

To: The Plano City Council and Staff
Fr: Jack Bick, President, Collin County Marathon

PROPOSAL

Marathon: 26.2 miles, 6:30 a.m., March 4, 2012, starting at the Ballfields (Craig Ranch)
The Plano portion is 6.2 miles beginning at McDermott and Custer Roads,
proceeding west to Rasor Road, north to S.H. 121 the Plano city limits.

Runners would enter the city limits at 7:20 a.m. a.m. and the last runner would
Exit the city at 10:45 a.m. Runners who are running at a slower pace,
will be taken from the course near the one-half marker at Russel Creek Park.

The police duty would be over when the chase car passes and we pick up the
cones and barricades immediately after the last runner.

Five or six water stations will serve the runners in Plano with two or three
also serving as medical aid stations.

We would invite the Plano Fire and Rescue to have a unit at one of the aid
stations but they would be free to respond to emergencies other than
marathon emergencies.

The number of police volunteers needed must be determined with the police.

We will work with the HOAs and the any churches to facilitate traffic needs.
All of these have ingress and egress options other than the race route.

With the consent of the City Council, Plano would be designated a Sponsor.
The city logo would be on all publicity and the shirt. The city would have
VIP tickets. There would be no fee for the sponsorship.

MORE DETAILS

The City of Plano has an opportunity to have a first class event in its city at no cost yet with many benefits. Marathons bring many benefits to a city including publicity, tax dollars and a positive image. Predicting how much is difficult to determine.

We are a For Profit company. Just like a Not-For-Profit company we will have paid staff and several charitable entities in the county will benefit from the proceeds.

We intend to create a first-class event in cooperation with cities in Collin County. We can draw a considerable number of runners because the weather is favorable in March, there are a minimum of turns and there is very little elevation change. That is a formula for fast times and that attracts runners. There are thousands of runners in Collin County and Plano.

We have a strong team including:

John Bick has been involved in sports marketing for over 10 years and will be responsible for marketing, volunteers and community involvement.

Michelle Huddleston is an avid runner who produces eight events per year herself and handles timing and other logistics for over 30 events per year. She will lead logistics.

Marcus Grunewald is the executive director of the White Rock Marathon who is an advisor for the first race.

Stephanie Terrell is a marathon veteran and racing entrepreneur from Austin Texas who has been helping for the past year.

Kris Falvo of the YMCA is instrumental in the presentation of the Turkey Trot for several years.

Jack Bick is a marketer and salesman for almost a half century will be administrative leader, city liaison and sponsorship sales leader.

There are many others who are just waiting for the signal that we have finalized the agreements with the cities.

We will involve business people who are marathoners to in turn recruit other C-level people to participate from around the country. We intend to advertise across Texas and surrounding states to bring out of town dollars to the area. There is an average of two spectators for every runner at other events. They fill hotels and restaurants the day before, during and after the race. They shop, too.

There are many details and questions to be answered in producing this event on March 4, 2012. There are only two absolutes, that date and 26.2 miles. So we are open to your input including your staff. There will also be a half marathon and, hopefully, a one mile fun run included.

The beauty is that we are not seeking one dime of city money. You get a first class event without burdening the staff or spending money

There are many private sponsorship dollars available because companies want the community involvement, direct connections, product placement and customer feedback that events can provide.

There are three considerations: Safety, Staffing and Administrative Rules:

Safety: We want the course to be safe. Our insurance is \$8000. It skyrockets if there is a safety problem. We understand the logic behind not mixing people and cars as well as having sworn police to stop traffic. Private ambulances will be stationed along the course and trailing the runners. If an emergency arises needing the Plano Paramedics, they can be called in like any other emergency.

Staffing: Having police staff volunteer for off duty work can sometimes be a challenge. This may or may not be a problem since the early months of the year do not provide officers with as many extra-duty opportunities as the summer and holidays.

Also by using officers from other jurisdictions we can help alleviate the problem including Collin College, DART, Richardson Police and Dallas Police. The Dallas Radio Club will provide over 60 people to send alerts across the route and to the officers.

The Collin County Sheriff's Department is ready to assist in any way.

Administrative Rules: We accept the responsibility of Notification. We even will work with each church and HOA that is on the route to establish an ingress/egress plan, just as the city does when there is construction.

Collin County Marathon Route for March 4, 2012

McKinney (4.2 miles)

Start at the Ballfields at Craig Ranch

Turn right on Alma

Turn right on Collin McKinney

Turn left on Stacy

Turn right on Ridge

Turn right on McKinney Ranch

Turn right on Lake Forest

Allen (6.1 miles)

Becomes Watters in Allen

Turn right on McDermott

Plano (6.2 miles)

Turn left into Russell Creek Park; follow trail

Turn left on McDermott

Turn right on Rasor

Frisco (5.5 miles)

Becomes Hillcrest in Frisco

Turn right on Rolator

McKinney (4.5 miles)

Becomes Collin McKinney in McKinney

Turn right on TPC

Turn left on Ben Hogan

Turn left on Weiskopf

Turn right on Van Tuyl

Turn left on Dr. Kenneth Cooper

Turn right on Chief Spotted Tail

Turn right on Squeezepenny

Turn left on Kickapoo

Turn right on Esplanade

Zigzag to Meyers

Turn left on Van Tuyl

Turn right on Alma

Turn left into the Ballfields

N.B. Mileage adds to 26.5 miles. Traveling by car is less efficient than the official certification on bicycle. Typically, the certification comes in .2 to .3 miles less. The Start/Finish can be adjusted at the Ballfields to meet the 26.2 mile requirement.

Collin County Marathon 2012 Times City to City

Start	6:30 a.m. 6:50 all runners on the course
Allen	6:50 first runners enter Allen 7:50 last runners enter Allen
Plano	7:20 first runners enter Plano 9:15 last runners enter Plano
Frisco	7:50 first runners enter Frisco 10:45 last runners enter Frisco
McKinney	8:15 first runners enter McKinney Noon last runners enter McKinney
Finish	8:40 first runners pass Finish 12:45 last runners pass Finish

Times runners are within each city.

McKinney-from Start 6:30 until 7:50 a.m. (1:20)

Allen from 6:50 until 9:15 a.m. (2:25)

Plano from 7:20 until 10:45 a.m. (3:25)

Frisco from 7:50 until Noon (4:10)

McKinney-to Finish 8:15 a.m. until 12:45 (4:30)