



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, February 13, 2023 at 8:30 AM
Town Hall, 151 S. Banner Street**

CALL TO ORDER

ROLL CALL

AGENDA CHANGES

UNSCHEDULED PUBLIC COMMENT

CONSENT AGENDA

1. Minutes of the Regular Meeting of January 9, 2023

NEW BUSINESS

2. Discussion and possible action regarding Town of Elizabeth Façade Grant Recommendation
3. Discussion regarding Town of Elizabeth 5K Run
4. Discussion regarding Gesin Lot Monument

STAFF REPORT

5. Staff Report

BOARD REPORTS

ADJOURNMENT



**MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS
JANUARY 09, 2023**

CALL TO ORDER

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, January 09, 2023, at 8:32 AM by President Tedd Lipka.

ROLL CALL

Present were President Tedd Lipka, Vice President Linda Bulmer, and Board Members Michael Hussey, Jeff Struthers, Kurt Prinslow, and Brandon Jeffress. There was a quorum to conduct business.

Also present were Planner/Project Manager Zach Higgins, Town Administrator Patrick Davidson, Deputy Town Clerk Harmony Malakowski, and Community Development Administrative Assistant Dianna Hiatt.

AGENDA CHANGES

No agenda changes from Staff or Board Members. Agenda set.

UNSCHEDULED PUBLIC COMMENT

There was no unscheduled public comment.

CONSENT AGENDA

1. Minutes of the Regular Meeting of December 12, 2022

Motion by Mr. Hussey, seconded by Mr. Jeffress, to approve the minutes from December 12, 2022.

The vote of those Board Members present was unanimously in favor. Motion carried.

NEW BUSINESS

2. Discussion and possible action on appointment of 2023 President and Vice President

Motion by Mr. Hussey, seconded by Mr. Jeffress, to nominate Tedd Lipka as President and Linda Bulmer as Vice President for 2023.

The vote of those Board Members present was unanimously in favor. Motion carried.



3. Discussion and possible action on Main Street Board of Directors Resolution 23-01, a Resolution establishing a designated public place for the posting of meeting notices pursuant to C.R.S. 24-6-402(2)(c)

Motion by Mr. Hussey, seconded by Mr. Prinslow, to approve the Main Street Board of Directors Resolution 23-01, a Resolution establishing a designated public place for the posting of meeting notices pursuant to C.R.S. 24-6-402(2)(c).

The vote of those Board Members present was unanimously in favor. Motion carried.

4. Discussion regarding 2023 Town of Elizabeth Farmers' Market

The Board provided some ideas and changes for staff to pursue regarding the upcoming Market. Staff will set up a meeting to discuss items with The Elizabeth Brewing Company.

STAFF REPORTS

- Planner/Project Manager Higgins reminded the Board about upcoming trainings.
- Mr. Prinslow had a question regarding gateway signage at the Gesin Lot. Further discussion occurred regarding the status of development on the Gesin Lot.
- Discussion regarding the Odd Fellows Building.
- Mr. Jeffress had a question regarding the joint meeting with the Historic Board.
- Mr. Hussey would like to discuss the Christmas ornament theme for next year.
- Vice President Bulmer had a question regarding sidewalk repair.

BOARD REPORTS

- Vice President Bulmer wanted to let Public Works know that she appreciated the effort they made on keeping Main Street plowed during the last snowstorm.

ADJOURNMENT

Motion by Mr. Hussey, seconded by Vice President Bulmer, to adjourn the meeting at 9:20 AM. The vote of those Board Members present was unanimously in favor. Motion carried.

President Tedd Lipka

Deputy Town Clerk Harmony Malakowski



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: February 13, 2023
SUBJECT: Façade Improvement Grant Request

SUMMARY

As a way to preserve the buildings on the Town's Historic Register or within a future Historic District, the Town could implement a Façade Improvement Grant. This grant would also provide incentive to become an individual registered building or become part of a future historic district.

Attached are façade improvement programs/grants from Dillon, Denver, Louisville, and Brush. They range from \$500 to \$100,000+. Matching of funds is a typical requirement of these programs/grants.

STAFF RECOMMENDATION

Staff recommends that the Main Street Board of Directors consider recommending the creation of a Façade Improvement Grant to the Board of Trustees.

ATTACHMENTS

Dillon Façade Improvement Grant

Denver Façade Improvement Grant

Louisville Façade Improvement Grant

Brush Façade Program

Dillon Façade Improvement Grant

Dillon Façade Improvement Program

Goals

- To partner with property owners and businesses to elevate the quality of the downtown area and align with the Mountain Lakestyle Architectural Guidelines
- To draw more businesses, residents and guests to the downtown area

Eligibility

- Properties located in the Core Area zoning district
- Only property owners may apply for the program

Projects for Consideration

- Façade improvements
- Enhance outdoor spaces for public use
- Improve landscaping and reduce water usage
- Enhance walkability and engagement with the public

Funding

- Town will match 100% of project up to \$25,000
- Payment made to property owner upon submittal of detailed receipts and completion of improvements

Other Details

- Project must follow all town and county permitting requirements
- Project must be completed within one year of approval

If you are interested or would like to discuss the program in more detail, please contact Carri McDonnell, carrim@townofdillon.com or 970-262-3404.



BUSINESS FAÇADE IMPROVEMENT PROGRAM

IMPROVE YOUR STOREFRONT - ON US!



DENVER
ECONOMIC DEVELOPMENT
& OPPORTUNITY

Small businesses are the front doors to our communities - and we want yours to look amazing!

Denver Economic Development & Opportunity's Business Façade Improvement Program provides grants up to \$75,000 per small business or property to improve their appearance and curb appeal.

ELIGIBLE IMPROVEMENTS INCLUDE:

- Façade improvements (any side of the building visible from the street)
- Architectural, design and related professional fees
- Labor, materials, and fixtures
- Rehabilitation of exterior façade to recover and/or preserve significant historical and architectural features of the structure
- Gutters and downspouts
- Doors and windows
- Exterior painting and attached exterior lighting
- Siding and trim treatments including awnings and planter boxes
- Soffit and fascia
- Fencing to enhance the outward appearance
- Appropriately scaled window areas for display or for looking into a retail business, restaurant, or service business, with lighting to facilitate night viewing
- Signs that are integrated into the architecture of the building
- Removal of barriers to access for people with disabilities
- Addition or repair of awnings or shade mechanisms affixed to the building
- Blight improvements
- Interior code violations (e.g. accessibility, fire alarms, mold)

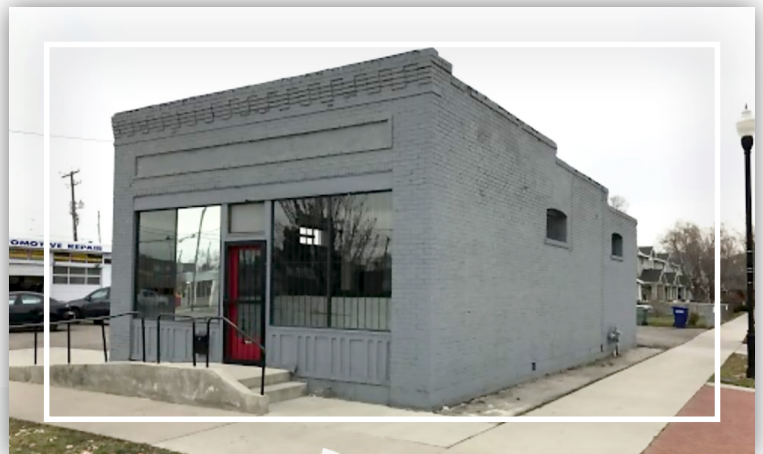
Grant applications will close by December 21, 2022 if not sooner, depending on program demand. Apply early! **Preference will be given to businesses in NEST neighborhoods and/or applicants who can contribute at least 10% of project budget.**



SCAN TO APPLY.

Give the outside appearance of your small business the upgrade it deserves!

qrco.de/bdROUg



Facade Improvement Program



Façade Improvement Program

Investing in the maintenance and vibrancy of commercial structures



The Louisville Revitalization Commission (LRC) is offering a newly created Façade Improvement Program for businesses within the qualifying Highway 42 Urban Renewal Area. The Program is intended to encourage investment in and maintenance of permanent exterior building face improvements. \$250,000 is available for calendar year 2022. This funding is available on a first come, first serve basis and is awarded as a reimbursement of eligible project costs based on the total cost of the project. Funding is awarded on a tiered basis so that smaller projects receive a higher reimbursement percentage; please see the Reimbursement Schedule for full details.

Program Eligibility

- All commercial properties located within the Highway 42 Urban Renewal Area (URA).
- Business entities must be registered with the Colorado Secretary of State and be current on filings and payment

Program Requirements

- A completed Application must be submitted to the LRC, which includes all of the following:
 - Detailed project narrative;

- Pictures of existing façade;
 - Proposed building elevations;
 - Cut sheets for windows;
 - W9 for business entity;
 - Estimated cost of improvements; and
 - Confirmation of year building constructed.
- If the business rather than the property owner is the applicant, they must submit a letter from the property owner authorizing the work
 - Requests for buildings built prior to 1955 must also complete a review with the Louisville Historic Preservation Commission
 - Significant changes must also complete a review with Planning
 - Upon approval, applicant must agree to and execute an improvement agreement with the LRC
 - Applicant must obtain all required permits and complete improvements prior to receiving program reimbursement

Reimbursement Schedule

Eligible Project Costs	Percentage to be Reimbursed
\$0 - \$15,000	100% reimbursable
\$15,000 - \$50,000	75% reimbursable
\$50,000 - \$100,000	50% reimbursable
\$100,000 +	Reviewed on a case-by-case basis

Eligible Improvements

The following improvements are considered eligible for reimbursement under the Façade Improvement Program; improvements outside of this list that are conducted in the same scope will be excluded from funding:

- Restoration and cleaning of masonry (brick, stone and concrete);
- Repair or replacement of windows (historic windows should be repaired);
- Lighting attached to the building;
- Restoration and repair of original architectural details;
- Removal of inappropriate façade materials;
- Installation or repair of awnings or canopies;
- Improvements to alley entryways;

- Parking lot/infrastructure improvements that are accessible to the general public (landscaping, bike racks, etc.);
- Creation of or improvements to outdoor seating areas (only permanent changes, not including furniture or fixtures);
- Repair or replacement of primary/main doors;
- Painting (when determined to be of an appropriate nature for the character of the property and neighborhood);
- Permanent or reusable signage that meets sign code requirements (when determined to be of an appropriate nature for the character of the property and neighborhood); and
- Zoning review fees or architectural costs.

Improvements that were completed prior to application, in-progress improvements that did not receive all required permits, improvements that are covered by insurance, and improvements that are not compatible with the original character of the building or neighborhood are also not eligible for reimbursement through the Façade Improvement Program.

Approval Process

The process begins with the submittal of a complete application and ends once the applicant has completed the improvements. The approval will likely take a minimum of four weeks, since each application must be submitted to the LRC after staff review. Improvements to buildings that were built prior to 1955 or improvements that constitute a substantial change will require additional reviews by the Historic Preservation Commission (HPC) or Planning, respectively.

- Business submits completed application to City
- Staff reviews application for completeness and scope of work
- City drafts review and recommendation to LRC
- Application reviewed @ LRC meeting (LRC meets once per month)
- If approved, applicant signs project agreement
- City confirms applicant has obtained or is in process for building permit
- Project improvement completed
- City verifies all approvals and permit completion
- Issue program rebate

Review the workflow the City will utilize to process applications.

Interested? Apply [HERE!](#)

Facade Improvement Program Handout (English)

Facade Improvement Program Handout (Spanish)

Highway 42 Urban Renewal Area Map

Contact

Austin Brown, Economic Vitality Specialist: abrown@louisvilleco.gov or 303-335-4529

Facade Grant

Façade Enhancement Grant Program Description

Façade Enhancement Grant Program Guidelines and Application



Before submitting an application, please read the guidelines carefully. Guidelines are included within the link above or below for your convenience.

The City of Brush! Community Development Department and Historic Preservation Board, in partnership with the Brush Area Chamber of Commerce Design Committee, in their continuing effort to support the development of local small commercial and retail businesses facilitate the Façade Enhancement Grant Program for all business owners and operators within the City limits. The following outlines the details of The City of Brush! Façade Enhancement Grant Program.

What is a Façade Enhancement Grant Program?

The City wishes to encourage and support building and business owner investment in the upgrade of their existing building storefront. The Façade Enhancement Grant Program is a process where the City will provide a 50% matching grant to business or building owners who construct eligible improvements to the façades of their buildings up to a maximum award amount ranging from \$500 to \$5000 depending on the category of work being done. The building or business owner who has funded the majority of the improvements must apply for and be approved in order to receive the 50% matching grant.

The following provides the program's criteria for eligibility and the approval process.

Eligible Properties and Applicants

All commercially operated buildings within the City limits are eligible for the Façade Enhancement Grant Program. Multiple grants can be awarded per building within a five-year period however the cumulative maximum award is \$6000 every five years per property. Any building with a zoning or building code violation is not eligible for the program. All bills, charges, or taxes due to the City of Brush! must be current.



Any commercial building owner, or business owner with building owner authorization, may apply for the grant. Grant funds are dispersed on a reimbursement basis once the completed work has been verified by City staff as compliant with the plans in the approved application. Any deviation from the approved grant project may result in the total or partial withdrawal of the grant. An 'After' picture and receipts for the finished work must be submitted within 45 days of project completion for reimbursement.

Eligible Improvements

Any exterior portion of a building that is visible to the public is eligible. This can include the front, back, and sides of the primary building, exterior doors, windows, and repair or replacement of masonry or any other decorative elements that are an integral part of the façade. The first priority will be given to the building façades that face the street.

Ineligible Improvements

Grants are not eligible for interior renovations, roof repair, or work covered by insurance.

Façade Enhancement Grant Program Categories

Design Assistance

- It is highly encouraged, though not required, to consult with Main Street Colorado for a design consultation as they offer the service for free.
- Grants up to \$500 (no match required) for design services is provided.

Paint

- 50% matching grant up to \$500.

Awnings

- 50% matching grant up to \$500.

Signs

- 50% matching grant up to \$500.



General Façade Improvement

- Maximum grant award up to \$2500 (minimum of \$8,000 in work is required to receive to the maximum award in this category).

Historic Character Enhancement


- Improvements that provide historic rehabilitation or enhance the historic character of properties located within the Main Street District.
- This category is reserved for projects that take a more restorative approach to face improvements.
- Maximum grant award up to \$5000 (minimum of \$13,000 in work is required to receive the maximum award in this category).

Administration

Applications will be reviewed on a first-come, first-serve basis. The Community Development Department has discretion regarding if and what level they may choose to fund a project.

Applications Process

1. Meet with a City or Chamber representative.
2. Utilize a design service - coordinate with a City or Chamber representative.

3. Prepare and submit a complete application with a 'Before' picture to the Chamber Design Committee or City Historic Preservation Board if pursuing Historic Character Enhancement.
4. If approved by either the Chamber Design Committee or the City Historic Preservation Board, the application is then sent to City staff for final analysis, review, and approval.
-  5. Upon completion of the review, City staff will provide a written response to the applicant outlining approval, approval with conditions, or denial of the application.
6. After receipt of the written response, and should the application be approved, the project can now commence.
7. Applicants have three months to start work after approval or the application becomes null and void.
8. Projects MUST be completed within 12 months of approval.
9. Once work is completed, the applicant must submit an 'After' picture and final receipts/bills within 45 days of project completion.
10. City staff inspects and verifies completed work.
11. Should the final product be consistent with Committee/Board/Staff approvals, reimbursement of funds to the applicant will be authorized

Questions

The grant application and submittal requirements are included with this packet. If you have further questions regarding the Façade Enhancement Grant Program, the City of Brush!, Community Development Department can be reached at (970) 842-5002, or by email at tpurvis@brushcolo.com. Please direct communications to Tyler Purvis, Community Development Director.



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: February 13, 2023
SUBJECT: Town of Elizabeth 5k

SUMMARY

Staff is considering opportunities which could promote Historic Main Street and its businesses. Many surrounding communities hold 5k runs as family friendly events that serve their own communities as well as draw crowds from outside their own Town boundaries. Staff feels that the Main Street Board could fund, seek sponsorships, organize, and help run a 5k to promote the Town’s Historic Main Street. Given the planning that would be required, Staff suggests the race to occur sometime between July and September 2023.

Staff has found the following general items make up the bulk of planning for a 5k:

- Choose a theme
- Plan your route
- Get the proper permits and permissions
- Set a budget
- Set an official date and time
- Create an event page or website
- Recruit sponsors
- Marketing
- Order Race Day gear and essentials
- Recruit and organize race volunteers
- Coordinate with local government for police and medical assistance
- Coordinate cleanup effort

The Main Street Board currently has a full yearly budget of \$33,000. The MSBOD has allocated \$12,125 of that budget leaving \$20,875 currently unallocated.

STAFF RECOMMENDATION

Provide Staff with direction regarding the creation of a Town of Elizabeth 5k.

ATTACHMENT(S)

- How to organize a 5k – Event Sprout
- How to organize a 5k – Raceentry.com

- Parker Cattle Crossing 5k event information
- Parker Cattle Crossing 5k Race Route
- Proposed Town of Elizabeth 5k Race Route

Event Planning

How to Organize a 5K Race



Maggie Korte

In this article

Scope Out a Few Other 5K Races

Choose a Theme for Your 5K Race

Plan Your 5K Running Route

Get The Proper Permits & Permissions

Set A 5K Event Budget



Set An Official Date & Time for Your 5K Race

Create a 5K Event Landing Page

Recruit Sponsors for Your 5K Race

Do As Much Event Marketing As You Can to Promote Your 5K Race

Place An Order for Race Day Gear & Essentials

Recruit & Organize Your 5K Race Volunteers

Coordinate With Local Government for Police and Medical Assistance

Coordinate Your 5K Cleanup Effort

Send a Post-Race Survey

Connect With Your Sponsors

Are You Prepared to Organize a Successful 5K Race?



Five-kilometer races (5K Races) are an excellent fundraising opportunity. They hit that sweet spot between challenging, but not so challenging that it's off-putting to anyone other than professional athletes.

For the event organizer, they are also relatively easy to plan and operate. You just need to have a start and finish line with the minimum of hazards in between, right?

Well, at the most basic level, yes, that's all you need. However, there's a little more that goes into organizing an effective fundraising 5K event than just a route map.

In this article, we'll be running you through some simple and easy-to-implement steps that can help you turn your 5K into an amazing fundraising opportunity.

Scope Out a Few Other 5K Races

As we mentioned, 5K races have become a very popular way to raise money and create visibility for a huge number of causes and organizations. That means there are a lot of successful 5K races out there that you can learn from.

Before setting down to plan your race, do some research in advance. Look at the most successful 5K races that you can find and try to isolate why they worked so well.

If possible, get in touch with a few people who regularly participate in 5K races. You can find a bunch of running groups on social media full of people to talk to. Race participants with a ton of prior experience

can tell you exactly what makes a race successful or unsuccessful.

Once you've identified the basic factors that you need to pay close attention to, you can implement them into your own race.

Don't discount the races that didn't go so well either. Learning from other people's mistakes is as important as learning from their successes.

Choose a Theme for Your 5K Race

If the good news about 5K races being popular is that there are plenty of success stories to emulate, the bad news is that it can be hard to make your event stand out.

Picking a certain theme connected to your cause or organization and implementing effective and visible branding helps your supporters connect with your event.

Depending on your budget, you can enlist the help of a graphic designer to help you bring a little life to your event through creative naming and design. You can also have your designer create marketing materials like posters, flyers, t-shirts, etc.

The bottom line is that when your 5K race event has a creative name, a clear theme and mission, and good branding, the chances of success are far higher.

Plan Your 5K Running Route

Safety should be of paramount importance when it comes to planning a 5K race, so planning the route your race will take is a hugely important step.

If possible, you'll want to run the route yourself, or get in contact with an experienced local running group and get their help to pick the right route.

The right route will hit that perfect balance between being exciting and entertaining to run, but also being safe for all levels of runners.

Aside from being a route that the majority of people can successfully run, you'll want to take other important route factors into account, such as traffic, room for sponsors and vendors (if they're setting up tables), and perhaps even plan a backup route in the event of unforeseen circumstances.

Get The Proper Permits & Permissions

Before you start trying to attract sponsors, you need to make sure that you've got all the permissions and **permits required to run your race**.

If your 5K is being run on private property, then you may not need any permits or special permissions (other than the property owner, of course). However, if you're planning a 5K race route that uses public property, you're definitely going to need permits and permissions.

Get in contact with your local governing body and give them as much detail about your event as you can and figure out the exact steps you need to take to get a green light for your 5K race.

The last thing you want to do is have to cancel or reschedule your event because a vital form went unfilled or a specific official wasn't informed of your race.

Set A 5K Event Budget

Organizing your event and getting the word out about it is going to cost money, so you're going to need a budget. Since the mission of most 5K events is to raise money, you'll want to avoid overspending at all costs.

Having a specific budget in place will enable you to stick to specific spending goals and restitution, lessening the chance that there will be any overspend.

Set An Official Date & Time for Your 5K Race

People are going to need to know when to show up for your race and when you think it is going to end. These are the kind of details you need to plaster all over any advertising for your event.

Assume that people will ignore or miss that vital date and start time the first three or four times they see it and make sure you've made it clear a fifth time just to make sure.

When it comes to picking the date and time, make sure to avoid major date conflicts such as holidays, large industry-related events, and large local events that might steal attention away from your event or complicate logistics.

Create a 5K Event Landing Page

Now that you've got the basic logistics of your race planned out, you've got the requisite permissions, and you've set your goals and budget, you'll need to start advertising

budget, you'll need to start advertising.

You can either set up your own webpage or create a custom event landing page on an [event platform like EventSprout](#).

Using an event management platform will take care of so many of the logistics for your 5K race – landing pages, ticket sales, payment processing, attendance tracking, and more. Best of all, using a platform like EventSprout allows you to pass on any fees to your participants so there's no cost to you as the organizer (super important when running a fundraising event as all pennies matter).

Just make sure that that important information, like date, start time, entry fee, registration method, route information, and what the proceeds will go towards is as clear as possible on your landing page so people know what they're signing up for and contributing towards.

Recruit Sponsors for Your 5K Race

While your 5K participants will pay an entry fee, attracting sponsors is a great way to offset the cost of running your race and dramatically increasing revenue & profitability. The best way to get sponsorship is to look for a company whose mission statement aligns with your cause or organization.

Remember, sponsors don't just have to contribute money. They can also provide you with logistic support, trophies, prizes, and even race-day essentials like bibs, numbers, and bottled water.

Check out our detailed article on [how to get sponsors for an event](#) for tips and tactics for successfully recruiting event sponsors.

to Promote Your 5K Race

People don't run in races they don't know about. They also tend to shy away from events that feel too small or poorly marketed.

In order to get participants to your race, you are going to need to market yourself on as many channels as possible. We published an entire article on [how to promote an event](#) that you can follow as a guide for promoting your 5K.

At the minimum, make sure there is a link to your event on your organization's main page, that it is mentioned in any emails or literature they send out, and, if possible, advertise it through your organization's partners and allies.

Place An Order for Race Day Gear & Essentials

You don't need to provide your winners with trophies or medals, although everyone likes to feel like a winner. However, you will need bibs, numbers, route signs, tables, tents, trash canisters, and portable toilets.

You'll want to make sure you order and receive these essentials (maybe not the toilets) well in advance of your race. Don't rely on them arriving a day or so before. There are always unforeseen circumstances and giving yourself as much time as possible to deal with them is vital.

If you need help figuring out exactly what you'll need and where to get these items, get in touch with [5kevents.org](#).

Recruit & Organize Your 5K Race Volunteers

Organizing a 5K race event isn't something that you do on your own. You'll need people to herd your participants, act as race marshals, help at the aid stations, hand out water, and a hundred other minor but vital tasks.

Having a dedicated cadre of volunteers is going to make your life and your event run that much smoother by just adding in extra pairs of hands.

Coordinate With Local Government for Police and Medical Assistance

Depending on the size of your event, and how your local government deals with events of this kind, you may need to partner with law enforcement and other agencies.

The local law enforcement agencies often provide officers to larger events to help close off race routes and provide security.

Since the safety of your runners and volunteers is paramount, and races can be physically demanding for participants, you'll also want medical professionals running your aid station.

Everything from minor scrapes from falls to heart attacks and strokes are possible when lots of people are running a race. Volunteers can help, but a CPR qualification is not a replacement for being an EMT.

Coordinate Your 5K Cleanup Effort

Once your race is run, you'll need to make sure you clean up after yourself. Any large gathering of people is going to generate a lot of trash.

Not clearing up that waste could endanger any future events you have planned, and, at worst, see you landed with some hefty fines.

To help minimize trash, it's important to communicate clearly to your race participants. Encourage them to be responsible for what they bring and use. If your 5k runners don't make a mess, there won't be much of a mess.

Still, it's important to assign a few people the task of doing a final area walkthrough and cleanup. Make sure they have the proper tools to do a proper cleanup – gloves, trash bags, and transportation.

Send a Post-Race Survey

Sending out a thank you email and an attached post-race survey is a great way to gather the necessary information to see if you've hit your goals and to generate insights that will help you plan your next event.

If you plan on having a repeat event or are planning a different one, this is also a great time to start engaging people for that event.

Connect With Your Sponsors

Since your sponsors are your partners in the 5K event you've just held, it's always a good idea to send them a post-event report as well.

It's an excellent way to say thank you, hand over any data you think

might be useful to them, highlight the benefits they got from sponsoring you, and encourage them to sponsor your 5k events in the future.

Are You Prepared to Organize a Successful 5K Race?

Planning and organizing a 5K race isn't super complicated and tends to have great turnout because it's active and less intimidating than many other types of events. It also naturally attracts people who enjoy running and walking.

If you're serious about organizing a 5K race, follow the steps outlined in this article and consider [creating a free EventSprout account](#) to take a lot of the marketing and registration logistics off your plate at no cost to you.



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- TIMERS

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- DIRECTORS

[Comparison](#) [Benefits](#) [Create Race Map](#) [How to Organize a 5K](#) [How to Make a Race Fundraiser](#) [How to Grow Your Race](#) [FAQ](#) [Create an Account](#) [Advertise Your Race](#)

- LOG IN

- CREATE RACE

How to Organize a 5K

Organizing a 5K can be a very enjoyable and rewarding experience. Although there is more work involved than most of your runners might realize, making your first race evolve from an idea into reality is ultimately very gratifying for race directors. Below are some of the most important steps to consider when planning, promoting, and executing your first 5K race (most of the same steps apply to marathons and half marathons as well).



START

Create A Race Today



Planning a 5K

When planning your 5K it is important to consider your options for a location at which the race will be held, the characteristics of the course that you wish to have, whether or not you will implement a theme to your race, and if it will be associated with a charitable cause.

Create an Online Race Registration Form

You can increase your participation if you simplify your registration process. When picking an online registration provider make sure it utilizes a simple checkout process that doesn't

require accounts for runners. Fewer pages in your registration process makes it easier to complete registration forms, and you will make more money. Online fees can vary widely among different providers. [Compare top race registration providers rates, and benefits.](#)

Create a Registration Form

Online Race Registration Services - Grow Y...



Running Location

You should organize your race in a location where a sizable portion of your prospective runners live. Depending on the expected size of your race, you may also need to consider how many hotels are in the area to accommodate your runners. As it pertains to picking a location, many race directors also factor in the scenery of potential race routes.



How to Create a Race Course

You will want to have a race course that gives runners a unique experience. This could mean a nice gentle downhill course, or perhaps conversely, a challenging uphill one, depending upon the demographic you want to cater to. Often runners want a route that is flat or gentle downhill, so if you want to draw more participants, it is ideal to avoid hills. If it is necessary

for you to minimize expenses, you may want to have an out-and-back or a loop course to avoid the expense of transporting runners. You can use our [FREE race map creator](#) to figure out different course options and look at the elevation chart change as you alter the route.

[Create FREE Race Map](#)



How to Plan a Fun Run or a Charity Race

You might consider organizing a fun run or a run with a charitable cause. Fun runs have become increasingly popular in the past few years. They range from costume runs to

extreme survival races. Fun runs tend to attract more participants that don't consider themselves to be runners. It is more of the thrill than the running that brings these extra participants out. Charitable cause races have a similar effect of bringing out participation from people that may not have otherwise considered a 5K. If you decide to do a theme you should consider the expenses associated with that theme, and make adjustments to your race to fit your theme. For example, if you want to make a Halloween race then you might consider holding the event in the evening. When deciding if you should involve a charity you might want to reach out to a few charities to see which ones would help you the most with volunteers and promotion of the event. [Learn how to create a charity race fundraiser here.](#)



Promoting Your Race

When promoting your marathon, half marathon or 5K you want to come up with a good name, and a strategic advertising plan.

How to Pick a Race Name

When planning the name for your race, find out which names are already taken in your local area, and nationally so you will know what race names may still be available. Similar to a business, your race name will give a feeling and imply an experience. If you named your race the “Vermont Tough Race”, it would have a different feeling than a name like the “Lemonade Fun Run”. Names absolutely matter. If you want a serious race you should pick a race with a serious name. If you are planning a fun run you should pick a name that sounds fun. In some instances it may be wise to name your race after you have picked a course or theme. [View tips on how to grow race participation.](#)



How to Advertise a Race

When advertising your marathon, half marathon, or 5K you should consider who your target audience is. If you are creating a fun run you might market through channels outside of runners in addition to traditional advertising. For example if you have a race that has a live concert you might want to advertise at other events with live music. If your race has a charitable cause you may want to have the charity you benefit utilize their social media and their email list to promote your event. Sometimes the charity will be willing to distribute posters and do other volunteer work to help you promote your race. When marketing yo

you should consider putting posters or fliers up at all the running stores within the radius that you believe most runners will be willing to travel. Sometimes you can find property owners of land at busy intersections that will allow you to put up a banner on their fence. This can be an inexpensive way to get the word out about your race. Some races will put up dozens of signs to promote their event.



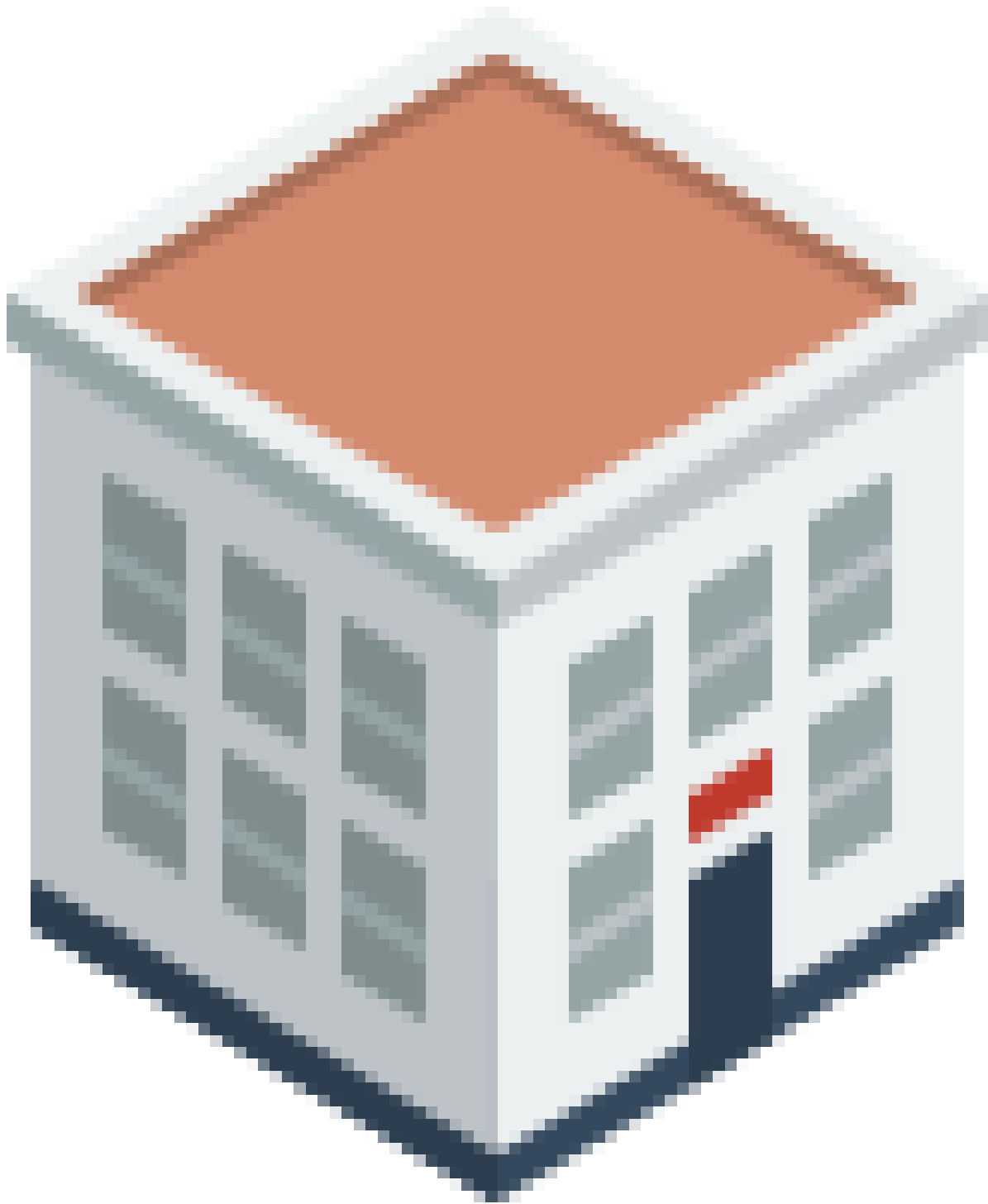
A great way to promote any type of running event is to advertise at other races. Some races will let you put fliers in their race bags, or maybe you could pay to have a booth at their event to talk with runners directly. Sometimes you can do an email trade with another event (they email your runners if you can email their runners). There are limitless ways that you can advertise your running event. The most important thing to consider is who your main audience is and where or what is the best means of getting in front of them. The second most important thing is what message to present to this audience. You need to give them a message that is compelling and concise. You may want to create a press release about your new event, or if it is not new, make a press release about any changes you have for this year. It is wise to try to have your race listed on ever online race calendar you can find. [Start by including your race on our calendar today.](#)

How to Execute Race Creation

The execution of a race is bringing all the details together from your planning stages, and making them actually happen. Below is a long list of things to do when creating a race:

Race Sponsorship

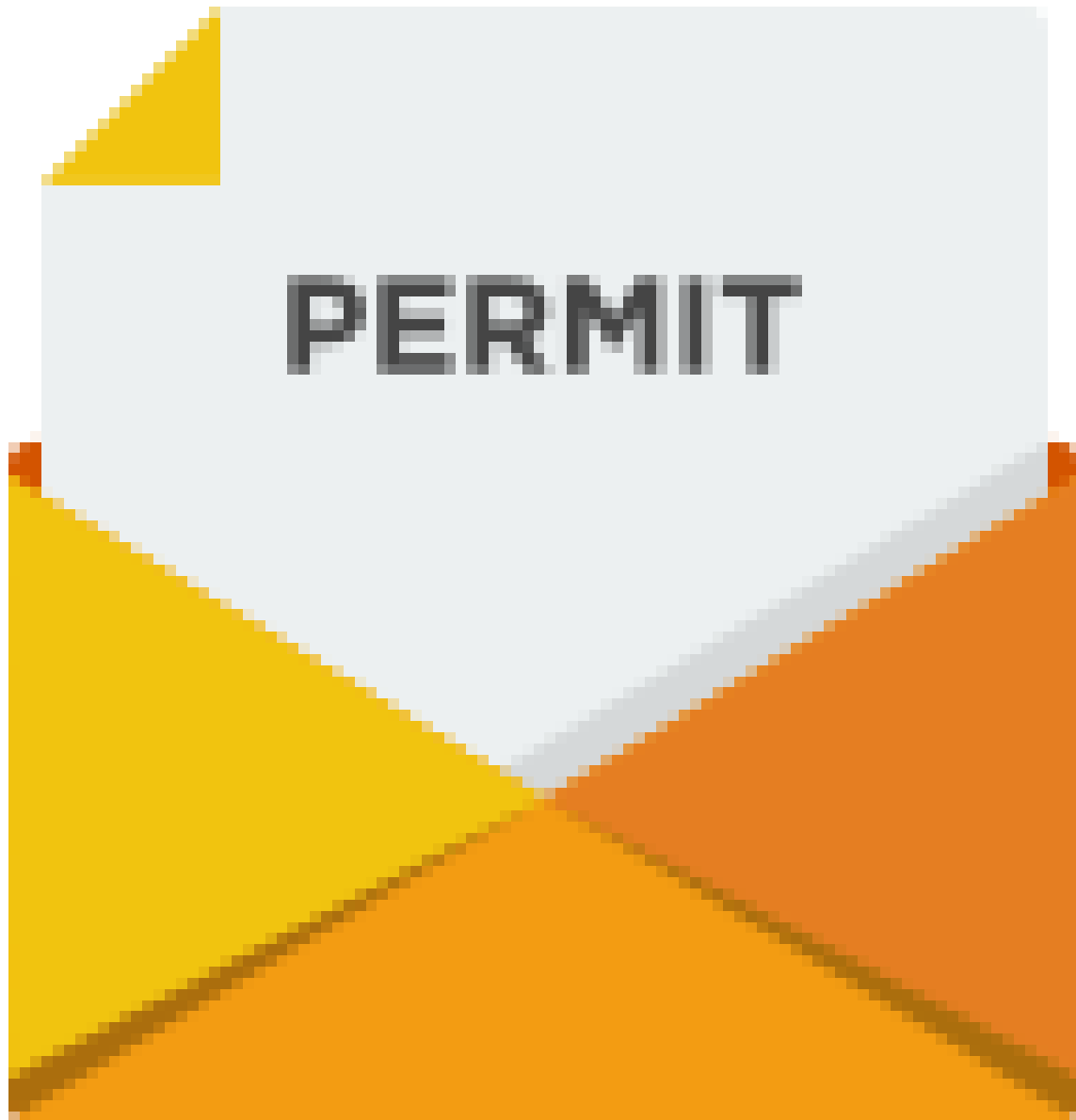
Spend some time contacting local businesses to see if they would be willing to provide products or services that might help improve the quality of your race. Some of these local businesses may even be willing to contribute money for your event sponsorship. It might be wise to make a marketing flier with tiered sponsorship levels that they can pay for. Some sponsors may be more likely to sponsor your race if you benefit a charity that they are connected to.



Race Permits

Make sure you check with your local government to determine what permits are required for the type of race you want to create. You will most likely be required to provide insurance

coverage of your event to receive a permit, and you will want coverage to protect your company or whomever is responsible for putting on the event.



Race Timing

When deciding on a timer to use, you need to consider pricing, technology, and experience. A new timer with the best technology is risky as they may not know how to use the technology properly. An experienced timer with poor technology will not get proper read rates, and your results will not be as reliable as your participants expect. A timer that is very experienced

the best technology can be expensive. Depending on the size of your race you may want to pick a timer with good experience with decent technology. Consider sending out a bid request to several timers in your area. Ask them all for pricing, read rates on the chips, and for references. If you can call some of the races that have timed you can get a sense for how competent they are with their system, and how reliable they are. Timing is a large portion of your budget, so you want to make sure you get the right timer for your needs.

[Find a Local Race Timer](#)



Aid Stations and Hydration

Provide plenty of water, and if possible, another beverage with electrolytes to runners. Often aid stations are placed every two miles. For longer runs like marathons the aid stations sometimes include food, and pain relievers.



Food

Depending on how long your race is, you may consider having food on the route and in the finish area. Runners prefer food on the route that can be eaten easily and digested quickly. If possible, try to include food in your finish area that is high in protein. Often you can find a local market or restaurant to provide food for your race in trade for sponsorship.



Race Shirts

Most races provide their runners with a race shirt. Often this is an athletic polyester shirt, but first year 5K races sometimes provide cotton shirts to reduce cost. Try to find a shirt

that will allow you to make a shirt order a couple weeks before your event, and then make a smaller follow-up order a few days before your race. This can help a first year race because you won't know exactly how many people are going to sign up on race week. Newer races can double in size in the last couple weeks. This makes ordering shirts tricky. Some shirt vendors will be more willing to commit to meet your last-minute needs than others, so price is not the only factor you should consider when choosing a company for screen printing your race shirts.



Finisher Medals

Medals are usually given to participants that complete a marathon or half marathon, but some other running events give them out as well. Medals can be pricey if they are purchased in small quantities. It can be very hard for a first-year race to know the proper quantity to order. When your race becomes large you can order overseas and in advance, saving thousands of dollars. In your first year you may want to try to make your medals locally where you can order closer to your race date. Almost any shop that makes belt buckles or does other metal work can create your race medals.



Awards

Many races have awards for age division winners. Sometimes these awards are just for first place, but they often go three to five deep. Some large races choose to give out prize money.

USATF regulations stipulate that overall awards need to be based upon gun time. Age division awards can be based upon chip time.



Portable Restrooms

Restrooms are a very important part of any race. The longer the duration of your event the more important they become. Even with a 5K you should consider having portable restrooms in your finish area at a minimum, and probably have some at your starting line and a couple on the route. These units can be very pricey when purchased in small quantities, so shop

to find a good price. You may want to have your 5K start or end in a park that has restroom facilities to avoid some of this expense. With a marathon or half marathon you will want to have the restrooms abundantly placed in the start & finish. With these longer races it is also most common to have restrooms every two miles.



USATF Certification

If you are creating a marathon it is a good idea to get your route USATF Certified. This certification simply allows marathon runners to qualify for the Boston Marathon on y

marathon route. USA Track and Field charges fees to provide this service. Check with your local USATF office to find rates for course certification.



How to Find Volunteers for Your Race

Finding volunteers for your marathon, half marathon or 5K can be a challenge. There are many community organizations that need volunteer hours. Here are some ideas to check with: student volunteer organizations, businesses, scout troops, troubled youth groups

cheerleading squads, youth organizations, other race volunteer email lists, etc. Often it is good to have some sort of gift or party for your volunteers, so they will be more excited to continue to volunteer for years to come. Consider using our entirely FREE-to-use [volunteer registration form](#).



When to Open Race Registration

Races that open registration early usually have greater participation. Runners that visit your race website throughout the year may not think to come back in six months & register

race directors choose to open registration when it is convenient for themselves, but the ideal time to open registrations is immediately after the previous instance of the event, usually one year before. This ensures that your participants will be able to sign up as soon as they are ready. Also, it is important to remember that your greatest source of race growth is friend and family referrals from your participants that have already signed up. The earlier you can have people signed up for your race, the more time they have to talk about your event.



There are a lot of factors to consider when choosing a race registration service provider. Keep in mind that the registration process is the most important part of your customer's online experience. The online fees impact the total cost of running your event, so the lower the fees the better. Make sure that the registration service provider you choose keeps the registration process as clean and simple as possible. Many registration services will add additional pages to the registration process to promote unrelated offers from other companies. However, runners prefer a simple and clean registration process free of distracting content. The fewer pages to click through, the better. When consumers are required to click through more pages, you get more dropouts. Using a simple registration service provider will ensure that runners will through the payment quickly, and your race participation will grow. Most customers will see the registration pages as an extension to your own site, so choosing the best registration experience will help to maximize your brand. **RaceEntry.com is the leader in simplified race registration.** We offer very low fees with a full set of features that help you to dramatically

grow your race with ease

[Create a Registration Page](#)

Event Safety

Coordinate the police and security for your event. Make sure that you have the proper traffic safety devices like cones, and crowd control barricades if your venue requires them.



What Medical Considerations are Needed When Planning a Race

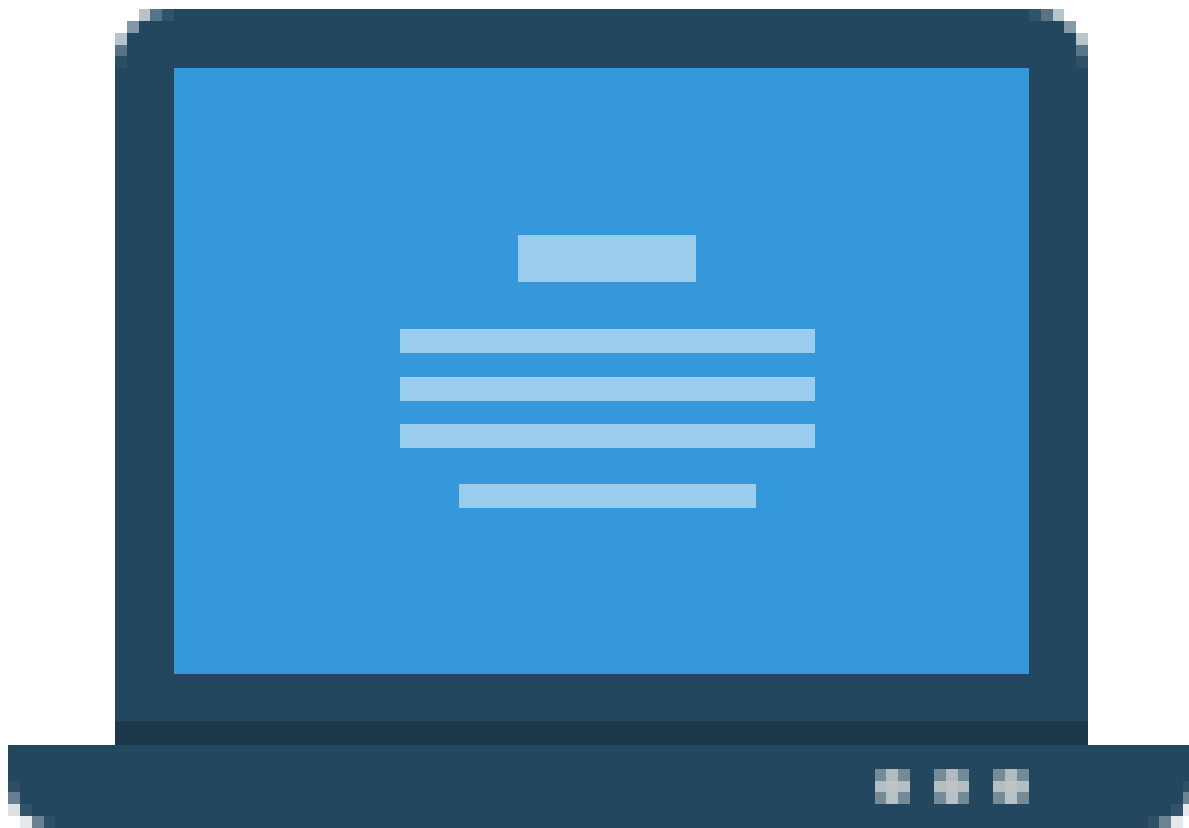
The distance of your event and the number of participants will determine the amount of medical personnel needed. Longer races such as marathons should have EMTs on the route, and a medical tent in the finish area with doctors and nurses handy to help with minor medical problems. It is wise to have an ambulance in the finish area to haul off runners that need serious medical attention. Most smaller 5K's do not need much medical attention. It may be wise to consult with a sports medicine professional in your area to see what the specific needs of your event may be.



How to Create a Race Website

There are many strategies to creating a race website for a marathon, half marathon or 5K. Some people have friends or relatives that know web design. Some races contact website companies to see if they will trade web development for sponsorship. Some races use a free website blog service to host the information about the race. An example of a free website design company is <http://www.weebly.com>. Make sure that your race website has lots of information. Information you might include on your website could include: pricing, registration

deadlines, course maps, hotel information, race date/start time, photos, video, elevation charts, race results, etc. [Post FREE online race results](#).



Course Clean up

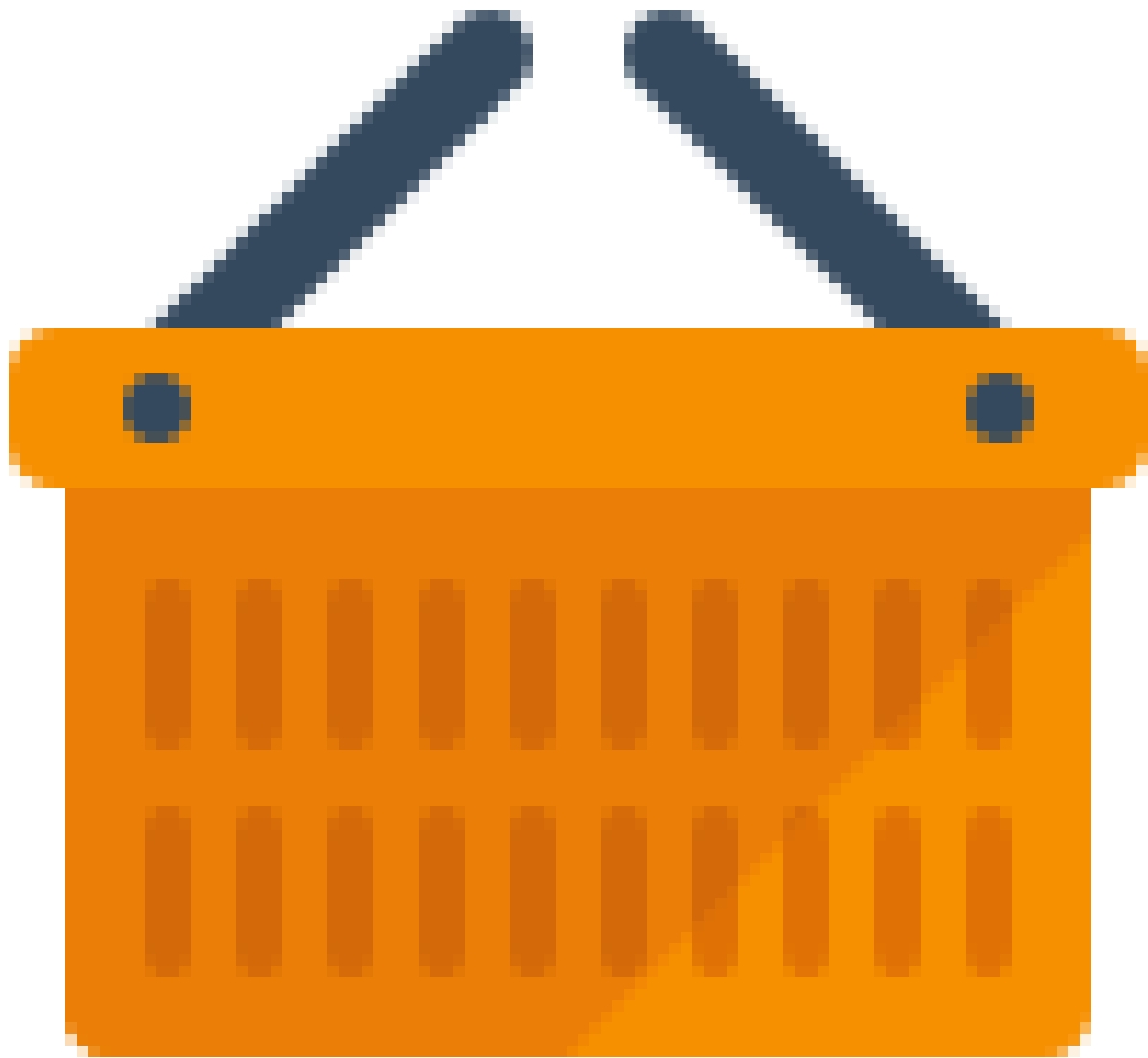
Clean up is often a job that is overlooked. This job is actually one of your most important jobs. Events can be banned from communities if they are not left as clean as they were found. It is generally a good idea to have fresh bodies of people in charge of cleanup that didn't have to help with the set up. At the end of an event both you and your other volunteers will be exhausted, so try to have fresh people come in to help cleanup.



Other Supplies Needed to Organize a Race

You may want some or all of the following supplies: safety pins, bib numbers, zip ties, draw-string race bags, mile markers, directional signs, trash boxes, awards stand, results board, light tower generators, sound system, finish structure, starting line structure, tents, tables, chairs, cups, coolers, etc. There are many other supplies that could be considered depending on what type of running event you are doing. It is wise to make a list of these items, and many of them can be rented. When renting supplies you often pay far less than purchasing them, and you don't have to store them all year. Learn more about supplies needed for [organizing a virtual race here](#).

Let us help you make your race a huge success. Our race-expert staff can advise you along the way, and our simple registration platform will increase your participation. [Start today by making an account](#).



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CATTLE CROSSING 5K & FAMILY FUN TREK

with RNK Running & Walking

Giddy up! Grab your cowboy hat and stick horse because this event is going to make ya'll shout YEEHAW as we celebrate the beginning of summer and Parker's rich rural history!



Date: June 17, 2023

Time: 5K: 8 a.m. **Family Fun Trek:** 8:05 a.m.

Location: Tallman Meadow Park, 12335 Canterbury Parkway

Standard 5K Cost: \$40

Standard Fun Trek Cost: \$36 for family of up to 4, \$9 per additional person

Registration costs increase June 3 and June 17. Register by May 29 to guarantee your commemorative item; if extras remain, they will be available by registration.

Part of the Parker Parks and Recreation Run Series, this unique themed run/walk is professionally timed (**5K**) and western costumes are encouraged! The **Family Fun Trek** is about 1 mile of laid-back, outdoorsy fun, which includes a "duck hunt" for the kids. *Registered 5K participants receive a commemorative item. Family Fun Trek registrants may purchase the commemorative item separately. All event registrations, 5K and Fun Trek, include pancakes from Flippin' Flapjacks and a souvenir bib number.

The overall male/female finishers, as well as the top two male/female finishers in each of the following divisions of the 5K will be awarded: 12 and under, 13-19, 20-29, 30-39, 40-49, 50-59 and 60+.

Race Course

The Cattle Crossing 5K & Family Fun Trek is held at Tallman Meadow Park. View a [detailed map \(PDF\)](#) to find routes, parking, water stations and more.

Race Packet Pickup

TBA

Volunteer Opportunities

Click [here](#) (www.VolunteerParker.org) for this event volunteer opportunity. Email recevents@parkeronline.org with questions about volunteering.

Additional Event and Sponsorship Information

Register [here](#). This event is held rain, snow or shine. Refunds will not be issued. Strollers and leashed dogs are welcome but must remain on the right side of the trail at all times. Parking is limited, please carpool. Any proceeds from the event will benefit the Town of Parker Scholarship Program, which helps Parker families and/or individuals with limited financial resources participate in Town Recreation programs and facilities. For event questions, please email Todd Panik at tpanik@parkeronline.org or call 303.805.3278. For sponsorship information, please email Jaime Vollertsen at jvollertsen@parkeronline.org or call 303.805.3267.

Get Social

Share your photos from the event on Facebook and Instagram using #ParkerRec and #ParkerCattleCrossing5K! Don't forget to tag us @ParkerRec. Enjoy photos from past events on the Parks and Recreation [Facebook](#) page.

TITLE SPONSOR:



CONTACT US

Recreation Center

Phone: [303.841.4500](tel:303.841.4500)

[Email Us](#)

Fieldhouse

Phone: [303.805.6300](tel:303.805.6300)

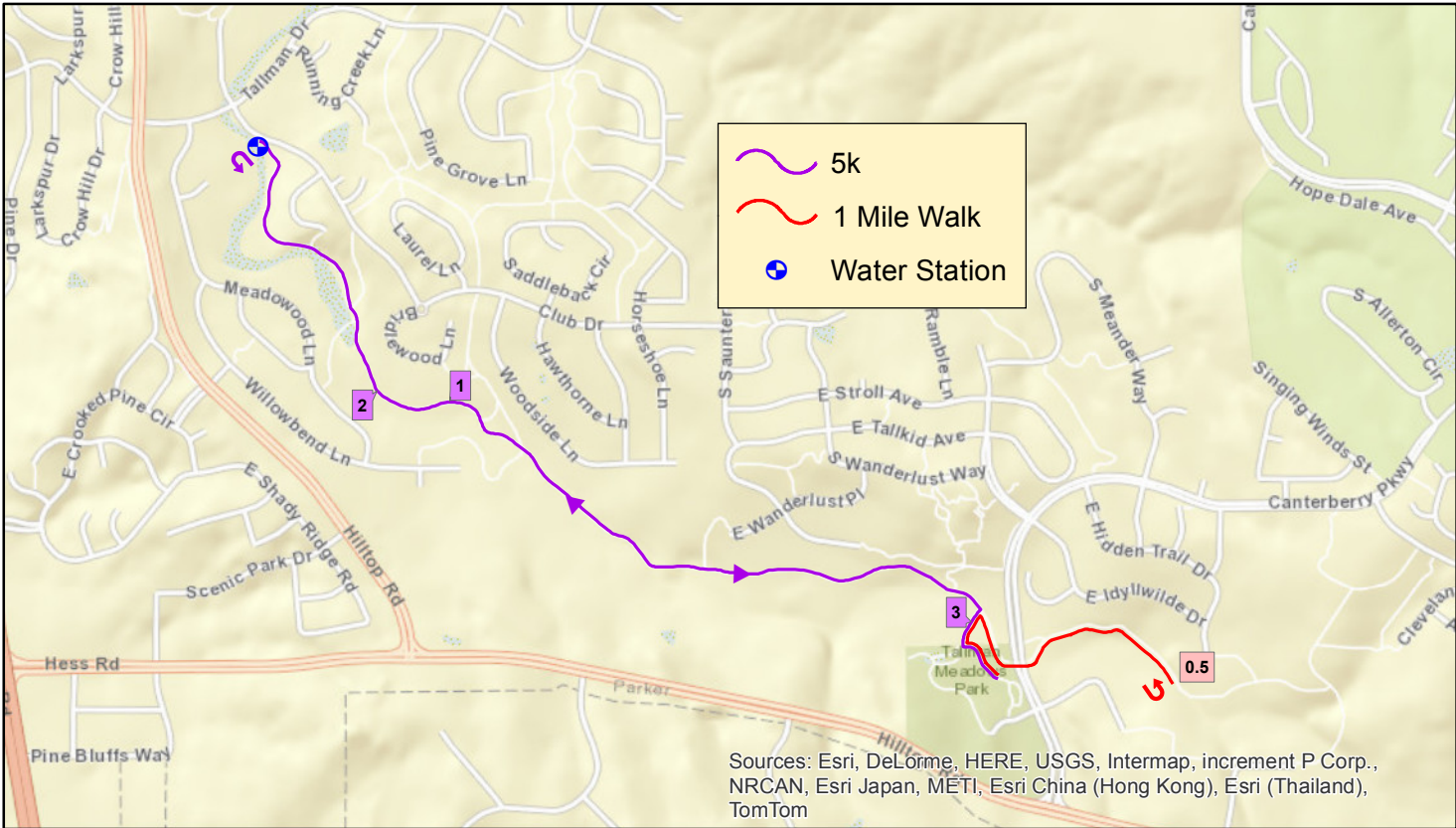
[Email Us](#)



Cattle Crossing 5K & Family Fun Trek

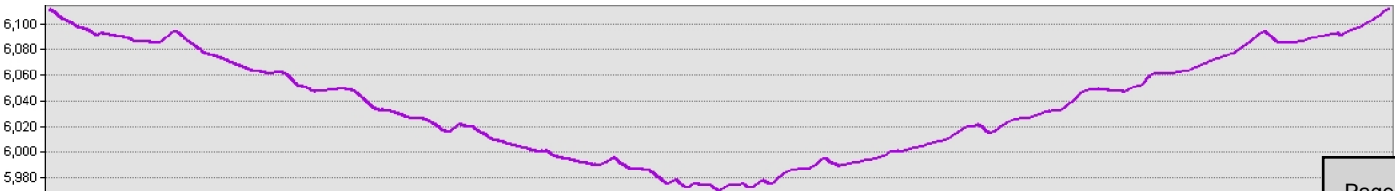


- Start
- Finish
- Registration
- Restrooms
- Water Station
- Parking
- Courses



Sources: Esri, DeLorme, HERE, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom

5k Elevation Change (feet)



Elevation Increase: 194 feet Elevation Decrease: 194 feet Net Gain: 0 feet



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: February 13, 2023
SUBJECT: Gesin Lot Clock Tower/Monument/Sign

SUMMARY

Staff has reached out to Gayle with DOLA’s Main Street Program per the direction of the MSBOD. Gayle does not believe there is enough money in the current funding year’s budget to assist. This would put DOLA’s ability to assist into FY 2024/July, 2023. This would give Gayle’s team over three months to help define a scope of work for the project and compile an RFP for bid.

An easement will also need to be established, so that if the Gesin Lot is sold to a private developer, the land in easement and whatever is constructed upon it is protected.

STAFF RECOMMENDATION

Provide Staff with direction regarding how the MSBOD would like to proceed with DOLA’s Main Street Program assistance with Gesin Lot clock tower/sign/monument.

ATTACHMENT(S)

N/A



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Planner/Project Manager
DATE: February 13, 2023
SUBJECT: Staff Report

STAFF REPORT

1. Streetscape Design Update

- a. The Board of Trustees approved the PSA with CORE Engineering for the Streetscape Design on 01/11/2022.
- b. The certified letter was distributed to property owners and business owners on 01/14/2022.
- c. The Revitalizing Main Street Grant application was completed and sent to CDOT on 02/04/2022 before the deadline.
- d. Second Public Meeting occurred on June 30th at 6:00pm.
- e. A second certified letter has been distributed to property owners to notify regarding the second public meeting on June 7th.
- f. The third public meeting has been set for 10/13/2022.
- g. The Board of Trustees have heard progress on the project and provided further direction at their 09/13/2022 workshop.
- h. Streetscape Design Check In meeting was held and feedback received. The feedback received will be presented to the BOT in a memo at their 11/15/2022 meeting.
- i. The Add Services agreement with CORE was approved by the BOT on 11/29/2022.
- j. The BOT will here Main Street recommendations from Stolfus related to their Old Town Traffic Study at their 02/14/2023 BOT meeting.
- k. Staff will be seeking direction from the BOT at their 02/14/2023 meeting to be able to restart the Main Street Streetscape Design project efforts.

2. Gesin Lot

- a. The Board of Trustees was presented with a proposal regarding the Gesin Lot by Gene Gregory. The Town is acquiring property valuation before continuing discussions with Mr. Gregory.
- b. The Board of Trustees is exploring additional options for the Gesin Lot before continuing conversations with Mr. Gregory.
- c. Mr. Gregory will go before the BOT on 02/28/2023 to present his latest proposal.

3. Ornaments

- a. The initial order of 100 ornaments have been sold out from the Town.
- b. Of the second order of 50 ornaments, 9 remain in Town inventory.



4. **Training Update/Reminder**
 - a. Main Street Now Conference will be held in Boston, MA on March 27-29, 2023.
 - b. Planning Commission has one upcoming training scheduled:
 - i. Town Water Consultants providing Water 101 on 03/07/2023 @6:30pm
5. **Third quarter stats have been submitted to DOLA by 10/17.**
6. **DOLA Main Street Program would like to schedule a Pickaxe branding session between March and June of this year. Need to send dates for review.**