

CFAR 2015 Post-Race Exploratory Committee Final Report and Recommendations
December 7, 2015

Members: John Kelley, Carly McFerren, Bill Meckl, Dawn Meckl, Deb Swope, Glenn Himes and Susan Himes. Special guests/presenters in attendance: Steven Bui, Bob Correll, Mary Britsch, and Mike Amsler.

Meeting Dates: September 28, October 13, November 4, and November 17.

CFAR Mission: To promote healthy lifestyles through running/walking in our community.

Background: This committee was formed during the 2015 MAH Post-race meeting, at the request of the Race Director, Mr. Bob Correll, and other CFAR board and club members in attendance. All committee members volunteered to meet to explore the numerous subject areas recently raised and identified in this report, and to provide a Final Report to the CFAR board and Race Director, with recommendations for consideration and use in making sound decisions going forward. Two surveys were taken with a total of 81 respondents. The results were factored into the discussions and recommendations of the EC, as identified throughout this report. Empirical results are provided at the end of the report.

The existence of the EC ends after the Final Report is provided and discussed at a follow-on meeting, to be scheduled by CFAR board/Race Director.

The Exploratory Committee was tasked with the following:

1. Define CFAR's running event mission. Why host a running event? Who is served? How best to serve the intended audience?

Holding a running event is a way to encourage health lifestyles through running/walking in our community. It allows us to encourage others to set a goal and provide them an event that will allow them to achieve that goal.

2. Address when the event should be held (i.e. time of year). Should it be held in conjunction with other area activities?

The survey preference and EC unanimous opinion is that a fall race is best. It was also noted that as many as 15 to 20 CFARians will be participating in the Bird-in-Hand half marathon on 9/10, so this date should be avoided if we are hoping to have these individuals help with the MAH.

It was suggested that the race committee work with Mainstreet Waynesboro and The Chamber of Commerce to host some type of event after the race. This will give the participants and their family/support something to look forward to after the race. Some suggestions were a chili cook-off or best bbq contest. Also note that one Pavement Princess said that they would be willing to work on the "after event" and Harry Morningstar also offered to host some type of event.

3. Examine the event delivery process (i.e. registration service, price structure, pricing options, registration periods, marketing, and sponsors).

Establish one price, as low as possible, with no gimmicks, promotions, or changes, other than late registrations. We may have to have 2016 be the year that we don't make any money in an effort to attract runners that were lost over the past two years as well as attract new runners.

4. Examine the event. What works, what doesn't and why? What should be added or deleted and why?

The EC was unanimous, except for one person, to have a club race. The survey and opinions of the other EC members support CFAR continuing to host an annual club race. A race promotes our mission, who we are, growth, goals, outreach, giving, exposure, and opportunities. Survey preference and EC unanimous opinion is that 13.1M continues to be the clear preference for race distance. Advantages include an established base of runners, route, logistics, and

history. We feel that the biggest problem with the 2015 race was the pricing/pricing structure. This is addressed above #3.

We are well known for our race and correcting the things that didn't work well, or were not resourced in 2015, will result in a very successful race and continued growth in participants in subsequent races. The EC also agreed that either a 10M or 10K is supported by the survey results, but additional effort and rebranding will be necessary to change the course and basically start over with marketing a new and shorter distance.

The survey preference for location of the race was downtown. Despite the survey, the EC felt that changes to the route were possible and should be considered by the race committee to add to the race appeal. For example, change the start or finish points to the Ruritan or Renfrew Parks, and route the race thru a portion of Renfrew, Otterbein, or along the new path from Ruritan Park to Otterbein Park. This would change the course and make it more appealing and add an element of "madness" to our race. Changing the finish location would give us the opportunity to add some type of "party/celebratory" event, giving the runners and their support something to look forward to after the race.

5. Examine the staffing requirements required to deliver a first rate running event (i.e. committee depth, #of members, committee commitment). Do we currently meet those requirements? If not, how do we address the shortfall?

Based on many of the race committee members resigning after the 2015 event, there is clearly a shortfall in race committee members and volunteers. If these positions cannot be filled, there should be no race. In addition to the existing vacant race committee position, we also feel that the following positions need to be added - Main Street/Neighborhood Ambassadors, Marketing Coordinator, and Post-race Party Committee. The EC unanimously felt that it was imperative that all critical race committee positions must be identified and filled by February 28th and there should be a general plan in place for each committee's success (or an alternate date selected by the race committee) of each year, or the event should be cancelled. This should happen before registration is open. This should ensure that a proper team is in place and there is an executable plan in place to have a successful fall race.

6. Address whether CFAR can effectively service two major running events.

The EC unanimously voted to not do a second race. We feel that we currently do not have the resources/man power to service a second race and do it well. We were unanimous to not do the Firecracker 5k. In addition, the survey does not support our club doing a 5K race (3%) or doing a race in the summer (4%). We also feel that the reward (net proceeds) were not sufficient enough to warrant the time and effort needed to support this race.

7. Address current Race Committee staffing vacancies, runner hospitality, registration, traffic/safety, volunteer coordinator, event shirts, and event awards. How best to fill these positions?

See comments above in item #5.

8. Address how to create greater community buy-in and support for CFAR's running event(s)?

The EC feels that by adding a Main Street/Neighborhood Ambassador committee, we will have more feet on the street marketing the event, gaining more community excitement and participation. One idea on how to involve the community was to host a children's art contest, for which the winners artwork would be used in marketing material, thank you cards, etc.. All of the original artwork would then be on display at the race finish line. Another idea was the after event, a chili or bbq cook-off could be open to the community and draw more participation (maybe a discount entry fee for providing a race volunteer).

The EC also feels that the race committee/CFAR needs to do a better advertising the beneficiaries of the race proceeds. We feel that the race committee and CFAR board should determine a set percentage or "everything over a certain dollar amount" that will be donated to our selected beneficiaries. All of our advertising material should include who the race will benefit. We need to do a better job of advertising how we support our community.

9. Address how to increase buy-in and commitment from CFAR.

The race committee needs to present to CFAR a well thought out race plan. The plan needs to be clear and we need to understand who leadership is and who is responsible for executing the plan. The race committee/committee heads then need to ask each and every CFAR member to do one thing and do it well. If we are able to get each active member to commit to one thing, we should be able to have a successful race that feels more like a celebration than a duty.

For transparency and the benefit of all members, monthly financial reporting should be provided and entered into the minutes. At a minimum, prior month's balance, new income and expenses, and current balance.

10. Address how to build a perpetual volunteer network (i.e. partnering with community organizations, running clubs from surrounding communities, etc.).

The EC feels that there should be a true Volunteer Coordinator that will work to gain volunteers, engage volunteers and maintain an active list of volunteers. In addition, each race committee head will need to work to engage volunteers. The committee heads should assess their volunteer needs and work with the Volunteer Coordinator to gain the volunteers they need as soon as possible. Ideally, having a nearly complete volunteer list by the end of April/May (for a fall race) will help with any last minute anxiety. We understand that you may have a few that don't follow through, but replacing three or four volunteers is a lot easier than looking for dozens within the last few weeks before the race. We feel that looking for volunteers goes hand in hand with marketing and community engagement. If each CFAR member went to one business owner and asked them to do one of three things – sponsor the race, run in the race, or send a volunteer to the race – we would have a highly successful race.

SURVEY RESULTS

Distance (preference, 81 responses)	Other
13.1M 36/44%	26.2M 2/3%
10M 18/22%	20M 1/1.5%
10K 18/22%	30K 1/1.5%
5M 2/03%	15M 3/4%

When (preference, 76 responses):

- Fall (Sept-Nov) 72%
- Spring (Mar-May) 22%
- Summer (Jun-Aug) 4%
- Winter (Dec-Feb) 2%

Where (preferences, 67 responses):

- Downtown 69%
- Renfrew/Somewhere Green 15%
- All Others 17%