

# Event Overview

## 2017 Fox Valley Marathon Races

 Advocate Health Care

# FOX VALLEY MARATHON



26.2 | 20 | 13.1 | Kids





## Introduction

Celebrating and preparing for our 8th year the Fox Valley Marathon Races together with the support of sponsors, communities, local business, press, staff, and volunteers have been able to exceed our goals by providing a high quality event for runners. At the same time we showcase our host communities and promote local businesses and support our local charities.



## Event Overview

The Fox Valley Marathon Races are 7 races (2 spring, 5 fall)



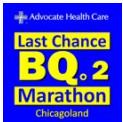
### SATURDAY April 22

- Advocate Health Care Spring Chance BQ.2 Marathon (Geneva, IL)



### SUNDAY April 23

- PR.1 Chance Half Marathon (Geneva, IL)



### SATURDAY, September 9

- Advocate Health Care Last Chance BQ.2 Marathon (Geneva, IL) . America's #1 Boston Qualifier

### FRIDAY, SATURDAY September 15 & 16

- Fox Valley Marathon Races Health & Fitness Expo



### SATURDAY September 16

- CASA Kane County Fox Valley Kids Marathon



### SUNDAY September 17

- Fox Valley Half Marathon (13.1 miles)
- Fall Final 20™ (20 miles)
- Advocate Health Care Fox Valley Marathon (26.2 miles)

In addition we host a free series of course "test drives" 6 times during the summer bringing 300-500 of runners for each to the Fox Valley area leading up to race weekend.



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## First 7 years Notable Accomplishments

- The largest single day sports event in the Fox Valley area.
- Nationally recognized and one of the most highly regarded running events in the Chicagoland area.
- Top 25 Boston Qualifier (2011) and an annual Top 30 Boston Qualifier
- Named “Best Marathon, 2012” by Chicago Magazine
- Named “Top 25 Midwest Marathon” by Chicago Athlete Magazine
- Created Last Chance BQ.2 Marathon which is currently the fastest Boston Marathon Qualifying race in America over the past 3 years.
- Named to “10 Must-Do Midwest Races” by Competitor Magazine
- Developed a Charity Partner Program that has brought in nearly \$480,000 to our neighbors in need
- Developed the CASA Kane County Fox Valley Kids Marathon where thousands of kids have discovered a more healthy lifestyle
- Developed the Fall Final 20™, believed to be a first in endurance races. Designed to attract runners to the area who will be running the Chicago Marathon three weeks later and give them a complete race prep experience
- Developed the Race Flex™ option, also believed to be a first in endurance racing. This option gives the runner their choice of our three races at packet pickup thereby giving them ‘Race Assurance’
- All races have sold out in each of our first seven years.



## 2010-2016 Demographics

- Brought nearly 20,500 runners from across the US, Canada, Canada, India, Japan, Romania, Netherlands, Brazil, Germany and Australia to the Fox Valley Area
- Routinely attract runners from an average of 35 states each year. In fact, we have had only four states ever not represented at FVM.
- Although we have a strong national representation most of our runners are from Illinois with an average of 87% annually
- Annually approximately 25% of our runners are first time half or full marathoners



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## The Economic Impact of the Fox Valley Marathon Races

Following the 2015 races we commissioned a study by the Economics Department at Kent State University. The study was headed up by Dr. Shawn Rohlin, Assistant Professor of Economics at Kent State University .

The results of the study are very impressive and copies of the full report are available from us. Here is a quote from the Executive Summary:

“The Fox Valley Races has been an important part of the community since 2010 and has a positive impact on the local economy. In 2015, the marathon, half marathon and Fall Final 20 attracted over 3,080 race participants, of which roughly 49.8 percent were non-local participants.<sup>1</sup> The largest driver of economic activity was spending by non-local participants with \$323,000 spent in the St. Charles region. Non-local guests who watch and supported the participants spent \$67,000. Local import substitution, which is local runner’s spending that was kept in the region because of the race add \$221,000 in direct spending. Using the regional econometric input-output model, the estimated total impact (both direct and indirect) was calculated to be \$1.8 million dollars of increased economic spending. Additionally, the event generated \$912,000 in increased local residents’ incomes and an employment impact of 34.05 full-time equivalent jobs. The majority of the economic activity was spent in the main sectors of the economy, including hotels, restaurants, bars and entertainment. Although, these numbers are slightly smaller than the impact in 2013 due to a slight decrease in participants, the spending per participant was stronger. This economic impact represents a substantial benefit to the local region and demonstrates that the Fox Valley Races provides economic and fiscal benefits in addition to its social and community improvements.

All in all, each dollar spent in the local economy due to the race generated an additional \$1.92 worth of economic activity distributed throughout the local economy. The table below shows the summary of the economic effects from the Fox Valley Races. Additionally, the race contributed \$60,000 to local charities.”

As you can see from this excerpt the Fox Valley Marathon Races have had and will continue to have significant economic benefit to the local area. We will continue to commission a report each year to track the continued growth and impact of the races have



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## 2017 Goals

As we head into 8<sup>th</sup> year our overall goals and refinements:

- Maintain the race field to 3,800 total runners in order to provide runners the best possible race experience
- Continue to grow the CASA Kane County Kids Marathon.
- The Last Chance BQ.2 Marathon continues to be the #1 and fastest Boston Qualifier in the US.
- Add the Spring Chance BQ.2 Marathon in April to help runners preferring a spring race get to Boston on the fastest Boston Qualifying Course in the US.
- Add the PR.1 Half Marathon in April to help runners wishing to run their fastest half
- Further promote health and fitness in the Fox Valley communities
- Provide an intimate, accessible, affordable opportunity for many area runners to complete what has become a lifelong goal
- Provide an extraordinary advertising opportunity by showcasing the Fox Valley area businesses to thousands of participants and spectators all year long
- Introduce runners throughout Chicagoland to the unique running opportunities that the Fox Valley offers
- Involve and supporting area charities through the event with an increasing dollar impact each year
- Promote a healthy lifestyle in children through the CASA Kane County Fox Valley Kids Marathon



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## Specific Event Details

### Advocate Health Care Spring Chance BQ.2 Marathon



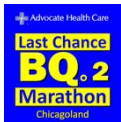
Spring race weekend begins Saturday April 22<sup>nd</sup> with our newest innovation the Spring Chance BQ.2 Marathon. New this year the race was created as a natural compliment to our Last Chance BQ.2 marathon in the fall. The race takes place on the same lightning fast course as the fall race, is capped at 300 runners and draws runners from coast to coast

### PR.1 Half Marathon



Designed as a very small event (300 runners) the PR.1 Half Marathon gives runners of all abilities a great chance to qualify for a Chicago corral, qualify for the New York Marathon or run their personal best (PR) they can do so on the same course as the famous BQ Marathon.

### Advocate Health Care Last Chance BQ.2 Marathon



Fall race week begins Saturday the week before Fox Valley Marathon Races with our newest innovation the Last Chance BQ.2 Marathon. The race was created by us in 2014 as a Boston Qualifying only marathon. The race takes place on the final day of predicted Boston registration and draws runners from coast to coast in their final day to qualify for the most coveted marathon in the sport. Designed to be a small race (300 runners), the event has established itself as the recognized #1 Boston Qualifying Races in the USA.

	<b>America's #1 Boston Qualifying Races!!!</b>			
	<b>Run.</b>	<b>Qualify.</b>	<b>Register.</b>	
	Saturday April 22 Geneva, IL	300 Boston-Focused Runners Elite Runner Treatment	Saturday September 9 Geneva, IL	



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## Fox Valley Marathon Health & Fitness Expo

Continuing race week our Fox Valley Marathon Health & Fitness Expo takes place Friday & Sunday. Thousands of runners and spectators come to the Expo to pick up their race packet and goody bag as well as to visit with the many vendors exhibiting there. It brings the same runners into town before race day where they also get a chance to sample the area business and attractions.

## CASA Kane County Fox Valley Kids Marathon



Designed to promote a healthy lifestyle, kids who participate agree to run/walk 1 mile a week leading up to race weekend for a total of 25 miles. On race weekend they complete their marathon by run/walking their final 1.2 miles crossing the same start and finish lines as the FVM Races the next day. Successful finishers receive a beautiful medal commemorating their achievement as well as other great items from us. This event has become extremely popular with the area kids but also the parents who often participate with them in a summer long mutual running experience.



## Fox Valley Marathon Races



The three races offer a variety of distances for any participant interested in endurance running. In fact we believe we are the only event in the US offering all three distances in one event. All races start and finish in downtown St. Charles and take runners through the towns of Geneva, Batavia, North Aurora and Aurora, highlighting their respective park districts, the Fox River Trail, and Kane County Forest Preserves.

**The Half Marathon** is an event achievable by all runners. It is a logical step up from a fitness program that includes any running, has the appeal of immediate recognition, and is an impressive goal for beginning runners to work toward. A runner can complete many halves within a single year, and its popularity is booming. Pairing the event with a marathon gives the Fox Valley Half a unique appeal among the spring and fall halves throughout the area, particularly as a natural choice for runners with longer term dreams of someday completing a full marathon.





**The Fall Final 20™** is an innovative event that was sparked by our proximity to the Chicago Marathon and its 45,000 runners. Our races are timed so the 20 fits directly into Chicago training schedules, and we offer runners the first (and still the only) 20 mile ‘marathon dress rehearsal’ in the country, complete with marathon race atmosphere, full aid stations, pace groups, shirts, and finisher medals.

**The Marathon** is our signature event and the standard among endurance race distances. It is the ultimate challenge for most runners and the one that gets the lion’s share of the press. The sport of marathoning has exploded in the USA and especially in the last 7 years. Each year the goal of completing a marathon has attracted record participant and finisher numbers. The increase in 2011 alone was 2.5 times the increase of 2010 with over 518,000 finishers nationwide. Marathons continue to sell out in record time coast to coast. In 2013 Chicago recently sold out their 45,000 entries in a single day and has since gone to a lottery system for 2014.

The Advocate Dreyer Fox Valley Marathon, with an ideal setting, event date, and geographic location has become the premier running event in Chicago’s western suburbs. While it won’t grow to be the size of the mega-races, it has become large enough to become well known nationwide as a great destination marathon with all the big race amenities, small race hospitality, and a beautiful, fast, friendly course.

**Race Flex™** is a very popular option we developed, believed to be the only program of it’s type in endurance racing. Simply put, it is ‘Race Assurance’ for runners giving them the option of choosing which of our 3 races they would like to run at packet pickup instead of choosing one of the three at registration.

