ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation to Approve Street and Parking Lot Closures for the Fox Valley Marathon
Presenter:	Chief Lamkin April 2011

Please check appropriate box:

	Government Operations	X	Government Services 04.25.11
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	Police/EMA: $2,850.00 Fire:$2,997.47 PW: $720.66	Budgeted:	YES		NO	X

If NO, please explain how item will be funded:

All city costs are to be paid by the event sponsor.

Executive Summary:

See attached memo

Attachments: *(please list)*

Documents from Race Director Dave Sheble

Recommendation / Suggested Action *(briefly explain)*:

The Police Department recommends approval

For office use only:	*Agenda Item Number: 4.d*

Memo

Date: April 13, 2011

To: Government Services Committee

From: Chief Lamkin

Re: Fox Valley Marathon

The second annual Fox Valley Marathon is proposed for September 18, 2011. This year there are three actual races included in the event as outlined in the enclosed material supplied by the event sponsor. The layout and route will be similar to the 2010 event. The race will stage on 1st Street at 7 a.m., proceed south to Route 31, and out of the city limits into Geneva. The route then returns to St. Charles along Riverside Avenue, finishing on the west side of the Illinois Street bridge. In 2010 the last runner completed the race at 2 p.m.

Requested closures are:

- Parking lot at the southwest corner of Illinois/1st Street on Saturday September 17, 2011 at noon, through the end of the event on Sunday September 18, 2011 in the afternoon.
- 1st Street on Sunday September 18, 2011 at 5 a.m. from the entrance to the parking deck south to Geneva Road (Illinois Route 31) until completion of the event or as soon as it can be safely opened without causing an unsafe situation during the event.
- Illinois Street bridge on Sunday September 18, 2011 from 5 a.m. until the end of the event from Riverside Avenue to 1st Street.
- Illinois Route 31 and Illinois Route 25 will be reduced to one lane for vehicle traffic during the times when runners are present on those roadways.

The event sponsors are also requesting the use of an amplification system (PA) on Illinois Street at the start and finish lines for the duration of the event on Sunday September 18, 2011.

The sponsors will ensure advance notification and promotion is done in the downtown area, with special emphasis on any business directly along the closure route.

The Police Department recommends approval.

JEL/ljm

2011 Fox Valley Marathon
September 18, 2011

Fox Valley Marathon Races
• Fox Valley Marathon
• Half Marathon
• Fall Final 20™
• BQ Flex Option™

FV26.com

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2011 City Of St. Charles Proposed Plan

Introduction

The September 19, 2010 Inaugural Fox Valley Marathon Races (Marathon, Half Marathon, and 20 mile) were a resounding success, both as a race with nationwide appeal and as a regional community event. With the help of sponsors, communities, local business, press, staff, and volunteers, we were able to meet our goals of providing a high quality event for runners while showcasing our host communities and promoting local businesses and charities.

Based on the popularity of the Inaugural year among runners and with the great community support, we are fast becoming the premier running event in the western suburbs, and a major spectator event for the Fox Valley. Preparation for this year's Fox Valley Marathon Races is well under way. We anticipate an 80% increase in registered runners for 2011. And new this year, we will introduce the first ever WeatherFlex Option™ for marathon hopefuls and host a Kids Marathon promoting summerlong activity and culminating in a 1.2 mile run/walk on race morning

Our overall goals continue to be:

- Further promoting health and fitness in the Fox Valley communities.
- Providing an intimate, accessible, affordable opportunity for many area runners to complete what has become a lifelong goal.
- Introducing runners throughout Chicagoland to the unique running opportunities that the Fox Valley offers.
- Showcasing the Fox Valley area to thousands of participants and spectators all year long.
- Involving and supporting area charities in the event
- Helping grow the events over time to increase all of the above

2011 Event Overview

2011 will be the Fox Valley Marathon Races' second year and will build on the tremendous debut we enjoyed in 2010. The event consists of three simultaneous races:

- **Fox Valley Half Marathon** (13.1 miles)
- **Fall Final 20™** (20 miles)
- **Fox Valley Marathon** (26.2 miles)
- **Run 26 Kids Marathon** (1.2 miles)

The three races offer a variety of distances for any participant interested in endurance running. In fact we believe we are the only event in the US offering all three distances in one event. All races start and finish in downtown St. Charles and take runners through the towns of Geneva,

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Batavia, North Aurora and Aurora, highlighting their respective park districts, the Fox River Trail, and Kane County Forest Preserves.

The Half Marathon is an event achievable by all runners. It is a logical step up from a fitness program that includes any running, has the appeal of immediate recognition, and is an impressive goal for beginning runners to work toward. A runner can complete many halves within a single year, and its popularity is booming. Pairing the event with a marathon gives the Fox Valley Half a unique appeal among the spring and fall halves throughout the area, particularly as a natural choice for runners with longer term dreams of someday completing a full marathon.

The Fall Final 20 is an innovative event that was sparked by our proximity to the Chicago Marathon and its 45,000 runners. Our races are timed so the 20 fits directly into Chicago training schedules, and we offer runners the first (and still the only?) 20 mile 'marathon dress rehearsal' in the country, complete with marathon race atmosphere, full aid stations, pace groups, shirts, and finisher medals.

And the Marathon is, of course, our signature event. The standard among endurance race distances. The ultimate challenge for most runners. And the one that gets the lion's share of the press. The sport of marathoning has exploded in the US and in particular the past 7 years. Each year has set new participant and finisher records. The increase in 2009 alone was 2 ½ times the increase of 2008 with over 465,000 finishers nationwide. Marathons continue to sell out in record time coast to coast. Boston sold out it's 20,000 entries this year in 8 hours.

The Fox Valley Marathon, with an ideal setting, timing, and geographic location, is poised to become the premier running event in Chicago's western suburbs. And while it won't grow to the size of the mega-races, it can get big enough to become well known nationwide as a great destination marathon with all the big race amenities, small race hospitality, and a beautiful, fast, friendly course.

- Fall marathons are preferable because the majority of training avoids winter weather
- The Chicago Marathon is the 6th largest race of any distance in the US (45,000 entries)
- Our unique Fall Final 20™ is perfectly timed for those training for Chicago.
- The cost of participating in the Fox Valley Marathon is 35-50% less than Chicago.
- Participants have a singular opportunity to train all summer on the actual race course.
- The #1 factor in event participation is convenient location (RunningUSA 2009 survey).

Inaugural Year Highlights

Highlights of the Fox Valley Races first year include:

- Selling out all 3 races
- Bringing 1,100 runners from 30 states coast to coast as well as Japan to the Fox Valley area.

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- Helping generate over $11,000 in donations to local charities through our Charity Partner Program
- Becoming a top 25 Boston Marathon Qualifying race (based on percentage of qualifiers vs all finishers at the time of the race)
- 24% of our finishers achieved their lifelong goal as first time marathoners
- Introducing a new race (Fall Final 20) believed to be the first of its kind in the US to be timed and designed to accommodate runners training for other fall marathons in a fully supported, complete race experience. The event was an instant hit. Registrations exceed our expectations by over 300%!
- Recently selected by Chicago Athlete Magazine as a Midwest Top 25 Marathon, one of only 3 in Illinois!

2nd Year Growth

The Fox Valley Marathon Races is put on by a great team with a strong starting track record. We are proven, capable, and excited to do all the heavy lifting. We work hard to make this event the best it can be for everyone involved.

The FVMR race committee is well into planning the 2011 event where we expect to host 2,000 runners. Runner feedback was incorporated into the 2011 planning, and while the course was a highlight for inaugural year runners, we have improved it to promote faster times, accommodate more runners, and provide the runners with more of what they liked in 2010.

Kids Marathon

Plans are also underway for a free Kids Run 26 Fox Valley Marathon held the same day. We expect approximately 500 young runners will participate in this free event designed to introduce them to the healthy sport of running. Add to that over 1000 race day volunteers and the event will have over 3,500 participants this year, a tremendous growth curve!

WeatherFlexOption™

For 2011 the Fox Valley Marathon Races is proud to introduce a unique concept in Marathon Racing that doubles the chance for good weather on dace day. This idea was inspired by recent fall weather extremes for the Chicago Marathon, and on runner comments saying they wished they had run their full at Fox Valley. Because we offer both a Marathon and the Fall Final 20, (we're the only race in the country with that combination) we can give runners with personal best, Boston qualifying, or first marathon aspirations a weather-forecast-based choice of Making September's Fox Valley race their Marathon attempt or their last long training run for an October marathon attempt. 2 shots at a fall qualification before Boston registration opens (and closes). It's just another example of our growing reputation as a race that knows and delivers what runners want.

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2011 has hit the ground running

Registration for 2011 has opened with a response beyond expectations, and we are well on our way to meeting our capacity goals of 2000 runners

Charitable Impact

The Fox Valley Marathon Races has a strong desire to give back not only to area communities and businesses, but also to charitable organizations in the area. We created the Fox Valley Marathon Races Charity Partner program specifically for that purpose. In 2010 the following charities participated:

Fox Valley Marathon Races
2011 Charity Partner Program

- Tri Cities Family Services
- CASA
- Lazarus House
- Northern Illinois Food Bank.

Unlike Chicago where charities buy race entries and resell them to their participants via a fundraising minimum, our program costs the charities nothing. Runners donate a minimum contribution to the charity directly and in turn get 50% off their registration fee. The minimum donation to qualify for a charity entry spot last year was $100 and in many cases runners donated more than the minimum.

This is especially effective when our races close because we hold spots only for charity runners at that point. In 2010 over $10,000 was donated to these charities through the Fox Valley Marathon Charity Partner program and also by runners using the marathon as a fund raising vehicle for the charities.

This year, we are reserving 300 spots as charity partner entries. If we sell out again, it would mean helping raise a minimum $30,000 for our neighbors in need.

Promoting Kids Fitness

There is a significant amount of press these days about fitness and kids. The Fox Valley Marathon Races wants to have a positive impact in this area as well by providing incentives and recognition to kids who take on the challenge of running. Running can be a lifelong sport, and our self image as athletes (or not) is developed through our early and teenage years, and stays with us for life.

By encouraging kids to walk or run 1 mile 25 times over 16 weeks, and to run or walk a mile on race day, we can encourage a summer full of activity, and give kids of all shapes, sizes, and athletic ability a worthwhile family goal, a marathon finishers medal, a reason to be proud, and maybe for some, a good start into a lifetime of fitness.

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RACE LOGISTICS, ST. CHARLES

Our race logistics worked extremely well in 2010. We have made slight improvements to it overall and have also included the logistics for the Kids Marathon. Please refer to the attached schematic maps for St. Charles as well as the overall route maps for each of the races.

Race Overview
We plan on assembling and starting the runners on 1st Street. Runners start together no matter what race they are participating in. The race will start at 7am on First Street and proceed south on Rte 31 to Geneva where we will put the runners on the park district path. They runners will continue south through the Tri-Cities reversing their way back depending on the distance they are scheduled to complete. All races finish in St. Charles. The finish line will be on the west side of Illinois Street just over the bridge.

Race Start/Finish Windows
Run 26 Kids Marathon

Start time:	Immediately after the Fox Valley Races start
Distance:	1.2 miles
Expected finishers:	500
Finish time window:	7:25am to 7:50am

½ Marathon.

Expected finishers:	500
Finish time window:	8:05am to 10:30am

Final Fall 20™

Expected finishers:	500
Finish time window:	8:45am to 12:00pm

Fox Valley Marathon

Expected finishers:	1100
Finish time window:	9:20am to 1:30pm

Finish line closes at 1:30pm

Event start and pacing
The race will begin in downtown St. Charles on 1st Street at 7:00am. There will be approximately 2,000 runners who will be started in waves about 30 seconds to 1 minute

apart. The fastest runners will run approximately 5 minutes per mile and the slowest will be capped at 15 minutes per mile. Anyone running or walking slower than 15 minutes per mile will be required to follow all traffic signals and stay off public roadways but can still complete the race if under our finish line cutoff of 1:30pm.

The new Run 26 Kids Marathon will have initial staging of the runners on 1st Street between Illinois and North Avenue.

Pre-Race Expo

All runners will be required to attend a pre-race Expo to pick up their packets. This will be open Friday and Saturday (9/16 & 9/17) and will lbe at our host hotel, Pheasant Run in St. Charles. The packet contains their race credentials, timing chip, an event manual and last minute changes as well as numerous give-aways from local businesses and charities. The Expo also is an opportunity for sponsors and local organizations to exhibit themselves to the runners.

During the months preceding the marathon runners will be constantly exposed to the various sponsors in the the Tri-Cities area as well as hotel and restaurant information through the visitors centers.

Pre-Race Setup

SEE ATTACHED START SCHEMATIC MAP.

Since the event takes place primarily in St Charles setup will have to be on Saturday for the Village as well as bringing in the porta-johns, start/finish barricades and signage. Setup will commence at 12 noon on Saturday and will again use the city parking lot adjacent to 1st Street between Illinois and Indiana. We will again provide security to watch over it over night. No streets will need to be closed Saturday.

We will finish our setup early Sunday morning beginning around 5am. Since the bulk of the work will have been completed Saturday we anticipate noise to not be an issue that morning. Most runners will begin arriving from 5:30am on and will be directed to parking in the garage and lots to the west and north. For all phases of the event runners will have already been instructed where to go and what to do well in advance of race morning.

We will have a PA system along 1st Street to make announcements to the runners and to start the race. We anticipate again placing the announcer and their equipment adjacent to 1st and Indiana and moving it to 1st and Illinois near the finish right after the start.

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Race Start

SEE ATTACHED START SCHEMATIC MAP

Beginning around 6:45am we will assemble the runners on 1st Street facing south. We will keep the runners north of Indiana St before the race to allow ingress/egress for the townhomes to the east. The race start will put the runners immediately on the southbound lane of Rte 31 which will be closed to the public until the runners leave St. Charles. The City Of Geneva will take over route control on RTE 31 at the city limits. The northbound lane will be open to allow residents along the river ingress/egress. The start will last approximately 8-10 minutes and will require crossing/closing Prairie at 1st Street for that time.

Immediately following the start of the Fox Valley Marathon Races we will move the participants for the Run 26 Kids Marathon up 1st Street from their staging area to the Starting Line. They will have one start and once they have passed over Prairie that portion of 1st street can be re-opened.

East side road closings are also indicated on the RT 25/31 schematic map also attached. We will close Prairie street east of 1st to RT 25, RT25 north to Illinois. As also discussed with the St. Charles Police Department we will cone a single file lane on RT 25 with police traffic control to connect the path just south of Langum Park. This will allow continued two-way traffic on RT 25 during the race while allowing the race to continue.

Race Finish

SEE ATTACHED FINISH SCHEMATIC

We propose closing 25 just south of Prairie per the diagram. The runners will head north on 25, make a left on Illinois, cross the bridge to the finish line. The spectators and runners will have unparalleled views through the entire finish area up the river and across the bridge.

Immediately at the finish line they will be observed by medical personnel and in the rare event it is decided by them that they require treatment they will be moved quickly to our medical tent at Illinois & 1st. This location will also allow easy access for any emergency medical vehicles and it is on the outside perimeter of the event. We will again have an ambulance and associated paramedics at the finish line to support our main medical tent.

The runners will be given their finishing medals, water, Gatorade and moved along 1st Street south towards the Marathon Village. There they will be given recovery food (bagels, bananas, energy bars etc) and can then recover and re-unite with their friends and family. The Village location is ideal as they will be riverside with great views of St. Charles, can see the race continuing on the other side and can access the east side via the pedestrian bridge there.

Post Race

The finish line will officially close at 1:30pm. Runners not across at that time can still continue but must walk and observe all traffic signals and road crossings on their own.

We will commence break down and clean up starting with the closing of the finish line area. It is important to note that all of our volunteer groups in every area will be responsible for on-going cleanup at their respective areas.

Our breakdown of tents/barricades, pickup of Porta-Johns etc is expected to be finished by that late afternoon and we will be able to open the remaining streets (as indicated on the maps) by 5pm for the core area.

MEDICAL AND EMERGENCY

Participant and community safety is the highest priority for us. Our Medical Director Dr. Jodi Pelegrin has over 10 years experience in both the Chicago Marathon and Twin Cities Marathon. Working together with the EMS units along the course we have produced a medical plan that is considered standard in endurance racing and leverages her extensive experience in this area.

- Our dedicated medical plan is included in this application.
- Each aid station (24) will be staffed with qualified medical personnel.
- A dedicated coordinated communications system will again be in place along the entire race route with separate channels for Medical, Logistics and Aid Stations
- Each runner is required to sign an event waiver upon registration
- Each runner will have been well briefed on the course and event specific rules for safety via a dedicated document provided by our Medical Director (included in this application)