




MEMORANDUM

Date: February 8, 2024

To: Honorable Mayor and Commissioners

Via: Albert P. Childress 
City Manager

From: Maria Ratcliff
Special Event Administrator

Subject: **24-5388- Recommendation to *Approve the “USA Women’s Half Marathon Key West” at Mallory Square on Saturday, February 24, 2024, from 6:00 a.m. to 1:00 p.m.**

Introduction

The City Manager’s Office requests the approval of the “USA Women’s Half Marathon Key West Event”, on Saturday, February 24, 2024, starting at 6:00 a.m. and ending at 1:00 p.m. This event will take place at Mallory Square – start and finish.

Background

The City Manager’s Office has received an application from “USA Endurance Events Key West” for the “USA Women’s Half Marathon Key West at Mallory Square on Saturday, February 24, 2024. This is a luxury experience unlike any other. USA Women’s Half Marathon Events are partnered with Kendra Scott jewelry and Lululemon. All participants receive a custom sterling silver necklace handed to them by men in tuxedos at the finish line. Every finisher will receive a Lululemon finisher’s shirt, continental buffet breakfast, mimosas (21 and over) and a massage. Proceeds from this event will be distributed to local nonprofits.

Procurement

There will be no additional expenses to the city as all service costs (Police/Fire/Community Services) are covered by the applicant, based on the Special Event Matrix.

Recommendation

The City Manager's Office recommends the Mayor & City Commission approve the "USA Women's Half Marathon Key West Event" on Saturday, February 24, 2024, at Mallory Square.