



from the desk of

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Event Managers Report

May 10, 2014

Montour Area Recreation Commission
P.O. Box 456
Danville, PA 17821

Dear MARC Board,

OVERVIEW

1. Facebook growth
2. Marathon
3. Robbins Run
4. River Towns Cycling Classic

1. Facebook page

I'll let these numbers speak for themselves.

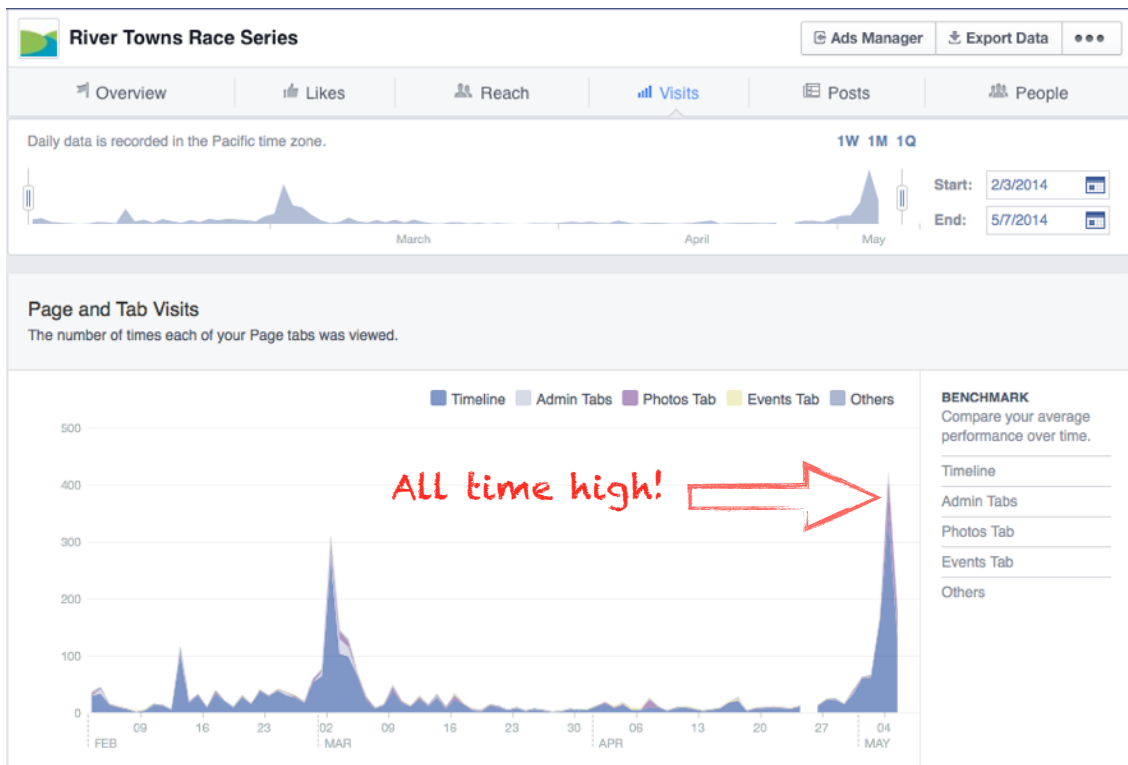
Week of Apr 28 - May 4



River Towns Race Series
Build Audience · Promote Page

See Insights

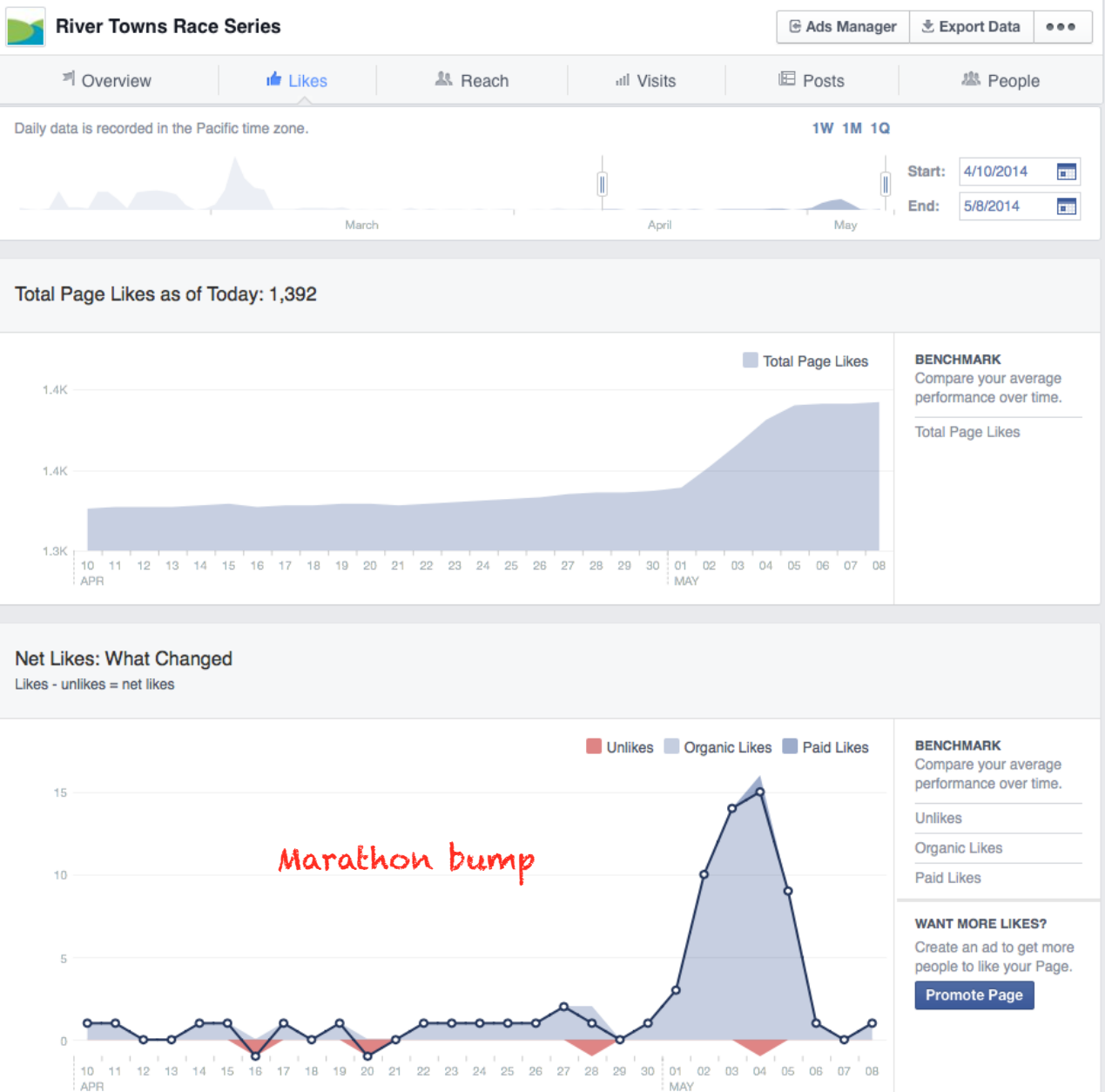
	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	1,380	1,335	3.4%
New Likes	55	6	816.7%
Weekly Total Reach	11,111	1,659	569.7%
People Engaged	1,584	300	428.0%



Pages to Watch
Compare the performance of your Page and posts with similar Pages on Facebook.

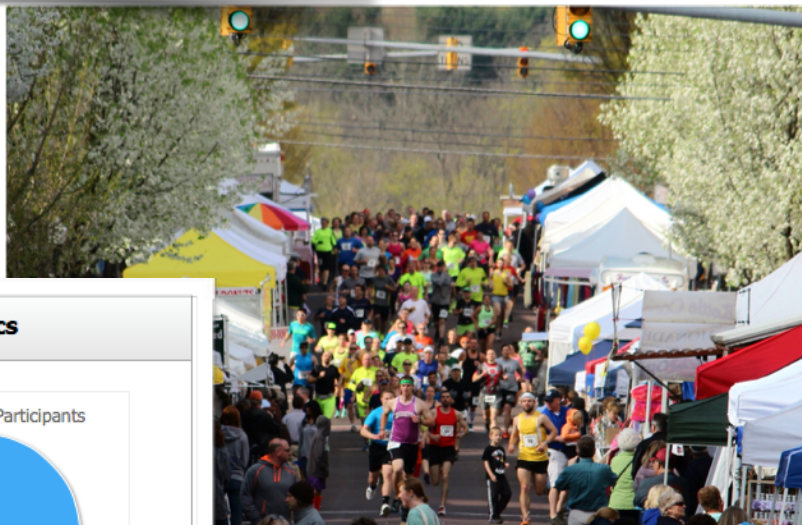
Add Pages Likes, Comments & Shares

Page	Total Page Likes	New Page Likes	Posts This Week	Engagement This Week
1 Susquehanna River Valley	6.4K	▲0.2% from last week	6	22
2 Columbia-Montour Visit...	2.3K	▲0.1% from last week	38	31
YOU 3 River Towns Race Series	1.4K	▲3.4% from last week	18	320
Keep up with the Pages you watch. Get More Likes				
4 Danville Area Communit...	581	▲0.2% from last week	11	3
5 Anytime Fitness Danville	570	0% from last week	4	3
6 Buffalo Valley Recreatio...	463	▲0.4% from last week	3	5
7 Fit For Funds, LLC	216	0% from last week	0	0



2. Marathon

This is the fluffy portion of the Marathon coverage. I made this fluffy, because I know Bob has figures as part of his coverage of the event. So just enjoy this part. Montour Area Recreation Commission pulled off ONE HELL OF AN EVENT! So, enjoy it a little bit.



Demographics

Participant gender

195 (39.8%)

295 (60.2%)

Average age 37
Median age 36
Oldest 74
Youngest 13

[More...](#)

Male & Female Participants



Male Female



River Towns Race Series shared a link.

Posted by David Decoteau [?] · 6 hours ago

VERY EXCITING COURSE RECORD NEWS! – Awesome!



River Towns Marathon & Half Marathon

new.rivertownrace.com

Saturday, May 03, 2014 Come to Danville, PA to celebrate spring with the Montour Area Recreation Commission's River Towns Marathon and Half-Marathon and the Danville Business Alliance's Spring Flin...

Like · Comment · Share



👍 Elise Grandizio, Patricia Sclesky Patterson and 15 others like this.



River Towns Race Series BTW – The photo of these two guys running is from a few years ago. Talked to both of them yesterday. Yeah, they're still doing it.

6 hours ago · Like



River Towns Race Series ...also notice in the photo above: no grit trail on the bridge. We hadn't installed that in the first years. That means these warriors were running on loose 4" stone. Hard Core!

5 hours ago · Like



Write a comment...



919 people saw this post

Boost Post ▼

3. Robbins Run 5K & 10K - On Deck! June 7th, 2014

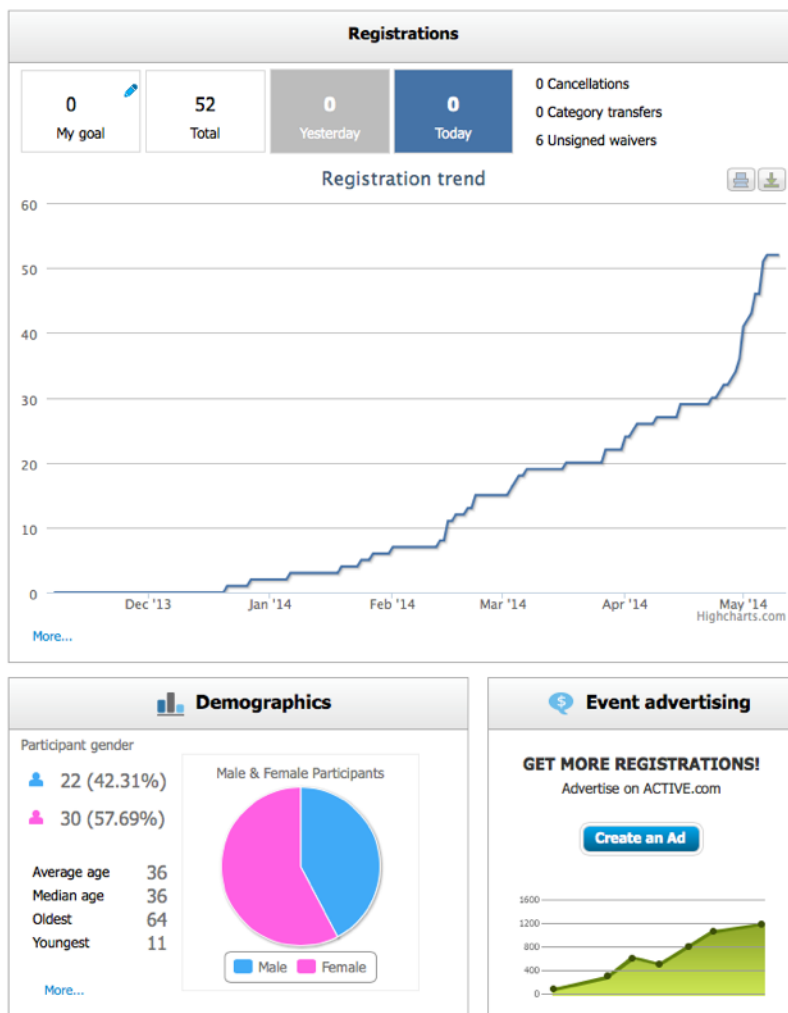
No rest for the weary! The Robbins run is less than a month away (hard to believe we used to do these races every two weeks).

Here are how the numbers stack-up so far:

In 2013 we had 37 registrants on this date, and ultimately we had 100 online registrations and 239 overall registrations by race day.

If those numbers hold true, we are inline to have 141 online registrations and 336 racers overall.

Attendance predictions/benchmarks have been set at levels equal to 2013 attendance. This means that if all things remain equal and at their present pace, this race too will surpass the predicted attendance levels



4. River Towns Cycling Classic

www.RiverTownsCyclingClassic.com

This race will be receiving the lion's share of my time from now until race day.

Due to the marathon and Robbins run, I've done little since last meeting on this race. However, I have scheduled a conference with the sanctioning body, that I hope is very fruitful and I will report on that conversation at our next meeting.

THINGS REMAINING TO DO BEFORE OPENING REGISTRATION:

- A. Get a very firm grip on how many officials are needed for the sanctioned races, and how much that might cost the event. ***Change since last meeting: Conference scheduled.***
- B. Learn and understand Bike Reg as our new online registration client. active.com is stretched to the limit by this kind of festival event. Apparently BikeReg.com is more friendly to festival events once the organizer is familiar with the interface. ***Change since last meeting: none.***
- C. Build trails at Hopewell Park - It's real hard to open registration for a mountain bike race, when the venue is very rough at this point. We can get it done, but in the spring rush of the Humdinger and then the Marathon, it's hard to find extra time. It's just a little unsettling in my mind to open registration without a complete venue. ***Change since last meeting: some trails have been marked, and others are under construction. Large scale work days will be scheduled very soon. I will be calling on each of you to help.***

Many other things are already done, for example the website, we have shops and manufacturer demo truck arranged. Volunteers have been found. Electronic live feeds are arranged. But the details of the routes and sanctioning remain daunting but will be done by the next meeting.

Fortunately, Cyclists are notoriously late to register for events. This is maybe the only instance in my history that I would call that a blessing.

Humbly submitted,

David Decoteau
Event Manager
River Towns Race Series