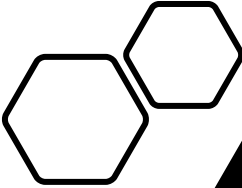


Dash of Doom 2020

A Case Study:
In-Person Covid-Secure Event



OVERVIEW



“Pre-race directions for participants were quite clear as was the flow of steps upon arrival at the race site. Run Calgary has done a great job communicating with participants.”

-Anonymous
(survey results)

Run Calgary worked with the city and AHS, launching a small covid-secure in-person Dash of Doom to compliment the virtual Dash of Doom. The event took place on Saturday October 31st at North Glenmore Park.

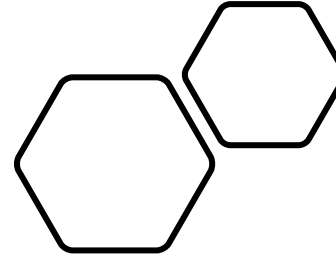


| 2020 | 2019 |
|---------------------|------------------|
| \$6397.95 donations | \$8000 donations |
| 130 In-Person + | 850 (sold out) |
| 370 Virtual | N/A |
| \$3300 (projected) | \$24,176.28 |

“Dash of Doom was the best thought out race event post Covid that I have been too. Great job team! Loved the medal & shirt!”

- Richard

GOALS



1. Execute a safe, fun and memorable experience for participants and volunteers.
2. Raise \$5000 for Alberta Animal Rescue Crew Society (AARCS)
3. \$30,000 in registration revenue
4. 210 in-person participants.
5. Flex our event production muscles and put our Covid-secure plans into action.

A young girl with a joyful expression is the central focus, wearing a vibrant blue princess dress with a white lace collar and a gold crown. She holds a red flag on a thin black string, which has the letters 'KUSA' written on it in black. The background is a bright, clear blue sky with some light clouds. In the distance, there are bare trees and a few people walking, suggesting an outdoor event. The overall scene is bright and cheerful.

10 PRINCIPLES
FOR COVID-SECURE IN-PERSON EVENTS

1. Package Pick Up

Run Calgary events will have only contact-less packet pickup options and participants can choose between mail or curbside pick-up at Run Calgary HQ.



2.Mask On Zones

Participants must start and end the race with a mask on once they enter the “Mask On Zone.” These zones will be clearly marked. Masks must comply with recommendations from Health Canada.





3. Wave & Pulse Starts

Run Calgary will use wave and pulse starts to spread out the participants on the course. Chip time, no gun time.

4. Aid Stations

Races will be self-supported unless otherwise posted. When there are aid stations, participants must wear a mask when entering aid station “Mask On Zones,” get what they need themselves and can un-mask while leaving



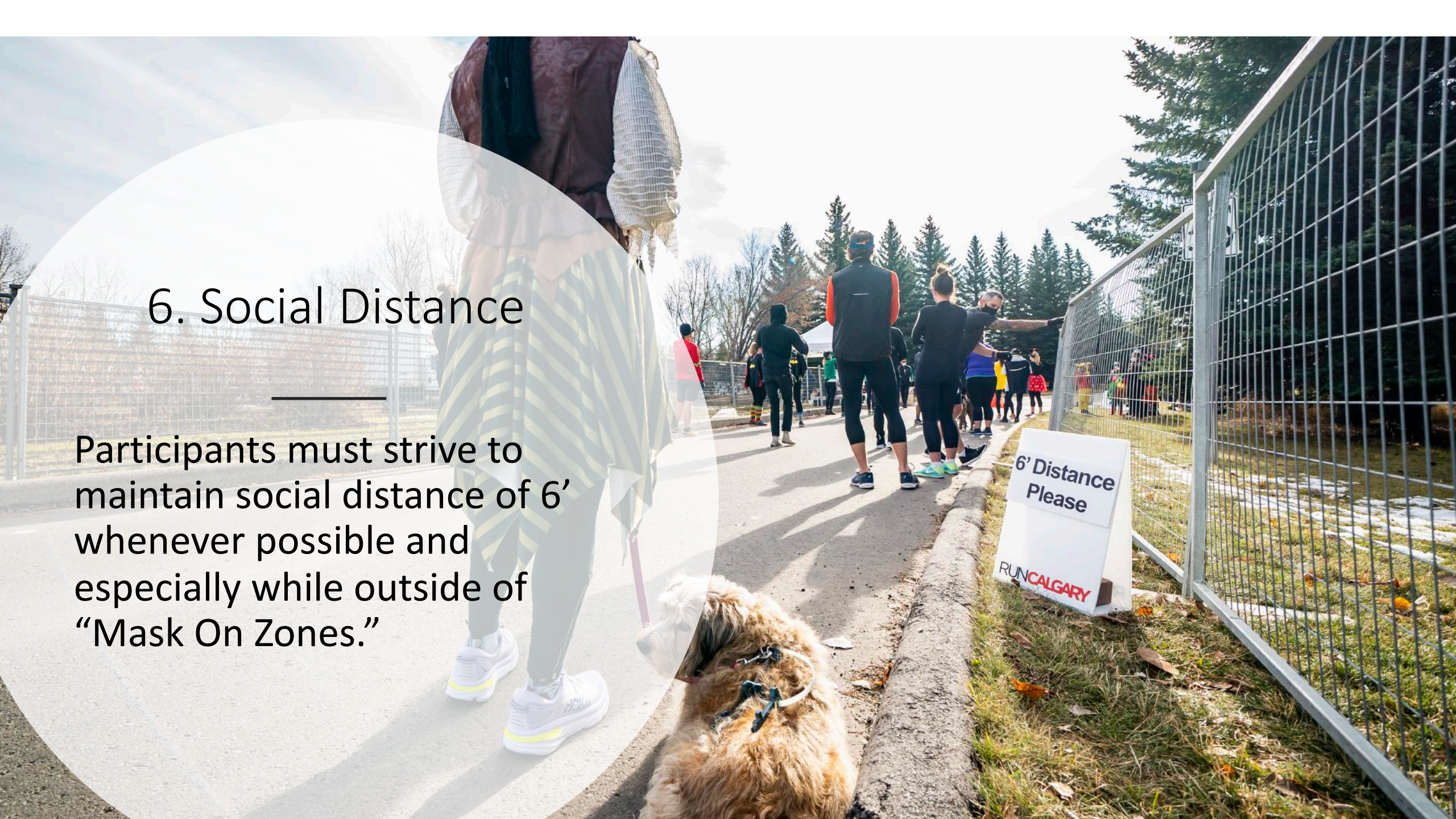
A woman in the foreground is wearing a green fabric face mask with white text that reads "WASH YOUR HANDS YA FILTHY ANIMAL". She is also wearing a black puffer jacket. In the background, a man is wearing a patterned face mask. The scene is outdoors with natural lighting.

5. Masks Required

Participants must have a mask in their possession with them at all times.

6. Social Distance

Participants must strive to maintain social distance of 6' whenever possible and especially while outside of "Mask On Zones."



7. Volunteer Masks

Race crew, volunteers, vendors, and spectators must wear masks 100% of the time while at the event.



8. Contactless & Single Serve

Run Calgary will eliminate touchpoints by offering single serve items on course when applicable and stuff post-race bags including medals for participants to help themselves in post-race.





9. Eliminate Dwell

Pre-race communications ask runners to leave their bags in the car and follow 3 steps when they arrive that are clearly marked and lead them into the start chute. A different finish line landed runners at the exit of the park and the entrance of the parking lot.

10. Hand Sanitizing

There will be sanitizing stations at each step, outside of “Mask On Zones” at aid stations and at restroom locations.





Challenges

Permitting: Securing approval from the City of Calgary and AHS 120 days prior to event to launch registration and market the event.

Consumer confidence: Marketing a race while the country was shutting down (again) was difficult. Participation numbers were down 85% despite best efforts to instil confidence.

Uncertainty: Trying to predict and make timely decisions with so much uncertainty.

Controlling costs: Some hard costs are the same when putting on a 100-person vs. 1000-person race. Increased costs due to Covid (plexi, masks, hand sanitizer, signage, fencing. Viability tips when registration tops 600

Hybrid Event: Hosting a virtual event in conjunction with an in-person event



Outcomes

Maintained a safe event environment.

Participant feedback that it was a fun event despite the new measures.

Fell short of goal of 210 runners (130 in-person).

Exceeded fundraising goal.

Internal Control of Covid Process Audit resulted in a 94% rating with participants compliance of mask wearing and social distancing at 100%



The Run Calgary team worked twice as hard to host this event in 2020. Efforts included:



NEW LOCATION AND
ROUTE FOR SOCIAL
DISTANCING PURPOSES



NEW ON-SITE
PROCEDURES



CREATING SCREENING
PROCESS



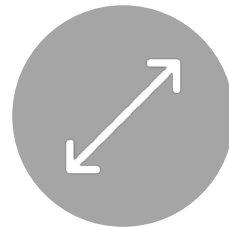
CREATING
CONTACTLESS PICK-UP
AND CHECK-IN



5X ON
COMMUNICATION
PRIOR TO THE EVENT



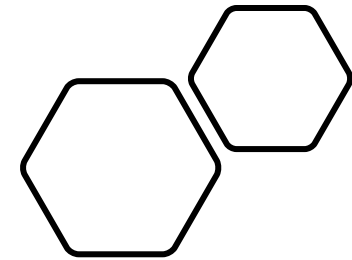
MANAGING VIRTUAL AT
THE SAME TIME AS IN-
PERSON



CREATING A SEPARATE
START AND FINISH
LINE/AREA



ORDERING MORE
TABLES, TENTS, ETC



“Thank you so much for putting the even on. I can’t imagine how much work it was but you all made it so safe and fun. It brought a bit of normal back to my life which is the best gift and prize you could give anyone :) thank you!!”

Dejana + Mia