

City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 4, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: CONSIDERATION OF PROPOSAL TO HOLD THE WOODROW WILSON BRIDGE HALF MARATHON RACE IN OLD TOWN ON SEPTEMBER 9, 2010

ISSUE: Proposal to hold the Woodrow Wilson Bridge Half Marathon Race in Old Town on September 9, 2010.

RECOMMENDATION: That City Council support the recommendation of the Special Events Committee to deny the application from the promoters of the proposed Woodrow Wilson Bridge Half Marathon Race to hold part of their race in Old Town and affirm the standing City policy that special events should not occur on consecutive weekends in Old Town. The policy is intended to address the quality of life issues in the area within which the event is held and to limit the number of races in Old Town.

We have suggested that the race sponsors make up the Old Town Alexandria 2.5 mile neighborhood portion of the race on the Maryland side of the Woodrow Wilson Bridge, but they maintain their request to have part of the race in Alexandria. We will support the race from our southern border on South Washington Street to the entrance of the Woodrow Wilson Bridge Trail.

If Council wishes to make an exception to the special events policy, I recommend that it be for this race only next fall. With the opening of National Harbor, Old Town has become a popular addition to race events that incorporate the Woodrow Wilson Bridge bike trail and National Harbor into their route. Thus we can expect to receive similar requests in the future. As noted below, staff is developing a foot race policy to bring to Council for consideration in June to address the considerable impact of requests for new similar race events in addition to those already scheduled.

BACKGROUND: On January 23, 2010, City Council approved the updated Special Events Policies and Procedures Manual. Under this policy, event applicants submit information to the Special Events Committee composed of agency representatives from the Department of Recreation, Parks and Cultural Activities, Police, Fire/Code Administration, Fire/Emergency

Services, Planning and Zoning, T&ES Transportation Division, T&ES Environmental Quality, Health Department, Public Schools, DASH, Risk Management, General Services, Office of Historic Alexandria, and Alexandria Convention and Visitors Association.

The Special Events Committee is authorized to carry out the related provisions of the special events policies and the City Code. After careful review of the application, the Special Events Committee unanimously denied the application for a special events permit based on the following standard requirements which need to be met to obtain approval:

- Events in Old Town with anticipated attendance over 500 are limited to no more than one such event every other weekend in a calendar year. A weekend is defined as beginning Friday, 5 p.m. and continuing through Sunday, 6 p.m.;
- Events will be scheduled to not overly burden any one neighborhood on a consistent basis; and
- The event shall not severely impact the quality of life within the area it is being held.

The race, as proposed, is planned for Sunday, September 19, with an estimated 4,000 runners, one week following the Festival of the Arts scheduled for the weekend of September 11 and 12. Currently, 21 events, on 20 days are scheduled in Old Town through December 31, 2010, resulting in 17 days requiring street closures and/or the removal of parking (Attachment 2). The number of events currently scheduled represents 77% of the weekends available to stage special events.

The applicant is aware that the Special Events Committee has recommended the denial of the special events permit. They are also aware of the suggestion by staff to consider alternative routes identified outside the City of Alexandria to make up the approximately 2.5 miles requested, but have not indicated any desire to change the race route..

DISCUSSION: On November 10, 2009, the City's Special Events Office received an application to hold a portion of a proposed Woodrow Wilson Bridge Half Marathon in the City of Alexandria. The race applicant and race organizer met with the Special Events Committee on January 14, 2010, to provide additional information regarding the proposed race.

The stated purpose of the race is to create a world-class half marathon for at least 4,000 members from around the country to come to Alexandria and National Harbor for the weekend. The race organizer states he has obtained permit approval from the National Park Service for the first eight race miles on the George Washington Memorial Parkway, the Maryland National Capital Park and Planning Commission for miles 12 and 13 on the Woodrow Wilson Bridge and bike path. They have told us they have verbal approval to use Mount Vernon as a staging area.

The proposed race would utilize approximately 2.5 miles of residential neighborhoods in the southern portion of Old Town for about race miles 9 to 11 to achieve the 13.1 miles required to certify a half marathon. The race is proposed to begin south of the City at Mount Vernon and enter the City on Washington Street from the GW Parkway, continue north to Franklin Street, head east to Union Street and head north to Wolfe Street. At Wolfe Street, the race will turn

around and proceed south on Union Street to Franklin Street to South Royal Street and head south to the sidewalk/walking trail leading to the pedestrian entrance of the Woodrow Wilson Bridge and continue east across the river to the National Harbor/Gaylord Resort (Attachment 3).

Runners are expected to enter the City at approximately 8 a.m., and the last runner would exit the City at approximately 10:30 a.m. The impact on the City would be street closures, parking restrictions and impact on traffic flow in Old Town. Cost for City services is estimated at \$6,000 to \$8,000, and is dependent on the time required for all runners to exit the City. Reimbursement of 100% of direct costs by the applicant is required.

In addition, staff discussed the race with the president of the Old Town Civic Association, and he indicated that although there were few concerns raised by community members, the Association was not prepared to endorse an application which does not comply with the City's Special Events Policies. At this point the race promoters have not made contact with the affected Old Town residents on the streets impacted by the race.

As a result of the increase in the number of race applications, the Special Events Committee has formed a Race Subcommittee to develop a written Foot Race Policy for City Council consideration by June 2010. Currently, 21 race/walks and biking events are approved or pending approval for 2010 (Attachment 4). The new policy will include race specific rules and regulations, approved routes (including routes connecting with the Woodrow Wilson Bridge), distances, estimated fees, and desired number of races. In addition, City staff will initiate discussions with representatives from National Harbor to facilitate cooperative planning in events which impact the City of Alexandria.

I appreciate the many hours that the race promoters have spent planning the race, and I understand the desirability of having such a major race go through a part of Old Town. If Council wishes to make an exception to the Special Events Policy, I recommend that it be limited to this race only next fall. As noted above, with the opening of National Harbor and the Woodrow Wilson Bridge bike trail, we expect to receive many requests for race routes that include streets in Old Town. We need to be sensitive to the impact on Old Town residents especially in light of the many activities already on our schedule in this section of the City.

FISCAL IMPACT: The Special Event Policy provides that the applicant is required to reimburse the City 100% of the estimated \$6,000 to \$8,000 of direct costs, and the applicant would reimburse the City as required. Approval would require additional staff administrative time to assist with the coordination of the event.

ATTACHMENTS:

- Attachment 1. Woodrow Wilson Bridge Half Marathon Application
- Attachment 2. 2009 - 2013 Calendar of Events in Old Town Alexandria
- Attachment 3. Proposed Route of the Woodrow Wilson Bridge Half Marathon
- Attachment 4. 2010 Approved/Proposed Race/Walks & Biking

STAFF:

Michele Evans, Deputy City Manager

James Spengler, Director, Department of Recreation, Parks and Cultural Activities (RPCA)

Jack Browand, Director, Marketing, Public Relations and Special Events, RPCA

Cheryl Lawrence, Director, Special Events Office, RPCA

**CITY OF ALEXANDRIA
SPECIAL EVENT APPLICATION & INFORMATION**

This form should be filled in completely and sent to the Department of Recreation, Parks and Cultural Activities, 1108 Jefferson Street, Alexandria, Virginia 22314. Once the application is received, it will be evaluated and approved or disapproved by the City. Organizations should not proceed with promoting their event until approval is received to hold the event. Applications for special events should be received one year before the proposed event is to take place. All fees for City services are due one month in advance of the event date.

I. EVENT INFORMATION

Name of Proposed Event: Woodrow Wilson Bridge Half Marathon		Date(s): September 19, 2010
Event Hours: From 7:00am-11:00am	Set-up Time: 6:00am	Take Down Time: 11:00am
Location: Washington Street, Franklin Street, Union Street	<input checked="" type="checkbox"/> Public Property	<input type="checkbox"/> Private Property
Phone # for Event Information: 703-836-1463		Est. Attendance: 4000
Purpose of Event: Foot race		
Description: (Please include site map for event or route map for race or parade) Road race; please see attached		
Food/Beverages: <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Sales <input type="checkbox"/> Served No Sales/Catered <input type="checkbox"/> On site cooking <input type="checkbox"/> Propane Gas <input type="checkbox"/> Charcoal <input type="checkbox"/> Other: _____		
Alcoholic Beverages (Beer & Wine only): <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Sales <input type="checkbox"/> Served/No Sales		
Street Closure: <input type="checkbox"/> No <input type="checkbox"/> Yes Street Name(s): please see race map		
Request lifting of parking restrictions: <input type="checkbox"/> No		
Request Reserved Parking: <input type="checkbox"/> Yes (indicate dates and times)		
Merchandise Sales: <input type="checkbox"/> Yes Describe:		
Restrooms: <input type="checkbox"/> On site <input type="checkbox"/> Portable Toilets: <u>2</u> #regular units <u>1</u> #handicap units		
Describe arrangements for public access to water: <input type="checkbox"/> Hand washing <input type="checkbox"/> Drinking Bottled water		
Entertainment/Proposed Activities: <input type="checkbox"/> Amusement Rides <input type="checkbox"/> Petting Zoo <input type="checkbox"/> Pony Rides <input type="checkbox"/> Fireworks <input type="checkbox"/> Athletic Demonstration <input type="checkbox"/> Music <input type="checkbox"/> Performers <input type="checkbox"/> Other: _____ General Description/Information:		

Parking: Where will participants park for event? <u>National Harbor</u> Where will attendees park for event? <u>same</u> Arrangements for handicap parking are as follows: <u>same</u>

II. FINANCIAL INFORMATION

Will fees be collected? <input checked="" type="checkbox"/> Yes	Will tickets be sold or admission charged? <input type="checkbox"/> No
Insurance: Does organization have liability coverage that will apply to this event? <input checked="" type="checkbox"/> Yes If Yes, please state name of insurance company and the limits of coverage provided: <u>\$1 mill/unlimited RRCA</u>	
Are there corporate sponsors? <input checked="" type="checkbox"/> Yes-Describe contribution and what they are receiving in return: <u>exposure</u>	
Is this a non-profit organization? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes-Name or group/organization to which profits will be donated: _____	
What percent of the net income made from the event will go to the nonprofit group? <u>Varies; typically 80-100%</u>	

III. APPLICANT INFORMATION

Organization: Pacers Events	Address: <u>1301 King Street</u> City/State: <u>Alexandria</u> Zip Code: <u>22314</u>
Representative: Kathy Dalby Title: Race Director	Address: <u>same</u> City/State: _____ Zip Code: _____
Phone # Day Time: 202-297-6044	Phone # Evening: same
Fax #: 703-997-0463	E-mail: <u>Kathy@runpacers.com</u> Cell Phone: 202-297-6044
Purpose of Organization: road race management company	

CERTIFICATION AND ACKNOWLEDGMENT OF APPLICANT

The undersigned certifies that he or she is familiar with the rules, regulations and responsibilities of the use of City facilities and equipment and that the same will be enforced and honored by the sponsoring organization. The undersigned further certifies that he or she is the legally authorized representative of the sponsoring organization, and has the legal authority to submit this application and to enter into binding contracts on behalf of the organization. The undersigned further certifies that the information furnished in this application is true and correct to the best of the undersigned knowledge and information.

The undersigned acknowledges that issuance of a permit for use of facilities and recreational equipment

is contingent upon approval of this application by the Director of the Department of Recreation, Parks and Cultural Activities, and that receipt of deposit is required, if applicable, and that payment for City services is payable one month in advance of the event.

Name and Title Kathryn J. Dalby/Race Director

A handwritten signature in cursive script, appearing to read "Kathryn J. Dalby". The signature is written in black ink on a white background.

Signature _____ Date 11/10/09

Woodrow Wilson Bridge Half Marathon

USATF Certified course

Takeoff: Mount Vernon
Destination: National Harbor

September 19, 2010, 7:30 a.m.

Event Owner/Director
Endurance Enterprises d/b/a
Steve Nearman, President

Sponsor & venue
**National Harbor/
Peterson Cos.**

Race Management
**Pacers Events/
Kathy Dalby, RD**

Pacers Running Stores – official running store partner

Powerade – official sports drink

Doreen Gentzler, NBC-4 – official race celebrity and entrant

Charity Partners – pooled funds for multiple donations to approximately eight charitable area organizations

Purpose –

The purpose of the race is to create a world-class half marathon (13.1-mile race) in the Washington, DC metropolitan area, to attract 4,000 runners from around the country to come to Alexandria and National Harbor for the weekend. Race to serve as 2010 Potomac Valley Association Half Marathon championship and possibly United States Association of Blind Athletes national half marathon championship.

Permitting –

- **Permit approved by National Park Service for first eight miles of course on George Washington Memorial Parkway;**
- **Seeking approval after meeting with Alexandria Mayor William Euille in 2007 to use Old Town streets for Miles 9 through 11;**

- **Approval received from Maryland National Capital Park and Planning Commission for miles 12 and 13 (along the bicycle path on the bridge);**
- **Received verbal approval from Jamie Bosket, Director of Special Events, Mount Vernon, to use staging area for Mount Vernon start**

Course –

The course is exactly the same as the first 9.375 miles of the George Washington Parkway Classic in April (the race management company for that race will also be my race management company). The start will be at Mount Vernon, travelling up GW Parkway to Washington Street in Old Town, right on Franklin Street, then left onto Union Street to the corner of Union Street and Wolfe Street (9.375 miles).

At that point, runners make a u-turn and head back down Union Street to a right onto Franklin Street. Depending upon the concensus of the City and police, we can take the runners back up Franklin and left onto Washington Street to the bike path over the Wilson Bridge or take the runners up Franklin to left onto S. Royal Street, past St. Mary's School and under the bridge, then quick right up the sidewalk ramp to the sidewalk on Washington Street, quick right onto the sidewalk and right again onto the bike path over the Bridge. The latter plan would clear off Franklin Street quicker.

Race leaders should reach the 8-mile mark into the City of Alexandria on South Washington Street (Porto Vecchio) just past 8 a.m. and last participants should be clear from Alexandria and onto the Wilson Bridge by 10:15 a.m. at the latest.

Parking –

Boutiful parking will be accommodated at National Harbor, with bus transportation to the start at Mount Vernon.

Sponsors –

Since we do not have permits for the course, I have not secured sponsorship. However, the Peterson Companies at National Harbor will be integrally involved in the sponsorship of the event. Once permits have been secured, I will solicit potential sponsors nationally, regionally and locally, as well as support from the local tourism bureaus including Mount Vernon, Alexandria and Prince George's County.

Financial Goal –

First year, the goal is to meet expenses through race entry fees. The proposed budget sees this is a reality. I intend to personally make up any shortfall if there is such and to retain any profits for the next year's race.

2009 - 2013 Calendar of Events in Old Town Alexandria

	Special Events	Location	Time	2010 Date
1	G.W. Birthday Parade/One Mile Win Sprint (1 & 2)	Cameron, Royal, Fairfax Streets & Assembly Area	12-2pm	02/15/10
2	St. Patrick's Day Parade/Dog & Antique Car Show (1 & 2)	King, Royal, Fairfax Streets & Assembly Areas	10am-3pm	03/06/10
3	National Tartan Day (2)	Market Square	12pm	04/10/10
4	Days of Remembrance (2)	Market Square	12-1pm	04/13/10
5	GW Parkway Classic 10 Mile Race (1 & 2)	GW Parkway(South) to Oronoco Bay Park	6am-12pm	04/25/10
6	Spring for Alexandria	Market Square	12-5pm	05/07/10
7	Colin Casey Fun Run/St. Mary's Fair (1 & 2)	Royal, Franklin and Union Streets	8-11am	05/16/10
8	City of Alexandria Bike to Work Day	Market Square	5:30-9:30am	05/21/10
9	Taste of Old Town North	Montgomery Park	4-8pm	05/27/10
10	Volunteer Alexandria Arts & Crafts Show (2)	Market Square	12-6pm	06/05/10
	Volunteer Alexandria Arts & Crafts Show (2)	Market Square	12-6pm	06/06/10
11	USA/Alexandria Birthday (1 & 2)	Oronoco Bay Park	6-10pm	07/10/10
12	Friendship Firehouse Festival (1 & 2)	Friendship Firehouse/Alfred Street	10am-3pm	08/07/10
13	Irish Festival (1 & 2)	Waterfront Park/Strand Street	12-7pm	08/14/10
14	Alexandria Festival of the Arts (1 & 2)	King Street (Washington to Union Streets)	10am -7pm	09/11/10
	Alexandria Festival of the Arts (1 & 2)	King Street (Washington to Union Streets)	10am-5pm	09/12/10
15	Old Town Dog Walk	Sidewalk Route in Old Town	9-11am	09/12/10
16	Paws in the Park	Montgomery Park	11am-1pm	10/23/10
17	City Tree Lighting Program (2)	Market Square	7-9pm	11/26/10
18	Upper King Street Tree Lighting (2)	King Street Garden Park	5-6pm	11/26/10
19	Scottish Christmas Walk (1 & 2)	Asaph, Queen, Fairfax and King Streets	10:30am-12:30pm	12/04/10
20	Parade of Boats (2)	City Marina	3-7pm	12/04/10
21	First Night Alexandria	King Street/Old Town	6pm-12am	12/31/10

Other Activities

Upper King Street Fresh Farmers Market (2)	King Street Gardens Park (Wednesdays)	1-7:30pm	May-Oct
Spring, Summer and Holiday Concerts (2)	Various Old Town Locations	Varies	Varies
Supper Under the Stars (2)	King Street Gardens Park	Varies	Varies
Weddings at Waterfront Park - Average 12 per year (2)	Waterfront and Oronoco Bay Parks	Varies	Varies

(1) Requires Street Closures

(2) Requires Parking Removal

**City of Alexandria
2010 Approved/Proposed Race/Walks & Biking**

Event	Date	Location
George Washington Birthday 10K	February	Eisenhower Valley
George Washington Birthday Win Sprint (New) – 1 mile	February	Old Town One Year Approval
Run vs Row – 5K	March - TBD	Old Town
Project Discovery	April	Ft. Ward Park/Minnie Howard
Sip & Dip Autism Walk – 5K	April – Pending Final Review	Eisenhower Valley
March for the Babies – 5K	April – Pending Final Review	Eisenhower Valley
GW Parkway Classis – 10 mile	April	Old Town
Alexandria Running Festival Half Marathon	May	Eisenhower Valley One Year Approval
Human Resource Command US Army Fun Run – 5K	May	Eisenhower Valley
Tucker Elementary 5K Run & Walk	May Inquiry Made – Application Not Submitted	AL Boothe Park, Brenman Park, and Holmes Run Parkway Trails
Bike DC in Alexandria 2010	May Inquiry Made – Application Not Submitted	City of Alexandria Bike Trails and Streets
Fight Childhood Obesity/YMCA – 5K	May – Pending Final Review	Eisenhower Valley
NOVA/DC Metro Vision Walk – 5K	May – Pending Final Review	NOVA Community College Alexandria Campus
National Red Cross - 5K	June	Eisenhower Valley
Dash for Dad – 10K	September	Eisenhower Valley
Old Town Doggie Walk	September	Old Town
WW Bridge Half Marathon	September Recommending Denial	Old Town
Walk to Fight Breast Cancer - 1K, 3K & 5K	October	Eisenhower Valley
BA 1K & 5K Walk	November	Eisenhower Valley
MMRF 5K	November	Eisenhower Valley
Turkey Trot – 5 mile	November	Del Ray

Note Pending Approval: Applicant has changed condition of original application and further clarification has been requested.

Total Approved/Proposed 2010 Race/Walks & Biking: 21

- Old Town: 5
- Eisenhower Valley: 11
- West End: 3
- Del Ray: 1
- Bike Trails: 1