recommendation / Suggested Action *(briefly explain):*

Recommendation for request for funding- 2014 Bob Leonard River Run/Walk & Kids Turtle Hurdle.

For office use only:

Agenda Item Number: 4.a



Bob Leonard River Run/Walk & Kids Turtle Hurdle
August 9, 2014
Pottawatomie Park, St Charles, IL

Thank you for being a supporter of the Bob Leonard River Run & Walk. Below is a breakdown of the 2013 event including the participants, volunteer and spectator numbers.

	<u>2013</u>	<u>2014 Projections</u>	<u>Percentage Change</u>
Runners	241	300	24%
Walkers	111	150	35%
Kids Turtle Hurdle Participants	113	145	28%
Volunteers	37	50	35%
Spectators	200	300	50%
Sponsors	20	25	20%
Canine Companion (NEW for 2014)	0	25	

Notes: Since debuting in 2012, the Turtle Hurdle Obstacle Course had over a 100% increase in participants.

2013 Marketing Recap: Postcards (1000) distributed through local businesses and races; direct mail pieces sent to 2012 registrations; event was posted on 6 runner specific websites along with 14 local organizations social media sites, press releases (4) were sent out to Chicagoland media sources, advertisements were done in 3 local media sources, Main Street visibility for 7 days equaling over 600,000 impressions, along with event day banners, sponsor banners and programs that were onsite at the event. A 2013 marketing report is available upon request.