

United States Junior Chamber of Commerce CHAIRMAN'S PLANNING GUIDE



Chapter Name: Peoria
State Name: Illinois

Chapter Number: 18
State Number: 12

Project Name: 2002 Firecracker 5000

Area of Opportunity/CPG Category: Community Area/Community Fundraising

Supervising Chapter Officer: Heather Mills

Chairman's Name: Toby Quin and Angie Walker

Chairman's Mailing Address: 1105 Westminster, Washington, IL 61571

Home Phone: (309) 444-9304

Proper Use of the Guide: Good advance planning and record keeping will assure success. Use this guide in planning and conducting the project by answering each of the following questions. The form should be used as a cover sheet to your Chairman's Planning Guide.

PLANNING

1. Primary purpose. (What is the one reason you want to successfully run this project?)
2. Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project.
3. What are the specific manpower assignments?
4. What specific materials, supplies, and resources will be required?
5. Describe the potential problems and the possible solutions to successfully complete this project.
6. Complete the purposed budget showing anticipated income and expense. Include donated items as income and expense and show return to chapter, if applicable.
7. List the specific steps to bring this project to a successful completion showing planned dates for each step.

IMPLEMENTATION AND EVALUATION

8. Record any revision of the original plan.
9. What changes or recommendations do you have for future chairmen?
10. Give specific and measurable results for each goal established. Describe the impact of the project on the chapter, individual members and community.

Upon completion of the project, complete the actual section of the Financial Statement.

May 2, 2002
Date preliminary CPG approved by Board

August 1, 2002
Date final CPG approved by Board

May 16, 2002
Date preliminary CPG approved by Chapter

August 15, 2002
Date final CPG approved by Chapter

1. **Primary Purpose** (What is the one reason you want to successfully run this project?)

To run a 5K (3.1 mile) foot race which will raise \$1500.00 minimum for Mental Health Association of Illinois Valley and send 2 campers to Camp New Hope.

2. Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project.

The Firecracker 5000 is a 5k run/walk race conducted through the streets of downtown Peoria. This will be the 21st Annual celebration of this race. The race will take place on July 4th at 7:15 a.m. with a registration cost of \$15 in advance and \$20 on the day of the event. Several sub-chairs in areas like manpower, registration, and race refreshments are needed to assist the chairman for this event with at least 600 expected participants.

This project fits in the chapter plan under Priority 2, Community Area of Opportunity, Goal 4: Raise \$12,000 for various community organizations, Project 4: "Firecracker 5000.

Goals:

- A. To raise a minimum of \$1500.00 for Mental Health Association of Illinois Valley.
- B. To send 2 campers to Camp New Hope.
- C. To have 650 runners and walkers participate in the race.
- D. To obtain at least ten (10) product sponsors.
- E. To have, at least, forty (40) Peoria Jaycees work on the successful completion of this project.
- F. To have one non-Jaycee group man the water station(s) on the race course.
- G. Sign up 3 new members.

3. What are the specific manpower assignments?

A. President, Peoria Jaycees, 2001

Ted Sumner
5907 Oak Grove Place
Peoria, IL 61615
H- (309) 692-2437 Cell- (309) 648-8337
ted@a5.com

Duties and areas of responsibilities:

1. Ex-officio member of all projects and programs.
2. Oversee general project management.

B. Supervising Chapter Officer

Heather Mills
7227 N. Rockvale Dr.
Peoria, IL 61614
H- (309) 692-8830
Hnmills75@yahoo.com

Duties and areas of responsibilities:

1. Supervising chapter officer.
2. Ensure the timely completion of both the preliminary and final CPG.
3. Lend assistance and support to the project co-chairmen.

C. Project Chairman and Race Director

Toby Quin
1105 Westminster
Washington, IL 61571
H- (309) 444-9304 Cell- (309) 648-6653
tobylquin@insightbb.com

Angie Walker
400 W. Melbourne
Peoria, IL 61604
H- (309) 685-1627 Cell- (309) 648-5077
margrtvl@mtco.com

Duties and areas of responsibilities:

1. Secure sub-chairmen and ensure they fulfill their responsibilities. Approve all decisions of sub-chairmen.

2. Schedule and chair all committee meetings.
3. Ensure financial accountability and responsibility.
4. Create race sponsor rate/cost information sheet for distribution.
5. Procure both monetary and product sponsors or ensure that assigned sub-chairman complete these responsibilities.
6. Create race packet instruction sheet and course materials.
7. Arrange for publicity in national, regional and local walker/runner publications and club newsletters.
8. Act as a liaison with city, county and state agencies and officials and other related organizations.
9. Ensure chapter has adequate liability and dram shop insurance to conduct race and that appropriate documents are forwarded to appropriate agencies.
10. Procure necessary race permit and temporary liquor license (if needed).
11. Secure medical team for service, if needed, at the finish line.
12. Handle general correspondence as necessary. Send thank you notes to non food sponsors.
13. Write both the preliminary and final CPG's.
14. Arrange place for pre and post race activities

D. Race Packet

Shane Hoadley
 508 Elmhurst Dr.
 Washington, IL 61571
 H- (309) 698-5675
 lackingrationalthought@yahoo.com

Duties and area of responsibility:

1. Secure a suitable location for Packet Pick-Up.
2. Coordinate the stuffing of the race participants' packets.
3. Solicit items from local businesses to put in race packets.
4. Ensure that all necessary materials are present during the Packet Pick-Up as listed in materials list
5. Design T-shirts.
6. Work with Manpower sub-chair on manpower for Packet Pick-Up
 - a. Two people for pre-registration
 - b. Two for new registrants
 - c. One person to hand out completed packets
 - d. One person to distribute T-shirts and sell extra T-shirts
 - e. One person to handle "trouble" desk

E. Registration Sub-Chairman

Matt Ryan
 3927 N. Stable Ct.
 Peoria, IL 61614
 Cell- (309) 251-7116
 seventyseventhil@aol.com

Duties and areas of responsibilities:

1. Coordinate the printing of race applications.
2. Select, design and order race numbers.
3. Send out Race applications to previous participants and drop off flyers at various locations.
4. Enter pre-registrants into database and resolve any conflicts with the applications or payment.
5. Secure supplies and equipment listed in materials list.
6. Work with manpower sub-chair on manpower and run Registration table day of event and packet pickup. Upwards of twelve people are needed:
 - a. 2 people for pre-registration
 - b. 2 people for late-registration
 - b. 1 person for packet pick-up
 - c. 2 people for T-shirt pick-up
 - d. 1 person for a "trouble" desk
 - e. 1 person as a runner to take new entrant forms to (finish line group) computer.
 - f. 1 person to serve as a general runner should other questions arise
7. Arrange for set-up, take down and cleanup of area used for registration the day of race.

F. Public Relations

PR firm of Quin and Walker

Duties and areas of responsibilities:

1. Craft PSA and Thank You letters.
2. Act as a liaison between the various news media and sponsors before and after the race.
3. Secure a radio sponsor for interviews prior to the race and to provide race day coverage.
4. Arrange TV spots on the various morning shows and CNN-Local Edition.
5. Arrange articles in newspapers.
6. Publicize feature stories on race participants and other articles as may be of interest to the general public.
7. Devise and distribute press kits.
8. Work with webmaster on website.
9. Pass out applications at the race leading up to the event
10. Send race information to race publications to include in their magazines.
11. Provide photography of committee meetings, Packet Pick-Up, Race and all other pictorial aspects of project as deemed necessary by project chairman.

G. Race Refreshment Area Sub-Chairman

Roxy Baker
 3904 N. Vincent Avenue, Apt. A
 Peoria, IL 61614
 H- (309) 687-3233
 roxy@insightbb.com

Duties and areas of responsibilities:

1. Supervise all aspects of post-race refreshment area.
2. Coordinate and ensure that all necessary refreshments are obtained. Solicit donations from area businesses.
3. Secure portable toilets if needed.
4. Insure proper licenses are obtained to allow alcohol to be served.
5. Arrange the hanging of all posters and banners from race sponsors.
6. Oversee the set-up, take-down and clean-up of refreshment area.
7. Secure supplies and equipment listed in materials list.
8. Work with manpower sub-chairman to secure necessary manpower to serve food. Many of these people could be people who helped with registration. (Up to 8 people)

H. Race Operations Sub-Chair

Toby Quin

Duties and areas of responsibilities:

1. Arrange for course layout and measurement appropriate to secure course certification and police on course security.
2. Supervise all aspects of course security.
3. Work with manpower sub-chairman to secure necessary course monitors (up to 10 people needed).
4. Arrange to drop-off and pick-up course monitors, timers, and water station personnel.
5. Secure the supplies and equipment listed in materials list.
6. Work with manpower sub-chairman to secure necessary manpower per the following schedule:
 - a. Up to 6 people for start/finish line traffic control
 - b. 1 or 2 people to drive course monitors and to designated locations
 - c. 2 people (with stopwatches) to announce 1 & 2 mile split times (can assist filling of water cups initially).
 - d. At least 4 people to fill and distribute cups of water at water stations.
 - e. Up to 10 Course Monitors
7. Arrange for set-up, take down and clean-up of water stations.

I. Appreciation Party

Open

Duties and areas of responsibility:

1. Coordinate all aspects of party.
2. Arrange location for appreciation party.
3. Secure food and drink for party.

J. Awards

Jeff Ulrich
 5117 Greenridge Ct.
 Peoria, IL 61615
 Cell- (309) 453-3484
 jeff_ulrich@insightbb.com

Duties and area of responsibility:

18. Finish line equipment – Striders- Jerry Reibling H691-2241 W675-8918 e-mail reiblings@insightbb.com
19. 4' x 8' Folding Tables-15 * Jeff Pulfer and Kelleher's
20. Public Address (PA) system – Big Oldies this year (Kelleher's also has one)
21. Megaphone – Striders
22. Traffic Cones for Traffic Control and Security Arrangements – Peoria Police Dept Sgt. Swayne (494-8253)
23. First-Aid Kit *In current Jaycee supplies
24. 8 Walkie Talkies- *In Jaycee current supplies
25. 4 Cell Phones- *Provided by members
26. 3 mile markers and holders- 1, 2 and ½ mile to go *In current Jaycee supplies
27. Coolers or tubs for water and Sports Drink **Race Refreshment**
28. Firecracker 5000 Race Banner *In current Jaycee supplies
29. 20 Garbage Bags and 10 Bins
30. Napkins and Paper Towels (Paper Plates and Silverware, if needed)
31. Rope for Banners *Jaycee supplies and/or purchase
32. Finish line banners *From race sponsors
33. Water – 20 cases for refreshment area
50 gallons for Water stations (Any leftover water can be used at the finishing area)
34. Beer - 2 kegs (1 Bud and 1 Bud Light), dispensing equipment and 9 tubes of cups (Brewers Distributing)
35. Bananas - 2 cases *Lowest cost distributor
36. Oranges - 3 cases *Lowest cost distributor
37. Grapes - 50 lbs *Lowest cost distributor
38. 2 Cutting Boards for Fruit *provided by individual Jaycees
39. Several Knives for Cutting Fruit *provided by individual Jaycees
40. Other food- pizza, bagels, subs, etc. *Local Distributors
41. 4 Port-a-Potties (if necessary)
42. 10 ounce cups- 3000 minimum - Get from company that donates water if possible
43. Ice 300 pounds *Lowest Cost Distributor
44. T-shirts- (40 S 70 M 150L 130 XL 40 2X) *Low Bidder-B **Packet**
Tank Tops (35S 130 M 140 L 40 XL)
Minerva Sportswear, Randy Stevens, randy@minervasportswear.com
45. Bags for race packets- 700 *Provided by sponsors
Boxes to hold Race Packets
46. Materials for packets-700 of each piece *Provided by sponsors and other businesses
47. Place to Have Packet Pickup
Northwoods Mall, Eileen Hurst, 688-0444
48. 2 Money Boxes *In current Jaycee supplies - \$100 dollars of \$5 and 10's **Treasurer**
49. Membership brochures- 600 and membership booth **Membership VP**
50. Trophies - 120 *Low Bidder **Awards**
Crown Trophy, 829 East Camp Street, East Peoria, IL 61611 699-1766
51. Free giveaways

The following companies supported the project this year by donating products from their companies and should be contacted again next year:

Cub Foods - 2 Cases Bananas, 2 Cases Oranges, 1 Case Apples. Dan Wilkinson. 5501 N. Big Hollow Road Peoria, IL 61615. 689-0140.

Subway – 3 Party Trays. Dave. Main Office. 698-8200.

Waugh Foods- 1 Case Oranges. 8903 N. Hale Av Peoria, IL 61615. 691-8530.

Krogers- \$30 in gift certificates used to purchase grapes. Barbara. 9219 N. Lindbergh Peoria, IL 61615. 692-1027.

McDonalds- 600 10oz Cups. Susan Whited, manager. McDonalds N University (near Chantilly Lane)

Newman Ullman- 1000 10oz cups. Bill Parker. In cooperation with 5 Star Vending.

PDS- 10 Cardboard Garbage Bins and 20 Garbage Bags. Todd Colter. Swords Av. 657-0626.

The following companies are our major sponsors (\$300 or more in cash or in-kind services) for the race:

Brewer's Distribution- \$300. George Jacob. 2421 N. Townline Rd. Peoria IL 61615. 692-2883

Kelleher's- Finishing Area, Bathrooms, Mister, Pancakes and Sausage. Pat Sullivan. 619 SW Water St. Peoria, IL 61602. 696-5900.

Marquette Group- \$300 and 3000 Registration forms. Dale Granda VP Sales and Marketing. 222 NE Monroe, 8th Floor Peoria, IL 61602.

93.3 Big Oldies- PA System, Public Service Spots, Live Remote on Race Day.

Maui Jim Sunglasses- 4 gift packs to overall winners \$319 sunglasses, hat, T-shirts. Dawn Kusch. 8300 N. Allen Rd. Peoria, IL 61615. 671-3700.

Pepsi-Cola General Bottlers Inc.- 15 cases water, 25 cases All Sport and 4 tubs. Nick Carter, manager. 801 W. Birchwood Morton, IL 61550. 266-2400.

5 Star Water- 55 Gallons of water in 5 Gallon plastic containers and 4 Water Dispensers. Jeff. 106 Harvey Ct., East Peoria, IL 61611. 694-3169.

Papa John's Pizza- 25 Pizzas and delivery on the day of the event. Tabitha Hart. 4307 N. Sheridan Peoria, IL 61614. 682-7272 or 688-5288.

The following media outlets helped publicize the race this year:

Big Oldies 93.3- Public Service Spots, Live Remote on Race Day. Mike Burke- Promotions Director. 331 Fulton St. Peoria, IL 61602 Phone: 309-637-3700

Journal Star- Article in June 13th in Local/State Section page Page B5. 1 News Plaza Peoria, IL 61643-003.

Morning Mix- Angie Walker appeared for several minutes on the July 1st TV show. Craig Armstrong, Morning Mix Segment Producer. 688-3131.

Peoria Timers Observer- Article appeared in the June 26 edition on page B3. 1616 W. Pioneer Pkwy Peoria, IL 61615. 692-6600.

CNN Local Edition- Toby Quin taped a 5 minute segment that appeared every 90 minutes the week of June 24th through the 30th. Insight Media Advertising. 3116 N. Dries Lane Peoria, IL 61604. 686-2632.

Peoria Area Convention and Visitors Bureau- Information posted on their website. Michelle. 456 Fulton Street, Suite 300 Peoria, IL 61602. Phone: 309-676-0303 Fax: 309-676-8470

(Other ways attempted to publicize the race were to mail registration forms to past participants, hand out forms at races leading up to the event and drop off forms at Running Central and several area health clubs and send PSA's out to the three TV news organizations.)

HOI-NEWS

500 N Stewart St
Creve Coeur, IL 61610-3297
Phone: (309)698-1950

WEEK

2907 Springfield Rd
East Peoria, IL 61611-4802
Phone: (309)698-2525

WMBD TV Channel 31 News

3131 N. University St.
Peoria, IL 61604-1316
Phone: (309)688-3131
Fax: (309)686-8650

5. Describe the potential problems and the possible solutions to successfully complete this project. Example: List problems and solutions by management techniques. (Planning, Training, Personnel Management, Communications and Financial Management)

A. Lack of participants/lack of entries (Planning)

1. Have entry forms completed for distribution by at the latest by May 15.
2. Have entry forms displayed at all sports-related locations in Central Illinois.
3. Obtain free pre-race publicity through local media.
4. Send race information to all running/walking publications and clubs starting about four (4) months in advance of the race date.
5. Secure advertising in local and regional publications if possible and cost effective.
6. Pass out entry forms in as many races as possible that precede this race.

B. Lack of Experienced Manpower (Training)

1. Provide training course for Jaycee and non-Jaycees working in race.
2. Have people who have previously worked on race paired with new inexperienced people.
3. Try to secure as many of last year's sub-chairmen as possible.
4. Pair next year's potential chairmen and sub-chairmen with this year's chairmen to provide continuity in future.

C. Lack of Manpower (Personnel Management)

1. Contact all Jaycee members for assistance.
2. Make sure race is well publicized at meetings and in the CHARGE for approximately four (4) to five (5) months in advance of race date.
3. Contact other race-minded people for assistance.
4. Call members who have signed up to work race during the week prior to confirm their help.
5. Secure help from non-Jaycee groups to help.
6. Use people in multiple roles throughout the race. (e.g.. Pre-race registration to refreshment area)

D. Lack of media coverage (Communications)

1. Send PSA announcement to area media one month in advance of race.
 2. Follow-up PSA's with another two weeks in advance of race.
 3. Follow-up PSA's with personal telephone calls if necessary.
 4. Development public relations campaigns utilizing organizations involved in race and/or distribution of proceeds.
 5. Coordinate all public relations with existing Peoria Jaycees Publicity committee.
- E. Lack of Financial Income (Financial Management)
1. Contact last year's sponsors to secure donations/money.
 2. Contact, at least, 20 new potential sponsors for assistance.
 3. Secure more items donated by generating a sheet of items that could be gotten by donation rather through purchase or rental.
 4. Place all purchased items on a bid proposal.
- 6. Complete the proposed budget showing all anticipated income and expenses.**
Final Page

IMPLEMENTATION AND EVALUATION

- 7. List the specific steps to be taken to bring this project to a successful completion. Showing planned dates for each step.**

March, 2002 – Have chairmen in place. Meet with past race chairmen to find out exactly what is involved with this event.

April, 2002 – Submit cpg to board and membership for approval. Secure place to have day-of registration and post-race festivities (one that will let us use of their liquor license). Determine best course route. Send race information to all running/walking publications and clubs. Have sub-chairs in place and begin committee meetings. Begin solicitation of donations of food and other supplies for the race and also cash sponsors. Begin soliciting items to put in race packets.

Early May 2002- Secure Packet Pickup Place, Date, and Time. Begin work on T-shirt design. Submit paper work to city in order to obtain race permit (60+ if possible to obtain the cheapest rate).

May, 2002 - Print Registration forms by May 15 and mail to past entrants and include information on website. Arrangements for media coverage should begin and poster boards for additional displays of entry forms should be completed. Committee meetings should continue with training taking place for inexperienced sub-chairmen and to refresh the memories of experienced sub-chairmen. T-shirt order should be placed with anticipated date for receipt of T- shirts set for June 5th so we can wear them to races leading up to ours and distribute registration forms (only do this if all sponsors are in place so that their logos can be put on back of T-shirt). During this month acquisition of sponsorship moneys should be completed so that cash flow problems do not occur. Race number and safety pin order should be placed with six-week time lag anticipated. Meetings with state and local officials to determine needs and requirements of the project should also be conducted. Design flyers/posters and distribute throughout community. Conduct inventory of Jaycee Supplies to determine what supplies will need to be purchased.

June, 2002 - Four weeks prior to race. Continue meetings of race committee to iron out problems and pass additional information to committee membership should occur. The first PSA announcements should be printed and distributed to local media sources. Begin coordinating appearances on local TV morning shows and CNN Local Edition.

June, 2002 - Three weeks prior to race. Continued meetings of race committee and distribution of entry forms. (It is important that local businesses that display entry forms have a number to call when entry forms run out and that we have someone check periodically).

June, 2002 - Two weeks prior to race. Continue committee meetings and personal contacts with committee to make sure loose ends are being addressed. Entry form distribution continues. The second set of PSA's should be sent out and time line on follow-up phone calls should be decided. Equipment and supply pick-up should begin. All items to include in race packets should be obtained including any Jaycee materials and course map. Have Striders re-measure course.

June, 2002 - One week prior to race. All local media contacted personally. Any radio or television media time spots completed. Final committee meeting held by individual contact between committee members encouraged to coordinate the pick-up of equipment and supplies. Hold meetings with other volunteer groups to train them and inform them of need for

proper execution of assignments. Packets for race participants should be completed. Packet Pickup should occur. Verify if course markers are still visible.

July 4, 2002- RACE DAY Setting up for race should begin around 5:30 a.m. Registration and packet pick-up for those who did not complete such on the night of the 3rd should be set-up by 6:00 a.m. Course monitors should be in position by 6:45 a.m. Water station(s) should be stocked and manned also by 6:45 a.m. Post-race refreshment area and water table set-up at the end of the course should also be complete by 7:15. Race should begin promptly at 7:15 a.m. with the first runners to complete the course within 15-16 minutes. Award area should also be complete by 7:30 a.m. Awards ceremony begins promptly after race and awards distributed at that time. All areas should be cleaned up and we should be out of area by 10:30 a.m. to 11:00 a.m. All items that can be returned that day should be returned ASAP to reduce return of items later.

Post-Race: All bills should be submitted and paid within 30- 45 days of the race. (Dependent on timely submission by businesses and individuals affected). Final CPG should be completed within 60 days of the race. Day of registration forms should be entered in computer so that they can receive an application in the mail next year. Mail thank you notes to sponsors and any other organizations that assisted with the race.

8. Record any revisions of the original plan.

1. The planned schedule was not followed. Preparations were started approximately one month later than anticipated.
2. There was no appreciation party.
3. The material list was completely rearranged for better clarity and the person responsible for obtaining the items was added.
4. The start up in the budget was reduced from \$1400 to \$100 to better reflect the startup cash required.
5. Some of the areas of responsibilities for the sub-chairmen were added, deleted , or given to other sub-chairs to better reflect the tasks that need to be accomplished and the person who should be responsible for completing the task.
6. The number of expected runners was changed from 700 to 650 to reflect what is actually in the preliminary budget.
7. The order of the goals was changed. The goal of having 650 participants was moved from the 1st to 3rd goal to better reflect the primary purpose listed in step 1.

9. What changes or recommendations do you have for a future chairman?

1. Have Kelleher's host the race again. Kelleher's provided a lot more than any hosts have in the past few years and the runners really liked the place.
2. You will have the packet pickup at Kelleher's if they host the race next year. You can drop off the T-shirts and race packets off a few days early and setting up will not take as long. It took a little longer than planned to get set up at Northwoods Mall and we were not ready to hand out packets and race numbers at the scheduled start time of 5. This must not happen again as it made the Jaycees look bad. Having the materials already on hand will speed up the time it takes to set up, but I would still have people show up at 4:30 to set up.
3. File for the race permit by May 3. 60+ days or more before the race it will cost only \$25 compared \$50 from 30 to 59 days and \$100 for less than 30 days.
4. Start the search for items to put in the race packets in April. Even though we had the packet stuffing only two days before the packet pickup, some businesses still did not have their materials ready for the packets. We were forced to add the materials to the packets while we were attempting to set up for the packet pickup and also while we were handing out the packets. Also, if you had the materials early enough you could have the packet stuffing before the June membership meeting. This would save having to devote part of another day to this project.
5. We ran out of some sizes of the T-shirts and Tanks Tops. In order to alleviate this problem, order 50S 80M 135L 140XL 25 XXL T-shirts and 50S 115M 130L 50XL Tanks. Review this quantity each year and make adjustments as necessary.
6. There are two ways to increase the profit of this event- increase the number of participants and cash sponsors or reduce costs. Even though we had several sponsors, there are still several items that we had to pay for. Efforts should be made to obtain sponsors for items such as ice, trophies, T-shirts, etc. The Marquette Group printed 3000 registration forms. See if they will also print out the course map and any other printing we need.
7. Start looking for food sponsors in April instead of May. We had a lot of food sponsors, but opportunities were missed such as Panera Bread due to insufficient notice.
8. We ran out of bottled water this year due to the heat. Non participants were drinking the bottled water and runners were taking whole bottles of water and dumping it on their heads. There are several ways to remedy this situation. Traditionally, Pepsi has provided 15 cases of bottled water and 25 cases of All Sport. Next year, this should be changed to 20 cases each. If it forecasted to be an especially hot day, 5 additional cases of water should be purchased to avoid any shortfalls. Any excess can always be returned. Other ways to reduce the consumption of water would be to have

cups of water available at the finish line. Runners can pour this water on their heads while they are waiting for the stubs to be removed from their bib numbers. In addition, monitors should be placed by the bottled water and allow the runners to take only one bottle at a time and allow only runners and volunteers to drink the bottled water. Spectators can drink the water from the cups.

9. Volunteers were having trouble keeping up with filling the cups at the water stations. This year we used a dispenser to fill cups with water in 5 gallon containers. If possible, getting water donated in 1 gallon jugs would be better. With the one gallon jugs, you can pour the water directly from the jugs into the cups. This will speed up the process. Also, if it is scheduled to be hot, additional people should man the water stations, especially at mile marker 2.
10. Print three copies of the runners list for both packet pickup and race day. 2 will be used at the pre-registration table and 1 at the T-shirt table to look up shirt types and sizes.
11. There are many more runners than walkers (possibly 6 to 1) but we buy 600 runner numbers and 200 walker numbers. This should be changed to 650 runners and 150 walkers so we are assured of having enough runner numbers.
12. We did not have an appreciation party this year and people did not seem to mind. People are pretty busy around the 4th anyway so is an appreciation party really necessary? Recommendation- forgo with the appreciation party.
13. New signs were designed for the 1, 2, and ½ mile to go markers. They look excellent. Our other signs do not look nearly as good. New Pre-registration, Registrant, caution runners and all other signs need to be constructed along with a sign showing the event sponsors. This would make us look more professional.
14. Awards are one of our major expenses along with T-shirts. We currently give out awards for 1st, 2nd, and 3rd place in each category along with the oldest and youngest participants and the 4 overall winners. Several walker categories do not even have the minimum of three participants. It might be a good idea to look into only giving awards to 1st and 2nd place awards for the walker categories. You could save additional money by purchasing medals for the 2nd and 3rd place winners in all categories and medals are easier to transport. All races seem to give trophies to the winners. It would be a good idea to even look into alternatives to the trophies as long as it is not too expensive.
15. There were a few problems in the registration area. Additional training needs to be provided to insure correct procedures are followed.
16. This year we forecasted 650 runners, but ended up with a little less than 600. 600 participants (400 pre- and 200 day-of-registrants) should be the number listed in the preliminary cpg.
17. We sold T-shirts for \$10. We only sold a handful. Next year, the cost should be \$5 so that we can get rid of any extras. You need to make sure to remove enough T-shirts to provide for the Jaycees, other volunteers, and the race sponsors before you sell the leftover T-shirts.
18. We have in the past made up 700 packets. Due to the fact that some pre-registrants do not show up to pick up packet, I believe 650 packets is sufficient. Consequently, we need only 650 bags, membership brochures, and stuffers.

10. Give specific and measurable results for each goal established. Describe the impact of this project on the chapter, individual members and the community.

The Firecracker 5000 race has now been held 21 consecutive years. This year's event went very well and is in good shape for next year's chairmen. We tried several some new things this year. We held the pre and post race activities at Kelleher's instead of at the River Stations where it has been held for the past several years. The owner of Kelleher's provided many more things than the businesses that inhabit the River Station building: indoor bathrooms instead of port-a-potties (which we had to pay for anyway), a place for the runners to go and cool off in the air conditioning, a mister for the runners to run through to cool off, pancakes and sausage, chairs to sit down on and some tables. These changes were well received by the runners especially since it was a very hot day. We attempted to make Public Relations a top priority and succeeded with public service spots on TV, radio, and in the print media. The Firecracker 5000 is the second largest race in the area behind the Steamboat run. We had 589 runners this year which was a little less than last year at 616. We had more pre-registrants than last year (424 to 416) but the day-of-registrants was down significantly (165 compared to 200) mainly due to the heat. We think we would have bested last year's number of participants with more moderate temperatures. Maui Jim also provided prizes to the four overall winners valued at \$330 each. The Firecracker 5000 is known to provide the best post race spread of all the races and having the nicest T-shirts and this year's race helped maintain that reputation. Some of the goals were not met, but others were exceeded. All in all, the 21st Annual Firecracker 5000 was indeed a success.

Goals:

- A. To raise a minimum of \$1500.00 for Mental Health Association of Illinois Valley. 80% satisfied. Due to less than anticipated income, we raised only \$1200.00 for this charity. This is still a significant amount.
- B. To send 2 campers to Camp New Hope. 100% Satisfied. 2 campers will be going to the camp in the summer of 2003.
- C. To have 650 runners and walkers participate in the race. 90% Satisfied. We had only 589 participants this year. We were ahead of last year's schedule on pre-registrants (424 compared with 416), but an especially hot day kept day-of-registrants way down. If it was a more moderate day, we believe we would have met this goal.

- D. To obtain at least ten (10) product sponsors. 150% Satisfied. We had 8 major sponsors and 7 minor sponsors for the race worth an estimated \$6500 in cash and in-kind donations.
- E. To have, at least, forty (40) Peoria Jaycees work on the successful completion of this project. 107% satisfied. At least 43 Jaycees assisted this project.
- F. To have one non-Jaycee group man the water station(s) on the race course. 100% satisfied. The Teens needed Teens Hotline (part of the Mental Health Association of Illinois Valley) provided 4 volunteers to help man the Water Stations.
- G. Sign up 3 new members. 33% satisfied. At this point, we have signed 1 new member- Ann Wagner. We did include Jaycee information in the race packet, so we could end up recruiting more Jaycees in the coming weeks. We did have 2 runners attend the July membership meeting. This project did activate 3 new Jaycees- Ann Wagner, Annie Schwiderski, and Alicia Featheringill.

Individual- This project had a favorable impact on the individual members of the chapter. The project chairmen gained a lot of project management skills and had the opportunity to improve their public speaking ability. The sub-chairs gained some valuable experience and several have proven themselves capable of handling more responsibility.

Impact on the Chapter- This project had a very significant impact on the chapter. Forty Jaycees sweated were in attendance while raising \$1790.10 to help with operational expenses and other Jaycee projects. In addition, 3 people were activated. 1 person was recruited and we and we received a lot of PR. We had 100 radio spots, 100 TV spots and appeared in the newspaper twice and two TV news organizations had features on the event in their evening news.

Impact on the Community- This project is designated as a community development project. It definitely succeeded in this endeavor. \$1200 was raised for the Mental Health Association of Illinois Valley. This organization lost \$200,000 in State budget cuts. This money will help soften the blow a little bit. 2 “special” individuals will have the opportunity to improve the quality of their lives by attending camp for a week. In addition, we provided the opportunity for nearly 600 individuals to enjoy a July 4th morning.