

Costa Mesa CommunityRun



After Action Report
May 29, 2008
Dan Joyce



Event Overview

For a first year event, it was a huge success. We exceeded our goal by more than 200 runners. The race course was challenging for all classes of runners. Also the event raised several thousand of dollars from the event.

Our goal for next year's event should be to double our participants and secure 1200 runners. This will only happen with marketing and advertising starting 6 months from the event.

Operationally, the event went according to plan without any major delays or problems. Having an experienced race director and bringing in key staff members to assist with the operations aided in the success of the event. This needs to continue for next year's event.

Additional key volunteer positions need to be created and more professional services need to be hired for next year including a timing company, expo and health fair coordinator, public relations volunteer and sponsorship coordinators.

You have created a great signature event that you can build on for years to come. We must get more of the community involved with this event.

Event Comments

Karen Barloon

Karen did an incredible job with this event with the limited resources and the short deadline. She deserves special recognition for all her hard work and long hours.

Charlie Appell

I want to thank Charlie for all his help in the pre-race measurements and for his assistance in course set up on race day. He followed my operations manual completely.

Volunteers

Set up a separate Volunteer Coordinator position. This person should recruit volunteers starting 3 months out from the event. This person can report directly to Karen and the Race Director.

Expo and Health Fair

Hire an Expo and Health Fair Coordinator. That person can work off of commission based on the amount of booths they sell. Commission is usually 10-15%. This creates incentive to bring in more vendors and make the expo a bigger event. I know several potential people for this position. I would recommend Karen Alexander, if possible.

Another idea is to create a Friday night event at the school. Race registration, goodie bag pick up, and special event (bon fire or evening concert). This is a community run and let's gets more of the community involved.

Timing Company

The timing company did an average job. David is a great guy but the event needs to be more professional and the results need to be ready immediately. My recommendation is to hire a professional timing company for next year's event. There are several timing companies within Southern California. I can make a recommendation if needed. Secure a second timing clock for the 2k run. It important to have the timing company to output registration list for the announcer before the event starts.

Advertising Schedule

Raceplace Magazine

Jan/Feb Issue-Artwork due Dec 5th

Mar/April Issue-Artwork due Feb 1.

RATES

Full page B/W-\$525.00 4/Color-\$800.00

With Spot Color (black w/cyan or magenta only) \$600.00

Half Page Ad (Event or Business). \$300.00

With Spot Color (black w/cyan or magenta only) \$375.00

4/Color \$525.00

Quarter Page Ad (Event or Business). \$200.00

With Spot Color (black w/cyan or magenta only) \$275.00

4/Color \$425.00

Event Calendar listing without advertisement.(No charge with Ad Placement) \$35.00

Event Announcer

Hire a professional announcer for the event. Cost is \$500 per day. Heather Lacayo is available if needed.

Signage

Create more directional signage for registration and parking. Create larger signs. Create the signs early. Don't wait until race week.

Water Stations

We need to order more water for next year. Water stations worked really well for the race

Awards

Create awards for overall winners in the women's and men's divisions.

Marketing

Start marketing in January. Our goal should be 1200 runners.

Get the footage from the local cable station. Create a promotion video for sponsors and 15 sec and 30 sec commercial spots to run on the local cable station. It's important to work the cost of the television spots and ads into the sponsorship package.

Mail flyers to your past runners at least 2 months before the event.

Create a better web site. It's your core marketing tool. It is important to get it done before the end of the summer with photos video and race results. Thank your past sponsors and the City of Costa Mesa.

Event Photographer

Secure an event photographer. This can be a local volunteer but they need to have a digital camera and a photography background. It's essential to capture the event and to have photos for future marketing materials. Karena shot over 100 photos at the event in addition to her operational duties.

Sponsorship and Sponsorship Packages

Create a professional kit and start soliciting sponsors 6 months before the event. Tag sponsors in all advertising including local TV ads, newspaper ads and event ads.

Finish Line

Create a more professional finish line. Create a professional finish line banner with sponsors listed. Add Balloons.

City of Costa Mesa

One of the best cities I've worked with in over 20 years. All the city departments were very responsive to all my needs and questions. I want to express my special thanks to Carol Proctor.

In addition I want to thank the City Maintenance crew, City Police and the Park Ranger. The city maintenance crew did a great job preparing the course and ordering the cones. The Police and Rangers did a great job with traffic control and setting up the cones. Special thanks to Sgt. Sharpnack.

Public Relations

Find a Public Relations volunteer for next year. On the application and web site, have a section for special interest comments. Use those personal stories to get a bigger story in the Daily Pilot or Orange County Register. We need to personalize the race for the media.

Race Course

We received positive feed back about the race course. The only negative issue with the course is that is was longer than 3.1 miles. It needs to be measured professionally or with a GPS system. My recommendation is to shorten the last loop before "Puke" hill. The city will have to cut a new turnaround point on the course.

Course Map

Hire or get a volunteer graphic artist to create a race course map. You need it for all marketing materials and the web site.

Miscellaneous Materials

- Two more vehicle for staff to use for set up.
- Order a dozen more tables.
- Order two more tents for registration and expo area.