

An Investigation  
of Municipal Park/Recreation  
Department-Organized  
Running Races

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## ABSTRACT

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This nationwide survey identified and described municipal park and/or recreation department-organized running races implemented within incorporated places ranging from 70,000 to 80,000 in population. Furthermore, this study identified on a national basis, selected running race elements associated with the cited population. This study identified selected running race elements which pertained to participation numbers, medical services, registration processes, pre-/post-race activities, scoring and timing and program budgeting. Survey data was collected through the use of a questionnaire format. A preliminary questionnaire was sent to each agency within the cited population (N=50) to identify municipal park and/or recreation departments which organized a running race to describe general departmental characteristics. The return rate of completed preliminary questionnaires was 41/50 or 82% of the sample population. Each site identified as a municipal park and/or recreation department which organized a running race (N=16) received a supplemental questionnaire to describe selected running race elements pertaining to their major race (largest participant number). The return rate of the supplemental questionnaire was 14/16 or 87.5%. Analysis of data was based on percentage (frequency of response). Each site identified as a municipal park and/or recreation department which organized a running race was examined for uniqueness or similarity in responses in relation to the other representative sites.

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## TABLE OF CONTENTS

CHAPTER	PAGE
I. INTRODUCTION . . . . .	1
Statement of the Problem . . . . .	2
Need for the Study . . . . .	3
Assumptions. . . . .	5
Limitations. . . . .	5
Definition of Terms. . . . .	6
II. REVIEW OF RELATED LITERATURE . . . . .	8
Introduction . . . . .	8
Popularity of Running and Racing . . . . .	8
Race Administrative Considerations . . . . .	11
Summary. . . . .	19
III. METHODS . . . . .	21
Introduction. . . . .	21
Identification of the Survey Population . . . . .	22
Development of Questionnaire/Cover Letter . . . . .	23
Implementation of Pre-Test Screening. . . . .	24
Miscellaneous Procedures. . . . .	25
Summary . . . . .	25
IV. RESULTS AND DISCUSSION . . . . .	26
Results (tables). . . . .	27
Discussion of Results . . . . .	46
Description of Sample Population. . . . .	46
Description of Running Race Elements. . . . .	47
V. CONCLUSIONS AND RECOMMENDATIONS . . . . .	50
Summary . . . . .	50
Observations. . . . .	51
Recommendations . . . . .	54
REFERENCES CITED . . . . .	56

Table of Contents Cont.

	Page
APPENDICES . . . . .	57
A. Preliminary Questionnaire. . . . .	57
B. Supplemental Questionnaire . . . . .	61
C. Population Utilized in the Survey. . . . .	68
D. Geographic Distribution of Population Utilized in the Survey . . . . .	72
E. Cover Letter Distributed to Survey Population. . . .	77

LIST OF TABLES

	Page
Table 1. Type of agency/department. . . . .	27
Table 2. Number of full-time professional park/recreation staff. . . . .	27
Table 3. Approximate total operation budget . . . . .	28
Table 4. Municipal department-organized running race. .	29
Table 5. Race distance. . . . .	30
Table 6. Approximate race budget. . . . .	30
Table 7. Approximate number of race participants. . . .	31
Table 8. Race in conjunction with another special event	31
Table 9. Computer usage . . . . .	32
Table 10. Race registration fee. . . . .	33
Table 11. Race-day participant registration available. .	33
Table 12. Race participant categories. . . . .	34
Table 13. Male, female finishers placed by age division.	34
Table 14. Materials given to race participants . . . . .	35
Table 15. Material distribution methods for race participants . . . . .	36
Table 16. Race participant limit . . . . .	36
Table 17. Timing/scoring equipment . . . . .	37
Table 18. Available medical services . . . . .	38
Table 19. Additional insurance obtained for race . . . .	39
Table 20. Liquid aid stations during race. . . . .	39
Table 21. Race publicity - budgeted. . . . .	40
Table 22. Pre-race activities. . . . .	41

List of Tables Cont.

	Page
Table 23. Awards . . . . .	42
Table 24. Post-race activities . . . . .	43
Table 25. Based on participant numbers, race is largest organized athletic program . . . . .	43
Table 26. Post-race refreshments . . . . .	44

CHAPTER I  
INTRODUCTION

Since the early 1960's, citizens in the United States have witnessed an incredible growth in sports participation in their country (Weiskopf, 1975). Running is one of the sports which has surged in popularity during that time period (Henderson, 1984). An estimated 30 million Americans, 14 percent of the U.S. population, run either in organized races or on an informal basis during their leisure time (Ferstle, 1985). The number of runners that race is perceived to be 1.1 million. The Athletic Congress (TAC) estimated the number of races offered in the U.S. to be 11,000 and projected the number to increase at a rate of 5% annually (Honikman, 1986).

The organizers of running races have been found to be local running clubs, businesses, non-profit organizations or corporations (Tinsley, 1984). To ensure a successful race, organizers have obtained approval and support from local government departments before initiating the planning process (LeBow, 1984). In several instances, a contractual arrangement between the race organizers and the municipality is made for traffic control, street clean-up and/or emergency medical services. In 1986, the city of Kenosha, Wisconsin (population 77,788) hosted five running races. Each race received assistance from the Kenosha Police Department. None, however, was organized by the city's recreation division.

It has been speculated that the races organized by municipal park

and/or recreation departments are small in scale and thus not included in TAC statistical data of race organizers (Honikman, 1987). A department's conservative recreation philosophy, limited operational budget, avoidance of duplicating existing services, lack of staff expertise and resources possibly explain why municipalities seldom organize running races (Egglar, 1982). It is uncertainties of this nature that prompted this investigation into other city-organized running races.

### Statement of the Problem

#### General Problem

This study attempts to identify and generally describe municipal park and/or recreation department-organized running races implemented within incorporated places ranging from 70,000 - 80,000 in population throughout the United States.

#### Sub-Problems

1. To develop a questionnaire to serve as an instrument for obtaining data concerning the general problem. Further, to develop and determine the selection of (a) relevant and concise questions which are related to the general problem, (b) valid responses appropriate for each question, and (c) proper cover letter content and format in order to better inform the respondent(s) on the nature of the study and questionnaire.
2. To determine the total number of incorporated places ranging between 70,000 - 80,000 in population, within the United States.
3. To determine the approximate total number and percentage of

municipal park and/or recreation departments which currently organize or co-sponsor a running race within the group. Further, to determine the percentage most prevalent among similar departments (i.e., all municipal recreation departments and/or all municipal park and recreation departments, etc.) concerning the (a) total number of professional park/recreation staff currently employed, and (b) approximate total budget for all department operations and functions.

4. To identify other agencies/organizations which sponsor some type of running race within the sample population. Further, to determine (a) the percentage of the sample population which currently has running races sponsored by other agencies/organizations in addition to the municipal park and/or recreation department race(s) (duplication of service), and (b) which other agencies/organizations sponsor a running race, if any, when one is not offered by the municipal park and/or recreation department.

5. To identify selected running race elements associated with: participation numbers, volunteer support, registration processes, scoring and timing, and operating budget, associated with municipal park and/or recreation department sponsored running races within the sample population.

#### Need for the Study

Municipalities across the country are experiencing a revolution in recreational participation, a revolution that, although welcome, is placing a serious limitation on existing local government resources. Men and women of all ages and capabilities are demanding the opportunity

to take part in sports and other recreational activities (Kraus, 1980).

The national popularity of running as a competitive and recreational participative sport coupled with the growth within the past decade (1970 - 1980) of organized running races have created similar participation/resource concerns and considerations involving the public programming of running races.

The interest shown in a community towards running usually indicates how extensively resources are developed and utilized for the sport (Ferstle, 1985). Many parts of the United States have reacted to the running "boom" by building running trails and sponsoring community races. Furthermore, it has been shown that in some major metropolitan areas, as many as 11 different running races have been conducted on the same day (Thompson, 1984). For the most part, public recreation departments (municipal, county and special districts, etc.) have been financially or technically unable or unwilling to meet the increased demands of running participation (Henderson, 1983). Municipal park and/or recreation departments have placed the responsibility of race organization in the hands of private businesses, local running clubs and non-profit agencies. While the number of cities that assist the administration of running races by offering police, logistical and emergency medical services in exchange for promotional considerations has been stated, the number of municipalities that actually organize the running race is unknown (Eggler, 1982).

The need to examine the number and extent of municipal park and/or recreation department-organized running races is apparent. It was determined that before a public recreation department could or would

continue to organize a running race, it would be necessary to obtain additional data/information pertaining to selected areas of race programming. The suggestion to conduct a descriptive study concerning the present nature of other municipal park and/or recreation department organized running races was deemed an appropriate and feasible method.

There has been a considerable amount of published material dealing with the sport of running. The majority of the related literature pertains to the sport itself. Unfortunately, little literature or research has been devoted to running race organization, particularly by municipal park and/or recreation departments.

There are some important unanswered questions: Who organizes running races in communities? How are the races funded? How are the races structured?

#### Assumptions

1. It was assumed that those individuals who completed the survey (questionnaire) were most knowledgeable about the particular agency, department and program which they represented.

2. It was assumed that those individuals who completed the questionnaire responded to the selected questions in a truthful and thorough manner.

#### Limitations

The study had the following limitations:

1. Selection of the specific population utilized in the study was based on the 1980 United States Census.

2. Questions utilized in the instrument concerning running race

planning aspects were limited to the following areas: (a) participation numbers, (b) operating budget, (c) registration processes, (d) timing and scoring, (e) safety and security, (f) publicity, (g) prizes and awards, and (h) refreshments.

#### Definition of Terms

Agency - an administrative division of a government. For example: municipalities, counties, school districts.

Department - a major function and/or territorial administrative division commonly found in government, business and school operations. For example: park and recreation departments.

Fun Run - a non-competitive, organized, running activity, of any distance, that is free of charge to its participants.

Incorporated Place - an area (city) which is united in one body. In most cases, a primary urban political unit having corporate status and powers of self government.

Marathon - a foot race 26 miles, 385 yards in length.

Municipal Park/Recreation Department - provides public park and/or recreation services primarily for persons residing within the municipal (city) unit. It is financed, for the most part, by taxation and includes the establishment, operation, conduct, control and maintenance of programs, areas, and facilities (AI & AAHPERD, 1982).

National Running Data Center (NRDC) - maintains official records and statistics of The Athletic Congress and Road Runners Club of America.

Organization - ...in most cases would involve the planning, supervision and coordination of the activity, while also providing monies,

staff and/or equipment necessary for the event.

Park District - a subdivision, or special district, of state government, exercising, within its jurisdiction, the authority of a municipality. It may operate and maintain parks, recreational programs, golf courses, and other such facilities and programs as established in legislation.

Public Park/Recreation Department - provides public park and/or recreation services for persons residing in any one of the several types of government units having the power of self government such as municipalities, counties, special districts, etc. (AI & AAHPERD).

Race - an organized, competitive, running contest featuring paid participant registration and timing elements, covering a distance of one mile or greater.

Sponsorship - an act that would involve the provision of monies, staff and/or equipment by an outside agency, necessary for the event.

CHAPTER II  
REVIEW OF RELATED LITERATURE

Introduction

The review of related literature presented in this chapter has been divided into three sections: (a) popularity of running and racing, (b) running race organization and administrative considerations, and (c) summary.

Popularity of Running and Racing

Running has experienced great popularity in the United States, particularly in the past thirty years. From small town fun runs to the New York City Marathon, millions of individuals run annually. Several authors have attempted to determine the reasons for the growth in running popularity. Henderson (1984) suggested that the success of American distance runners at the 1972 Olympic Games lit the fuse that led to the running "boom" in the United States. Henderson cited Frank Shorter's marathon victory and the subsequent media attention he received as possibly initiating the running movement. Dr. Kenneth Cooper's research linking endurance activity and good health perhaps inspired people to start running for their lives. Running was no longer simply a sport, it became exercise (Mirkin, 1987). Sheehan (1975) further summarized the physiological and psychological benefits of running and believed that they were important elements in an individual's decision to run.

The popularity of running is illustrated best by statistics released by the National Running Data Center (NRDC). The NRDC reported that 30 million Americans run at least twice per week (1987). A 1987 study by The Athletic Congress (TAC) produced this same estimate.

The popularity of running races was found to be proportional to the popularity of the sport (TAC, 1987). Of the 30 million runners in America, TAC estimated that 1.1 million raced in 1986. TAC also revealed that 5,342 prominent races were conducted in that same year. Dr. Basil Honikman, a TAC statistician, believed that figure represented one-half of all races actually held (Honikman, 1987). The number of runners participating in major races is impressive. In an analysis of the 100 largest participant races in the United States, the NRDC (1983) reported that 700,000 runners were entered. The Bloomsday Marathon in West Virginia featured over 26,000 participants in 1986. In Wisconsin, Al's Run, a five mile race held in downtown Milwaukee, has attracted a total of over one million runners during the past five years.

The total pool of racing runners is increasing each year while the average race size, in terms of participant numbers, has leveled off (RRM, 1986). This is due to the growth in the number of new races offered. In 1986, Road Race Management estimated that first year races represented 5% of the total running races held in the U.S.

The number of marathon races conducted from 1980-1982 has doubled (Henderson, 1982). However, racing runners seem to prefer shorter distances. In a longitudinal study from 1980 - 1984, the NRDC divided 44 races into "short" (8 kilometers & 10 kilometers), "middle" (15 kilometers to half-marathon) and "long" (marathon) categories. Only the

marathon showed a decrease in participant numbers (RRM, 1984). A 1986 survey of its readers by Runners World supported the NRDC findings. Entries at some major marathons dropped by as much as 25% from 1984 to 1985.

The popularity of running races has produced "growing pains" for several major road races. Races such as Grandma's in Duluth, Minnesota, the New York City and the Chicago marathons have established participant entry limits based on course carrying capacity, financial and human resources. In 1981, the New York City Parks Commissioner, Gordon Davis, imposed a 16,000 runner limit for the New York City Marathon (LeBow, 1983). As a result of such entry limits, thousands of runners must be turned away. The New York City Marathon returned 44,000 race applications after the entry limit was met. The London Marathon was forced to refuse 85% of the 80,000 requests to participate in its 1982 race (RRM, 1982). The 1984 Grandma's Marathon held in Duluth, Minnesota, received its 20,000 entry limit in the first five days of race registration (RRM, 1984).

Some races, such as the Cherry Blossom 10-miler in Washington, D.C., have conducted entry lotteries to select participants. The 1983 Bay to Breakers 12 kilometer race, located in San Francisco, California, paid no attention to entry limit. A field of 60,000 registered runners and an estimated 20,000 unofficial runners participated. It was reported that it took the final starter 25 minutes to reach the designated starting line (RRM, 1983).

Research has been conducted in an effort to explain why races attract such large numbers of participants. Fitzpatrick and Thatch

(1981) attempted to distinguish the 12 independent variables which affect the success or failure of a first year or established race to attract a large field. Results were analyzed to determine how variables for the first year and for established races differed. In a descriptive study of 109 New Jersey races, the authors reported that the experience of the race director, number of prizes, and promotional lead time were significant ( $p < .05$ ) independent variables in determining the number of runners participating.

The popularity of running and racing has produced numerous publications intended to further educate the runner. Road Race Management published a list of 8 national and 32 regional magazines devoted to that purpose (Ferstle, 1985).

The number of national running associations can be attributed to the popularity of the sport. Twenty-six running associations existed in the United States in 1983 (RRM, 1983).

#### Race Organizational and Administrative Considerations

As the number of runners, racers and races grew in the United States, greater emphasis focused on the directors, sponsors, and specialists involved in the organization of the race. Wallach (1984) likened the problems facing the directors of large races to those of an army general during battle. Wallach believed "...logistical planning is tantamount to the success of the war or megarace." Katz (1984) commented that the art of road race management had become a science. Computerized bar codes, similar to the systems used in grocery stores, have been employed by several races as an effective method of tabulating

race finishers. Computers, and digital timing devices have replaced the use of the stop watch. Katz stated, "The runners of today are demanding high quality events for their dollars." This demand has forced race organizers to seek alternative methods and resources to produce better events.

A high degree of human and financial resources is needed to conduct a successful race, regardless of participant size. The 1986 New York City and Chicago marathons each required over 4,000 volunteers. These and other major races employ an individual whose sole responsibility is to recruit and train volunteers. To further illustrate the importance of "manpower" to race success, a survey of directors of now-defunct races in Wisconsin revealed lack of volunteer help as the major cause of cancellation (Thompson, 1984).

The use of volunteers also contributes to the financial success of the race. By securing the volunteer services of local police officers to control traffic, and fire department personnel for emergency medical service, a city race may save thousands of dollars (LeBow, 1983). The Detroit and New York Marathons receive police, medical and public works services at no charge. Conversely, the 1981 San Francisco Marathon paid the City of San Francisco \$30,000 for police services during the race. The 1979 Oakland Marathon paid the city a bill of \$18,000 for similar services. LeBow (1983) stressed the importance of municipal approval and co-sponsorship of running races in an effort to keep operational costs down. By showing city leaders the economic benefits a race can offer through detailed economic impact studies, approval and support may be granted.

Race budgets have surpassed the \$1 million mark in the New York City, Boston and Chicago marathons. The average cost expended by race organizers is as high as \$52 per runner (Thompson, 1984). In its Race Director's Handbook, RRCA (1982) identified five items of considerable expense in race organization: (a) Printing, (b) advertising, (c) awards, (d) refreshments, and (e) clerical-related items.

The budgetary aspects of a race depend upon the number of entries in the race, its scope, sponsorship, and purpose (Henderson, 1979). The race entry fees provided the largest source of revenue for 53 races in New Jersey (Fitzpatrick & Thatch, 1981). It has been suggested that entry fees be used only to cover race operational costs and awards, and not be used for profits (Bloom, 1980).

It is not unusual to find several different races held on the same weekend day in large metropolitan areas. Organizers, in an attempt to attract the running consumer to their race, have created a highly competitive market. Races have offered numerous amenities to lure runners to enter, including pre- and post-race banquets, entertainment, and large cash awards and drawings. The special features of a race are not necessarily the most important elements of a race. In a survey of 428 runners in the 1984 Los Angeles International Marathon, the top five favored features of the event were race-day related. They were traffic control/police protection, aid stations, race organization/management, timing system, and course (NRDC, 1983). The financial considerations of a race will vary greatly with the number of "frills" offered (Goodsen & Hills, 1983).

To offset the costs of offering additional services in a race,

directors have obtained sponsorship from businesses in exchange for publicity. Tinsley (1984) commented that sponsorship is the major source of income for road races. For sponsors to continue their race support, they must derive, over the long term, "...a return of exposure, product or service advertisement, or goodwill." Tinsley further stated that these three reasons must, in the end, result in sales to generate profit for the sponsor, or a more effective advertising campaign will be sought.

Sponsorships have taken the form of cash, merchandise, and/or services. Some major race budgets have consisted of 70% corporate sponsorship (LeBow, 1983). Road Race Management (1983) suggested that race organizers obtain a signed contract with the sponsor which clearly specifies the amount of money and payment schedule. Also recommended was that decision-making authority over each aspect of race administration be explicitly stated and agreed upon. LeBow (1983) advocated that two aspects of the race must never be compromised to the sponsor - giving the name of the race over to the sponsor, and putting the sponsor's name on the front of the race t-shirt. LeBow stated that the name of the race is its most memorable component. If the sponsor's name was included in the race name and the sponsor later dropped its support of the event, the race would lose its recognition. Loss of sponsorship has been shown to be a major cause for the cancellation of a running race (NRDC, 1983).

Running product manufacturers have attempted to capitalize on the publicity a race offers by sponsoring a series of races in major cities nationwide. Nike, the largest manufacturer of running shoes in the

U.S., supported 100 carefully selected races in 1983 (RRM, 1983). Nike received 300 responses per month from race directors for sponsorship during that year. Manufacturers such as Sub-4, New Balance and Brooks, offered sponsorship to races through their local dealers.

Although national sponsors like Nike, Budweiser, Avon and Bonne Bell provide substantial support for a number of races throughout the country, the vast majority of events are sponsored by local businesses or groups (RRM, 1983). This is logical since the most immediate promotional impact for a local company takes place in the locality in which the race is held. Also, there are far more local than national businesses. In a 1983 survey of 100 races, conducted by Road Race Management, primary sponsors (largest monetary contributors) were found to be banks, shoe companies, municipalities, health organizations, beverage companies and media companies.

The purpose of the race has been considered important in the financial planning of the running race (Bloom, 1980). Races conducted to raise money for charity seek to operate at a profit. Municipal park and/or recreation department organized races have operated at a financial deficit or "break even" point. The rationale for this is that taxpayer dollars have previously contributed to the race operational fund. Major road race organizers have tried to cover all operating expenses and utilize profits for start-up costs for the following year.

The economic impact to the city where the race is held is impressive. An analysis of the impact of the 1984 San Francisco Marathon on the San Francisco area found that \$6.6 million more was spent in hotels, restaurants, and shops during the three day period the

event was held than had been spent during the previous weekend (Warner, 1984). As a result, it was determined that the city collected over \$250,000 in hotel tax receipts. Such reports should be used by race organizers in discussion with municipal authorities to demonstrate the direct economic benefit to the city supporting the running race. There are some significant, but non-quantifiable, benefits which result from holding a race in the city which will accrue to the local area over time. Intangible and indirect benefits such as national recognition, civic pride, television and radio coverage, and the chance to show off the city at its best have a positive effect on the city's economic environment which can only be measured in the long term, if at all.

Economic and human resources are only two factors to be addressed when organizing a running race. Bloom (1980) offered 12 considerations in race planning:

1. environmental conditions,
2. accurate distances,
3. accurate times,
4. runner safety,
5. medical services,
6. awards,
7. age group identification,
8. aid stations,
9. entry fees,
10. start and finish line procedures,
11. post-race logistics,
12. publicity

Of the 12 considerations in race management, runner safety was stressed as the most important. The NRDC (1982) published a guide for race directors which highlighted traffic control, weather conditions, and medical services as important factors to be considered.

Other race directors have identified safety as the primary factor in race success (Ferstle, 1985; Henderson, 1984). Ferstle advised that a medical director be selected as part of the race organizational board to ensure adequate medical coverage during the event. The medical director's responsibilities include training medical team volunteers, educating the runners of the races' medical services, locating and staffing medical stations on the race course and coordinating the emergency medical system and communication lines. The President's Council on Physical Fitness and Sports (1982) released a 20-page pamphlet containing medical and safety guidelines for the race planner. Included was the American College of Sports Medicine's position statement on prevention of injuries during distance running. Recommendations focused on warm weather racing, fluid ingestion, aid stations and communication.

Checklists have been published to assist race directors in accomplishing their tasks more efficiently and effectively. Goodsen and Hills (1979) compiled a 35 item checklist categorized into seven major headings: race objectives, registration, sponsorship, publicity, logistics, timing and scoring, and awards. The authors emphasized the need for race organizers to plan as much as 11 months in advance of the scheduled race date. The U.S. Marine Corps, which takes great pride in doing a job right, published a three hundred page document outlining, in

detail, every aspect of managing the Marine Corps Marathon. A 119 point time table also required 11 months of advance preparation for the event.

Henderson (1978) stressed pre-planning in race organization to ensure success. "Unless an orderly process of willful thought occurs focusing on race theme, components, problems and mechanics, a race will be destined for mediocrity." New York City Marathon race director, LeBow, concurred with Henderson on the importance of pre-race planning (LeBow, 1984). "Anticipating problems is the hallmark of the successful race director." LeBow further stressed as vital the ability to foresee problems and be ahead of them with pre-determined solutions.

The race theme has been identified by other race directors as the essence of successful pre-race planning (Gjerdigen, 1983; Egger, 1982). Frequently, races are held in conjunction with a larger extravaganza in a community such as a festival, a holiday or a parade. The "Firecracker 5," a five mile foot race in Kenosha, Wisconsin, serves to draw and warm-up the crowd for the city's annual Fourth of July parade. The AAU National Marathon Championship has a natural theme of "who is the best at this distance." It is understood that this race is for the swiftest of the swift, rather than for the occasional jogger.

Who organizes running races? Gjerdigen (1983) suggested that races are generally planned by three different types of organizational structures. The first is the race which was initially conceived and controlled by a single organization, such as a local running club or municipal park and/or recreation department, with sponsors taking primary interest in the advertising value of being associated with the race rather than taking control over the details of the race itself. A

second common type of organization is termed by Gjerdigen as an alliance. A number of organizations, none of which has complete control, put on a race as a cooperative effort. For example, a running club might provide technical advice, a business firm, financial assistance, and various community organizations, logistical support. The third option is used primarily for alliances. The groups form a non-profit corporation for the purpose of managing the race. Participating groups are given an interest in the new corporation. The primary advantage of this option is that ownership as well as control remains in a single, easily identified, and familiar legal entity. The RRDC (1983) concurred with Gjerdigen when it reported that running race organization is conducted primarily by private businesses, non-profit organizations or a corporation comprised of businesses and civic groups.

The importance of the race organizers to receive approval and support from local governments to conduct a race has been previously chronicled. No mention of the number of municipalities that organized races was found in the literature review. Meanwhile, the National Recreation and Park Association (NRPA), the municipal recreator's professional association, has recognized the importance and demand for physical fitness opportunities in the public sector. The NRPA has identified running as a primary physical fitness activity and encouraged public park and/or recreation agencies "...to promote running as a viable fitness option."

#### Summary

The purpose of this chapter was to acquaint one with the popularity

of running and racing, and with the considerations involved in the organization and administration of a running race. Review of the related literature reaffirms running as an extremely popular activity in the United States as both a competitive and recreational participative sport. Racing often incorporates both elements in its purpose to serve runners' varied skill levels and goals. Additionally, many aspects of the planning and administration of running races have been identified. Various distances, themes and organizational structures have been employed to meet the needs of the running population.

Although much has been written on the topics of running and racing, little has been devoted to programming concerns, particularly at the local government level. The need to further investigate this matter is reinforced through the review of related literature.

## CHAPTER III

### METHODS

#### Introduction

The intent of this descriptive study was to identify and describe park and/or recreation organized running races implemented within incorporated places ranging from 70,000 - 80,000 in population, throughout the United States. Furthermore, this study intended to identify selected running race elements associated with the cited population. In addition, the study intended to analyze the cumulative responses from the sample population.

In order to facilitate the intent of the study, three methods had to be initiated. These methods involved the (a) identification of the survey population, (b) development of preliminary and supplemental questionnaires (instrument) and cover letters, and (c) implementation of a pre-test screening.

After the above measures were completed and deemed satisfactory, a survey (preliminary questionnaire) of inquiry was distributed to all known incorporated places within the United States meeting site requirements. Data was compiled from the surveys and municipal park and/or recreation departments which organized running races were identified. The supplemental questionnaire was then distributed to these municipal park and/or recreation departments. Data was then compiled from this questionnaire. Only data related to the cited population and associated with selected race organizational elements,

was utilized in the comparative analysis of study results. The comparison analysis was based on percentages (frequency of response) as indicated in the cross tabulation of the received data.

#### Identification of Survey Population

The identification of all incorporated places within the United States, ranging from 70,000 to 80,000 in population, was based on figures released in the 1980 census of the population. Census information of this nature was obtained through the careful review of the 1983 Statistical Abstract - City and County Data Book issued by the U.S. Department of Commerce, Bureau of the Census.

In total, fifty incorporated places met site requirements (refer to Appendix C). Incorporated places which recorded exact total population extremes (70,000 or 80,00) were pre-designated to be included among the survey sample.

Once the survey population was established, the next task involved the location of pertinent information concerning the identification of public park/recreation agencies serving within the designated incorporated places. This procedure entailed obtaining the names of agency contact persons (department directors), addresses, and telephone numbers.

Through the utilization of the 1984 Municipal Index, published by the Morgan-Grampian Company, the majority of the cited work was accomplished. The use of telephone directories associated with specific survey sites also proved helpful.

### Development of Questionnaire and Cover Letter

The development and selection of questionnaire content (See Appendix A and B) was primarily based on the running race concerns of the writer. Additional question areas were suggested by the thesis committee chairperson.

Upon completion of instrument questions, appropriate responses were furnished to accompany each statement. The writer, with the assistance of the thesis committee chairperson and others concerned, attempted to supply the best assortment of possible responses. In all cases, except if a committed response was required, an "other" category was supplied in order to accommodate any miscellaneous answers which may have been omitted from among the choice of responses.

The questionnaire was divided into two major sections. The first section identified the background and basic structure of the survey site (agency) and was utilized as the preliminary instrument. The second section sought approximate answers regarding the nature of the agency organized running race (if one was sponsored). The selected areas of interest in the study pertained to the identification of municipal park and/or recreation sponsored running races (within the given population) and the participation numbers, volunteer support, registration processes, operating budget, and scoring and timing methods associated with them. The second section of the questionnaire was utilized as the supplemental instrument.

A very important accessory to the questionnaire was the corresponding cover letter (See Appendix E). The purpose of the cover

letter was to explain and relate needs of the study and questionnaire to the potential respondent.

To create a better understanding of the study and applied instruments among the recipients of the questionnaire, it was imperative to communicate in writing the following concerns: (a) purpose of the study, (b) importance of their compliance, (c) definition of critical terms, (d) return target date or deadline, (e) appropriate contact person, address and telephone numbers related to the study, and (g) acknowledgement of appreciation for their assistance and cooperation.

In order to reinforce the overall scope of the study, the inclusion of a name list was utilized in conjunction with the questionnaire and cover letter. The list (See Appendix C) identified all the incorporated places which were included in the survey population.

#### Implementation of Pre-Test Screening

The pre-test screening of survey materials (site selection, questionnaire, and cover letter) was necessary in order to increase the validity of the study. Materials were submitted to a panel of running race and municipal park and recreation directors in Wisconsin for review of question and response content, format and style. Panel members were as follows:

Ms. Cheryl Buckley, Director, Racine YMCA Lighthouse Run, Racine, WI.

Mr. Mark Sabljak, Director, Al's Run, Milwaukee, WI.

Dr. William D. Van Atta, Professor, Physical Education, University of Wisconsin-LaCrosse, LaCrosse, WI.

Mr. Kenneth VanEs, Director, Eau Claire Park and Recreation  
Department, Eau Claire, WI.

Mr. Loren Wardwell Jr., Director, LaCrosse Oktoberfest Half-  
Marathon, LaCrosse, WI.

The return of the pre-test screening provided valuable insight into potential problem areas of questionnaire content and format. Panel recommendations were examined and noted problem areas were corrected.

#### Miscellaneous Procedures

Before the finalized questionnaire materials were distributed to the survey population, several procedures had to be administered. First, to insure proper identification, survey sites were assigned a number. The corresponding numbers were then marked on the questionnaires and, upon return, matched against a master check list for verification. Second, both mailing and return envelopes were addressed correctly. All utilized envelopes were proofread for any mistakes in listing agency name, contact person, address and zip code. Third, the correct amount of postage was determined and applied to each mailing and return envelope.

It was determined that through the successful implementation of the identified methods and procedures a greater return rate would be achieved. Furthermore, a one week return period of the completed questionnaire was requested in the cover letter in order to expedite the analysis of collected data.

CHAPTER IV  
RESULTS AND DISCUSSION

The return rate of completed preliminary questionnaires was 41/50 or 82% of the sample population. The return rate of supplemental questionnaires was 14/16 or 87.5%.

The study results are presented in 26 individual topic areas represented by the given tables. Table results are in reference to the frequency of response to each question area outlined in the research instrument. Discussion material corresponds directly to the given table results and other collected data related to the topic areas.

Tables 1-4 describe the 41 respondent agencies of the sample population. These data were collected from the preliminary questionnaire. Tables 5-26 are based on data received from 14 agencies identified as municipal park and/or recreation departments which organize running races within the return sample. These data were collected from the supplemental questionnaire.

Results

Table 1

## Type of Agency/Department

Response	Frequency	Percent
<u>Municipal</u> Park and Recreation	24	58.5%
Recreation (only)	11	26.8%
Park, Recreation and other Division(s) (i.e., Libraries, Arts, Youth, etc.)	3	8.1%
<u>Other</u> County, School, Park/Recreation District and other combination public park/recreation departments	3	8.1%
Total:	41	100%

Table 2

## Number of Full-time Professional Park/Recreation Staff

Response	Frequency	Percent
3 or less	9	22.0%
4	2	4.9%
5	3	7.3%
6	2	4.9%
7 or more	25	60.9%
Total:	41	100%

Table 3  
Approximate Total Operation Budget

Response	Frequency	Percent
Less than \$800,000	11	26.8%
\$800,000 to \$1.0 million	6	14.6%
\$1.0 million to \$1.2 million	3	7.3%
\$1.2 million to \$1.4 million	1	2.4%
\$1.4 million to \$1.6 million	1	2.4%
\$1.6 million to \$1.8 million	2	4.9%
\$1.8 million to \$2.0 million	1	2.4%
\$2.0 million or more	16	39.0%
<b>Total:</b>	<b>41</b>	<b>100%</b>

Table 4  
Municipal Department Organized Running Race

Response	Frequency	Percent
Yes	16	39.0%
No	25	61.0%
Total:	41	100%

Table 5  
Race Distance

Response	Frequency	Percent
5 kilometers	5	35.7%
5 miles	5	35.7%
10 kilometers	3	21.4%
Other (Half-marathon)	1	7.1%
Total:	14	100%

Table 6  
Approximate Race Budget

Response	Frequency	Percent
Under \$2,000	10	71.4%
\$2,000 to \$4,000	3	21.4%
\$4,000 to \$6,000	-	-
\$6,000 to \$8,000	-	-
Over \$8,000	1	7.1%
Total:	14	100%

Table 7  
Approximate Number of Race Participants

Response	Frequency	Percent
Less than 250	6	42.9%
250 to 1,000	7	50.0%
1,000 to 2,000	1	7.1%
Total:	14	100%

Table 8  
Race in Conjunction With Another Special Event

Response	Frequency	Percent
<u>Yes</u> Festival	3	21.4%
<u>No</u>	11	78.6%
Total:	14	100%

Table 9  
Computer Usage

Response	Frequency	Percent
<u>Pre-race Registration</u>		
Yes	6	42.9%
No	8	57.1%
<u>Timing/Scoring</u>		
Yes	3	21.4%
No	11	78.6%
<u>Mailing List</u>		
Yes	6	42.9%
No	8	57.1%
<u>Publicity</u>		
Yes	1	7.1%
No	13	92.9%
Column Total for each Sub-topic:	14	100%

Table 10  
Race Registration Fee

Response	Frequency	Percent
Less than \$5	2	14.3%
\$5 to \$10	9	64.3%
\$10 to \$15	2	14.3%
\$15 to \$20	1	7.1%
Total:	14	100%

Table 11  
Race Day Participant Registration Available

Response	Frequency	Percent
Yes	12	85.7%
No	2	14.3%
Total:	14	100%

Table 12  
Race Participant Categories

Response	Frequency	Percent
<u>Male/Female</u>		
Yes	14	100%
No	-	-
<u>Team</u>		
Yes	4	28.6%
No	10	71.4%
<u>Wheelchair</u>		
Yes	7	50.0%
No	7	50.0%
<u>Costume</u>		
Yes	1	7.1%
No	13	92.9%
Column Total for each Sub-topic:	14	100%

Table 13  
Male, Female Finishers Placed by Age Division

Response	Frequency	Percent
Yes	14	100%
No	-	-

Table 14  
Materials Given to Race Participants

Response	Frequency	Percent
<u>Race Number</u>		
Yes	10	71.4%
No	4	28.6%
<u>Gift (i.e. t-shirt)</u>		
Yes	12	85.7%
No	2	14.3%
<u>Course Map</u>		
Yes	8	57.1%
No	6	42.9%
<u>Race Instructions</u>		
Yes	10	71.4%
No	4	28.6%
Column Total for each Sub-topic:	14	100%

Table 15  
Material Distribution Methods for Race Participants

Response	Frequency	Percent
<u>Mail</u>		
Yes	2	14.3%
No	12	85.7%
<u>Pre Race-day Pick-up</u>		
Yes	5	35.7%
No	9	64.3%
<u>Race-day Pick-up</u>		
Yes	12	85.7%
No	2	14.3%
Column Total for each Sub-topic:	14	100%

Table 16  
Race Participant Limit

Response	Frequency	Percent
Yes		
Registration method (First-come, first-served)	2	14.3%
No	12	85.7%
Total:	14	100%

Table 17  
Timing/Scoring Equipment

Response	Frequency	Percent
<u>Stopwatch</u>		
Yes	8	57.1%
No	6	42.9%
<u>Digital Display Clock</u>		
Yes	6	42.9%
No	8	57.1%
<u>Chronomix</u>		
Yes	7	50.0%
No	7	50.0%
<u>Computer</u>		
Yes	2	14.3%
No	12	85.7%
<u>Race Numbers</u>		
Yes	10	71.4%
No	4	28.6%
<u>Place Cards</u>		
Yes	4	28.6%
No	10	71.4%
Column Total for each Sub-topic:	14	100%

Table 18  
Available Medical Services

Response	Frequency	Percent
<u>Ambulance/Rescue Squad</u>		
Yes	7	50.0%
No	7	50.0%
<u>Hospital/Clinical Staff</u>		
Yes	3	21.4%
No	11	78.6%
<u>Red Cross Personnel</u>		
Yes	4	28.6%
No	10	71.4%
<u>Other (i.e., Police)</u>		
Yes	2	14.3%
No	12	85.7%
Column Total for each Sub-topic:	14	100%

Table 19  
Additional Insurance Obtained for Race

Response	Frequency	Percent
Yes	1	7.1%
No	13	92.9%
Total:	14	100%

Table 20  
Liquid Aid Stations During Race

Response	Frequency	Percent
Yes	12	85.7%
No	2	14.3%
Total:	14	100%

Table 21  
Race Publicity - Budgeted

Response	Frequency	Percent
<u>Newspaper</u>		
Yes	10	71.4%
No	4	28.6%
<u>Magazine</u>		
Yes	3	21.4%
No	11	78.6%
<u>Radio</u>		
Yes	4	28.6%
No	10	71.4%
<u>Television</u>		
Yes	3	21.4%
No	11	78.7%
<u>Other (i.e., Seasonal Brochure)</u>		
Yes	4	28.6%
No	10	71.4%
Column Total for each Sub-topic:	14	100%

Table 22  
Pre-Race Activities

Response	Frequency	Percent
<u>Race Material Pick-up</u>		
Yes	12	85.7%
No	2	14.3%
<u>Exhibit Hall</u>		
Yes	1	7.1%
No	13	92.9%
<u>Meal</u>		
Yes	1	7.1%
No	13	92.9%
Column Total for each Sub-topic:	13	100%

Table 23

## Awards

Response	Frequency	Percent
<u>Medals</u>		
Yes	7	50.0%
No	7	50.0%
<u>Trophies</u>		
Yes	5	35.6%
No	9	64.3%
<u>Ribbons</u>		
Yes	4	28.6%
No	10	71.4%
<u>Other (i.e., Clocks, Carvings)</u>		
Yes	3	21.4%
No	11	78.6%
Column Total for each Sub-topic:	14	100%

Table 24  
Post-Race Activities

Response	Frequency	Percent
<u>Awards Presentation</u>		
Yes	14	100%
No	-	-
<u>Entertainment</u>		
Yes	4	28.6%
No	10	71.4%
<u>Meal</u>		
Yes	1	7.1%
No	13	92.9%
Column Total for each Sub-topic:	14	100%

Table 25  
Based on Participant Numbers, Race is  
Largest Organized Athletic Program

Response	Frequency	Percent
Yes	3	21.4%
No	11	78.6%
Total:	14	100%

Table 26  
Post-Race Refreshments

Response	Frequency	Percent
<u>Non-alcoholic Beverages</u>		
Yes	11	78.6%
No	3	21.4%
<u>Alcoholic Beverages</u>		
Yes	1	7.1%
No	13	92.9%
<u>Fruit</u>		
Yes	4	28.6%
No	10	71.4%
<u>Other (i.e., Sport drink, Yogurt)</u>		
Yes	2	14.3%
No	12	85.7%
Column Total for each Sub-topic:	14	100%

## Discussion of Results

### Description of Sample Population (Tables 1-4)

A majority, 92.7% (38/41), of the respondent agencies classified themselves as municipal park and/or recreation departments. Of the 38 municipal park and/or recreation departments, 16 or 39.0% organized running races. Furthermore, 87.5% of the municipal departments which organized a running race employed seven or more full-time professional park and/or recreation personnel and 68.7% indicated total department operation budgets of \$2.0 million or more. Conversely, 54.5% of the municipal departments which did not organize a running race employed fewer than five full-time professional park and/or recreation personnel and 68.2% indicated total department operation budgets of \$1.4 million or less.

Municipal recreation (only) departments generally employed fewer than four professionals and had operation budgets of under \$1.0 million.

Other public park and/or recreation agencies which organized running races included special districts (identified in California) and county park/recreation departments (identified in Alabama). Agencies of this type accounted for 7.3% of all public park and/or recreation agencies represented within the return sample.

In situations where running races were not organized or co-sponsored by public park and/or recreation agencies, races were administered, supervised and financed by local businesses, hospitals and/or civic or athletic clubs (i.e., running club, Lions Club).

Description of Running Race Elements (Tables 5-26)

In response to the question concerning the distance of the major race, 71.4% of the municipal park and/recreation departments which organized a running race (MPRDR) conducted a 5 kilometer or 5 mile race. A distance of 10 kilometers was the second most prevalent race length offered. Only one department offered a half-marathon (13.1 miles).

It is the opinion of this writer that MPRDR will continue to offer participants a choice of two distances at the running event. This is based on comments made by several respondents which stated that a shorter distance running event was also held in conjunction with the major race.

Concerning the total number of participants within the MPRDR, the majority, 92.9%, consisted of less than 1,000 runners. The race with the greatest number of participants was a half-marathon located in Lakewood, California with 1,000-2,000 runners.

The majority, 85.7%, of the MPRDR imposed no limits on the number of participants that may enter their particular race. Furthermore, the majority, 85.7%, offered race day registration, corroborating the responses regarding race participant limits.

In addition, a majority, 78.6%, of the MPRDR indicated that in terms of participation numbers, the running race was not the largest athletic program they offered to the public.

In regard to conducting the race in conjunction with another special event, a majority, 78.6%, of the MPRDR held the race as a solitary function. Three departments indicated races in conjunction

with another special event (festival).

In response to the question about computer usage, six or 42.9% of the MPRDR indicated computer utilization for their race. Of the agencies using computers, each reported pre-race registration and correspondence as purposes. In three instances, computers were used in the timing and scoring of racers.

In regard to race participant categories, a total majority, 100%, of the MPRDR offered male and female participant categories. Also, a majority, 71.4%, did not offer race team entry. Exactly half of the departments within the MPRDR reported participant categories for wheelchair racers. Furthermore, all agencies indicated the use of age divisions in the male and female race participant categories to determine the winners.

In response to the question regarding the race materials given to participants, a majority, 85.7%, of the MPRDR provided participants with t-shirts (gifts). In addition, the majority, 71.4%, of the MPRDR provided race instructions. A course map was included in 57.1% of the participants' race packets.

Concerning the method in which the race materials were given to the participants, the majority, 85.7%, of the MPRDR provided race materials to participants the day of the race. Other notable methods of race material distribution were less prevalent. For example, 14.3% sent materials by mail and 35.7% conducted a pre-race day pick-up.

In reference to timing and scoring equipment, a majority, 57.1%, of the MPRDR employed the use of stopwatches in timing race participants. A chronomix was the second most prevalent type of equipment used for

race timing. Large digital display clocks were the third most prevalent piece of timing equipment used.

A majority, 71.4%, within the MPRDR used race numbers to score participants. Other notable scoring methods were less prevalent. For example, 28.6% utilized place cards and 14.3% used a computer.

Concerning race medical services, a majority, 92.9%, of the MPRDR provided some type of medical service. The majority, 53.8%, of the departments offering medical services provided ambulance or rescue squad aid. Furthermore, the majority, 92.3%, of the departments offering medical services provided liquid aid stations to the runners during the race. Other forms of medical services were less prevalent within the MPRDR. For example, 28.6% provided Red Cross personnel and 21.4% utilized hospital or clinical staff. Only one agency indicated that additional liability insurance was obtained for the race.

In regard to race publicity, a majority, 85.7%, of the MPRDR paid for some form of publicity. A majority, 91.7%, of the departments that paid for publicity utilized newspaper as a medium for race advertising. Magazine and television publicity were employed by 21.4% of the departments that paid for race publicity.

In response to pre-race activities, a majority, 78.6%, of the MPRDR indicated race material pick-up as the sole pre-race activity. Only one agency hosted a pre-race meal and one agency provided an exhibition hall prior to the race.

In reference to awards, each MPRDR provided some type of award to race winners at the conclusion of the race. Exactly half of the MPRDR awarded medals to the race winners. Trophies and ribbons were also

indicated as types of awards within the MPRDR.

Concerning post-race activities, four MPRDR provided entertainment following the race. Only one agency provided a meal at the conclusion of the race.

In addition, the majority, 78.6%, of the MPRDR offered participants complimentary non-alcoholic beverages after the race. Within the MPRDR, in only one instance were alcoholic beverages served following the race.

In regard to the approximate total amount of monies specifically budgeted for the running race, a majority, 71.4% of the MPRDR indicated budgets which did not exceed \$2,000. Monies budgeted solely for running races varied with the size and the length of the individual race. For example, the half-marathon in Lakewood, California, the longest race within the MPRDR, indicated a program budget over \$8,000.

Related to program budget concerns, the majority, 78.6%, of the MPRDR charged participants \$10 or less to race. Only one of the MPRDR indicated a race registration fee over \$15.

CHAPTER V  
OBSERVATIONS AND RECOMMENDATIONS

Summary

This nationwide survey identified and described municipal park and/or recreation department-organized running races implemented within incorporated places ranging from 70,000 to 80,000 in population. Furthermore, this study identified on a national basis, selected running race elements associated with the cited population.

More specifically, this study identified selected running race elements which pertained to participation numbers, medical services, registration processes, pre/post-race activities, scoring and timing and program budgeting.

The survey data was collected through the use of a questionnaire format. A preliminary questionnaire was sent to each agency within the cited population (N=50) to identify municipal park and/or recreation departments which organized a running race and to describe general departmental characteristics. The return rate of completed preliminary questionnaires was 41/50 or 82% of the sample population.

Each site identified as a municipal park and/or recreation department which organized a running race (N=16) received a supplemental questionnaire to describe selected running race elements pertaining to their major race (largest participant number). The return rate of supplemental questionnaires was 14/16 or 87.5%

Analysis of data was based on percentages (frequency of response). Each site identified as a municipal park and/or recreation department which organized a running race was examined for uniqueness or similarity in responses in relation to the other representative sites. In addition to structured question responses, any comments or questions indicated by respondents in reference to the study were utilized.

#### Observations

Through analysis of the data collected, the following are conclusions based on the study of municipal park and/or recreation department-organized running races implemented within incorporated places ranging from 70,000 to 80,000 in population throughout the United States.

1. Most municipal park and/or recreation departments do not organize a running race. Most public running races are organized by local businesses, hospitals, civic or athletic clubs.

2. Municipal park and/or recreation departments which organize a running race are generally comprised of seven or more full-time park/recreation professionals. Further, a significant percentage of the above have operation budgets totaling over \$2.0 million. Conversely, over half of the municipal park and/or recreation departments which did not organize a running race employed fewer than five full-time park/recreation professionals. In addition, a significant portion of the departments which did not organize a running race indicated total department operation budgets of \$1.4 million or less.

3. Most municipal park and/or recreation department-organized

running races are generally 5 miles in length or less.

4. Municipal park and/or recreation department-organized running races generally include less than 1,000 participants. Furthermore, only in a small percentage of departments is the running race the largest athletic program in terms of participation numbers.

5. Over half of the departments expend less than \$2,000 for running race organization. Monies budgeted solely for a running race varied with the extent and size/length of the individual race.

6. Most running races charge under \$10 to participants. Only a small percentage of departments require over \$15 to enter the race.

7. Running races are generally held as a solitary event and not in conjunction with another special event.

8. Computer usage for running race organization is infrequent. When utilized, pre-race registration and correspondence purposes are the computers' main functions.

9. Participant limits are generally not imposed. In relation to the above, a significant number of departments offer race day registration for runners.

10. Running races almost always include male and female participant categories. Further, almost all agencies use age divisions in male and female participant categories to determine the race winners. In addition, slightly over half of the cited races reported wheelchair participant categories.

11. Most departments provide race participants with a gift (i.e., t-shirt) for entering. Race instructions, a course map and race numbers are materials generally included in participant race packets.

12. Race materials are almost always given to participants the day of the race. Only a small percentage of departments mail materials to participants before the race.

13. Race material pick-up is generally the only pre-race activity conducted the day of the race.

14. Departments generally use a combination of equipment in timing and scoring the race participants. Specifically, stopwatches, digital clock display, race numbers and a chronomix are the most prevalent combination of timing and scoring equipment.

15. Some type of medical service is almost always available at the public running race. Mobilized units (i.e., ambulance/rescue squad) are the most prevalent form of race medical services.

16. Liquid aid is generally provided to runners during most races.

17. Agencies generally contract multiple media sources in publicizing their race. A majority of departments utilized at least two other forms of media in addition to newspaper advertisements to promote the major race.

18. An awards presentation is always conducted at the conclusion of the running race. Only a small percentage of departments provide entertainment as a post-race activity. A lesser percentage of agencies host a meal following the race. In addition, complimentary non-alcoholic beverages are generally served during post-race activities. Only a small percentage of departments serve fruit or other snacks after the race.

### Recommendations

The recommendations are divided into two sections. The first deals with recommendations directed toward the municipal park and/or recreation practitioners involved with running race organization in cities 70,000 to 80,000 in population. The second section addresses recommendations for further study.

This study led to the following recommendations concerning the organization of running races in municipal park and/or recreation agencies within cities 70,000 to 80,000 in population.

1. Consider obtaining volunteer support from local civic and/or athletic clubs to assist in the organization of the running race.
2. Consider forming an advisory committee comprised of local running coaches, enthusiasts, and/or race directors in order to assist in the planning of the race.
3. Examine the practicality/feasibility of securing sponsorship from local businesses in order to relieve high race costs.
4. Address other local businesses/agencies who are organizing running races to avoid duplication of services, scheduling conflicts.
5. Anticipate the request for a team participant race category (i.e., club, corporate, co-ed) to increase.
6. Consider a direct mail marketing plan to increase race participation. Specifically, mail race registration forms to past and other local race participants.

This study led to the following recommendations for future study.

1. Include a statistician among the panel of experts who conducted the pre-test screening.
2. Conduct a similar study addressing a different segment of the U.S. population.
3. Conduct a study related to municipal park and/or recreation departments which co-sponsor running races.
4. Study in detail other agencies which organize a running race (i.e., local businesses, hospitals, civic or athletic clubs) and compare data with this study.
5. Conduct a study pertaining to cost factors associated with running race organization.
6. Conduct a similar study of the largest races in terms of participant numbers organized by municipal park and/or recreation departments in the United States.
7. Study specific problems related to running race organization (i.e., logistics, volunteer support).
8. Conduct a study examining the economic impact of the race on the cities' hospitality businesses.

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APPENDIX A

PRELIMINARY QUESTIONNAIRE

## Preliminary Questionnaire

The identification and description of running races organized by municipal park and/or recreation departments serving incorporated places ranging 70,000 - 80,000 in population, throughout the United States.

Important: Please indicate a single response for all questions unless otherwise noted.

### Part One - Description of the Agency/Department

1. Type of agency:

- A. Municipal (city)
- B. County
- C. School District
- D. Special District
- E. Other

If other, please indicate \_\_\_\_\_  
\_\_\_\_\_

2. Type of department (specific):

- A. Park and Recreation
- B. Park (only)
- C. Recreation (only)
- D. Leisure Services
- E. Other

If other, please indicate \_\_\_\_\_  
\_\_\_\_\_

3. Please indicate the total number of full-time professional park/recreation staff presently employed:

- A. 3 or less
- B. 4
- C. 5
- D. 6
- E. 7 or more

4. Please indicate the approximate 1987 budget for your department operations:

I. Less than \$1.4 million

- A. Less than \$800,000
- B. \$800,000 - \$1.0 million
- C. \$1.0 mil. - \$1.2 mil.
- D. \$1.2 mil. - \$1.4 mil.

II. \$1.4 million or more

- A. \$1.4 mil. - \$1.6 mil.
- B. \$1.6 mil. - \$1.8 mil.
- C. \$1.8 mil. - \$2.0 mil.
- D. \$2.0 mil. or more

5. As of 1987, does the department organize any type of running race?

- A. Yes
- B. No

If yes, please indicate responses to questions 7 & 8 in order to complete the preliminary questionnaire.

If no, please only respond to question #6.

Note: There may be more than a single response for question #6.

6. Please indicate what local agencies/organization are presently sponsoring any type of running race:

- A. Private business
- B. Local athletic group(s)
- C. YMCA/YWCA
- D. Other
- E. No local race

If other, please indicate \_\_\_\_\_  
\_\_\_\_\_

Part Two - Description of Department Sponsored Running Races

7. Please indicate the total number of running races currently organized by the department:

- A. One
- B. Two
- C. Three
- D. Four
- E. Five or more

I. If more than one, please indicate the name of the largest participant entered race: \_\_\_\_\_  
\_\_\_\_\_

8. Would you be willing to respond to the second phase of this research project?

- Yes
- No

APPENDIX B

SUPPLEMENTAL QUESTIONNAIRE

### Supplemental Questionnaire

The identification and description of running races organized by municipal park and/or recreation departments serving incorporated places ranging 70,000 - 80,000 in population, throughout the United States.

Important: Please indicate a single response for all questions unless otherwise noted.

1. Please indicate the racing distance of the department organized major race:

- A. 5 kilometer
- B. 5 miles
- C. 10 kilometers
- D. 10 miles
- E. Other

If other, please indicate \_\_\_\_\_

---

2. Please indicate the approximate budget for the department organized major race:

- A. Under \$2,000
- B. \$2,000 - \$4,000
- C. \$4,000 - \$6,000
- D. \$6,000 - \$8,000
- E. Over \$8,000

3. Please indicate the approximate total number of participants entered in department organized major race.

- A. Less than 250
- B. 250 - 1,000
- C. 1,000 - 2,000
- D. 2,000 - 4,000
- E. 4,000 or more

4. Is the department organized major running race held in conjunction with another special event in the city?

- A. Yes
- B. No

I. If yes, please indicate the type of special event:

- A. Festival
- B. Holiday celebration
- C. Parade
- D. City anniversary
- E. Other

If other, please indicate \_\_\_\_\_

---

5. Is a computer used in the pre-race registration process?

- A. Yes
- B. No

If yes, please indicate for which a computer is used:

- A. Pre-race registration
- B. Timing/Scoring
- C. Mailing List
- D. Publicity
- E. Other

If other, please indicate \_\_\_\_\_

---

6. Please indicate the amount of the pre-race registration fee for the department organize major race:

- A. Less than \$5
- B. \$5 - \$10
- C. \$10 - \$15
- D. \$15 - \$20
- E. \$20 or more

7. Is participant registration available the day of the department organized major running event?

- A. Yes
- B. No

Note: There may be more than a single response for question #8.

8. Please indicate the race participant categories available to enter in the department organized running race:

- A. Male/Female
- B. Team
- C. Wheelchair
- D. Costume
- E. Other

If other, please indicate \_\_\_\_\_

---

9. Are age divisions used to score the place finishers in the Male and Female categories?

- A. Yes  
 B. No

10. Is there a limit to the number of runners that may enter the department sponsored race?

- A. Yes  
 B. No

If yes, please indicate the method(s) used for pre-race registration:

- A. First-come, first-served  
 B. Lottery  
 C. Qualifying time  
 D. Invitation  
 E. Other

If other, please indicate \_\_\_\_\_  
 \_\_\_\_\_

Note: There may be more than a single response for questions 11 & 12.

11. Please indicate the types of race materials that are given to the entrants upon registration:

- A. Race number  
 B. Gift (i.e. t-shirt)  
 C. Course map  
 D. Race instructions  
 E. Other

If other, please indicate \_\_\_\_\_  
 \_\_\_\_\_

12. Please indicate the method by which the pre-registered entrant receives the race materials:

- A. Mail  
 B. Pre-race day pick-up  
 C. Race day pick-up  
 D. Other

If other, please indicate \_\_\_\_\_  
 \_\_\_\_\_

Note: There may be more than a single response for questions 13 & 14.

13. Please indicate the equipment used in the timing of the racers:

- A. Stopwatch
- B. Digital display clock
- C. Chronomix
- D. Computer
- E. Other

If other, please indicate \_\_\_\_\_

---

14. Please indicate the equipment used in the scoring of the racers:

- A. Race numbers
- B. Chronomix
- C. Bar code
- D. Place cards
- E. Other

If other, please indicate \_\_\_\_\_

---

15. Are medical services available to runners during the department sponsored race?

- A. Yes
- B. No

If yes, please indicate the type of medical service(s).

- A. Ambulance/rescue squad
- B. Hospital/clinical staff
- C. American Red Cross personnel
- D. Other

If other, please indicate \_\_\_\_\_

---

16. Is an additional insurance policy obtained by the department for the major race?

- A. Yes
- B. No

17. Are liquid aid stations provided for the runners during the race?

- A. Yes
- B. No

Note: There may be more than a single response for questions 18 & 19.

18. Please indicate the type(s) of paid media used to publicize the department organized major race.

- A. Newspaper
- B. Magazine
- C. Radio
- D. Television
- E. None
- F. Other

If other, please indicate \_\_\_\_\_  
\_\_\_\_\_

19. Please indicate the type(s) of activities conducted before the race:

- A. Seminar or workshop
- B. Race material packet pick-up
- C. Dinner
- D. Entertainment
- E. Exhibit Hall
- F. Other

If other, please indicate \_\_\_\_\_  
\_\_\_\_\_

20. Are awards presented to the race category winner?

- A. Yes
- B. No

I. If yes, please indicate the type(s) of awards:

- A. Medals
- B. Trophies
- C. Ribbons
- D. Money
- E. Other

If other, please indicate \_\_\_\_\_  
\_\_\_\_\_

21. Are refreshments provided for the runners at the conclusion of the race?

- A. Yes  
 B. No

I. If yes, please indicate the type(s) of refreshments:

- A. Non-alcoholic beverages  
 B. Alcoholic beverages  
 C. Fruit  
 D. Other

If other, please indicate \_\_\_\_\_  
 \_\_\_\_\_

Note: There may be more than a single response for question #22.

22. Please indicate the type(s) of activities conducted following the race:

- A. Awards presentation  
 B. Entertainment  
 C. Meal  
 D. Seminar or workshop  
 E. Exhibit Hall  
 F. Other

If other, please indicate \_\_\_\_\_  
 \_\_\_\_\_

23. In terms of participation numbers, are running races the largest athletic activity being organized by the department?

- A. Yes  
 B. No

Please make any further comments concerning the study/questionnaire in the space provided: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

For future reference purposes, please indicate the following:

Your name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Department Mailing Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

24. Would you like a copy of the results from the study?

- A. Yes  
 B. No

APPENDIX C

POPULATION UTILIZED IN  
THE SURVEY

Population Utilized in the Survey

All incorporated places ranging 70,000 - 80,000 in population within the United States.

- |                        |                            |
|------------------------|----------------------------|
| 1. Albany, GA          | 22. Muncie, IN*            |
| 2. Bellvue, WA*        | 23. New Rochelle, NY       |
| 3. Bethlehem, PA*      | 24. Niagra Falls, NY*      |
| 4. Boulder, CO*        | 25. Norwalk, CT*           |
| 5. Clifton, NJ*        | 26. Pawtucket, RI          |
| 6. Cranston, RI*       | 27. Plano, TX**            |
| 7. Daly City, CA*      | 28. Pontiac, MI*           |
| 8. East Orange, NJ**   | 29. Provo, UT*             |
| 9. El Cajon, CA*       | 30. Reading, PA**          |
| 10. El Monte, CA**     | 31. Richardson, TX*        |
| 11. Evanston, IL**     | 32. Royal Oak, MI*         |
| 12. Fort Smith, AR*    | 33. Saginaw, MI**          |
| 13. Grand Prarie, TX** | 34. St. Claire Shores, MI* |
| 14. Joliet, IL*        | 35. St. Joseph, MO*        |
| 15. Kalamazoo, MI*     | 36. San Angelo, TX**       |
| 16. Kenosha, WI        | 37. San Mateo, CA*         |
| 17. Lake Charles, LA   | 38. Santa Barbara, CA*     |
| 18. Lakewood, CA**     | 39. Simi Valley, CA**      |
| 19. Lorain, OH*        | 40. Sommerville, MA**      |
| 20. Lynn, MA*          | 41. Southfield, MI*        |
| 21. Midland, TX*       | 42. Springfield, OH**      |

- |                       |                     |
|-----------------------|---------------------|
| 43. Taylor, MI**      | 47. Utica, NY*      |
| 44. Thousand Oaks, CA | 48. Waterloo, IA*   |
| 45. Tuscaloosa, AL**  | 49. Westminster, CA |
| 46. Tyler, TX         | 50. Wilmington, DE  |

Smallest in the population - Wilmington, DE 70,195

Largest in the population - Kalamazoo, MI 79,722

\* Denotes incorporated places which completed and returned preliminary questionnaire.

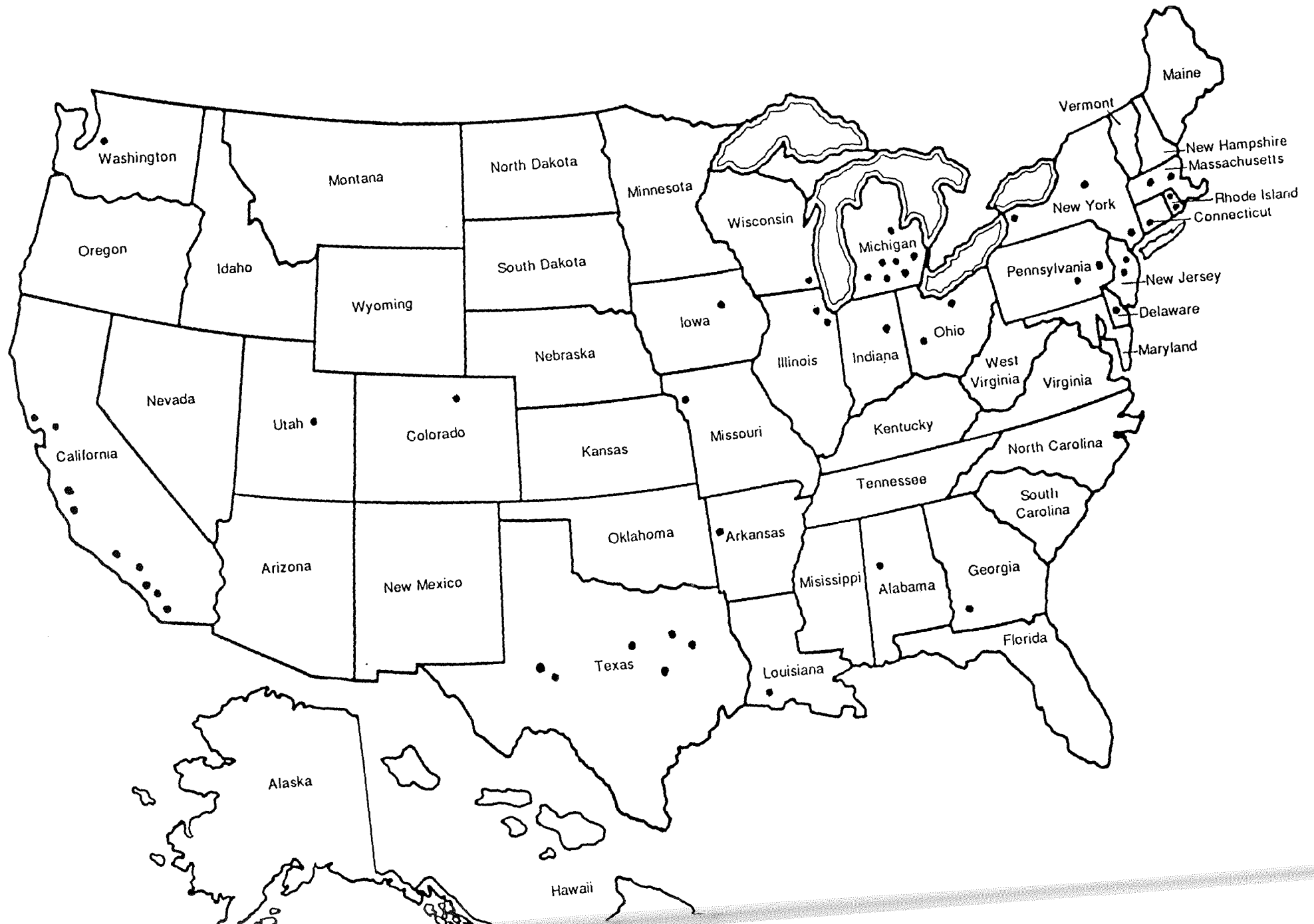
\*\* Denotes incorporated places which completed and returned preliminary and supplemental questionnaires.

Note: Selection of survey sites based on 1980 U.S. Census of the Population, U.S. Department of Commerce - Bureau of the Census.

APPENDIX D

GEOGRAPHIC DISTRIBUTION OF POPULATION

UTILIZED IN THE SURVEY



APPENDIX E

COVER LETTER DISTRIBUTED TO  
SURVEY POPULATION

March 30, 1988

Dear Park and/or Recreation Director:

The University of Wisconsin-LaCrosse Department of Recreation and Parks requests your assistance by providing data for leisure services research. Specifically, this research concerns the identification and description of running races organized by municipal park and/or recreation departments serving incorporated places ranging from 70,000-80,000 in population, throughout the United States.

Being one of the 50 municipalities which qualified within the designated survey population (population figures based on the 1980 U.S. census), your completion of the enclosed preliminary questionnaire is vital to the success and validity of the study. It is important to note that even if your particular agency does not organize a running race, please check responses concerning questions 1-6 and write any comments in the space provided on the back of the second page of the questionnaire (this data is necessary in order to properly identify all municipalities participating in the survey).

Please answer questions to the best of your knowledge and refer, when necessary, to personnel who are more directly involved with areas in question.

In order to better understand the nature of the questionnaire, the following terms should be defined:

1. Race - an organized, competitive, running contest featuring paid participant registration and timing elements, covering a distance of one mile or greater.
2. Organization - in most cases would involve the planning, supervision and coordination of the activity while providing monies, staff and equipment necessary for the total or partial existence of the event.

In order to expedite the analysis of data, please return the completed preliminary questionnaire by April 11, 1988 (postage paid return envelope enclosed).

The second phase of this study will be forwarded to qualifying departments by April 18, 1988.

If you have any questions concerning the questionnaire/study, please feel free to contact:

Douglas Michele Turco  
Department of Recreation and Parks  
106 Wittich Hall, UW-LaCrosse  
LaCrosse, WI 54601  
(608) 785-8207

Thank you for your time, consideration and swift reply.

Sincerely,

Douglas Michele Turco

enc.

April 11, 1988

Dear Park and/or Recreation Director:

Thank you for completing and returning the preliminary survey from the University of Wisconsin-LaCrosse Department of Recreation and Parks. Your expressed willingness to assist in the second phase of this leisure services study is also greatly appreciated. As previously indicated, this research project concerns the identification and description of running races organized by municipal park and/or recreation departments serving incorporated places ranging from 70,000 - 80,000 in population, throughout the United States.

Being one of the municipalities within the designated survey population organizing a running race, yours has qualified to receive a supplemental questionnaire. Your completion of the enclosed questionnaire is vital to the success and validity of the study.

Please answer questions to the best of your knowledge and refer, when necessary, to personnel who are more directly involved with areas in question.

If your department presently organizes two or more running races, please refer to the race with the largest number of participants (major running race) in responding to the questionnaire.

In order to expedite the analysis of data, please return the completed supplemental questionnaire by April 26, 1988 (postage paid return envelope enclosed).

The results of this study will be forwarded to you by May 21, 1988.

If you have any questions concerning the questionnaire/study, please feel free to contact:

Douglas Michele Turco  
Department of Recreation and Parks  
106 Wittich Hall, UW-LaCrosse  
LaCrosse, WI 54601  
(608) 785-8207

Again, thank you for your time, consideration and swift reply.

Sincerely,

Douglas Michele Turco

enc.