

2016 Not So Normal Full and Half Marathon

When: April 2, 2017

Future Requested Dates:

- Sunday, April 8, 2018 – Easter is April 1, 2018
- Sunday, April 7, 2019 – Easter is April 21, 2019
- Sunday, April 5, 2020 – Easter is April 12, 2020

Where: Carrboro, NC starting and finishing at Town Commons

Race Starting Times: 7:30am for all races

Race Distances: Quarter Marathon (6.55 miles/1 loop), Half Marathon (13.1 miles/2 loops), Three Quarter Marathon (19.65 miles/3 loops)

Race Ending Times: This will be a 5-hour course with runners required to maintain a 14 minute per mile pace. If the three quarter marathon runners do not hit the ~18-mile mark, Jasmine Court and Robert Hunt, by 11:40am they will be required to stop running, move to the sidewalk until they reach the finish line.

Beneficiary: Not So Normal Fund, Inc. is a non-profit corporation in the State of North Carolina and in the process of becoming a 501c3 as of the date of this application. It will use 100% of the race proceeds to help fund the following projects, subject to change:

1. A new construction house for Orange County Habitat for Humanity
2. The new grant program at the Chapel Hill/Carrboro PTA Thrift Shop
3. An emergency fund at Miracle Feet

Additional projects will be added through the grant application process utilized by the Not So Normal Foundation.

What are the main objectives of this event? (Narrative): The 2017 Not So Normal Run is a celebration of community and philanthropy, with a little exercise thrown in. The goal is to create a destination running weekend where people will travel to Carrboro from across the state and the region to participate in not only the runs but also enjoy all that Carrboro and Orange County has to offer. The ultimate goal is for everyone that runs to be running for a cause and that every event benefit a different, local non-profit. The only events on Town property as of the date of this application will be the Start/Finish and subsequent celebration at Town Commons, plus the race on the roads of course.

How do the event objectives meet the Town of Carrboro's goals for Town Sponsored events? (See eligibility requirement # 6 above): The core objective of the Not So Normal Run Weekend is to highlight as much of Carrboro as possible to as many people as possible. To showcase the incredible art scene, amazing restaurants, diverse entertainment options, and the local businesses that call Carrboro home. At the end of the day this is a celebration of community and philanthropy, built to raise awareness of the many local non-profits doing very important work and of the diverse local offerings Carrboro offers to families.

How will you measure the success of reaching the event objectives? : Success will be measured by the number of people that attend the weekend's events, the money and awareness raised for local non-profits, and the positive impact on local businesses and the community.

Proposed Routes:

Quarter Marathon (1 loop): <http://www.mapmyrun.com/routes/view/1051855089>

Half Marathon (2 loops): <http://www.mapmyrun.com/routes/view/1051859511> Note: The Cheek/Greensboro/Pine add-on is for the 2nd loop only.

Three Quarter Marathon (3 loops): <http://www.mapmyrun.com/routes/view/1051953635> Note: The Cheek/Greensboro/Pike add-on is for loops 2 and 3 only

Course Management: I will work closely with Carrboro Public Works, Orange County DOT, Carrboro Fire, South Orange Rescue Squad, Orange County EMS, UNC Orthopedics, and Carrboro Police to insure there is sufficient coverage on each of the race routes. Since the routes will be almost identical to what we used for the 2016 races all agencies are well prepared for adequate staffing with a few minor tweaks discussed at the 2016 race post mortem meeting.

There will be water/runner aid stations at mile number 2,4, and 6. Each of these stations will be staffed by volunteers who will be trained a week before the races. These stations will be broken down and cleaned up as soon as the last runner passes each one. Portable toilets will be placed every 4 miles on the race course at yet to be determined locations.

Each of the race routes will be marked race morning and consist of directional signs, chalk directions at each turn on the road, and mile markers for each race. Each runner will receive turn by turn directions for their race of choice along with a course map via email when registering, at the Runner Expo, and via a mobile app they can download for free to their phone.

Town Commons Plan: We would like to host the pre-race festivities and after race party at Town Commons from 5:30am to 1:30pm. All activities will end at 1:30pm so people will start leaving. We will have everything cleaned up and looking better than we found it by 5:00pm. Below is a map of Town Commons illustrating the proposed layout for race morning, with each numbered location representing the following set-up:

1. Runner entrance to Town Commons. I will run temporary barricade fencing along both sides of Laurel Ave starting at this point up to just before Main St to keep spectators out of the start/finish area. We will direct anyone needing to park in the handicap spaces in front of Town Hall to enter the lot via Bim St.
2. Temporary and moveable barricades will be placed at each of these locations to prevent car access to the parking lots. The attendant positioned at each of these locations can move them to allow Handicap parking as needed.
3. This is where I will place the portable toilets. There will be 20 of them.
4. We will fence this area on both sides to keep it open for EMS vehicles to enter and exit the lot. Vehicles will enter and exit via Bim St
5. This will be the location for Command Central (timing company, race director, Police, etc.) and EMS, it is as close to the Start/Finish line as I can get and provides quick access to the fenced off area referenced in #4. There will be 4-8 10'x10' popup tents in this area. This area will be fenced in as well
6. Under this permanent structure we will place the runner's recovery food on tables

7. This will be the location for the band. This may be moved based on proximity to power, I am not sure where it is located at exactly.
8. This is where any food vendors we have will set-up. I have not determined who they will be but they will be local of course.
9. This will be the runner recovery zone and be staffed by Proaxis Therapy, Ignite Wellness, and any other wellness partners we add
10. This is where we will setup any kid's activities we decide on and any non-profit and/or business who wants to interact with the runners. Any tents will be the popup 10'x10' style only. Also, we will not have any bounce houses or other play structures. The activities will be arts, physical fitness, and music focused. I will get a full list to you as soon as it is finalized.
11. Trash Bins will be placed throughout the area as well and removed at the end of the event.



Start/Finish Line: This will be positioned at on Laurel Ave just South of West Weaver St. We will use temporary fencing on both sides of Laurel Ave to create a safe chute for runners to start and finish in. A traditional Start/Finish line setup will be used to increase visibility and atmosphere. These races will be timed by Cardinal Racing (subject to change).

Parking Plan: Reducing and eliminating traffic delays outside of the race routes is of

paramount importance as well. To that end we propose the following:

1. We will park staff and volunteers PTA Thrift Shop and OWASA, then they can walk over. PTA has granted permission and we are waiting to hear back from OWASA.
2. Runners and spectators will be encouraged to park in the garage at 300 East Main St. and other Public Parking lots in town
3. Signage will be placed at yet to be determined locations in Carrboro directing spectators and visitors to Carrboro where best to park
4. We will communicate the parking plan to all registered via email in the weeks leading up to the races and post it on our website for spectators and visitors. We will also request it be posted on the Town of Carrboro website and communicated through the Carrboro Business Alliance's database which is comprised of most all Carrboro businesses.

We will not allow cars to park at Town Commons due to potential safety concerns with runners coming and going and people trying to leave the lot in their cars.

Public Information and Race Notification Plan: Communicating the dates, times, and various aspects of the race to local businesses and residents along the race route and the Towns in general is of the utmost importance. To that end we propose the following:

1. Post the general race details and a link back to the notsonormalrun.org website on the Town of Carrboro website
2. Placing yard signs along the race route with the same information 1 week before the race. Any earlier and we have found they just get thrown away and/or stolen
3. An email to the Carrboro Business Alliance's database informing the businesses about the race
4. Posting of the race on all local media websites including Chapelboro/WCHL, Chapel Hill News, Chamber of Commerce, Visitor's Bureau, and any other relevant outlet