

Race Director's Report - Regarding the Race Year ending November 30, 2017

I want to start by saying thank you to everyone that made 2017 another successful year for the Queen City Marathon. Without the work of our Board of Directors, Race Committee, hundreds of volunteers and sponsors we would never be able to put on this world class event.

2017 kicked off with the introduction of a new title sponsor for the Queen City Marathon Race Weekend. In January, we held a press conference to welcome Group Medical Services to the Queen City Marathon family. The newly branded GMS Queen City Marathon opened registration on February 1 with over 1,000 registrations in the first 24 hours, a new record for our event.

Continuing the work of growing our race weekend, we added the University of Regina Night Owl 5K to our race offerings. This new event expanded race weekend to three days of racing and had over 750 registered participants in the first year.

Last year marked the 150th birthday of Canada and the Queen City Marathon helped celebrate this occasion by providing free professional photos to all race participants as a birthday present. This birthday present helped set us apart from the many other marathon events in our country as few races are doing this. This was well received by our participants and provided in excess of one million impressions of the photos on Facebook as well.

Additionally, as part of our Canada 150 efforts we looked to build on the relationship we have enjoyed with the North Central Family Centre, in providing them with free registrations for their youth, by offering 150 free registrations to Regina youth and families who may not otherwise be able to afford our event on their own. Many organizations, such as, the Regina Open Door Society, Street Culture Kids and the YWCA, were able to join the North Central Family Centre and participate in our event this year.

After considering the feedback from participants and volunteers alike, we made a few changes in the following areas;

- We modified our race courses to improve our runners experience and to improve safety on course;
- We introduced the Scribbly Cubed, in addition to the Scribbly Challenge, to recognize those participants who completed races on multiple days of race weekend;
- We continued to build on the overall participant and spectator experience throughout race weekend.

In 2017, our registered participants totaled 6,525, the largest number of participants to date. This represents a 7.7% increase from 2016 and a 37.1% increase over the past 5 years.

The breakdown was as follows;

- 392 participants registered in the GMS 42.2K Run.
- 14 registered in the City of Regina 42.2K Walk
- 2 registered in the 42.2K Wheelchair
- 1,777 registered in the Auto Gallery 21.1K Run
- 179 registered in the Sask Egg Producers 21.1K Walk.
- 1,073 registered in the Regina Hotel Association 10K
- 730 registered in the Open Road Recreation 42.2K Team Relay.
- 689 registered in the Campbell and Haliburton Insurance Family 5K
- 922 registered in the McDonald's Mini Marathon
- 761 registered in the University of Regina Night Owl 5K.

Participants in 2017 came from 11 Canadian provinces and territories, 19 US states and 7 additional countries. Represented at the GMS Queen City Marathon in 2017 were participants from:

- British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Newfoundland and Labrador, Yukon and the Northwest Territories;
- Arizona, California, Colorado, Georgia, Iowa, Idaho, Illinois, Indiana, Maryland, Minnesota, Montana, North Carolina, North Dakota, New York, Ohio, Texas, Virginia, Washington and Wisconsin;
- and as far away as Brazil, China, Great Britain, Italy South Korea, Singapore and South Africa.

Last year, 92% of our participants were from Saskatchewan, representing more than 200 communities from all across our province. A little more than 60% of our participants came from right here in Regina.

According to our 2017 registration data, the ratio between female and male participants was, 62% female versus 38% male.

With regard to charity and community donations, the 2017 GMS Queen City Marathon was a great success. Thanks to – and on behalf of – our participants, volunteers and sponsors, we were able to make contributions to a variety of local charity and community groups totalling over \$50,000.

In conclusion, 2017 was once again an exciting year to be race director. The changes made this year will ensure that our event continues to be the number one marathon event in Saskatchewan for years to come.

Thank you to GMS for being our new title sponsor and to committing to our event with a multi-year agreement.

Thank you to the Board of Directors for entrusting their event to the Race Committee and myself.

Thank you to the Race Committee for ensuring that the race comes together each year so that each participant has an opportunity to succeed.

Thank you to all of our volunteers who give hundreds of hours each year.

Thank you to our sponsors who trust us to put on a world class event.

Thank you to the residents of the City of Regina for allowing us to take over many parts of our city on race weekend.

And thank you to our participants who continue to run, walk and roll in our event in record numbers each and every year.

Shawn Weimer – Race Director