



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors

FROM: Zach Higgins, AICP, Community Development Director
Alexandra Cramer, Planner/Project Manager

DATE: May 13th, 2024

SUBJECT: Discussion Regarding Historic Main Street 5K & Family Color Run

SUMMARY

Staff is underway with the planning of the 5K and Family Color Run that will take place on September 7th. The Town has hired an event coordinator for the event. Their responsibilities encompass managing vendor and sponsor relations, coordinating with PD and medical personnel, and serving as the primary contact on the day of the event.

This year's route will utilize the Town's trail system that extends northward into Casey Jones Park. To enhance the professionalism of the event, we have partnered with Colorado Race Timing for race timing services. Their expertise will ensure accurate timing for all participants through the use of timing chips, alleviating the need for additional staff or volunteers in this capacity.

The services of a DJ, face painter, and the American Legion have been secured, while items such as color run equipment and medals have been received. We intend to maintain continuity by utilizing last year's logo, but on a different colored shirt. The order for the shirts, along with participant bags, will be placed in the coming month.

We anticipate launching the event's website sign-up page within the next week, with an accompanying social media announcement. Throughout the summer months, we will continue with targeted social media campaigns, leveraging paid advertisements to drive traffic to the website.

Additionally, the Town has recently launched a volunteer program aimed at supporting events. Through a dedicated sign-up page on our website, members of the public can now volunteer for specific job duties related to the 5K. We anticipate that this initiative will significantly alleviate the need for our Main Street Board members to be fully committed in race operations, allowing them the opportunity to engage with participants and the public during the event along Main Street.

RECOMMENDATION

Staff recommends the MSBOD provide any feedback about the event coordination thus far and start the dialogue around day of participation by each board member.