



Manor Community Day & 5K

Saturday, June 8, 2024 from 9:00am to 1:00pm
Timmermann Park, 12616 Skimmer Run, Manor, TX 78653

City Staff Report



Manor Community Day & 5K

Yalondra Valderrama Santana,
Heritage & Tourism Manager

I. Overview

- *Description:* Manor is partnering with the Evolution of Health to host the Manor Community Day & 5K.
- *Target Audience:* Runners, Manor community & surrounding area members
- *Estimated Expected Attendees:* 150

II. Timeline & Program (*City Staff)

Day	Time	Details	Areas	POC
19-Jun	7:30am	City Staff start arriving		Yalondra & Kirk
		Sey-Up Barricades	Race Route	
		PD Arrival	Safety	PD
	8:00am-8:30am	Vendor Set-Up	Vendor	Derrick
	8:30am	Walk the Route	Race Route	Yalondra & Kirk
	8:45am	Final Walkthrough	All	Derrick
	9:00am	Event Start &		Derrick
	9:20am	Taking Volunteers to Stations	Race Route	PD
	9:30am	Street Closure	Race Route	Yalondra, Kirk & PD
	9:30am	Kids 1K		Derrick
	10:00am-11:00am	5K		
	11:05am	Open the Street		Yalondra, Kirk & PD
	12:30pm	Vendor Shutdown	Vendor	Derrick
	1:00pm-2:30pm	Teardown	All	All

III. Planning

Manor Community Day & 5K Run
Sat., June 8, 2024
Timmermann Park, 12616 Skimmer Run, from 9:00am to 1:00pm

City Responsibility

Event Description	Manor is partnering with the Evolution of Health to host the Manor Community Day & 5K.
Target Audience	Families in the Manor Community
Estimated Attendance	150 Adults & 15 Kids

Planning Areas	Tasks	Done/Confirm By	POC	Details
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City Permits	City Council approval for City Collaboration		Derrick	City Council approved the City collaboration with Evolution of health. City Council approved \$5,000 through sponsorship partners to support the event. DONE
	Park Rental & Special Event Permit		Derrick	Submitted the permit on 5.1.2024 APPROVED
City Event Report (Final)	Finances (Receipts, Donations, Revenue, etc.)	6/14/2024	Derrick	Received_6.14.2024
	Sponsor List			
	Vendor List			
	Marketing Plan			
	Registration Report			
Marketing	SD Flier		Derrick	DONE on 3.20.2024
	Detail Flier			DONE on 4.24.2024
	Social Media		Derrick Yalondra	DONE on 3.20.2024
	City Website		Yalondra	DONE
	Evolution of Health Ads		Derrick	
	Printed Marketing			
	Video			DONE on 4.30.2024
	Videographer & Photographer			League Creative Group = \$500 DONE
	VIP Invitations		Yalondra	DONE Sent on 5.17.2024
Activities	Bouncy House		Derrick	Sent the city the quote by Amazin Party Rental on 5.2.2024 Sent to S. Moore & Gracie CONFIRMED
Entertainment	Sound/DJ/MC		Derrick	Sent the city the quote by Urban Mello on 4.19.2024 Sent to S. Moore & Gracie CONFIRMED
Vendors	Food Truck		Derrick	FT-Shaved Ice=1: 1. Sno Ball Dudes Received on 6.2.2024

	Market Vendors (Non-Food Vendors)			<p>Vendors=12:</p> <ol style="list-style-type: none"> 1. Black Men's Health Clinic 2. AB Realty 3. Behavioral Research of Austin 4. Dick's Sporting Goods - <i>Cancelled</i> 5. Zirenant 6. UP Career Path 7. Charles Payne - <i>Cancelled</i> 8. Suvida Healthcare 9. KIPP Schools 10. Alliance for African American Health in Central Texas 11. Central Health 12. St. David's Foundation <p>Received on 6.2.2024</p>
Run	Route		Derrick	<p>Final Received on 6.5.2024</p> <p>CONFIRMED</p>
	Medals			<p>City reimbursed DW for the cost</p> <p>CONFIRMED</p>
	T-Shirts			<p>American Youth Works = \$1,699</p> <p>DONE</p>
	Registration			<p>Opened on 3.20.2024</p> <p>Cost=\$30</p> <p>City staff received a \$10 coupon</p> <p>Link: https://runsignup.com/Race/TX/Manor/ManorCommunity3K</p> <p>DONE</p> <p>Final # of Adult Runners = 90</p> <p>Final # of Kids Runners = 35</p>
City Sponsorship Partners	Find Sponsors		Mr. Moore Yalondra	Mr. Moore secured GBA sponsorship of \$2,500
City Staff	Staff Duties		Yalondra	<p>Staff will be doing the barricades, traffic control, PD trailer, safety and patrolling</p> <p>DONE</p>
Safety Plan	First Aid Station		FD	<p>CONFIRMED by Kassy</p> <p><i>DIDN'T SHOW</i></p>
	Lost Child			
	Traffic Control		PD	<p>CONFIRMED</p> <p>Received Invoice on 6.10.2024 & forward to S. Moore</p>
Layout	Full Event Layout		Derrick	<p>DONE Received on 6.2.2024</p>
Miscellaneous	Barricades		Kirk	DONE
	Water for Public		Derrick	DONE

	Event Signs			Yellow Arrows
	Event Timeline			DONE Received on 6.2.2024
	Event Program			
	Trash Cans		Kirk	DONE
	City Info. Tent		Yalondra	DONE

IV. Marketing

- Evolution of Health
 - The event was promoted through multiple channels:
 - Emails were sent to previous attendees via the RunSignUp platform.
 - Paid advertisements were placed on Facebook and Instagram.
 - Information was shared in the Manor Community Facebook groups.
 - Manor leadership promoted the event on their social media networks.
 - Postcard flyers were distributed to residents near Timmermann Park to inform them of the upcoming event.
- City
 - Multiple Social Media announcements
 - Add to event calendars
 - City website

V. Event Data

- Number of Runners= 90
- Number of Kids Runners= 35
- Weather:
 - Temperature: 97° /71°
 - Sunny and hot

Sat 08 | Day

97° 



Record High
100°



Average High
91°



Sunrise
6:29 am



Sunset
8:32 pm

Sat 08 | Night

71°



Record Low
59°




Average Low
70°



Moonrise
8:11 am



Moonset
11:03 pm

 Waxing Crescent

VI. City Staff

- Number of Staff
 - Street/Parks = 5
 - City Hall = 1
 - Police Department = 6
 - Off-Duty = 4
- Staff Duties

- Route Barricades
- Traffic Control
- Patrol
- PD Trailer

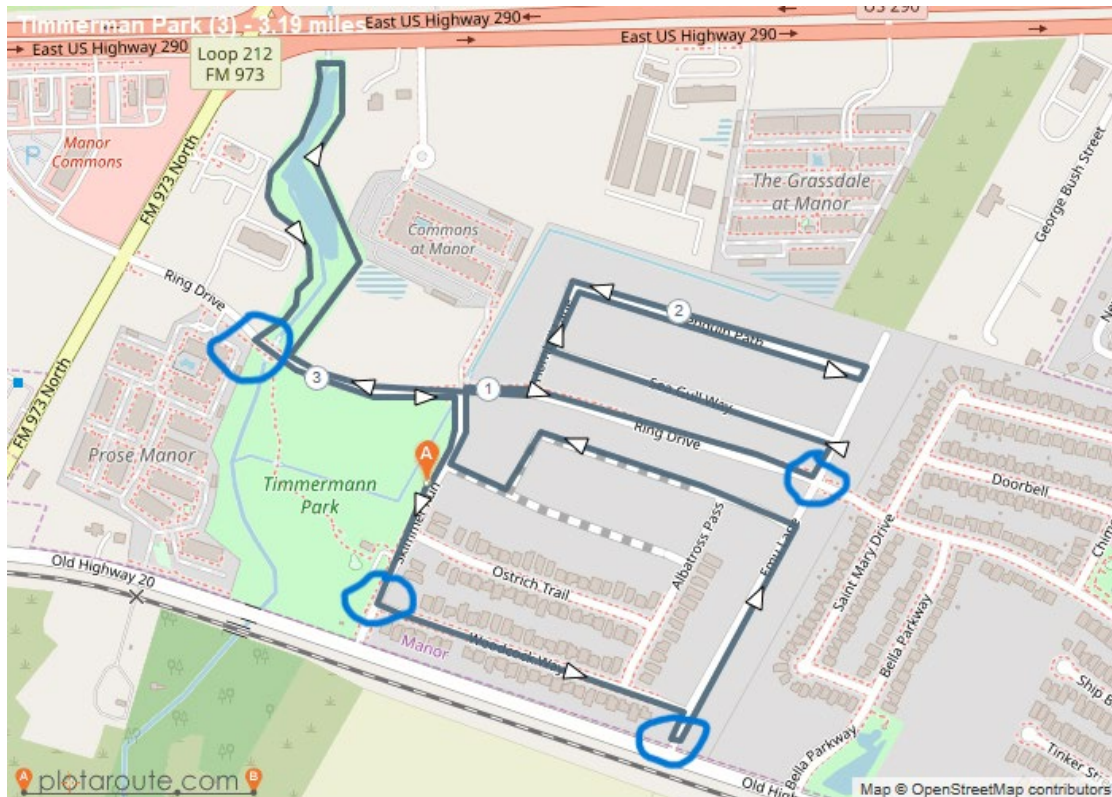
VII. Layout



Imagery ©2024 Airbus, Maxar Technologies, Map data ©2024 Google 20 ft

1. Black Men's Health Clinic
2. AB Realty
3. Behavioral Research of Austin
4. Dick's Sporting Goods
5. Zireart
6. UP Career Path
7. Charles Payne
8. Suvida Healthcare
9. KIPP Schools
10. SnoBall Dude

VIII. Route



IX. Kids Zone Area

- Bouncy Houses
 -
 - Amazin Party Rental = 2 Bouncies



X. Market & Food Truck Area

- Total Vendors = 13
- Total Vendors Attended = 11
 - Food Trucks = 1
 - Sno Ball Dudes
 - Vendors = 10
 - Black Men's Health Clinic
 - AB Realty
 - Behavioral Research of Austin
 - Alliance for African American Health in Central Texas
 - Zirenart
 - UP Career Path
 - Suvida Healthcare
 - KIPP Schools
 - Central Health
 - St. David's Foundation
- Cancelled/Excused Vendors = 2
 - Dick's Sport Goods
 - Charles Payne

XI. Entertainment

- DJ Urban Mello

XII. Financials

Manor Community Fun & 5K Run

Financials

Expenditures							
Account#	Vendor	Item	Price	Quantity	Total	Payment Method	Confirmed
10-5811-51-51043	Urban Mello	DJ	\$600.00	1	\$600.00	Check	Yes
10-5811-51-51043	Derrick White <i>*Reimbursement</i>	Medals from Running Awards & Apparel	\$1,130.00	1	\$1,130.00	Check	Yes
10-5811-51-51043	Amazi Party Rental	Bouncy Houses	\$3,033.00	1	\$3,033.00	Check	Yes
City In-Kind Donation	City of Manor	Park Rental/Special Event Fees	\$645.00	1	\$645.00	City In-Kind Donation	
City In-Kind Donation	City of Manor	PW Staff Work	\$1,019.71	1	\$1,019.71	City In-Kind Donation	
City In-Kind Donation	City of Manor	CD Staff Work	\$608.00	1	\$608.00	City In-Kind Donation	
City In-Kind Donation	City of Manor Police Department	Officer Vehicles	\$15.00	30	\$450.00	City In-Kind Donation	
Evolution of Health	City of Manor Police Department	4 Officer	\$55.00	20	\$1,100.00	Evolution of Health	Evolution of Health
Evolution of Health	American Youth Works	Event Shirts	\$1,699.00	1	\$1,699.00	Evolution of Health	Evolution of Health
Evolution of Health	Facebook	Facebook Advertisements	\$350.00	1	\$350.00	Evolution of Health	Evolution of Health
Evolution of Health	League Creative Group	Videographer & Photographer	\$500.00	1	\$500.00	Evolution of Health	Evolution of Health
Evolution of Health	Vista Print	Postcards	\$73.59	1	\$73.59	Evolution of Health	Evolution of Health
Evolution of Health	Zireart	Face Painter	\$100.00	1	\$100.00	Evolution of Health	Evolution of Health
					\$0.00		
Total			\$9,828.30	61	\$11,308.30		

City Sponsors		
Vendors	Donation/Sponsor Level	Total
GBA	DJ, Medals, Portion of Bouncies	\$2,500.00
City of Manor	In-Kind (Staff, Park Fees, Equipment)	\$2,722.71
City of Manor	In-Kind (Portion of the Bouncies)	\$2,263.00
Total:		\$7,485.71

Evolution of Health Sponsors		
Vendors	Donation/Sponsor Level	Total
Evolution of Health	Race Owner Contribution	\$3,722.59
100 Black Men of Austin		\$100.00
Runsign-Up	Donation from Runners	\$925.00
Black Men's Health Clinic		\$600.00
Total		\$5,347.59

Staff Working				
City Staff	Title	Hour Rate	Hours #	Total
Yalondra Valderrama Santana	Heritage & Tourism Manager	\$38.00	16	\$608.00
Lance Zeplin	Public Work Superintendent	\$42.83	8.5	\$364.06

Kirk Nunn	Public Works Foreman - Street	\$29.28	3	\$87.84
Timothy Lackland	Public Works Foreman - Street	\$28.57	2	\$57.14
Anthony Moore	Public Works Foreman - Park	\$27.19	3	\$81.57
Terryon Wicks	Street Maintenance Workers	\$22.67	5	\$113.35
Daisy Mendoza	Park Maintenance Workers	\$21.05	5	\$105.25
Justin Moore	Park Maintenance Workers	\$21.05	5	\$105.25
Jonathan Sauls	Park Maintenance Workers	\$21.05	5	\$105.25
Officer George Vega	Police Department	\$55.00	5	\$275.00
Officer Norma Koger	Police Department	\$55.00	5	\$275.00
Officer Jaime Picos	Police Department	\$55.00	5	\$275.00
Officer Eric Deleon	Police Department	\$55.00	5	\$275.00
				\$0.00
				\$0.00
Total		\$471.69	72.5	\$2,727.71

Revenue			
Revenue Source	Price	Quantity	Total
5K Run Registration	\$30	90	\$2,708.00
1K Kids Run Registration	\$0	35	\$0.00
Vendors	\$0	13	\$0.00
Total:			\$2,708.00

Summary	
Expense	\$11,308.30
Sponsorships	\$12,833.30
Revenue	\$2,708.00
Total (w/o Revenue)	\$1,525.00
Total + Revenue	\$4,233.00

XIII. Sponsorship

- City Sponsorship Partners
 - GBA = \$2.500
- Evolution of Health Sponsorship Partners
 - 100 Black Men of Austin donated = \$100
 - Partners of the Black Men’s Health Clinic = \$600
 - Runners’ donations through Runsign-up.com = \$925

XIV. What went well?

- Kids 5K was successful
- The race started on time
- Staff and volunteers arrived on time
- Music was family-friendly

- There were no major incidents/accidents
- Kids enjoyed the inflatables
- Participants enjoyed the Sno Ball Dudes truck

XV. What can be improved? & Recommendations

Areas to Improve	Recommendations
Sponsorship	<ul style="list-style-type: none"> • Primary sponsors need to be added to all the market materials, including but not limited to printing, digital, postings, swags, etc. • Add major sponsor logos to shirts. Send the shirt design to the major sponsor, the city, for feedback/approval
Marketing	<ul style="list-style-type: none"> • Add printing fliers and posts in business, city buildings, etc. • Post the event in newspapers, magazines, etc. • Add event to event websites such as Austinot.com, austintexas.org, austin.culturemap.com, etc.
Route	<ul style="list-style-type: none"> • Walk the route multiple times before the event to identify any possible issues • Ensure no hazards on the route • Have the event map in multiple locations around the route with directional signs at least 2'x3' • Post the route at least 2 weeks in advance for the runners • Add trash cans to prevent runners from throwing empty water cups in the road, or have volunteers collect the empty cups
First Aide/ Emergency Station	<ul style="list-style-type: none"> • Ensure Travis County ESD participation • Have a First Aide/lost kids/medical tent • Have a fire truck
Road Closure	<ul style="list-style-type: none"> • If using the same route, close the following roads in addition: Ostrich Trail, Albatross Pass, and Emu Ln • Ensure that residents are aware that the roads will be closed for at least 2 hours and that no cars will be allowed in or out for safety purposes.
Weather/Heat	<ul style="list-style-type: none"> • Start the race earlier to avoid the heat. Suggested time for 5K, 7:30 am or 8 am • Have the kids race after the 5K since the kids' race is shorter
City Staff	<ul style="list-style-type: none"> • Have 3 to 4 more PW staff for road closure and barricades duties • Add 1-2 more police for traffic control
Refreshments	<ul style="list-style-type: none"> • Provide city staff with refreshments if they are working for more than 4 hours • Provide water to staff

	<ul style="list-style-type: none">• Enough bottles of water for all the runners and staff to last the entire event
Kids Inflatables	<ul style="list-style-type: none">• Have water slides instead of obstacle courses• Incorporate the water slides into the kids' race
Checking Area	<ul style="list-style-type: none">• Have signs indicating where the check-in area is• Have pre-bagged runners' bags with swags, t-shirts, healthy snacks, etc. to give out to the runners• Add more swags to the race bags