

Final Report to McKinney Community Development Corporation

Organization: The Crape Myrtle Trails of McKinney Foundation, a 501(c)3 nonprofit.



Funding Amount: \$10,000

Project/Promotional/Community Event: 15th Annual Crape Myrtle Run & Free-Family Festival

Start Date: Sept 25, 2021 (Run work began Dec. 2020)

Completion Date: Sept. 25, 2021

Location of Project/Promotional/Community Event: The start/finish line for our 10K, 5K, 1-Mile Fun Run, & Free-Family Festival were located in the northeast parking area of McKinney Boyd High School, 600 North Lake Forest, McKinney, TX 75071. Our virtual run/walk location options (10K 5K, 1-Mile) are based on the runner/walker's designation (a gym, neighborhood, a treadmill, etc.).

Our 2021 Run trails (USATF-Certified 10K and 5K with timed 1-Mile Fun Run) are partially through the Crape Myrtle Trails of McKinney and through Bonnie Wenk Park area. *See our attached 10K and 5K USATF-Certified maps for exact run trail routes for precise details of our event's location.*

1. Narrative Information on the Project/Promotional/Community Event Activity:

The Crape Myrtle Trails of McKinney (CMT) Foundation's 15th year to host the annual Crape Myrtle Run & Free-Family Festival on Saturday morning, September 25, 2021. CMT is 100% self-funded with an all-volunteer board and no paid staff.

This year more than ever, our youth, families, teachers, schools, and other participants needed the fresh air, sunshine, exercise, and friendly competition to return some sense of normality. Time after time, we heard students, runners, parents, volunteers, and sponsors all saying the same thing, "Thank you! We missed this Run." Our positive feedback was much higher than any previous year's Run – confirming our Run as an enduring, community-loved, family event. With the cancellation of our 2020 Run, our only major fundraiser, we would not have had the funds to promote this 2021 Run without MCDC's support of this project.



2. Run Budget Report – 2021 Event Budget as Proposed with Actual, Variances, and Charitable Component with Total Donation Made:

<u>Pre-Event Promotion Description</u>	<u>2021 Est.</u>	<u>2021 Actual</u>
On-line Ads, Boosts	\$3,500	\$ 0
Print ads	\$2,000	\$3,736
Radio ads	\$2,500	\$5,400
Pre-event yard signs	\$ 500	\$ 155
Banners, <u>Posters</u> , Flyers, Cards	\$1,000	\$ 274
Billboards	\$ 500	\$ 0
TOTALS.....	<u>\$10,000</u>	<u>\$9,565*</u>

The Board of The Crape Myrtle Trails of McKinney Foundation sincerely thanks the MCDC board for the 2021 \$10,000 pre-event promotional grant and respectfully requests reimbursement consideration for \$9,565 pre-event promotions for our 15th Annual Crape Myrtle Run & Free-Family Festival held September 25, 2021.

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2021 Crape Myrtle Run & Free-Family Festival, September 25, 2021 – Final Pre-event Marketing Budget as Proposed in Application with Variance/Comments, MCDC Approval Dates, logo(s), and Oktoberfest logo or promotion:

2021 Pre-Event Description	Promotion Budget in Grant - \$10K	2021 Pre-event Actual	Variance or Comment	Date of MCDC Pre-Approval	MCDC's Logo(s) and/or Mention	Oktoberfest Logo or Mention
Digital ads, boosts	\$3,500		Researched for better value, larger demographics target.			
Print ads with digital	\$2,000					
CI – Plano, Aug. qtr print with Aug/Sept digital		\$1,626	<i>New 2021</i> – Better value option to reach 58,735 households.	August 20, 2021	✓	✓
CI – McKinney, Aug. half page print with Aug/Sept digital		\$2,110	<i>New 2021</i> – Larger ad, left-hand read, geographical reach 76,314 households.	August 20, 2021	✓	✓
Radio ads	\$2,500					
KLAK-FM 97.5, ads, Phil Wheat interview, digital, & streaming (281 spots, 30 seconds.)		\$3,000	<i>New 2021</i> – Test streaming for "double reach impact, up 64% due to Covid", Negotiated \$3,800 down to 2019 \$3K rate.	August 20, 2021	✓	✓
WAY-FM 89.7, on-air ads (96 spots, 30 sec.)		\$2,400	<i>New 2021</i> – Added extra week this year for extended reach.	Sept 8, 2021	✓	No Oktoberfest mention due to 30-sec. limit.
Neil Sperry radio WBAP, canceled, Neil Sperry would have donated 100% of the cost.		\$0	<i>New 2021</i> – New placement, substantial potential reach, vendor canceled 0/9/21 due to COVID liability concerns.	Sept 3, 2021 script approved	✓	✓
Pre-event Print						
Pre-event yard signs	\$500	\$155	<i>New 2021</i> – Placed signs two weeks before Run in new neighborhoods.	Sept 3, 2021	✓	No
Posters, 2-sides, 11x17	\$1,000	\$274	<i>New 2021</i> – Added Spanish side, target Hispanic community.	Aug 25, 2021	✓	✓
Billboards	\$500		Kiosk billboards priced out too high this year.			
2021 Total Pre-Event Run Promotions	\$10,000	\$9,565*				

*15th Annual Crape Myrtle Run & Free-Family Festival MCDC's grant award of \$10,000 vs. \$9,565 actual is lower by \$435. Due to successfully negotiating a lower 2021 advertising rate (saved \$800) based on our past 2019 radio advertising rate. Our Neil Sperry radio ads would have been a **100% donation** to CMT, paid by Neil Sperry, and not included for CMT reimbursement consideration. MCDC approved our Neil Sperry radio script on September 3 as required for all pre-event promotions. Due to Covid-19 liability issues, these radio ads were canceled on September 9, 2021.

***100%** of our \$9,565 reimbursement request was used for pre-event marketing items to promote our 2021 Run.

2021 Total Overall Counts for Runners, Free-Family Participants, Non-Runner Family Members, Volunteers, Sponsors (booth sponsors/staff only) and 10% goal with Runner Objectives, Observations, and Assumptions vs. 2019 Run Results:

- **5648 total overall runners/participants 2021** vs. 4968 total overall runner/participants 2019 = **14%**
 - **5017 overall total runners/participants 10% goal count 2021** vs. 5648 actual 2021 = **13%**
- **1190 runners in 2021** vs. 1152 runners in 2019 (a non-pandemic year) = **3%**
 - 1267 runner 10% goal count for 2021 vs. actual 1190 = **-6%**
- **4458 free-festival, non-runners 2021** vs. 3816 participants in 2019 (a non-pandemic year) = **17%**
 - **4198 free-festival participants 10% goal for 2021** vs. 4458 actual = **6%**
- **2440 Non-runners family members supporting runners 2021** vs. 2364 in 2019 = **3%**
- **1896 Free-festival only attendees in 2021** vs. 1300 in 2019 = **46%**
 - **1430 free-festival participants 10% goal for 2021** vs. 1896 actual = **33%**
- **86 Volunteers in 2021** vs. 95 in 2019 = **-9%** **NOTE: Collin County down 70% in volunteers, Colleen Campbell 9/11/2021**
- **36 Sponsor booths/staff (12 booths x3) 2021** vs. 57 sponsor booths/staff (19x3) 2019 = **-37%**
- **4458* Total free-festival participants 2021** vs. 3816 total free-festival participants 2019 = **17%**

*Estimates based on actual runners with family members; MISD school staff; families who only attend free weekend events; and booth sponsors and team. Vehicle counts were processed by Run day volunteers using hand-clickers, and volunteer counts were based on data from Volunteer McKinney and Signup Genius.

2021 Runner Demographics with 20% goals vs. 2019 Runner Demographics

2021 Non McKinney/Collin County/Texas Runner Demographics with Goals vs. 2019 Run:

- **1003 McKinney runners in 2021** vs. 1000 McKinney runners in 2019 = **0%**
- **120 Collin County runners (less 1003 McK.)** vs. 88 Collin County runners (less McK.) 2019 = **36%**
- **187 Non-McKinney runners 2021** vs. 152 Non-McKinney runners in 2019 = **23%**
 - **182 Non-McKinney runners 20% goal for 2021** vs. 187 actual = **3%**
- **67 Non-Collin County runners 2021** vs. 64 Non-Collin County runners in 2019 = **5%**
 - 77 Non-Collin County runners 20% goal for 2021 vs. 67 actual = **-13%**
- **254 Total non-McKinney (187) runners & non-Collin County (67) 2021** vs. 216 in 2019 = **18%**
 - **259 Non-McKinney & non-Collin County runners 20% goal** vs. 254 actual = **-2%**
- **7 Runners from non-Texas states in 2021** vs. 5 runners from non-Texas states in 2019 = **40%**

2021 vs. 2019 Runner Demographics by State:

- 7 Runners from non-Texas states in 2021 vs. 5 runners from non-Texas 2019 (Colorado, Florida, Iowa, Tennessee, Texas, Utah) = **40%**

State	2021	
	Registrations	Percent
1. Arkansas	1	0.1
2. Florida	1	0.1
3. Georgia	2	0.2
4. Oklahoma	1	0.1
5. Tennessee	2	0.2
6. Texas	1157	97.2
N/A	26	2.2
Totals 2021	1190	100%

2021 Runner Cities:

2021 Run had 1190 runners from 36 cities vs. 2019 with 37 towns = **-3%**: 2021 cities: Allen, Anna, Aubrey, Carrollton, Cedar Hill, Celina, Dallas, Decatur, Denton, Fairview, Flower Mound, Frisco, Garland, Haslet, Jacksboro, Jacksonville, **FL**, Johnson City, **TN**, Kerens, Lewisville, Little Rock, **AR**, Loganville,

GA, McKinney, Melissa, Midlothian, Plano, Princeton, Prosper, Richardson, Roswell, GA, Sherman, Tulsa, OK, Tyler, Van Alstyne, Waxahachie, Wills Point, and Wylie.

2021 Runners by County:

2021 Run had 1190 runners from 17 counties vs. 16 counties in 2019 = **6%**: 2021 Counties: Collin, Dallas, Denton, Duval FL, Ellis, Fulton GA, Grayson, Jack, Navarro, Pulaski AR, Smith, Tarrant, Tulsa OK, Walton GA, Washington TN, Wise, and Van Zandt.

2021 Runner Demographics by Age & Male/Female – during a pandemic.

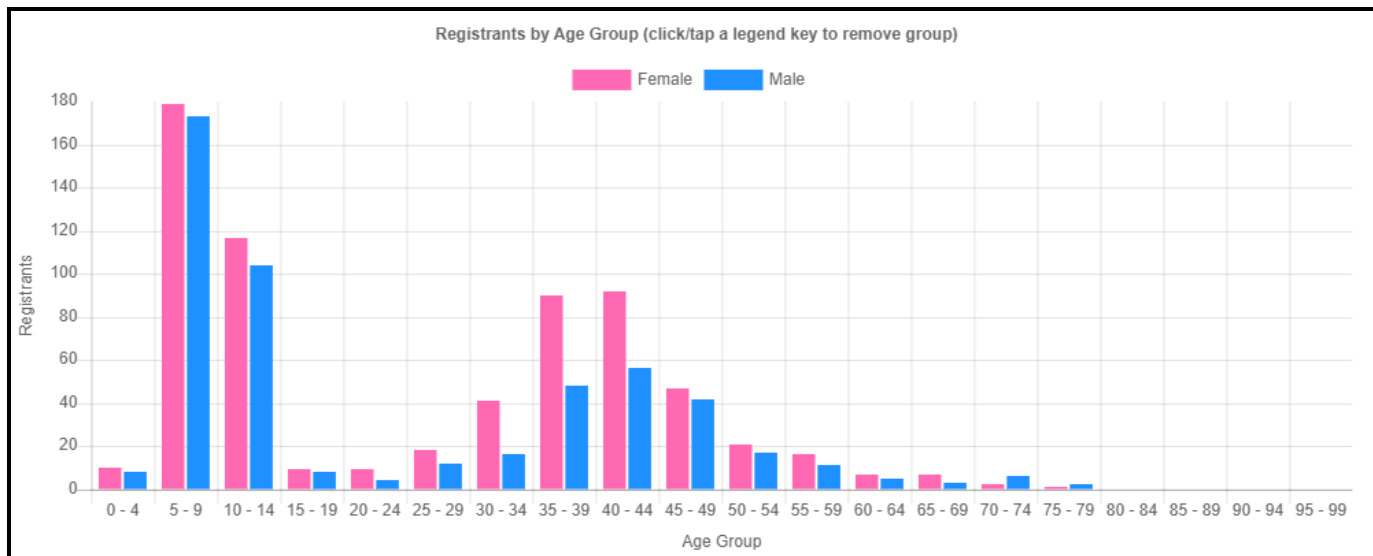


Figure 1 2021 runner demographics by age and male/female. 2021 Run was held during a pandemic with 1190 total runners on September 25, 2021. There was a 23% increase in runners outside McKinney, Collin County, and Texas this year.

2019 Runner Demographics by age and male/female – during a non-pandemic year.

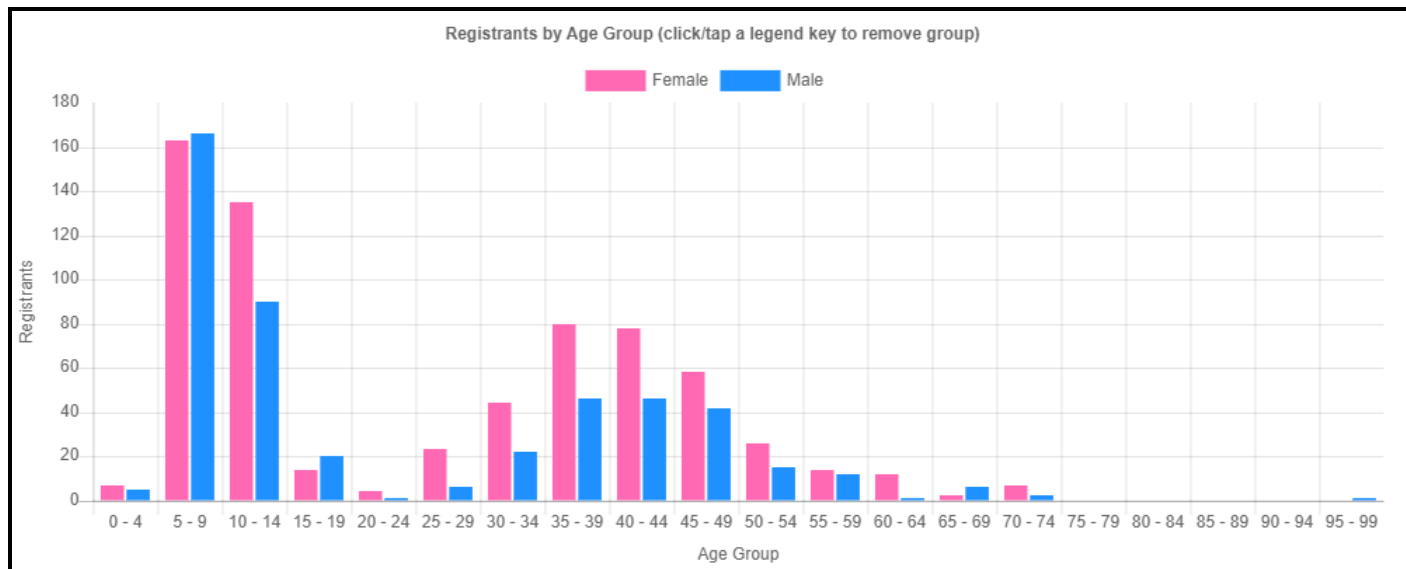


Figure 2 2019 runner demographics by age and male/female. 2019 Run held during a non-pandemic year with 1152 total runners on September 28, 2019. 2020 Run was canceled due to Covid, although CMT still awarded \$4000 to MISD in Crape Myrtle School Run Grants.

Overall Runner/Participants Objectives: Our number one goal for this year’s event was to keep everyone as safe as possible at our event. Overall our runner/participants goal is to obtain a **20% increase** in runners and participants from outside McKinney, Collin County, and Texas to advance economic and tourism growth in McKinney with a focus on the quality of life and diversity.

Other runners/participants goals include:

1. Maintain our \$15 student runner cost to avoid financially impacting families during a pandemic.
2. Offer more virtual runner options to address parents and runners with Covid concerns.
3. Generate more awareness of the availability of our 2021 Crape Myrtle School Run Grants.
4. Increase awareness and counts for our “free-family festival,”
5. Appeal to high school student runners to increase their historically low runner counts.
6. Expand our geographic coverage to provide more diversity and inclusion for our Run.
7. Secure runners from all MISD schools by partnering with PTOs offering free promotional programs.
8. Increase awareness of our Run’s Covid protections.
9. Reach more families with increased awareness of our “Free-Family Festival” area.
10. Increase professional runner counts.
11. Research new on-stage entertainment;
12. Improve Covid safety tactics at our start/finish lines, face paint booth, photo booth, petting zoo area, and race day registration area.

Overall Runner/Participants Observations: There was a **46%** increase in overall participants at our “Free-Family Festival” area. And a **33% increase** in our one-mile. We had a **40% increase** in non-Texas runners. MISD grant-qualifying runners and schools **increased 28%** this year. With a **23% increase** in non-McKinney runners, we exceeded our **20% goal** over 2019 runners. And an **18% increase** in non-McKinney and non-Collin County runners. For our 2022 Crape Myrtle Run, CMT may need to consider an optional runner question relating to ethnicity to measure our diversity and inclusion goals.

Overall Runner/Participants Assumptions: Overall, CMT was amazed at the success of this year’s Run during a pandemic. Our event was packed, and everyone seemed happy to be out in the fresh air, exercising and enjoying the event. It was evident that participants who showed up this year were craving fresh air, fun, sunshine, exercise, and a needed break from the isolation and Covid concerns. We expected most people to be fully vaccinated at our event, and those unvaccinated or with Covid uneasiness would not participate. This year’s larger crowds in our Free-Family Festival area are due to our strategically placed and more prominent ads in CI McKinney and Plano, WAY-FM, KLAK radio ads, revised posters with Spanish with grant promotion, and pre-event yard signs targeting new neighborhoods. We also promoted the 2019 top 3 winning schools with runner counts and grant amounts on our posters to encourage the school competition. We attribute the **46%** increase in participants at our “Free-Family Festival” area to our 2021 heavy promotion as a “free-family event” this year.

2021 Crape Myrtle School Run Grant Overview (aka Charitable Contribution Component of Run):

- 1190 total 2021 runners vs. 1107 total 2021 grant-qualifying runners = **-7%**
- 1152 total 2019 runners vs. 1100 total 2019 grant-qualifying runners = **-5%**

- **\$5,535 total 2021 grants awarded** vs. \$5,500 total grants awarded 2019 = **1%**
 - \$6,050 total grant **10% goal** for 2021 vs. \$5,535 actual = **-9%**
 - **\$5,225 MISD total school grants 2021** vs. \$4,075 MISD total 2019 = **28%**
 - **\$4,482 MISD total school grants 10% goal 2021** vs. \$5,225 actual = **17%**
 - \$310 Non-MISD total grants vs. \$430 in 2019 = **-28%**
 - \$516 Non-MISD total grant **20% goal** 2021 vs. actual \$310 = **-40%**
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- **\$4,000 total MISD grants awarded 2020 as approved by CMT board (2020 Run canceled).**

- **1107 grant-qualified total runners 2021** vs. 1100 grant-qualified runners in 2019 = **1%**
 - 1210 grant-qualified runner **10% goal** for 2021 vs. 1107 actual = **-9%**
 - **1045 total MISD grant-qualified runners 2021** vs. 815 MISD grant runners = **28%**
 - **896 total MISD grant runners 10% goal 2021** vs. 1045 actual = **17%**
 - 62 Non-MISD grant-qualifying runners 2021 vs. 86 in 2019 = **-28%**
 - 103 Non-MISD grant runners **20% goal** in 2021 vs. 62 actual = **-40%**

- 59 grant-qualifying schools in 2021 vs. 65 schools in 2019 = **-9%**
 - 71 grant-qualifying school **10% goal** vs. 59 actual = **-17%**
 - **27 MISD grant-qualifying schools 2021 vs. 27 MISD schools in 2019 = 0%**
 - **30 or all MISD grant-qualifying schools 10% goal 2021 vs. 27 actual = -10%**
 - 32 Non-MISD grant-qualifying schools 2021 vs. 34 in 2019 = **-6%**
 - 41 Non-MISD grant schools **20% goal** vs. 32 actual = **-22%**



2021 Top 3 School Winners with Runners Counts, Grant Amounts and 2019 Placements:

- #1 – **McClure Elementary**, 225 Runners, \$1,125 Grant 2021= **-5%**
 - vs. 2019 #2 placement with 238 runners, \$1,190 Grant
- #2 – **Walker Elementary**, 149 Runners, \$745 Grant = **-40%**
 - vs. 2019 #1 with 247 Runners, \$1,235 Grant
- #3 – **Evans Middle School**, 95 Runners, \$475 Grant 2021= **-7%**
 - vs. 2019 #3 with 102 Runners, \$510 Grant



At the end of 2020, under the CMT leadership of then-president Phil Wheat, the CMT board voted to award \$4,000 to MISD schools in CMT school-run grants. Even though our 2020 Run was canceled, the rationale for this 2020 year-end grant was to support our struggling MISD schools, teachers, and students due to the devastating impacts of Covid.

School Run Grant Objectives: Our annual Crape Myrtle School Run Grant objectives are to increase awareness of our grants for all schools regardless of school types or locations. Specifically, we aim to reach schools outside McKinney, Collin County, and Texas to increase tourism and boost the economy in McKinney, Oktoberfest, and Historic Downtown McKinney. *New in 2021*, we added PTO's as an additional point of contact at each school, similar to our school coaches/P.E. teachers program, to help increase awareness and lead our proposed “matching grant funds” program. To encourage and support PTOs, we offered a free Run Promotional Plan with yard signs, social media images, posters, and matching funds request templates to reach businesses near their schools or other school supporters.

School Run Grant Observations: Our 2021 MISD grant-qualified runners (1045 total) and MISD school grant totals (\$5,535) increased by **28%** and surpassed our **10% MISD goal** increase by **17%**. We attribute this MISD grant growth to Karen Klemm, MISD Coordinator of Health and Physical Education K-12, and Dr. McDaniel's support, MISD Superintendent. Our "non-MISD" schools and non-MISD runners were down significantly. The top three winning schools' numbers were down this year, but the competition was still intense, with McClure taking back this year's winning trophy and Kiss the Pig contest.

School Grant Assumptions: With a **28%** increase in MISD school grant runners this year, our loyal MISD families were back this year. Our non-MISD, non-McKinney, non-Collin County and non-Texas qualified grant runners were down significantly this year which we believe is due to Covid. Our school posters consistently rank near the top of our pre-event promotions' effectiveness list. We used a survey during pre-packet pick-ups at RunOn McKinney and on race day to determine our pre-event promotional effectiveness with an optional question, "How did you hear about this Run?" on our [GMR](#) runner registration website. **See attached MISD school with added 2018, 2019 & 2021 CMT grant counts.** We will need improvement for 2022 grant promotional communication to avoid runner registration confusion that only school students can list a school.

2021 Overall Financials Crape Myrtle Run & Free-Family Festival with Goals vs. 2019 Run Results:

2021 TOTAL RUN PROFIT WITH GOALS VS. 2019 TOTAL RUN PROFIT

- \$14,840 total run profit for 2021 Run vs. \$19,488 for 2019 = **-24%**
 - \$21,437 total run profit 10% goal for 2021 vs. \$14,840 = **-31%**

2021 TOTAL RUN INCOME WITH GOALS VS. 2019 RUN INCOME:

- \$49,350 total income for 2021 vs. \$51,753 for 2019 = **-5%**
 - \$56,928 total income 10% goal 2021 vs. actual = **-13%**
- **\$27,285 total runner revenue transactions on GMR 2021** vs. \$26,160 in 2019 = **4%**
 - \$28,776 runner revenue 10% goal transactions on GMR 2021 vs. 2021 actual \$27,285 = **-5%**
- \$12,500 total sponsor revenue total 2021 vs. \$16,028 in 2019 = **-22%**
 - \$17,631 sponsor revenue 10% goal for 2021 vs. actual = **-29%**
 - 19 total sponsors in 2021 vs. 26 total sponsors in 2019 = **-27%**
 - 29 sponsor count 10% goal for 2021 vs. 19 total sponsors in 2021 = **-34%**
- \$9,565 MCDC 2021 reimbursement pending vs. \$9,565 actual pending 2021 = **0%***

*Note: In 2019, MCDC reimbursed CMT \$14,887.29 for our \$15,000 grant. In 2021 and 2020 (2020 Run canceled), CMT strategically lowered our MCDC total grant request amounts to \$10,000 to allow more MCDC grant dollars for other worthy community projects. For a more accurate comparison of our 2021 \$9,565 MCDC reimbursement amount to our 2019 MCDC \$14,887.29 reimbursement, we used our 2021 \$9,565 MCDC reimbursement request amount. CMT's mindset to lower our MCDC grant request from \$15,000 to \$10,000 was also based on our 2019 Run's significant milestone accomplishment of "exceeding more than 1000 runners", a **25%** increase over 2018 runner counts.

2021 TOTAL RUN EXPENSES WITH GOALS VS. 2019 TOTAL RUN EXPENSES:

- **\$34,509 total overall run expenses for 2021** vs. \$32,265 total run expenses for 2019 = **-7%***
 - **\$35,491 total run expenses *10% increase limit over 2019 for 2021** vs. \$34,509 actual = **-3%**
 - **\$5,535 Crape Myrtle School Run Grant total** vs. \$5,500 for 2019 = **1%**
 - \$6,050 total school grant revenue 10% goal for 2021 vs. \$5,535 actual = **-9%**
 - **1107 grant-qualified runners 2021** vs. 1100 grant-qualified runners 2019 = **1%**
 - 1210 grant-qualified runners 10% goal 2021 vs. 1107 actual = **-9%**
 - 59 grant-qualifying schools 2021 vs. 65 grant-qualifying schools 2019 = **-9%**
 - 71 grant-qualifying schools 10% goal vs. 59 actual = **-17%**

Overall Run Financials Objectives – This year, our objective is to keep everyone safe related to Covid. Our financial goals include limiting our 2021 Run expenses not to exceed 10% over 2019 Run expenses; Increasing runner revenue by 10% over 2019; Enhancing our 2021 program for a 10% increase in sponsor revenue; Qualifying for 100% reimbursement of our MCDC \$10,000 grant.

Overall Run Financials Observations – Our financials were significantly down this year.

-24% 2021 Run profit over 2019 - \$14,840/2021 vs. \$19,488/2019. CMT wasn't sure what to expect this year or if people would even remember our Run. CMT strongly believed that our youth needed this Run.

-22% 2021 Run sponsor income over 2019 - \$12,500/2021 vs. \$16,028/2019. Even with our new and enhanced sponsor program launched this year, our revenue fell short. With our new CMT board president, Roger Smidt, and a **78% increase** in new CMT volunteer board members, several members were dealing with life-threatening family emergencies. Others were in the hospital, And other board members were reluctant to secure Run sponsorship during a pandemic, especially since our Run directly involved our youth who at the time of our Run had not been vaccinated.

Overall Run Financials Assumptions – CMT strongly believes our community, especially our youth, desperately needed this Run. We assumed the public would not attend if they had Covid concerns, and CMT wanted to provide a great morning of fun and exercise with family and friends in a safe environment.

2021 One-Mile Runner Counts, One-Mile Runner Revenue with Goals vs. 2019 Run:

- **807 one-mile runners in 2021** vs. 608 one-mile runners in 2019 = **33%**
 - **669 one-mile runner count goal in 2021** vs. 608 one-mile runners in 2019 = **21%**
- **\$16,154 one-mile revenue in 2021** vs. \$12,130 revenue in 2019 = **33%**
 - **13,343 one-mile revenue goal in 2021** vs. \$16,154 one-mile revenue in 2021 = **21%**

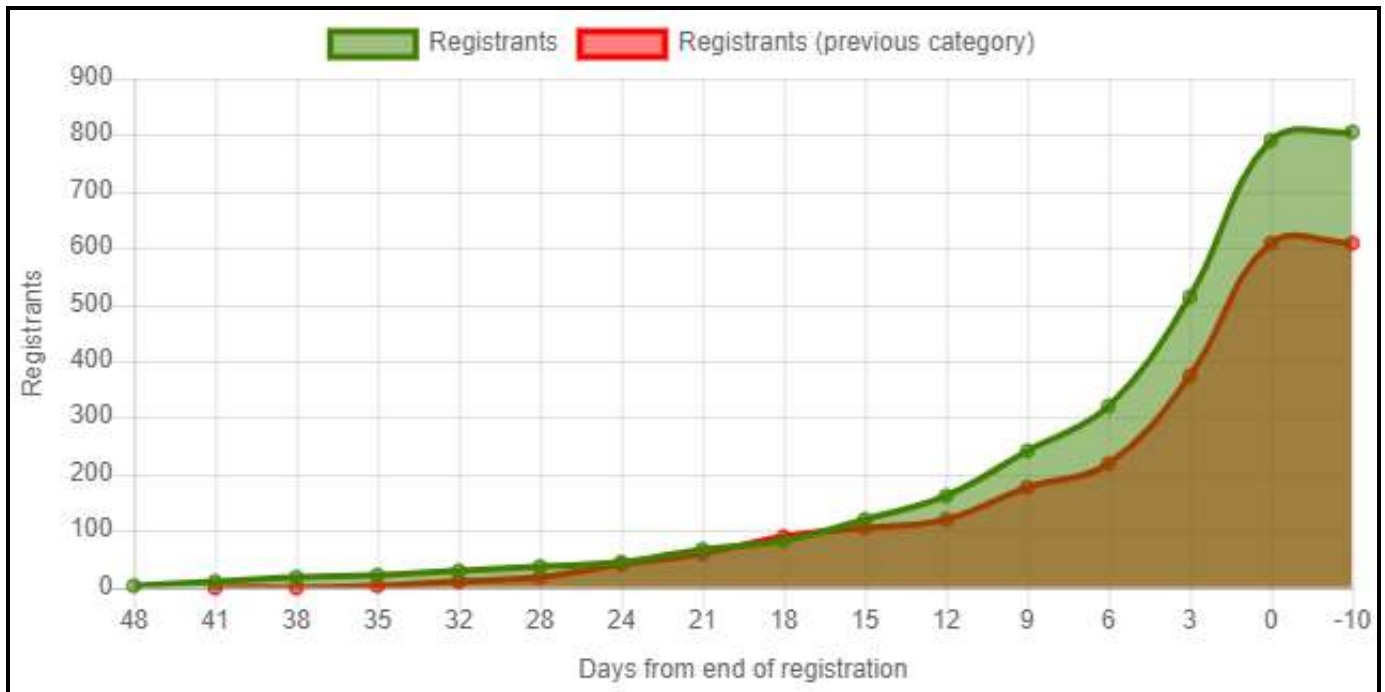


Figure 3 – Greenline is 2021 one-mile (807) runners, and the redline is 2019 one-mile (608 runners). Note how the 2021 green line begins earlier and stays consistent with the 2019 red line. And 15 days before our 2021 Run date, there is a significant spike in 1-mile registrations – almost 200 more runners this year or a 33% increase.

1-Mile Objectives: Historically, our one-mile Run has always had an enormous quantity of runners with student-aged runners, parents pushing strollers, walkers with dogs, and hand-cyclists. As a result, our primary goal this year was to keep these runners safe, add new social distancing tactics, and inform the public of the risk of Covid infection.

1-Mile Observations: CMT worked with the city permit department and McKinney police to close one northbound lane on Lake Forest. Even with the added lane closure, extra police officers, volunteers, and rented barricades, some runners (primarily adults) still jumped over the barrier to run in the open, fast-moving, northbound traffic lane! Our social distancing tactics at the one-mile start area seemed to work.

1-Mile Assumptions: We were rendered speechless by the **33% increase** of one-mile runners during this pandemic year! Everyone at our event one seemed overjoyed to be at our Run. Very few runners, volunteers, sponsors, participants, or vendors wore masks. With more than 800 1-mile runners this year, new Run trail options may need to be researched and confirmed in the first quarter of 2022 for the Crape Myrtle Run tentatively scheduled for the last Saturday in September - September 24, 2022.

2021 Runner “Donations/Sponsors” Counts & Revenue Processed on [GMR website](#):

- **9 runners added donation/sponsor amounts on GMR site in 2021 vs. 4 runners in 2019 = 125%**
- **\$710 total GMR donation/sponsor total 2021 vs. \$65 GMR donation/sponsor total 2019 = 99%**

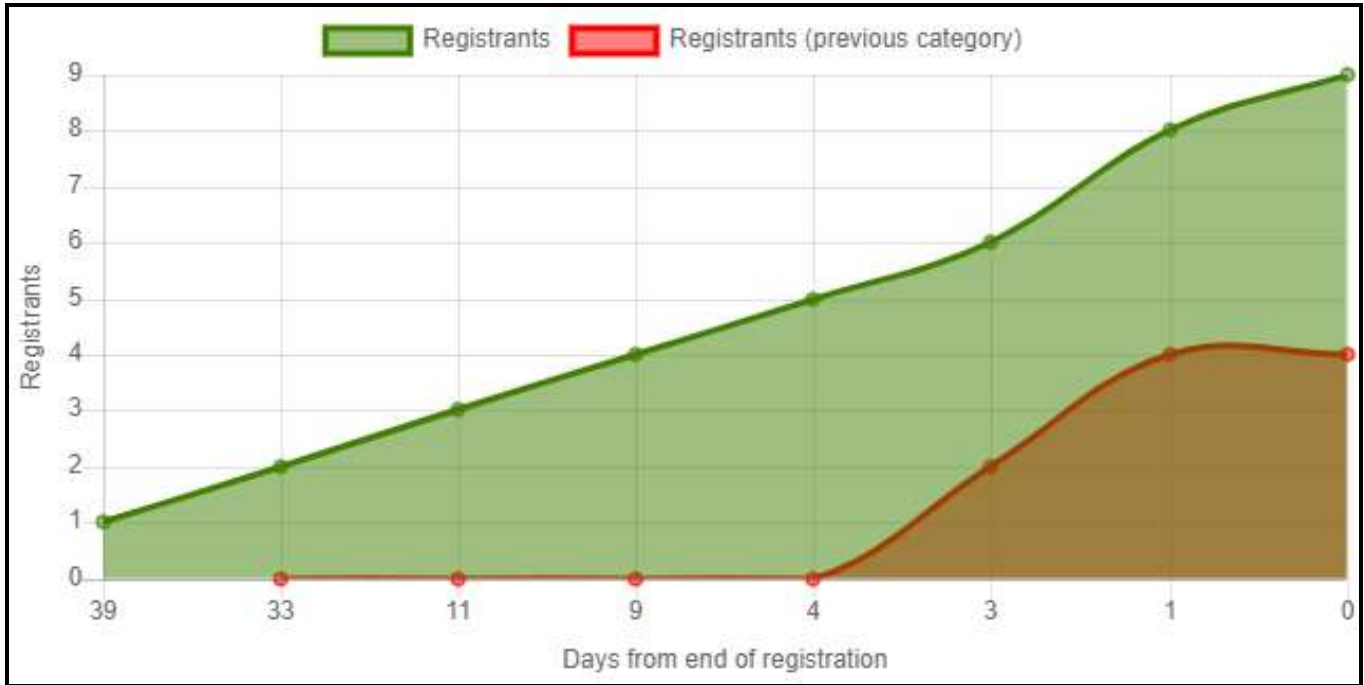


Figure 4 – Greenline/area indicates 2021 GMR runner donations to “support or sponsor” CMT vs. Redline/area for 2019 GMR runner donations to “support or sponsor” CMT, a non-Covid event year.

Objectives for Runner Donations to Support/Sponsor on GMR website:

We never have, to my knowledge, developed goals for this category. CMT typically directs prospective donors and sponsors to our [CMT donation page](#).

Observations on Runner Donations to Support/Sponsor on GMR website:

The generosity of these runners was very heartrending to CMT and correlated explicitly to the pandemic’s devastating impact on our youth that might not be fully realized for many years. Without a doubt, these nine supporters were confirming their approval of this year’s Run, which speaks more about the type of community they want to live in. To validate these statements, these donation/sponsor amounts started on August 17th or 39 days before our September 25, 2021 Run versus September 24, 2019, or three days before September 28, 2019, Run – a non-pandemic year.

Assumptions on Runner/Donations to Support/Sponsor on GMR website:

This year’s Run was exponentially more complex than any previous Run. The stress of much longer work hours, seven days a week, and the unimaginable stress of trying to protect more than 1000 runners, including festival participants, against Covid took its toll on the CMT board volunteers. However, it was this category and these nine big-hearted runners, who unselfishly added \$710 to their runner fee transactions on our GMR runner website, that made all the difference. CMT is very grateful to these nine runners.

2021 5K Runner Counts, 5K Runner Revenue & 5K goals:

- 279 5K runners in 2021 vs. 424 5K runners 2019 = **-34%**
 - 466 5K runner **10% goal** for 2021 vs. 279 actual = **-40%**
- \$7,006 5K runner registration revenue for 2021 vs. \$9,300 5K runner revenue in 2019 = **-25%**
 - \$10,230 5K runner **10% revenue goal** for 2021 vs. \$7,006 = **-32%**

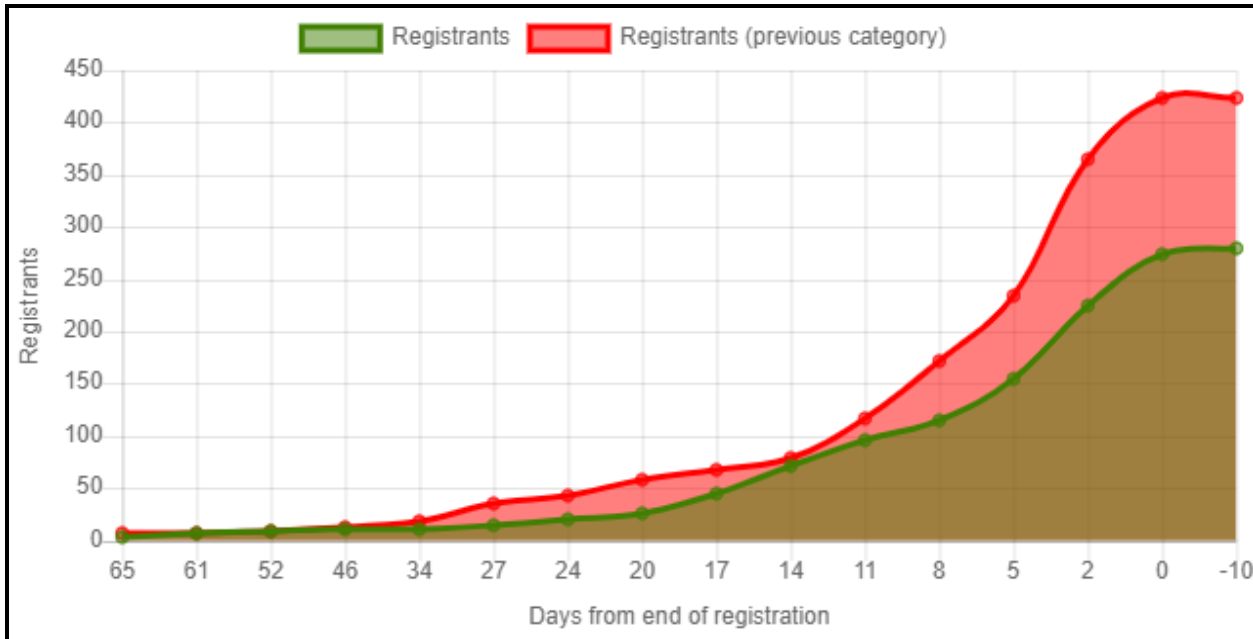


Figure 5 – Green indicates 2021 5K runners (279) vs. 2019 runners (424) in red.

5K Objectives: To specifically target professional runners in the U.S. and Canada by generating more awareness of our USATF-certified trails. Our main message for these experienced runners is to “take advantage of our high-speed and flat USATF-Certified trails to qualify for upcoming winter races.”

5K Observations: Our 5K runners were down by **-34%** this year.

5K Assumptions: We believe our regional student 5K and 10K runners may have chosen to run as a family unit in our 1-mile Run this year. Most of our loyal 5K and 10K runners may have had Covid-related issues and selected other run events closer to their homes.

2021 10K Runner Counts, 10K Runner Revenue, & 10K Run Goal:

- 56 total 10K runners in 2021 vs. 58 10K runners 2019 = **-3%**
 - 64 10K runners goal in 2021 vs 56 actual 10K runners = **-13%**
- \$1,173 10K runner registration revenue for 2021 vs. \$2,095 10K runner revenue in 2019 = **-44%**
 - \$2,304 runner revenue goal vs. \$1,173 actual = **-49%**

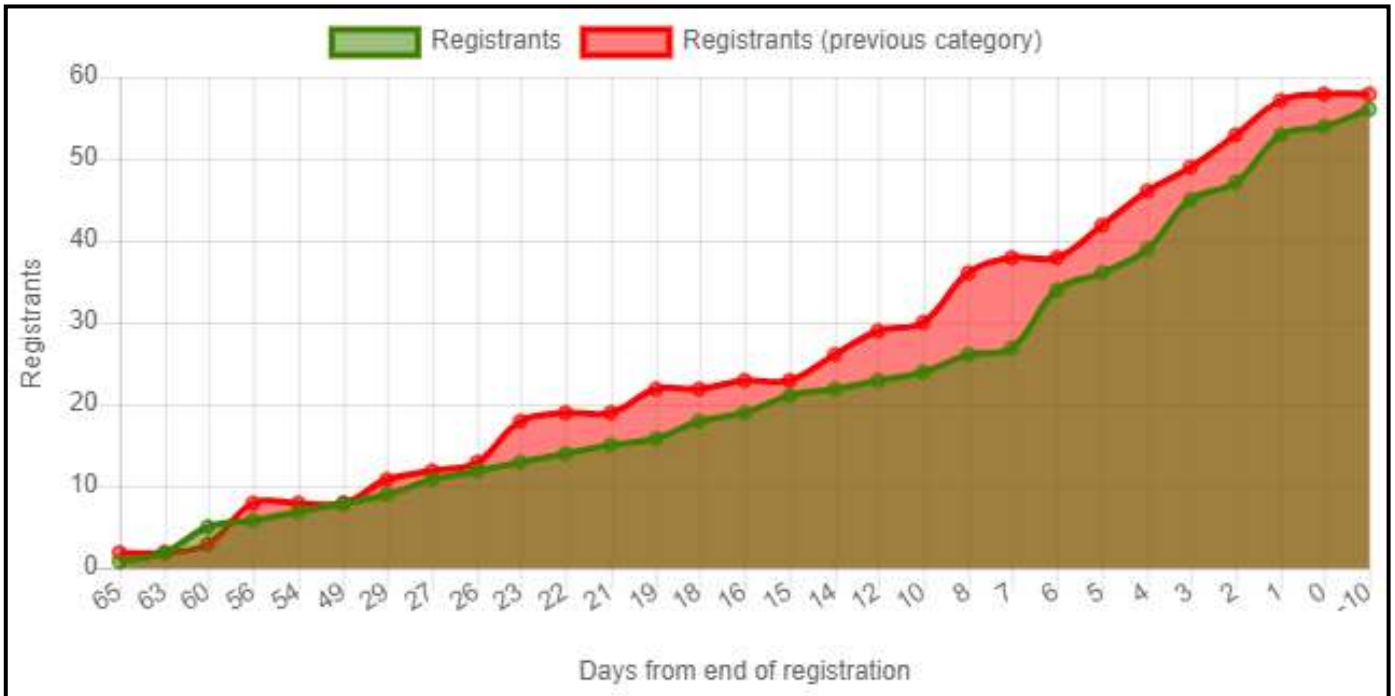


Figure 4 –Green indicates 2021 10K runners (56) vs. 2019 runners (58) in red.

10K Objectives: CMT specifically targets professional runners in the U.S. and Canada by generating more awareness of our USATF-certified trails by posting on runner event calendars and websites. Our goal is to post on these websites in early December as these runners start training in January. Our message for these professional runners is to “take advantage of our high-speed and flat USATF-Certified trails to qualify for upcoming winter races.”

10K Observations: 10K runners counts were only down by **-3%** this year. We had more student runners in our 10K this year, and we also had more hand-cyclers this year.

10K Assumptions: Most runners in this group are student runners. Professional runners who train on our Run trails are loyal, repeat runners at our Run events. Even with the runner count decrease in 5K and 10K, we believe these two elite runner categories should remain for our 2022 Run. Older student runners need the challenge to set them apart from the younger runners. If we change our 2022 Run trail in 2022, this group will be impacted as they begin training in January and use our current trail maps.

2021 Virtual Runner Counts, Virtual Runner Revenue and Goals:

- 39 virtual runners in 2021 vs. 57 virtual runners 2019 = **-32%**
 - 63 virtual runner goal in 2021 vs. 39 actual = **-38%**
- \$747 virtual runner registration revenue for 2021 vs. \$1,470 virtual runner revenue in 2019 = **-49%**
 - \$1,617 virtual runner revenue goal in 2021 vs. \$747 actual = **54%**

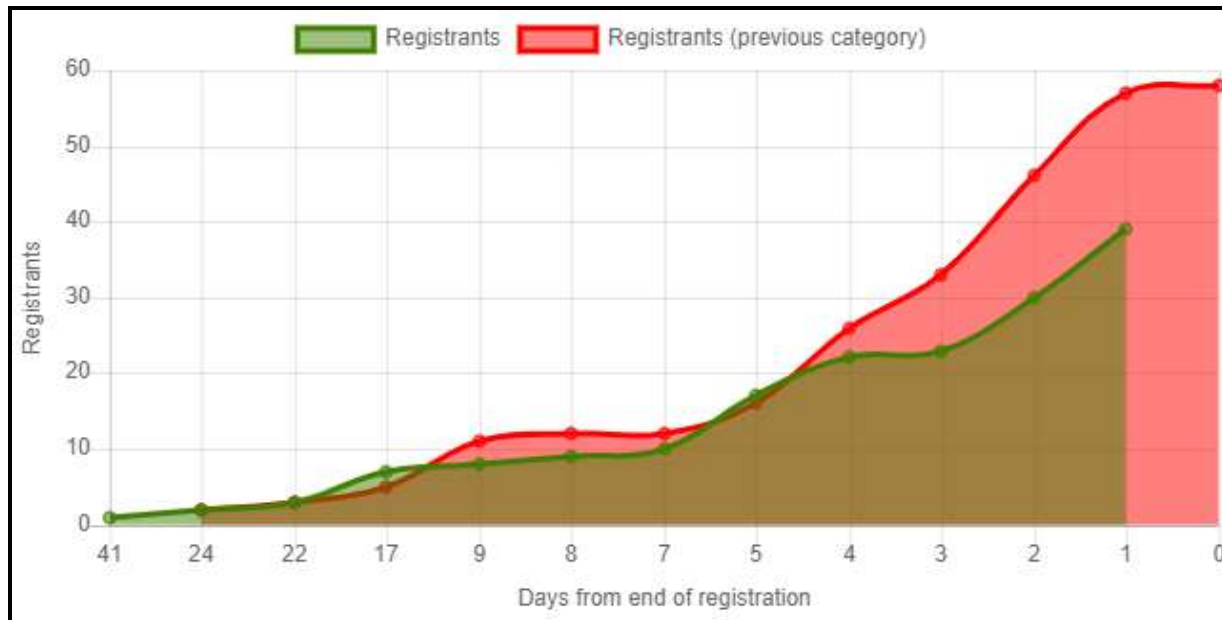


Figure 6 - Green line indicates 2021, and the red line represents 2019 virtual runners. New 2021 virtual change: added “\$15 Virtual Student Runner” option. The cost for virtual student runners in 2021 remained at \$15 for any run category. This year, a new option was added to allow students to run virtually to ease parents’ Covid concerns.

Virtual Runner Objectives: Build on our 2019 virtual runner momentum (a non-pandemic year) by offering a new 2021 “virtual student runner” option. Previously, we only provided “adult virtual runners” to allow grandparents or others to support their favorite schools. Additionally, these virtual runners can significantly increase any school's odds of winning the highly competitive Top School Winners for the Kiss the Pig contest and simultaneously increase a school's total amount for the Crape Myrtle School Run Grants.

The goal for our new “2021 virtual student runner” option is to reach everyone concerned with Covid risk at this public event. This virtual option allows anyone to run or walk in their neighborhood, home, backyard, on a treadmill, or our USATF-certified trails anytime between September 1-24, 2021, and provide their own time and distance on a link on our GMR runner registration site.

Virtual Runner Observations: Building on our 2019 virtual runner success, we thought our new student virtual runner option would be safe for families with students to participate this year without the Covid concerns of a live Run. However, those that did sign up this year were confused about what a virtual run is, how it works, etc.

Virtual Runner Assumptions: Our first virtual runner option in 2019 was ahead of the curve. But everything came to a screeching halt in 2020 due to the pandemic with major lockdowns, closed schools, and mandates to “shelter at home,” resulting in the devastating impact of isolation on our youth. We thought this year’s virtual Run during a pandemic would be a no-brainer for anyone with Covid concerns. Our virtual runners started signing up 41 days before Sept 25 Run date this year versus the 2019 virtual runners who registered 24 days for the 2019 Run (non-pandemic year). We think our 2021 virtual runners may have held off registrations to gauge the Covid rates closer to our September 25 Run day. For 2022, we need to communicate our virtual runner start/end dates, how to submit final time/distance, offer to mail virtual runner shirts, and non-chipped virtual runner bibs (or offer virtual bibs online).

5. Visual representation, print, digital advertising, and outreach materials with the MCDC logo(s).

Event Budget as Proposed in Grant Application vs. 2021 Actual:

<u>Pre-Event Promotion Description</u>	<u>2021 Est.</u>	<u>2021 Actual</u>
On-line Ads, Boosts	\$ 3,500	\$ 0
Print ads	\$2,000	\$3,736
Radio ads	\$2,500	\$5,400
Pre-event yard signs	\$ 500	\$ 155
Banners, Posters, Flyers, Cards	\$1,000	\$ 274
Billboards	\$ 500	\$ 0
TOTALS.....	<u>\$10,000</u>	<u>\$9,565</u>

See Run survey results below based on an optional question, added to our [GMR runner registration](#) website, “How did you hear about our 2021 Crape Myrtle Run & Free-Family Festival?” Volunteers at RunOn McKinney during pre-packet pick-up week and our onsite Run also asked, “How did you hear about this year’s Crape Myrtle Run & Free-Family Festival?” Below are the 2021 results of what promotions worked or what media may need more research for our 2022 Run promotional efforts to bring more tourists to McKinney.

Promotional Effectiveness Survey Results:

- #1 – **School Posters**
- #2 – **Community Impact Ads**
- #3 – **WAY-FM**
- #4 – **KLAK**
- #5 – **Run On! McKinney**
- #6 – CMT website
- #7 – **Yard signs**
- #8 – Nextdoor
- #9 – Facebook
- #10 – McKinney Chamber of Commerce
- #11 – Frisco Chamber of Commerce
- #12 – **WBAP Neil Sperry Radio** - Due to liability concerns related to Covid, ads were canceled.

\$3,736 Total Print Ads - New for 2021, McKinney and Plano print with digital, Aug 23-Sept 19, 2021.

- **\$1,626 CI Plano** added a new 2021 (outside McKinney) target audience
- **\$2,100 CI McKinney**, *New for 2021*, increased ad size to half-page with left-hand read from 2019 quarter page.

Attached is CMT’s proof of \$3,736 paid on August 13, 2021, by debit ACH to CI. Attached is CI’s invoice #161442 for 3,736. CI demographics for Plano (58,735) and McKinney (74,771). *Note: Half-page McKinney ad may be too large to insert here. See actual ads as an attachment for MCDC.*

Below are CI Plano digital ad images with clickable links to our [GMR runner registration](#) website:



\$2,100 - CI McKinney half-page ad and digital. Note: Poor images below are due to inserting photos taken on a phone.
See the actual ad as an attachment.

CELEBRATING OVER 30 YEARS IN TEXAS

15TH ANNUAL CRAPE MYRTLE RUN & FREE FAMILY FESTIVAL 2021

WE'RE BACK & THE COUNTDOWN BEGINS FOR 2021 TOP SCHOOL BRAGGING RIGHTS!

SATURDAY, SEPTEMBER 25
 START/FINISH AT MCKINNEY BOYD HIGH SCHOOL, 600 N. LAKE FOREST DR.
 8:00 AM - 1-MILE FUN RUN
 8:45 AM - USATF 10K & 5K

ADIRIN HILLS - CAMBRIDGE CROSSING
MURRAY LAKES - STAR TRAIL
TRINITY VALLEY - SHILOH PARK

100% Customer Recommended
 Nationally Recognized Energy Program
 Flexible Floor Plans
 10 Year Structural Warranty
Build On Your Lot Program

COVENTRY HOMES
 New Homes from the \$200s - \$600s
 CoventryHomes.com

FREE-FAMILY FESTIVAL FEATURES
 Petting Zoo, Inflatible Obstacle Course, Photo Booth, Face Painting, Tons of Prizes & Contests (Best Chicken Song Dancers, Best Pig Costume, Best Runner Costume)

RUNNER SWAG
 T-shirt, KIND bars, fruit, with bits redeemable for free food/drink coupons at McKinney Oktoberfest (the same weekend!)

REGISTER TODAY! CMTRun.com
 crapemyrtletrails.org

15TH ANNUAL CRAPE MYRTLE RUN & FREE FAMILY FESTIVAL 2021

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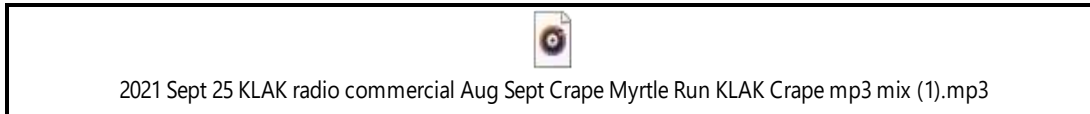
CMT SCHOOL RUN GRANT PROGRAM AWARDED \$9,500 IN 2019/20 TO AREA SCHOOLS.
 HELP OUR YOUTH BY USING YOUR SCHOOL!

Register today! CMTRun.com
 crapemyrtletrails.org

\$5,400 Total Radio Ads – New for 2021 - added extra weeks, and streaming

- **\$3,000 KLAKE** – Original KLAKE bid \$3800, saved \$800 to 2019 price), See radio script below and KLAKE sound chip. Confirmation of CMT payment is attached. *New 2021* – added streaming for 2021.
- **\$2,400 WAY-FM** – See radio script below and WAY sound chip with confirmation and proof of payment as attachments.
- **\$0 WBAP and KLIF** – This is included here to avoid confusion as MCDC pre-approved the radio script for WBAP and KLIF. However, the vendor pulled this placement due to rising Covid rates.

\$3,000 - KLAKE Radio



August 18, 2021 – See final KLAKE script to promote our September 25, 2021, Grape Myrtle Run & Free-Family Festival at 90 words.

OUR COMMUNITY’S 15TH ANNUAL GRAPE MYRTLE RUN AND FREE-FAMILY FESTIVAL KICKS OFF **MCKINNEY OKTOBERFEST** ON SATURDAY, SEPTEMBER 25TH.

OUR 10K AND 5K RUNNERS REALLY LIKE OUR U.S.A.T.F. CERTIFIED COURSES! EVERYONE LOVES OUR FUN RUN AND **FREE FESTIVAL** WITH PETTING ZOO, BOUNCE-HOUSE, AND MORE!

A GREAT BIG THANK YOU TO OUR SPONSORS AND **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION** FOR MAKING THIS BELOVED COMMUNITY EVENT HAPPEN!

IF YOU NAME A SCHOOL WHEN YOU REGISTER, THEIR PE DEPARTMENT GETS \$5 WITH NO ADDITIONAL CHARGE TO YOU!!!

REGISTER EARLY AT C-M-T RUN DOT COM.

See our Run’s radio digital ads below with a QR code linking directly to our [GMR](#) runner registration website. *Note: Blurriness below the MCDC logos is due to this low rez doc*



\$2,400 WAY-FM – See MCDC pre-approved radio script and sound chip below. Confirmation of CMT payment is attached. – *New 2021* – added longer run dates.

89.7 WAY-FM 30-second Radio Script 9-7-21

The Crape Myrtle Run and Free Family Festival are BACK, and you won't want to miss it! Sign up for the one-mile fun Run, or a 5 or 10k timed event on one of our flat and fast courses! And everyone will enjoy our Family Festival with music, a petting zoo, and more! Thanks to all of our sponsors, including **McKinney Community Development Corporation**. Join us Saturday morning, September 25, at the Crape Myrtle Run and Free-Family Festival! For all the details, go to C-M-T RUN dot com. That's C-M-T RUN dot com.



2021 Sept 25 Crape Myrtle Run WAY FM Sound CHIP 30.mp3

\$0 - WBAP & KLIF - Neil Sperry radio, see MCDC pre-approved radio script below. Our Neil Sperry radio ads would have been a **100% donation** to CMT, paid by Neil Sperry, and not included for CMT reimbursement consideration. MCDC approved our Neil Sperry radio script on September 3 as required for all pre-event promotions. Due to Covid-19 liability issues, these radio ads were canceled on September 9, 2021.

2021 Sept 25 – Crape Myrtle Run

Note: *Ads pulled due to Covid liability concerns.

60 second ad - \$525 per ad (Neil's ad cost for anyone) WBAP and KVIL

- 15th Annual Crape Myrtle Run and Free-Family Festival.
- And the countdown begins for **2021 Top Texas School** Bragging Rights!
- Saturday morning, September 25 - **same weekend as McKinney's Oktoberfest.**
- 1-Mile Fun Run and festival has evolved into a back-to-school community favorite with a world-class petting zoo, inflatable obstacle course, face painting, tons of prizes and contests.
- USATF-certified 10K and 5K starts at 8:45 AM for serious runners who love the flat and fast course through **McKinney's beautiful trails.**
- Congratulations to these 2019 top schools Run winners.
 - o Walker Elementary **McKinney**
 - o McClure Elementary **McKinney**
 - o Evans Middle School **McKinney**
- Almost \$10,000 was donated back to **North Texas area schools** from our last run.
- A heart-felt thank you to our 2021 sponsors and **McKinney Community Development Corporation.**
- Register early for runner discounts at **CMTrun.com** and help our youth by listing any school.
- The Crape Myrtle Run is located at **McKinney Boyd High School**, 600 N. Lake Forest Drive, in the north parking area.

\$429 Total – Pre-Event Prints – New for 2021, new yard signs, and updated school posters.

- **\$155 Yard – New for 2021, added pre-event yard signs this year to alert new communities around our Run, added URL www.CMTRun.com to our [GMR](#) runner registration website.**



- **\$274 New 2021, Dual language, two-sided, 12x17” School Poster – See actual poster attached along with CMT’s confirmation of payment and Minuteman invoice is attached. Also attached is an MISD school map with 2018, 2019 & 2021 CMT grant counts. These posters were delivered to each school to encourage more school runners and PTO involvement.**



Items below are not part of our MCDC-related pre-event Run promotions budget but are included here as required in our MCDC grant guidelines to obtain MCDC’s approval on all pre-event promotions.

- *New 2021*, Runner T-Shirt Design Contest – see front/back image below.



- *New 2021* – Runner Bibs with MCDC logo added this year, pre-approved by MCDC on August 20, 2021. Bib image is shown below with McKinney Oktoberfest sign, created by Barbra Dutton of Branded Floors, displayed at our 2021 Run and RunOn! McKinney during pre-packet pick-up week.

See email from Amy Rosenthal, Director, MPAC & McKinney Main Street, thanking CMT for our 2021 McKinney Oktoberfest promotions and confirming, “We had 120 runners redeem eight coupons each - \$960. Which is great – I think this is our largest total to date!...”



Tue,
Sep
28,
2021
at
2:39
PM

Amy Rosenthal <arosenenthal@mckinneytexas.org>

To: "Phil Wheat, CFP®" <pdwheat@unitedplanners.com>, Susan Shuttleworth <shuttleworth.susan@gmail.com>
Cc: Andrew Jones <ajones2@mckinneytexas.org>, Gregory Hearn <ghearn@mckinneytexas.org>, Jakia Brunell <jbrunell@mckinneytexas.org>

Hi y'all!

Hope Saturday morning was a big success! We had a great event in downtown too – still digging out!

We had **120 runners redeem 8 coupons each - \$960.** 😊

Which is great – I think this is our largest total to date!

We are talking about other 'currency' solutions next year instead of tickets, and we might need to put our heads together about another approach for runner incentives.

Let's make a point to connect in May 2022 for McKinney Oktoberfest 2022!

Prost!

Thanks,

Amy Rosenthal

Director, MPAC & McKinney Main Street

City of McKinney



Added new 2021 Oktoberfest promotion element in our photo booth in Myrtle Village with a sign to encourage runners to take their bibs to McKinney's Oktoberfest, same weekend as our Run, to redeem for free food/beverage coupons.

Proceeds from our 2021 Crape Myrtle Run & Free-Family Festival are poured back into our community to support our 2021 CMT projects listed below.

- **Annual CMT School Run Grants Program** – As the charitable component of our Annual Crape Myrtle Run & Festival, any school listed in the registration process qualifies for \$5 regardless of runner's age, run category, school location, or school type, etc. Each CMT School Run Grant is awarded to the school's P.E. Department to help encourage healthy, lifelong habits for our kids.

Before year-end 2021, \$5,535 total CMT School Run Grants will be awarded to 59 area schools for 1,107 qualified registrations (listed a school). And even with the 2020 cancellation of our 2020 Run due to Covid, the CMT board unanimously voted to provide \$4,000 to MISD schools for 2020 CMT School Run Grants. In 2019, \$5,500 grants were awarded to 65 area schools for 1,100 registrations.

- **Annual McKinney Mother's Day Project** – Since 2004, CMT has donated Crape Myrtle trees to fifth-grade students within McKinney ISD on the Friday before Mother's Day. This heart-warming project has become a beloved part of our community culture and our City. The current 5th-graders eagerly look forward to this event each year as their "rite-of-passage."

- **"America's Crape Myrtle City" (ACMC) Project** – Partnering with the City, we are on an ongoing mission to feature the premier flowering plant of the South – and to do this better than any other community in the world. Both Houses of the Texas Legislature and the United States Congress proclaimed McKinney, Texas as "America's Crape Myrtle City." This new City sign will encourage tourism, attract growth to our city and local businesses, and enhance and perpetuate our citizens' quality of life. See image of city worker installing the "first ACMC sign, the first of many. This new ACMC sign at the entryway to downtown McKinney off Central/75 recognizes McKinney as America's Crape Myrtle City.



- **Crape Myrtle Trails of McKinney Project** - The Crape Myrtle Trails of McKinney Foundation was formed in 1998, and our first significant plantings were made in 2000 along Eldorado Parkway. We are well on our way to having over 100 miles of medians and trails showcasing the South's finest and longest flowering tree. We partner with the City on preservation, continual enhancements, professional design, and beautification of McKinney. In addition to the Trails, professional architectural landscape design and trees are provided to business and school campuses.

- **McKinney's World Collection Park Project** – CMT's board works with the City, and we are putting the finishing touches on McKinney's World Collection Park. This park exemplifies the very heart of our City's slogan, "Unique by Nature," in that this park showcases virtually every variety of Crape Myrtle known to exist and thrive in our area. It allows a side-by-side comparison of all cultivars for local citizens and tourists. It also serves as a repository of the genetic protoplasm for future research and hybridization. In 2019 CMT purchased 173 trees designated for this park. Visitors and tourists have come from around the world to see "the world's only known collection." Our WCP is on its way to becoming the "crown jewel" of our City's landscape. And our sincere thanks to MCDC for their support of this park from its inception in June 2011.



Marketing Outreach Items with MCDC logo(s):

School Run Posters were displayed at several McKinney downtown businesses, including Visit McKinney, Volunteer McKinney, Rick's Chophouse, El Mejor, MPAC, Arabella's, Diggin It, Hugs, Layered, Uptown, Spoons, Garage, Collin CountyHistory Museum, Hall Memorial Library, Mellow Mushroom, The Pantry, Mary's Cookies, Cadillac Pizza, Cynthia Elliot, and many more.



School posters were also provided to local businesses through the McKinney Chamber website, LINKS, and event calendars.

See our attached 2021 Media List with 62 entries.

5. Screenshots of online promotions with the MCDC logo(s).

Medals

1 Mile, 5K & 10K are all timed events. The 10K and 5K courses are USATF-Certified.

1 Mile Medals: 1st-3rd age groups:
Under 5, 5-6, 7-8, 9-10, and 11-12. No awards will be given over the age of 12 in the 1-mile event.

5K and 10K Overall and Master male and female finishers
5K and 10K Medals: Age groups: 1st-3rd
5 - 8, 9 - 11, 12-14, 15-18, 19-29, 30-39, 40-49, 50-59, 60-69; 70+

Chip timing is required to be eligible for awards. No duplicate medals given.

Sponsors

MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION

IT'S MY MCKINNEY
MY \$1000 MC DOLLARS
SUPPORT
THIS

THANK YOU SPONSORS!
2021 CRAPE MYRTLE RUN & FESTIVAL

McKinney Community Development Corporation (MCDC)
Great Gardens, Inc.
Wheat Givens Financial

2021 Crape Myrtle Run Race Results Link - Compton Time

seeing you next year on September 24, 2022!!

2021 Crape Myrtle Run Results

<https://timeandmeasure.com/21-cmt-trails-run>

2021 Top School Winners

- #1 McClure Elementary, McKinney
- #2 Walker Elementary, McKinney
- #3 Evans Middle School, McKinney

2021 Sponsors

We cannot host this run without the generous support of our community partners. We want to thank the following businesses and organizations who agreed to sponsor this year's run:

MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION

6. Photographs, slides, videotapes, etc.







Thank you, MCDC staff and board, for your extended support. The Crape Myrtle Trails of McKinney Foundation will continue the ongoing efforts listed above. Our emphasis will continue to be on our citizenry, taking pride in our local community, and attracting those outside McKinney to enjoy the community as well!

We plan to make our great City even more beautiful and unique by pursuing our mission. We believe MCDC should be proud to be a primary leader in this effort to touch McKinney's heartstrings with this community-unifying celebration! After all, increased community pride and spirit can only enhance our status as one of our nation's elite cities! With the governments of our City, state and country officially recognizing our unique county-wide status, this is only the beginning! The CMT board is working hard on new ideas and plans for 2022.



FUNDED IN PART BY
McKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



Addendum – Covid-Related Impact on Run

Below is non-required information for our final report. These facts are added to provide 100% transparency, specifically relating to the impact Covid had on our 2021 Run.

Sponsors were down this year by **-22%**.

Volunteers were down this year by **-9%**.

Expenses were up this year by **7%**.

No one knew for sure what to expect this year. And our increase in runners counts with an increase in runner revenue is a testament to the community enrichment this event provides to McKinney.

Weekly Covid safety tactics included monitoring the [MISD's Covid Dashboard](#). The counts for students and staff consistently remained "below 1%" in the weeks before our September 25 Run date and remained **below 1%** during CDC's 14-day risk exposure period. The MISD Covid-19 Dashboard is still **below 1%** for students and staff.

Other similar run events throughout North Texas and the United States were also closely monitored, including the 2021 Boston Marathon, 2021 Plano Balloon Festival & Run, McKinney's Oktoberfest, 2021 McKinney Mud Factor Race at Myers Park, and other events. Below is a list of safety precautions implemented this year.

Covid Social Distancing and Safety Tactics Added:

- **Start/Finish Lines and Run Trails** – Goal to ensure social distancing between runners this year, specifically in known "bottleneck areas" or possible points of congestion along the trails. For example, one lane on Lake Forest was closed this year. Extra police, rented cones, barricades, and volunteers were added to prohibit runners from jumping in the traffic lane while allowing wider runner paths to safely navigate the previously congested right turn out of McKinney's Boyd's north parking area to head north. To prevent eager runners who typically bunch up at the start lines, we placed volunteers, teachers, and board on each side to remind runners to "social distance" and that "their run time does not officially start until their bib's RFID chip crosses the start line." And MISD staff onsite confirmed that students clearly understand the requirement to "social distance."
- **Added Student Virtual Runner Option** – In 2019, before the 2020 pandemic hit, CMT added a new runner category - an "adult virtual runner." This new adult virtual runner option was a 2019 tactic to allow grandparents or other relatives to support their student runners while encouraging a healthy lifestyle and supporting their schools. In 2019 to surprise, we had 58 adult virtual runners with \$1,470 in 2019 revenue!
To enhance our virtual runner category for our 2021 run, CMT added a "\$15 Virtual Student Runner" category. Our \$15 student virtual runner category allows families with Covid concerns to still participate in this year's Run virtually - without the need for social distancing! CMT virtual option allows any virtual runner to run or walk in their neighborhood, in their own home or yard, on a treadmill, on a school track, or even on any of our USATF-certified 10K, 5K, or 1-mile trails on any day between Sept 1-24 while still supporting their school!
- **World-Class Petting Zoo** – A colossal participant-favorite, Cathy's Critters vendor provides their hand-sanitizer stand and brings staff to enforce safety rules to protect their livestock. In addition, extra volunteers were added inside and outside the petting zoo to ensure all children used hand sanitizers before entering, limited the number of children inside the petting zoo, and carefully monitored the children to avoid any rough handling or "kissing on" the animals.
- **Inflatable Obstacle Course** – Another huge favorite, ten volunteers with whistles were placed around this inflatable course to ensure children's safety and social distancing. In addition, this vendor allowed only two children on this obstacle course, which our volunteers enforced. Hand sanitizers were available at the entry point.

- **Face Painting** – Another popular activity within the Kid-Zone of the Free-Family Festival of Myrtle Village. To help ensure social distancing while limiting the amount of volunteer time per child, we switched the focus of "face painting" to encourage "back-of-hand" paint designs or temporary *glow-in-the-dark* tattoos. The volunteers were also given new plastic face shields to use and keep plastic gloves and were required to use a new sponge and paintbrush on every child. Brush and makeup sponge cleaner (non-toxic, fragrance-free) were also provided to the volunteers. Hand sanitizers were added to each volunteer paint station.
- **Photo Booth** – Our CMT photo booth mural, pink social media photo frame, and props were available to ensure social distancing and participants' safety. A unique face-cutout backdrop and Oktoberfest face cut-out were mounted/attached to a new EZ Up Stand to provide a no-touch option. Hand sanitizers were stationed throughout this booth.
- A cleaning schedule was set up at 30-minute intervals on all our portable toilets.
- **Runner Registration [GMR website](#), Pre-Packet Pick-ups at RunOn! McKinney and Onsite Runner Registrations area:**
 - Our runner registration website at [Get Me Registered](#) included Covid-related warnings for our event, a signature-required waiver, and a link to [MISD's Covid Dashboard](#). Our Covid-related liability waiver statement also had CDC's list of Covid symptoms with a warning to stay home if anyone within the runner's household displayed any of those symptoms.
 - A no-touch thermometer was available in the registration/volunteer areas, disinfectant and hand sanitizers were also placed throughout the registration area. Masks were encouraged but not required.
 - **RunOn! McKinney's Pre-Packet Pick-ups** – To shorten race day onsite registration lines that have been historically long, there was a considerable effort to encourage runners to use pre-packet pick-up days at RunOn! McKinney. More days, longer hours (10 am to 8 pm), and more volunteers were added this year to keep lines on race day short to allow more social distancing. Hand sanitizers were available for volunteers, and masks were encouraged but not required.
 - **Onsite Race Day Registrations, Onsite Packet Pickup, and T-shirt distributions** – Signs with "Covid-symptoms" were displayed before entering this year's onsite registration area. To shorten lines, Runners who registered after 8 pm on Friday before race day could pick up their race day runner packet in a separate line and avoid the typically long lines for race day onsite registration. Large QR codes signs saying "Skip the Lines" were placed before entering onsite registrations and throughout the registration area to eliminate the need for people waiting in line to process and pay for their race day registrations.
The onsite runner t-shirt pick-up area was moved to the opposite side or east side of Myrtle Village to provide more social distancing within the registration area.
 - **Race Day Start Line** – Social distancing tactics were added to prevent runners from bunching up at the start lines. Extra volunteers, teachers, and CMT board members were positioned on each side of this large group's start line at the 8:00 am 1-mile (the largest group with more than 800 1-mile runners this year). Volunteers asked runners to a social distance and informed runners that their RFID chip runners' bibs do not activate until they step across the start line, thus eliminating the need for bunching up at the start.

We believe all of our Covid-related safety precautions helped protect our runners, volunteers, and participants. Today, MISD's Covid Dashboard still indicates less than **1%** of MISD students and staff are infected. We did not see a spike, or above **1%**, in Covid-related MISD students or staff during the CDC's recommended 14-day quarantine period (Sat. September 25 through Sat., October 9) after possible exposure to anyone with Covid. And for that, we are very grateful.