

It's a
Natural
Little Rock Marathon
2010 RACE REPORT

December 31, 2010



Little Rock Marathon Report to the Community

Little Rock, Arkansas

The Little Rock Marathon is Little Rock's signature event! The race is a project of Little Rock Parks & Recreation (www.lrpr.org).



Little Rock "Rocks"

Course: 5 Organization: 5 Fans: 5

Great race - well organized with tremendous volunteers and a fun course. Yes, the course is a little hilly, but with proper training, they are not a problem. The crowd support was great. The layout of the course allows spectators to walk a few blocks, easily see their runner three times over the first 13 miles, and then walk to the finish. Nice medal too! I'm showing it off to my running pals who will no doubt want to make the trip next year!

-G.N., Phoenix, AZ

Strategic Focus: Provide an opportunity for the citizens of Little Rock and visitors from around the world to participate in an efficiently organized, nationally recognized athletic event promoting the City of Little Rock and Little Rock Parks & Recreation, as well as promote health and wellness, encourage friendly competition, while increasing tourism.

Review of 2010 Race

- Voted as one of the top marathon finisher's medals in North America, according to the May/June issue of Marathon & Beyond magazine.
- An economic impact of \$3.4 million. An estimated 1,700 hotel rooms were sold and attributed to the Little Rock Marathon. Many area hotels did not offer a Little Rock Marathon rate and consequently did not track information.
- 23.14% of the field was from outside of Arkansas and 58.3% were from outside Little Rock/North Little Rock.
- 48% of the field was comprised of women, while 42% were men. According to Running USA's breakdown of runner demographics in its *2010 Marathon, Half Marathon and State of the Sport Report (March 28, 2010)*. According to the report, 41% of the industry's participate field is female and 59% is male.
- 35% of the marathon and half marathon participants called Little Rock their first race, which was a 3% increase from 2009.
- Nancy Green was selected as the **2010 Volunteer of the Year – Administration**, by Little Rock Parks & Recreation.
- Total participation (*training programs and race registration*) grew 4% in 2010. Actual race registrations were up 13% from 2009 registration levels. According to Running USA's *2010 Marathon, Half Marathon and State of the Sport Report (March 28, 2010)*, the industry was up almost 9.9% from the previous year.



- Still the world's largest finisher's medal (*as crowned by Runner's World in 2005*). The marathon medal measured 7 3/4 inches by 6 inches and weighed in at 1.67 pounds. According to Maxwell Awards (*the world's largest supplier of race medals and awards*), the average marathon finisher's medal is approximately 2 1/2 inches.
- The final mile of the Little Rockers Kids Marathon, presented by Arkansas Children's Hospital and Today's THV, was a moved from the Arkansas State Capital to the Riverfront Park to maximize resources. More than 1,370 children participated in the final mile, which was a 12% decrease from 2009.
- The Little Rock 5K, presented by Windstream Communications, was moved to Saturday morning to allow families to more easily participate in the weekend's activities. Participation was up 10% from 2009.
- More than 22,000 visitors came through the doors at the Little Rock Marathon Health and Fitness Expo, which was held at the Statehouse Convention Center.

- Over 1,200 participants and spectators attended the Big N Bodacious Post Race Party, which was presented by Whole Hog Café-North Little Rock at the Wally Allen Ballroom in the Statehouse Convention Center.
- The outrageous staff of the Hatcher Agency pampered 770 athletes, 10 members of the media and more than 80 VIPs, which was a 16% increase from 2009.
- An estimated value of \$768,718.65 was contributed by volunteers (36,869 volunteer hours) to stage the 2010 event. The Independent Section (a nonprofit, nonpartisan coalition of the over 600 groups) estimates a volunteer hour at \$20.85.

2010 Race Winners

Leah Thorvilson, 31, of Little Rock, AR won her second consecutive Little Rock Marathon in 2:48:28. Taking second was Michelle Didion, 41 of LaPorte, IN with a time of 3:07:32. Betsy Meacham, 45, of Little Rock, AR took third place with a time of 3:10:16.

Moninda Marube, 31, of Kenya won the men's race in a time of 2:29:40. Benny Rodriguez, 33, of Laredo, TX took second with a 2:33:59 and Kiplimo Chemirmir, 26, of Kenya was third with a 2:34:51.

Historical Times

Marathon

2009

Men – Augustus Mbusya, 32, Albuquerque, NM (Kenya) 2:20:45

Women – Leah Thorvilson, 30, Little Rock, AR, 2:44:25

2008

Men – Tamrat Ayalew, 33, Marietta, GA 2:24:46

Women – Hellen Rotich, 28, Manor, TX, 2:50:33

2007

Men – Przemek Bodowski, 26, Searcy, AR, 2:27:09

Women – Maria Cleofe' Portilla, 34, Albuquerque, NM, 2:47:12

2006

Men - Charles Kamindo, 23, Superior, CO, 2:19:48

Women – Claudia Camargo, 34, Danbury, CT, 2:56:48

2005

Men - John Weru, 25, Mountain View, CA, 2:24:10

Women - Christy Nielsen, 30, Council Bluffs, IA, 2:58:45

2004

Men - Glen Mays, 33, Washington, DC, 2:34:30

Women - Patricia Langum, 43, Brooklyn Park, MN, 3:17:40

2003

Men - Anatolie Vartosu, 35, Stamford, CT, 2:36:53

Women - Joyce Florance, 47, Bossier City, LA, 3:20:25

Half Marathon

2010

Men – Gabriel Ghioca, 22, Little Rock, AR 1:12:44

Women – Julie Bokermann, 30, Maryland Heights, MO 1:28:57

2009

Men – Ernest Kebenei, 24, La Mesa, NM, 1:05:25

Women- Carolyne Komen, 18, Brooklyn, NY, 1:20:02

2008

Men – Ezkyas Sisay, 18, Flagstaff, AZ, 1:07:24

Women – Whitney Kerth, 20, Perryville, AR, 1:23:31

2007

Men – Jason Warick, 33, Saskatoon, SK, 1:07:42

Women –Lesley Hocking, 26, Columbia, MO, 1:22:57

2006

Men – Vincent Ledema, 23, Lenexa, KS, 1:06:47

Women – Melissa Lehman, 23, Niles, MI, 1:23:58

2005

Men - Maciek Miereczko, 25, Searcy, AR, 1:08:59

Women - Mabelle Cochran, 32, San Antonio, TX, 1:26:14

2004

Men - Karl Lenser, 45, Conway, AR, 1:18:45

Women - Diane Novotony, 44, Jacksonville, AR 1:38:23

Participation

The greatest increase in registration was the half marathon, which was a 24% increase from 2009. Marathon registrations were 19% of the total field and increased 10% from 2009. All other events showed increases.

57% of 2010's participants came from outside the area. 24.5% of 2009's participants came outside of Arkansas to participate in this year's race, with the majority coming from Texas, Missouri, Oklahoma, Tennessee and Illinois. The Little Rock Convention & Visitors Bureau estimates the 2009 Little Rock Marathon's economic impact to be approximately \$3.1 million. In addition to the United States, participants came from Canada, China, Ecuador, Ethiopia, France, Germany, Ireland, Japan, Kenya, Mexico, Poland, Portugal, South America, Spain and the United Kingdom.

The average finish time for the marathon was 4:48:21. The average finish time for the half marathon was 2:22:33.

The oldest participant traveled from Somerset, MA. Victor Haddad, 78, finished the marathon in 7:25:49.

The youngest participant was 2 year old Paisley White from Coconut Creek, FL. This was Paisley's third marathon. She was pushed in a stroller by her father Heath White in 3:59:34 (chip time). Paisley and her father were participating in the marathon to bring awareness to Downs Syndrome.

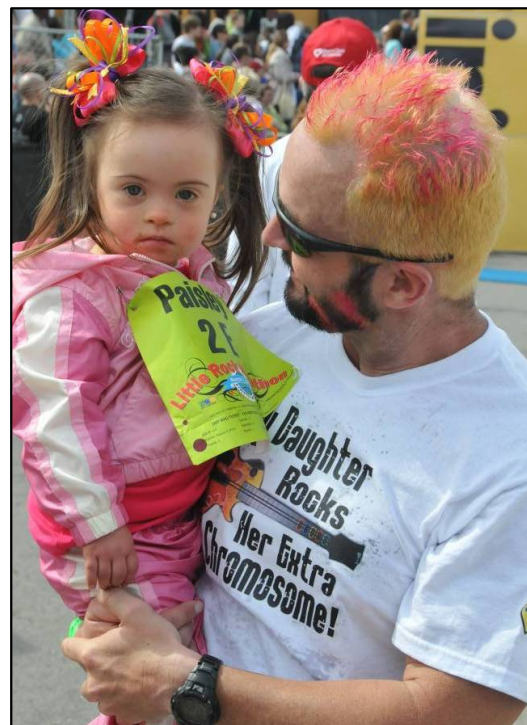


Table showing participation 2003 – 2010

REGISTRATIONS	2010	2009	2008	2007	2006	2005	2004	2003
Marathon	1,840	1,675	1,582	1,489	1,571	1,205	1,168	1,029
Half Marathon	3,715	3,002	2,839	2,490	2,045	1,317	765	0
Relay Marathon	823	716	537	490	1,105	1,008	880	1,298
5K	883	805	789	671	678	462	250	200
Little Rockers	1,370	1,552	1,404	1,134	1,143	1,075	1,224	0
Classic Rockers	18	43	51	31	0	0	0	0
Mud Run	836	663	703	568	389	322	258	0
HobbiTom Challenge	88	0	0	0	0	0	0	0
Total	9,573	8,456	7,905	6,873	6,931	5,389	4,545	2,527
	13%	7%	15%	-1%	29%	19%	80%	
TRAINING PARTICIPANTS								
Training Program	2,495	1,685	1,283	641	402	319	300	253
Training Program-Kids	3,418	4,712	3,447	1,892	1,337	1,237	1,193	-
Total	5,913	6,397	4,730	2,533	1,739	1,556	1,493	253
	-8%	35%	87%	46%	12%	4%	490%	
COMBINED PARTICIPATION	15,486	14,853	12,635	9,406	8,670	6,945	6,038	2,780
	4%	18%	34%	8%	25%	15%	117%	
OTHER INFORMATION	2010	2009	2008	2007	2006	2005	2004	2003
First Timers (number)	1961	1510	1,519	1,241	486	264	694	420
First Timers (% of field)	35%	32%	34%	31%	32%	21%	59%	40%
Volunteers	3,500	3,300	2,873	2,800	2,211	1,938	1,200	700
Male participants	48%	47%	48%	49%	49%	50%	49%	57%
Female Participants	42%	53%	52%	51%	51%	50%	51%	43%
Different States	50	44	49	50	50	47	39	38
Foreign Countries	33	15	16	13	10	7	6	4
Outside Arkansas	23.14%	24.51%	22%	25%	32.6%	31.7%	23.5%	23.9%
Participants Outside LR/NLR	58.3%	56.6%	53.6%	45.0%				
Average Age	38.18	38.34	38.12	39	38.22	38.11	40.3	40.8
PARTICIPATION BREAKDOWN								
Marathon	1,840	1,675	1,582	1,489	1,571	1,205	1,168	1,029
	10%	6%	6%	-5%	30%	3%	14%	
Half	3,715	3,002	2,839	2,490	2,045	1,317	765	
	24%	6%	14%	22%	55%	72%		
Relay Marathon	823	716	537	490	1,105	1,008	880	1,298
	15%	33%	10%	-56%	10%	15%	-32%	
5K	883	805	789	671	678	462	250	200
	10%	2%	18%	-1%	47%	85%	25%	
Little Rockers	1,370	1,552	1,404	1,134	1,143	1,075	1,224	
	-12%	11%	24%	-1%	6%	-12%		
Mud Run	836	663	703	568	389	322	258	-
	26%	-6%	24%	46%	21%	25%		
Training	2,495	1,685	1,283	641	402	319	300	253
	48%	31%	100%	59%	26%	6%	19%	
Training - Little Rockers	3,418	4,712	3,447	1,892	1,337	1,237	1,193	-
	-27%	37%	82%	42%	8%	4%		

Finances

The Little Rock Marathon P&L is presented on an event-to-event basis and not calendar year.
Table showing growth 2003 – 2010

Event	Revenue	Expenses	Event Profit/Loss	Contributions to Parks
2003	\$155,599.00	\$105,198.04	\$50,400.96	****
2004	\$240,361.62	\$181,632.03	\$58,729.59	****
2005	\$324,767.37	\$311,503.16	\$13,264.21	****
2006	\$429,865.12	\$365,322.21	\$64,542.91	****
2007*	\$456,616.23	\$411,342.20	\$45,274.03**	\$9,004.29
2008	\$506,041.54***	\$481,195.16****	\$24,846.38*****	\$18,865.62
2009	\$601,878.84	\$465,932.38	\$135,946.46	\$12,858.60
2010	\$620,625.27	\$530,888.97	\$89,736.30	\$132,479.90

*audited by the City of Little Rock Internal Auditor.

**previously reported as a profit of \$36,269.74. Donations to department were added back in to reflect the true profit of the event.

***\$1,000.00 race sponsorship from UPS was made payable to the City in the Park Conservancy. As of 9/23/08, funds have not been received from the conservancy.

****Years 2003-2006 are being review to determine donations to department.

*****previously reported incorrectly as \$490,587.11 & \$15,474.43 (amended 5/4/09)

Little Rock Parks & Recreation Reinvestment

- More than \$2,000 in scholarships was given to children participating in the Little Rockers Kids Marathon Final Mile through Little Rock Parks & Recreation Community Centers.
- Produced the dedication of the La Petite Roche.
- Produced and funded National Running Day.



Arkansas Lamination Products & Services, ArkansasRunner.com, Bedford Camer & Video, Chick Fil A, Darragh Company, Datamax of Arkansas, Easy Runner, First United Methodist Church, FiserTruck & Tractor/Twin City Tractor & Equipment, Gol Running, Grace Communication, Hugg & Hall Equipment, Loreal USA, North Little Rock Visitors Bureau, Olive Garden, Papa John's Pizza, Pepsi Americas, Road ID, Stellar Sun, Time Striping Inc., Abbot Point of Care, Best Parking, RX Catering, Pepsi America, Crews & Associates, Pulaski Tech Arkansas Culinary School, Aristotle, AT&T, and Arkansas Governor's Council on Fitness

