

INTRODUCTION

The Frank Lloyd Wright Races Committee of the Park District of Oak Park is pleased to present this summary report of the 2014 Frank Lloyd Wright Races (FLW). This report provides details of this year's races including pre-race preparations, race day participation, financial outcomes (preliminary), sponsorships and an evaluation of the event.

The 38th Annual Frank Lloyd Wright Races took place on Sunday October 19, 2014 at Oak Park River Forest High School. The races included a 5K Run/Walk, 10K Run and Youth Mile Run. The race courses ran on various streets within Oak Park beginning and ending at the High School. The event had 2,670 registered runners/walkers and nearly reached capacity of 2,700. We received a good amount of early registration, however all events had spaces open when the early registration deadline closed on October 1. The 5K Run filled first, followed by the 10K Run. The 5K Walk and Youth Mile were the two events that did not fill.

FLW COMMITTEE & RACE PREPARATION

The Frank Lloyd Wright Races Committee was created in 2006 and is made up of full and part-time Park District employees. FLW Committee members are appointed because of their specific skills, knowledge, and experience as well as to promote professional growth within the organization. The 2014 committee positions were as follows:

Employee	Race Position	Job Title
Liz Visteen	Race Director	Program Supervisor
Mitch Bowlin	Assistant Race Director / Finance Chair	Finance Manager
Patrick Murphy	Race Course Marshal	Principal Gymnastics Coach & Program Specialist
Mike Mockler	Assistant Race Course Marshal	Program Supervisor
Scott Sekulich	Registration Chair	Customer Service Manager
Jennifer LaFleur	Marketing Chair	Communications & Marketing Coordinator
Joanna Skubish	Sponsorship Chair	Sponsorship Coordinator
Jessica Heim	Volunteer Chair	Program & Special Events Coordinator
John Borland	Buildings and Grounds Chair	Grounds Maintenance Supervisor
Gabe Romanucci	Risk Management Chair	HR Safety & Risk Manager

The committee members above were involved in race preparation. The Race Director and Assistant Race Directors share responsibility of supervising committee chairs. This year the Finance Chair position was added to the FLW Committee. Early in 2014 the previous Assistant Race Director, Melissa Rimdzius, left the Park District and Mitch Bowlin stepped up to serve as the Assistant Race Director / Finance Chair. Three additional new staff members joined the committee: Gabe Romanucci as Risk Management Chair, Jessica Heim as Volunteer Chair and Mike Mockler as Assistant Race Marshal.

The committee met monthly starting in March to discuss responsibilities and initiate the planning process. As the event grew closer the committee met more frequently - bimonthly in August and September and weekly in October. Committee members worked a combined estimated total of 852 hours planning and implementing this event. This is a slight increase from the 835 hours spent in 2013 which can be attributed to new members on the committee and the training time involved from other members. Efforts are continuously being made to decrease the amount of hours committee members spend working on the race where possible.

EVENT PLANNING & IMPLEMENTATION

The planning and implementation of this year's race was very similar to the previous year. No significant changes were made to race capacity and registration deadlines. However, race entry fees were increased in the 5K Run, 10K Run and 5K Walk due to increasing expenses. This section of the report will focus on the highlights and changes implemented this year.

This was the first year we asked participants to provide shirt sizes during the registration process and; therefore, guaranteed shirt sizes if participants registered by September 19. Overall, this was well received and the process went well. Shirts for those who registered early were set aside.

Pre-race packet pickup was moved to Ridgeland Common Recreation Complex (RCRC) instead of the Administrative Office. The Committee felt this was a better location due to Customer Service located in the facility. For the second year in a row we offered pre-race packet pickup on Thursday and Friday 8:30am-7pm and Saturday 10am-1pm. This year we also used some volunteers to assist with packet pickup. We will continue this for future years to decrease staff hours. As in previous years more participants pick up their packets prior to race day (81% in 2014; 79% in 2013; 73% in 2012).

For the third consecutive year, volunteers assisted in stuffing the participant goody bags. However, due to the decrease in the number of volunteers available for goody bag stuffing most of the bags were stuffed by staff members. The goody bag stuffing coincided with the day our network was down due to the relocation of network equipment from the Administrative Office to RCRC which enable many staff to assist with stuffing. Staff and volunteers were able to get all goody bags stuffed in one day (approximately 6 hours). This process went well, however, we would have preferred more help from volunteers and less from staff. Volunteer involvement in this process is important to our overall success, and allows staff to dedicate their time to other important race responsibilities. We will continue to recruit volunteers to aid in goody bag stuffing.

Also, for the third consecutive year, we sold "Will Run for Pancakes" t-shirts during packet pick-up and race day. They were sold for \$10.00 a shirt and the net profit of shirt sales went to the Park District of Oak Park Scholarship Fund.

REGISTRATION

The 2014 Frank Lloyd Wright Races had 2670 registered participants, just shy of reaching capacity. The 5K Run and 10K Run reached capacity while the Youth Mile and 5K Walk still had spaces open. While no events were sold out by the early registration deadline on October 1st, eighty-three percent of all participants registered prior to the deadline. The 5K filled shortly thereafter, which led us to open 50 more spots (an increase of 4.5% for that race). The additional spots were transferred from the 10K race.

This marked the sixth year in a row the 5K Run and 10K Run reached capacity before race day. Also to note, this was the second consecutive year in which one of the events did not reach capacity by October 1.

2014 Race Participant Registration		
Race	Total Registered through Oct 1	Total Registration FINAL
5K Run	995	1154
5K Walk	201	275
10K Run	781	950
Youth Mile	228	291
TOTALS	2205	2670

Registration Compared to Previous Years									
Race	2006	2007	2008	2009	2010	2011	2012	2013	2014
5K Run	549	942	880	824	920	1002	1000	1151	1154
5K Walk	137	196	272	380	250	302	300	302	275
10K Run	434	770	756	927	1032	1103	1100	952	950
Double (5K & 10K)	80	not offered	not offered	not offered	not offered	not offered	not offered	not offered	not offered
Youth Mile	127	187	224	250	267	299	300	258	291
Total	1327	2095	2132	2381	2469	2706	2700	2663	2670

Note: The 2011 FLW Races had 6 more participants than this year due to the donation of several race bibs to a local non-profit organization.

Registration Statistics compared to Previous Years											
	2010		2011		2012		2013		2014		Inc/Dec
	# Reg.	% Overall	# Reg.	% Overall	# Reg.	% Overall	# Reg.	% Overall	# Reg.	% Overall	
Resident	821	33%	1017	38%	1164	43%	1215	46%	1345	50.4%	4%
Non-Resident	1648	67%	1689	62%	1536	57%	1448	54%	1325	49.6%	-4%
Male	1057	43%	1142	42%	1212	45%	1135	43%	1155	43%	0%
Female	1412	57%	1564	58%	1488	55%	1528	57%	1515	57%	0%
Online	1753	71%	1975	73%	2217	82%	2143	80%	2139	80%	0%
Other Reg.	716	29%	731	27%	483	18%	520	20%	531	20%	0%

The statistics above reflect a strong Oak Park resident participation which has been on the rise the last several years.

SPONSORSHIP & BUDGET

Once again sponsorships were a major budgetary highlight this year. The Races brought in over \$17,800 in sponsorship dollars. This amount is over the \$16,000 projected for 2014. In addition, we had a good amount of in-kind donations and media sponsorship. In-kind donations included refreshments for the finish line, goody bags for all races, numerous goody bag stuffers, and raffle prizes. Media sponsorships included print advertisements and radio station advertisements. Several sponsors supplied both in-kind and monetary support for the race. As a thank you to our sponsors we offer complementary and discounted race entries. This year 103 discounted and complementary entries were redeemed by our sponsors totally \$2,335 worth of entry fees.

PAID SPONSORS			
Dominican University	\$4,500		
Forest Park Orthodontic	\$1,700	(+ provided youth mile backpacks & water bottles)	one year contract
Constellation Energy	\$1,600		one year contract
Lively Running	\$1,600		one year contract
West Suburban Medical Center	\$1,500		two year contract
Advanced Physical Medicine	\$700		three year contract
Athletico	\$700	(+ conducted pre-race warm-up)	three year contract
<i>Competitive Foot/Saucony</i>	\$800	<i>(out of business; attempted but unable to return funds to business)</i>	
Employee Resource Systems	\$900		one year contract
Hawk Chrysler Dodge & Jeep	\$700	(+ provided lead vehicle)	three year contract
Triton College	\$800		two year contract
Rehabilitation Institute of Chicago	\$900		one year contract
Visit Oak Park	\$900		one year contract
Campus Quilt	\$250		
Camp Bow Wow	\$250		
Total Sponsorship	\$17,800		

IN-KIND SPONSORS	
Trader Joe's	Finish Line food (bananas, cereal bars, bread & rolls)
Culver's	2700 bottles of water for finish line; coupons for free custard for 2700 race bibs; coupons for free custard for 200 volunteers; Scoopy mascot appearance
Stewarts Coffee	Coffee onsite & raffle prizes
Eastgate Café	Volunteer coffee
Baird & Warner Realtors	plastic bag for goody bags
Bruegger's Bagels	20 dozen bagels for finish line
Downtown Oak Park	provided tents to use in finish line area
Flat Top Grill	iced tea in finish line area
Food Should Taste Good	multigrain chips for goody bag
Nestle Nesquick	distributed full bottles of product in finish line area; onsite mascot appearance
Cliff Bar	Goody bag item
Plated	provided gift certificates for raffle and goody bags
GoGo Squeez Applesauce	Brought 1500 containers of GoGo Squeez onsite to sample

MEDIA SPONSORS	
Wednesday Journal	8 printed newspaper ads & 2 online ads
93WXRT FM	reduced rate promotional package
Competitor Magazine	Reduced rate advertisement

The race has a strong financial performance; however, a considerable amount of time is required by full-time staff which is not factored into expenses. Some of the budget figures below are preliminary since not all expenses have been paid and revenue from picture sales has not been received.

REVENUE

Sponsorships	\$17,800
Registration Fees	\$89,290
Misc. revenue	\$ 870**
Gross Revenue	\$107,960

EXPENSES

Advertisement	\$ 2,200
Contractual	\$19,551**
Materials & Supplies	\$23,473**
Staffing	\$ 642**
Total Expense	\$45,866

*Preliminary figures

2014 Revenue, Expense & Net Balance compared to previous years										
	2006	2007	2008	2009	2010	2011	2012	2013	Budgeted for 2014	2014
Revenue	\$35,808	\$49,378	\$49,674	\$70,822	\$74,959	\$82,689	\$93,571	\$94,398	\$86,375	\$107,960
Expenses	\$30,789	\$31,289	\$35,481	\$36,036	\$44,135	\$52,673	\$47,492	\$41,778	\$47,691	\$45,866
Net Balance	\$5,019	\$18,089	\$14,193	\$34,786	\$30,824	\$30,016	\$46,079	\$52,620	\$38,684	\$62,094

Revenue includes sponsorship dollars

EVALUATION

Following the race, FLW Committee members and key staff met to thoroughly evaluate the event. Suggestions were made for many areas of the event; most were minor changes that would improve event communication and/or flow. These suggestions will be investigated further when we begin planning for next year's event.

A participant evaluation was available both on-site and online. This year, 458 evaluations were received which is a 49% increase from the 307 evaluations received in 2013. This represents approximately 17% of all race participants. An overwhelming amount of surveys were collected onsite at the event (61%) compared to online post event (39%).

Overall, participant evaluations were very positive. The majority of evaluators participated in either the 5K or 10K runs. An overwhelming 31% of participants heard about the races by "word of mouth". Participants were able to evaluate specific aspects of the race and the overall event. The Race Course, Packet Pickup, Course Markings, Course Security and Finish Chute were graded most favorably. The Pancake Breakfast received the lowest rating with the Goody Bag the second lowest. We will look into making improvements and/or changes in these two areas next year. 72.9% of participants were "very satisfied" with the race and an additional 23.6% were "satisfied". Over 98% of evaluators would participate in the races again. The top three answers to the question "what motivated you to sign up for today's race?" was Friends or Family participating (50.9%), Course Route (48.1%) and It's A Tradition for Me (36%).

CONCLUSION

The FLW Committee deems the 2014 Frank Lloyd Wright Races a huge success. The committee continues to become more knowledgeable and efficient carrying forth their roles. The 5K and 10K races continue to see a fair amount of early registration and reach capacity in advance of race day.

The FLW Committee, Park District staff, and volunteers that assisted with the race deserve congratulations for their efforts in making this year's event a success.

The date for the 39th Annual Frank Lloyd Wright Races has not been set but will either be October 18 or October 25, 2015.

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