



Providing the Best in Recreation & Sports Entertainment



Use of the Key West Bight

To the Attention of the Key West Bight Board,

Thank you in advance, for your attention regarding the 2015 Key West Halloween Half Marathon & 5K. Our proposed event is scheduled for the weekend of October 17-18, 2015. The Key West Halloween Half Marathon & 5K is part of a series of events that takes place in the Southeastern US that celebrates two time-honored traditions, Running & Halloween. Many of our participants run dressed in full costume. When we were looking to add a new event to our schedule, our sights quickly settled on Key West as a natural addition. Halloween, Costumes, Running & Key West makes for a great marriage!

Our proposed course will start and finish from Schooner Wharf. Below is a schedule of times and events:

- **Saturday, Oct. 17th from 12pm – 6pm** - Packet Pickup of shirts & Runner Numbers @ Schooner Wharf
- **Sunday, Oct. 18th from 5am – 12pm**
 - **5am – 6:30am**: Last minute packet pickup & registration at Schooner Wharf
 - **6:30am**: Start of the Half Marathon by Schooner Wharf
 - **6:40am**: Start of the 5K by Schooner Wharf
 - **7:00am**: Approximate time of the first 5K finisher
 - **7:50am**: Approximate time of the first Half Marathon Finisher
 - **8:30am**: 5K Awards Ceremony
 - **9:30am**: End of the event; most runners have completed the course
 - **9:30am**: Half Marathon Awards Ceremony
 - **9:30am – 12pm**: Continuation of the Post Race Party



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Below is a portion of the proposed course map that will utilize the Key West Bight.



The Star and the Red Box arrow note the Start and Finish area in front of Schooner Wharf. At the Start of the event, the Runners will be making a left in front of Schooner Wharf and heading down Lazy Way, where they embark on a loop of the island using the esplanade/sidewalks of Roosevelt Avenue. For the Finish, the participants will head down Grinnell Street to the boardwalk, going behind the Half Shell, then emerging to head down the lane parallel to the Parking lot, making a right on William Street to the Finish Line.

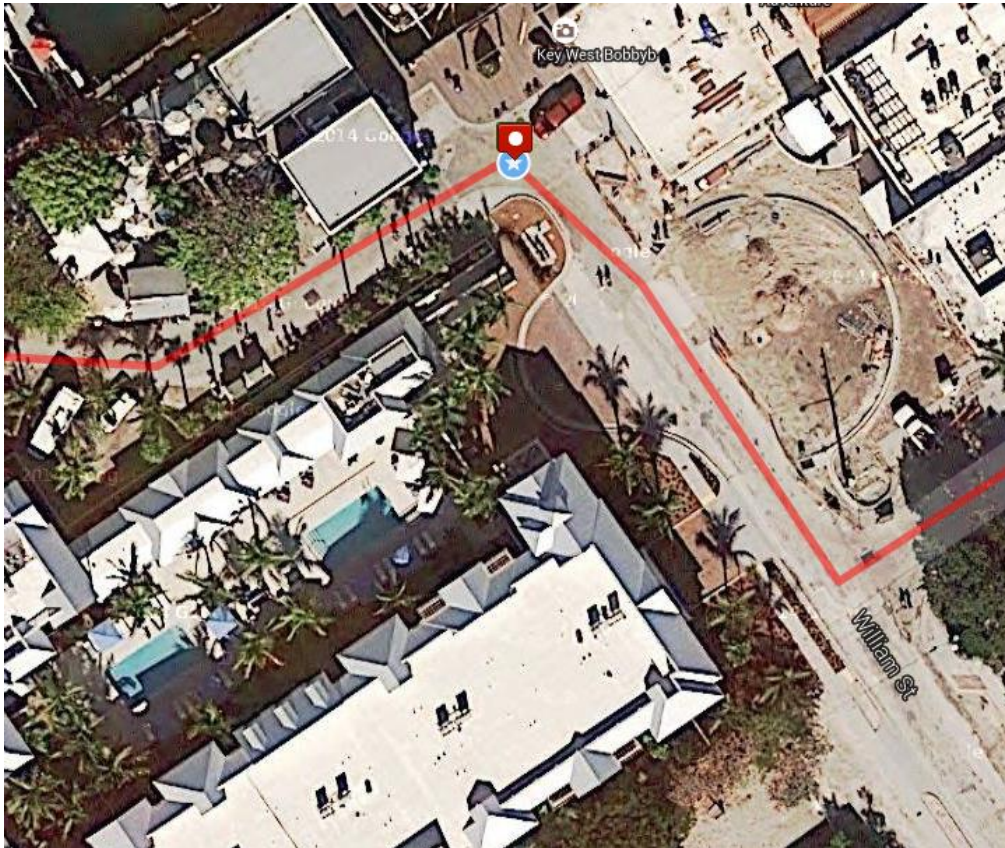
We anticipate a smaller crowd in the first year of the event. Typical with our other Halloween locations in Miami Beach, Atlanta, North Carolina and Virginia, it took a couple of years for the events to grow. We are expecting approximately 300-400 runners for the upcoming event in October, so the impact on the city will be minimal. In turn, we expect the impact on the Bight to be minimal. However, with the 300-400 participants that the event will attract, plus their family member spectators, we believe the Key West Bight area will be positively impacted due to the economic impact. At this point just about all of the registered participants will be destination travelers. Hence, they will be exposed to the Bight area over the course of 2 days, which will encourage



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them to shop and dine at the restaurants and stores in the area. Many of the runners and families will have lots of free time to explore the area. Most of the runners will be done by 9:30am on Sunday, offering lots of time for tourism in the area. Additionally, the impact on the locals will be minimized due to the expected numbers and the completion of the event earlier in the day on Sunday.

Below is a close-up of the Start & Finish in front of Schooner Wharf:



If you have any questions, or need additional information, don't hesitate to contact us. We thank you for your time.

Best regards,

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