



Post Mortem Race Report and Reimbursement Submission Jan 5, 2017

Believe 2016 Race Overview

- The 11th annual Believe race was Saturday, November 26th, in downtown McKinney and was one of the most heavily attended races in years.
- The community event was co-marketed alongside *Home for the Holidays* the annual downtown McKinney shopping and holiday event weekend.
 - The race has drawn over 50% of participants from outside the McKinney area to stay to eat and shop at the event after the race.
- All race proceeds benefit the Holy Family School (HFS) in McKinney, TX. Funds used to supplement scholarship funds for families in need.
 - The MCDC grant allowed a higher donation to be given to HFS which will positively impact more families within McKinney.
- The total donations from 2016's effort to HFS are above \$15,000, making over \$1,000 vs. the 2015 donation to HFS.
 - This increase occurred due to good race day weather, co-marketing support from Historic Downtown McKinney, and improved marketing tactics year over year.
 - 822 pre-registrations were accepted before the race
 - 96 day of race registrations were made at Mitchell Park on Nov. 26th.
- The total spend against the MCDC grant we are seeking reimbursement for is \$4,447.18

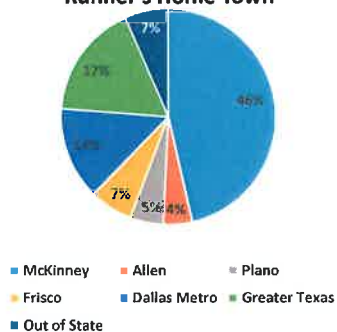
The board of the Believe! 2016 Race would like to thank MCDC for their significant contribution and support for our event!

Believe Race Participation

- The attendance at the 2016 race was an all-time high
- Ongoing marketing and PR efforts drove higher engagement and faster registrations year over year

	2014	2015	2016
Registrants	806	801	822
Walk-Ons	45	3	96
Total	851	804	918

Runner's Home Town



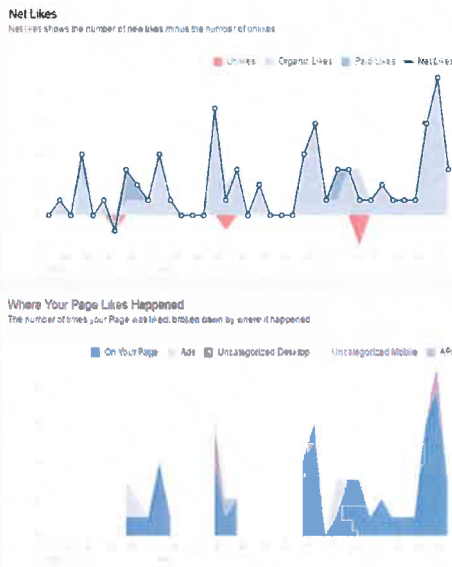
- McKinney area participants down to 46% vs. 57% in 2015
- Total DFW area runners make up 30% of total with 14% of runners from Dallas Metro, 7% from Frisco, 5% from Plano and 4% from Frisco, similar to last year
- 24% of runners were either from Greater TX area or from other states

Believe 2016 Marketing Efforts

- MCDC funds were utilized to drive awareness of the race and registrations via www.playtri.com/Believe
- All websites and social pages carried the MCDC logo and copy required by the grant agreement.
- Tactics included:
 - Paid Facebook targeted advertising 10/27/16 – 11/30/16, and ongoing organic Facebook posts driving education and engagement to grow followers to www.facebook.com/BelieveRunMckinney
 - Press packet materials that were sent to all local broadcast TV and newspaper channels, resulting in placements in Community Impact newspapers and a TV spot on NBCDFW's programming.
 - Paid print advertisement in Frisco and Plano *Community Impact* newspapers, jointly coordinated with Downtown McKinney marketing for *Home for the Holidays* placement.
 - Posters, yard signs and flyers given out at additional local races, hung in merchant windows, church bulletin boards, and YMCA.
 - Multiple emails to past participants via PlayTri email lists.

Facebook Performance

- For this promotion we targeted 3 groups of people:
 - Runners/running enthusiasts
 - Family event goes
 - Family fitness enthusiasts
 - All targets were DFW metro, but outside the McKinney zip codes
- We ran one carousel ad with 5 images including the MCDC logo
- The campaign delivered 3x the impressions of last year for a total of 151,967 with a 10x frequency. "likes" and visits grew from paid advertising. Unique impressions = 15,590.
- We received 2,084 clicks on the ad with a click through rate of 1.37% (industry average)
- Total campaign spend was \$2,500, with a cost per click of \$1.20
- We would like to try video placements next year and continue hyper local advertising approach



Facebook Carousel Ad & Homepage

The image shows a Facebook carousel ad for 'Believe Run McKinney' with five items:

- 1. Register today for the Believe 2016 Race!
- 2. Family-friendly and inexpensive! 5K, 10k and 1 mile Fun Run
- 3. Believe 5k/10k
- 4. City of McKinney Presents Home for the Holidays: A McKinney Christmas
- 5. Celebrate 20th Anniversary of McKinney Community Development Corporation

Below the carousel is the Facebook page homepage for 'Believe Run McKinney', featuring a large banner for the 'Believe 5k/10k Saturday, November 26th 2016' event, established in 2006.

Community Impact Frisco & Plano

- Ads ran as horizontal placement on 10/27 (Plano) and 11/10 (Frisco) papers
- Distributed to all 115,000 households in Plano and 59,000 households in Frisco
- MCDC funds/Believe Race paid for Frisco placement, and Downton McKinney team paid for Plano placement as part of coordinated marketing efforts.
- Total Believe team marketing spend for print ads was \$1,420.00
- Downtown McKinney paid \$2,280 (their portion not being submitted for reimbursement)



2016 T-Shirt & Race Flyer



T-Shirt Front



T-Shirt Back Logos



Flyer

Reimbursement Request

2016 Believe Grant Reimbursement Total Spend

Facebook Paid Ads	Spend	Total Impressions	Website Clicks
	\$ 2,500.00	151,967	2,084

Community Impact Newsletter	Spend	Total Impressions
Frisco	\$ 1,420.00	59,000
Plano (A. Rosenthal)		115000

Printed Materials	Spend	Total Impressions
Flyers printed 9/29	\$ 77.94	1600
Flyers printed 7/15	\$ 48.71	1000
Yard signs, posters, door hangers 10/24	\$ 400.53	290
Total	\$ 527.18	2,890

GRAND TOTAL	
MCDC Reimbursement Request	\$ 4,447.18

Key Learnings from 2016

- Do more integrated marketing as possible with *Home for the Holidays*, including more print ads in Plano and Allen.
- Continue to work on strengthening PR effort overall, build and leverage more connections in newspaper and broadcast community
- Look for ways to work with Dallas Morning News in the Health & Fitness section to call out the race more predominately
- Add local groups and competitions to bring in more runners and walkers. Consider Scouts, ROTC, work teams, etc.
- Ramp up our marketing to the running team that runs with their special needs kids & adults – similar to Team Hoyt.
- Consider on-site KLAK live radio remote during next year's race – coupled with pre-race radio promotions in the Collin, Denton and Grayson County markets.

Remit Reimbursement

- Sara Thomas, Co-Director Believe! Race Team
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- Please advise if board has any additional questions.
- Thank you again for your support!