

City of Alexandria, Virginia

29.3
6-27-06

MEMORANDUM

DATE: JUNE 27, 2006

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: CONSIDERATION OF MAKING AN EXCEPTION TO THE CITY'S MAJOR EVENTS POLICY TO PERMIT A HURRICANE KATRINA VICTIMS BENEFIT RUN ON SATURDAY, SEPTEMBER 23, 2006

ISSUE: Exception to Major Events Policy.

RECOMMENDATIONS: That City Council:

- (1) Indicate Council's interest in having this charitable 5K run occur in the fall;
- (2) Direct staff and the event organizers to work with the impacted civic associations in developing the proposed event date, time and plans, and;
- (3) Docket this request for an exception to the Major Events Policy to be considered by Council in the fall.

DISCUSSION: Pacers Running Store, located at 1301 King Street, wishes to sponsor a Gulf Coast Relief 5k Run/Walk in the fall in order to continue its efforts to aid victims of Hurricane Katrina. Last year, this run/walk was held in September and raised more than \$124,000 in response to the Hurricane. In addition to the support from City Council for the 2005 event, local residents such as James Carville and Mary Matalin volunteered and supported the event, as did Minzuno Shoe Company and Roll Call Newspaper. For this year's proposed race which will also raise funds to benefit Katrina victims, James Carville has expressed his interest in supporting the event, and Minzuno Shoes and Roll Call Newspaper have also agreed to serve as sponsors.

The Special Events Committee will work with Pacers Running Store during the summer to complete the planning process and to involve the local civic associations. Should the race fall between any of the major events scheduled in the fall, it will be necessary to allow an exception to the Major Events Policy to permit three events to occur in a row. This race is proposed to be

held in the morning, and is completed not later than 11:00 a.m. Streets will be reopened and will be free of trash and debris.

The route for the race is proposed to be the same as the route used last year. It begins at Oronoco Bay Park at Union Street, and proceeds south on Union Street to Franklin Street. It proceeds right on Franklin Street and left on Fairfax Street, left on Jefferson Street and left on Lee Street. It then turns right onto Franklin Street and left on Union Street and proceeds north on Union Street to left on Pendelton Street, right on Fairfax Street, left on Second Street, right on Royal Street, right on Third Street to bike path to finish line at the park just beyond Madison Street.

FISCAL IMPACT: Costs associated with the 5k Run/Walk will be paid for by the event sponsors.

STAFF:

Kirk Kincannon, Director, Recreation, Parks and Cultural Activities

Janet Barnett, Deputy Director, Recreation, Parks and Cultural Activities

Cheryl Lawrence, Recreation Supervisor, Recreation, Parks and Cultural Activities