

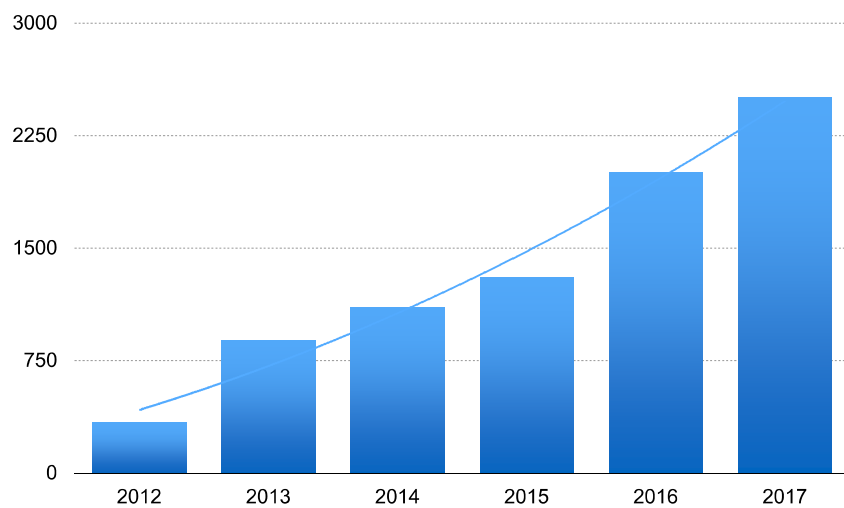
Schedule "A"



BAND ON THE RUN

A running event and music festival in beautiful
Huntsville, Muskoka.

6 YEARS OF GROWTH



BREAKDOWN OF PARTICIPANTS



60% of Participants are Visitors to Huntsville
40% are Locals

ECONOMIC IMPACT

TREIM estimated spending:
\$579,996

The most fun you
will have at a
running event.
period.



WHO ARE THE 1500 VISITORS?

- 71% women between 30-60
- Traveling & participating with friends
- Primary goal is to have fun
- They are shoppers

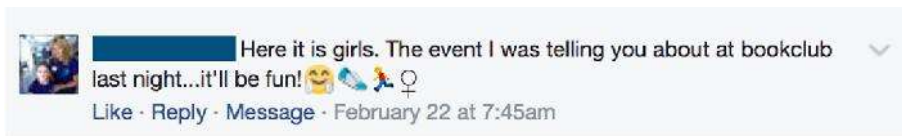
BUT WHO ARE THEY

REALLY?

These are the kinds of things we hear from participants:

*I was running the Disney Marathon in Orlando last week and was having a group conversation about favorite marathons, when someone mentioned an amazing half marathon in Canada that was remarkably well organized and challenging with hills:
Band on the Run!*

And see splashed across social media:



THEY ARE THE VISITORS WE WANT TO ATTRACT TO
HUNTSVILLE

How does the
Huntsville
community get
involved?



COMMUNITY INVOLVEMENT

- 1000 Locals Participate in the Run
- Over 200 Community Members Volunteer
- Fire Department Runs in Gear
- Over \$40,000 has been Raised for Local Charities

NEW ROUTES FOR 2017

- Unable to cross Highway 60 or use Overpasses
- Important to keep the start and finish in the heart of Huntsville
- Proposed Route is out Brunel Road and North Mary Lake Road
- See printed route maps and spread sheet of affected intersections



THE SAFETY OF OUR PARTICIPANTS

WE ARE ASKING FOR SOME FULL ROAD CLOSURES

- Full Road Closures on the Busiest parts of the route
- Cars and runners are a dangerous mix
- Pylons can only do so much
- 2500 runners make it too congested - the participant experience becomes negative

THE SPECIFICS

- Road closures will be from 8am to 12pm
- The full road closures will be in the downtown core and Brunel Road between Main St and Town Line Road.
- Partial-lane road closures will be on Brunel Road and North Mary Lake Road.

WE UNDERSTAND

- There will be people who are inconvenienced
- We want to speak up for everyone that looks forward to being involved in this community event:
 - The 1000 local run participants + 500 local music festival attendees
 - The 200+ volunteers
 - The Local Businesses
 - The Local Charities
- And the benefit to Huntsville's standing as a Popular Destination for top quality events.
- See letters of support

THE COMMUNICATION PLAN

- Coverage in all media outlets
- Notification to all residents through the Post Office
- Leverage our social media reach
- Road closure signs 2 weeks in advance of the event
- Door to door visits in affected neighborhoods

Town Support



EXPENSES DIRECTLY RELATED TO THE TOWN OF HUNTSVILLE

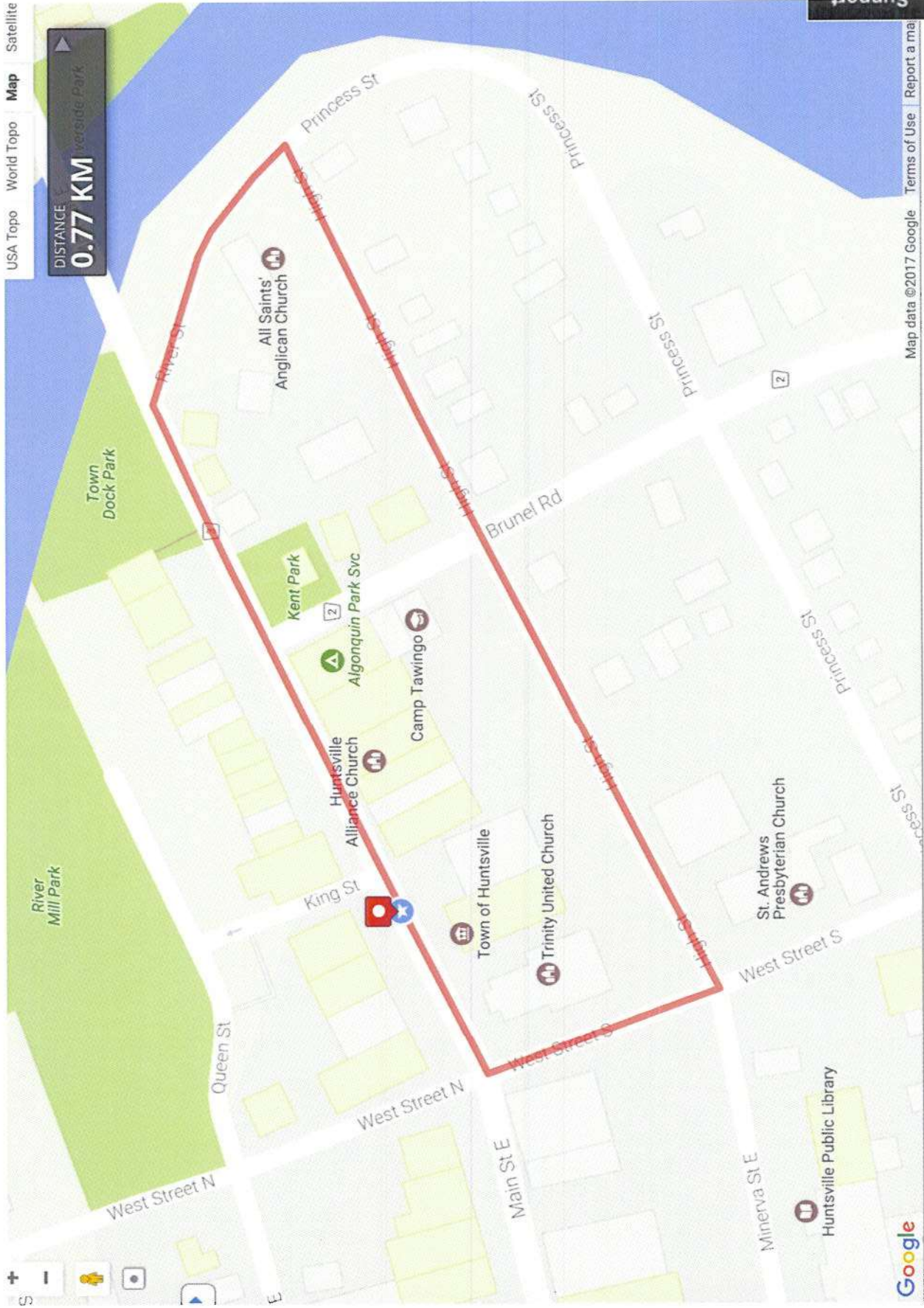
- \$355 River Mill Park
- \$672 Memorial Park
- \$606 University of Waterloo Green Rooms
- \$150 for Club 55
- \$50 SEAT Application
- \$100 Tent Building Permit
- \$1500 to staff the Firehall

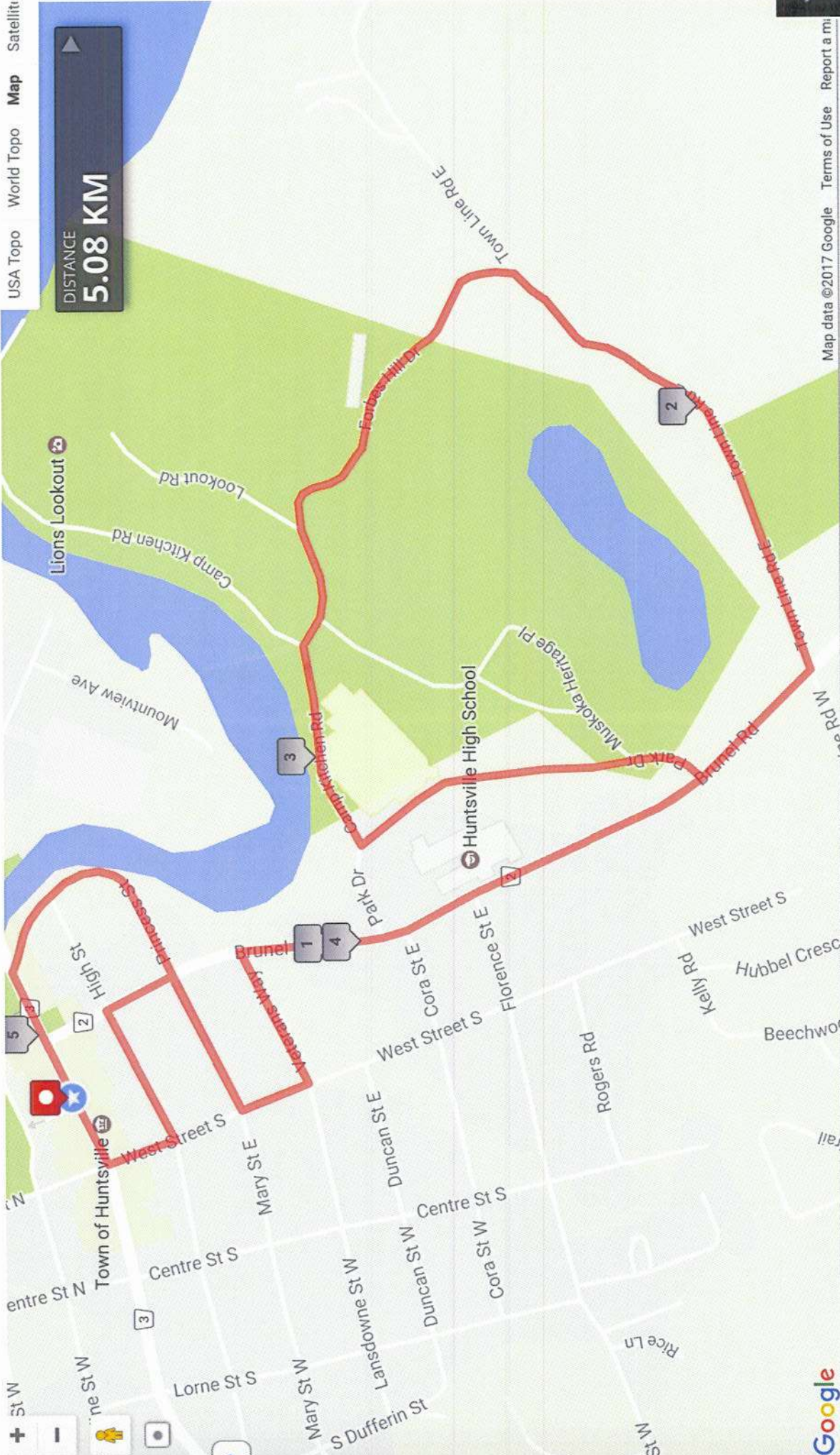
TOTAL: \$3,433

TOTAL SPACE RENTAL + FEES: \$1,933

WE ARE ASKING

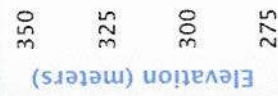
- For approval of the new route with full road closures where indicated to ensure the safety of the participants
- For the waving of town fees specific to the rental of town facilities and permit costs.

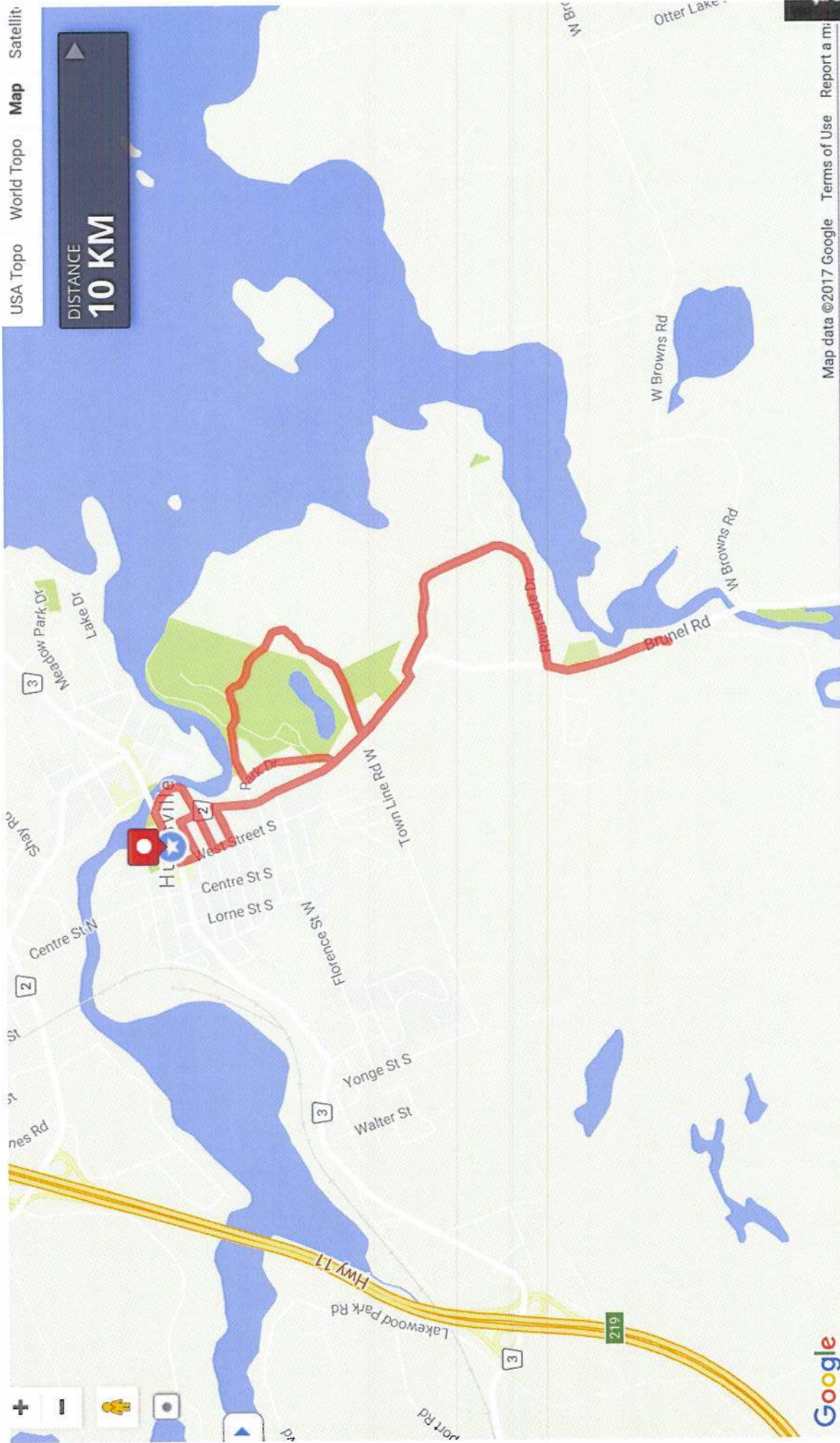




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Elevation Show elevation with grades

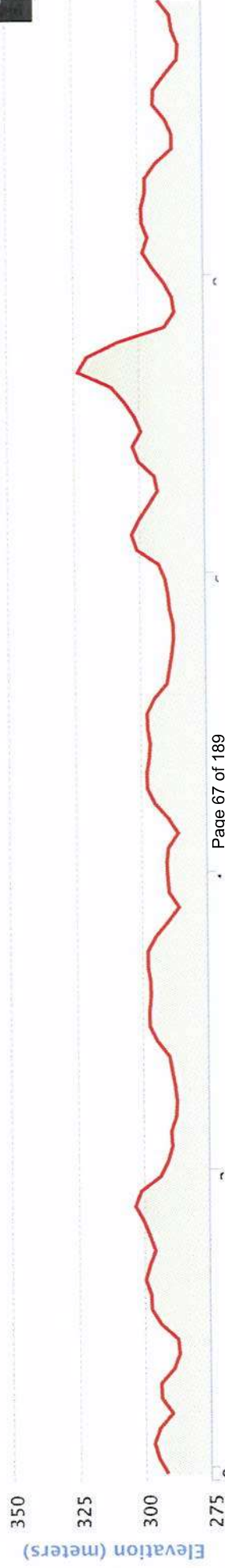


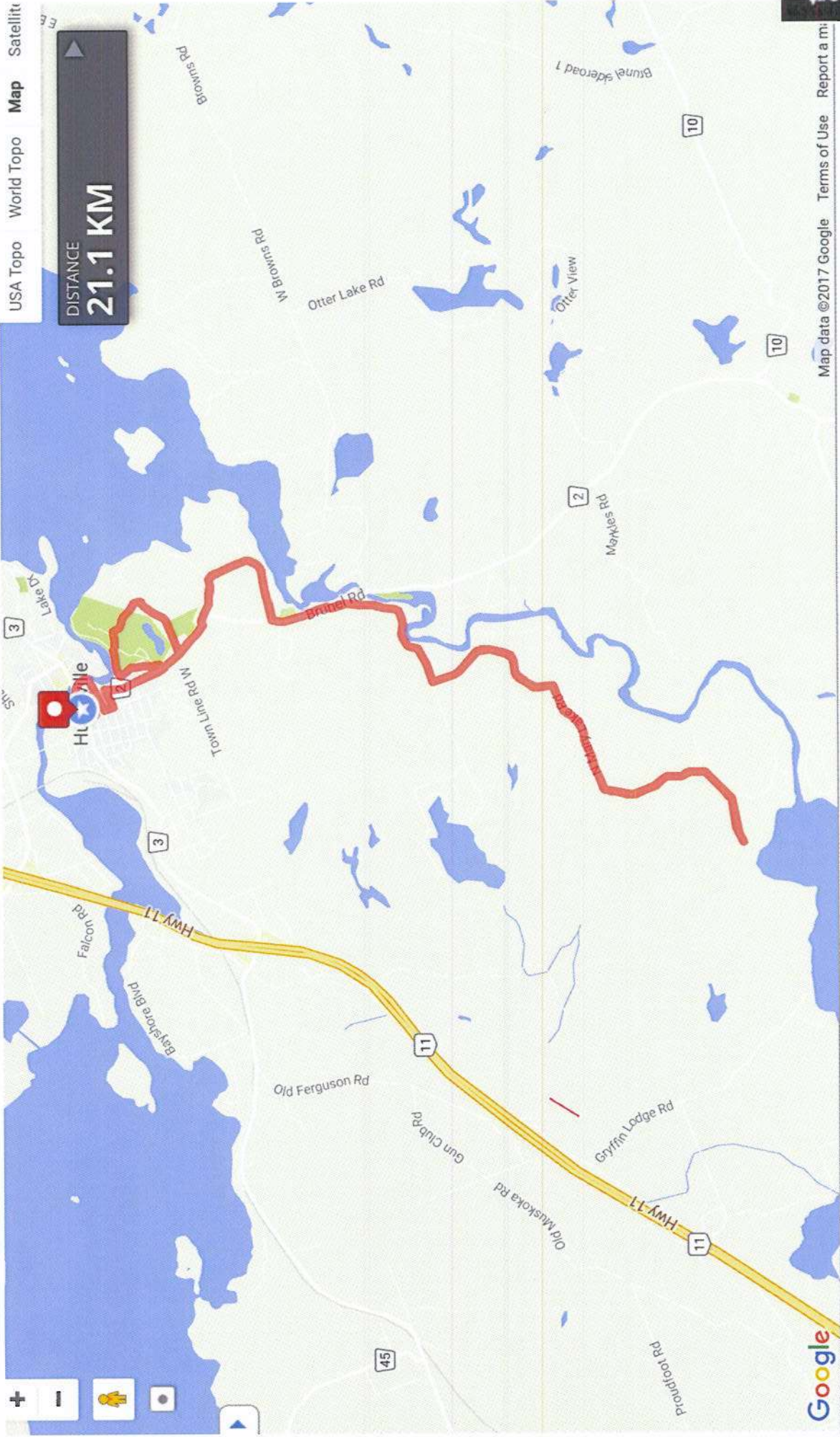


Google

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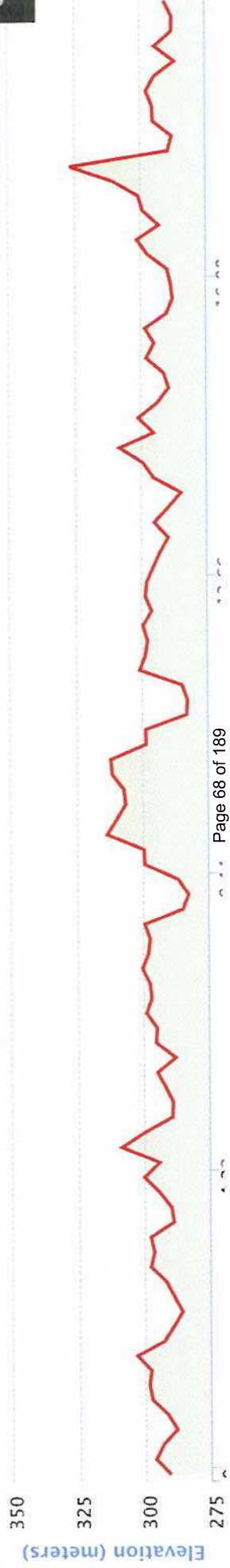
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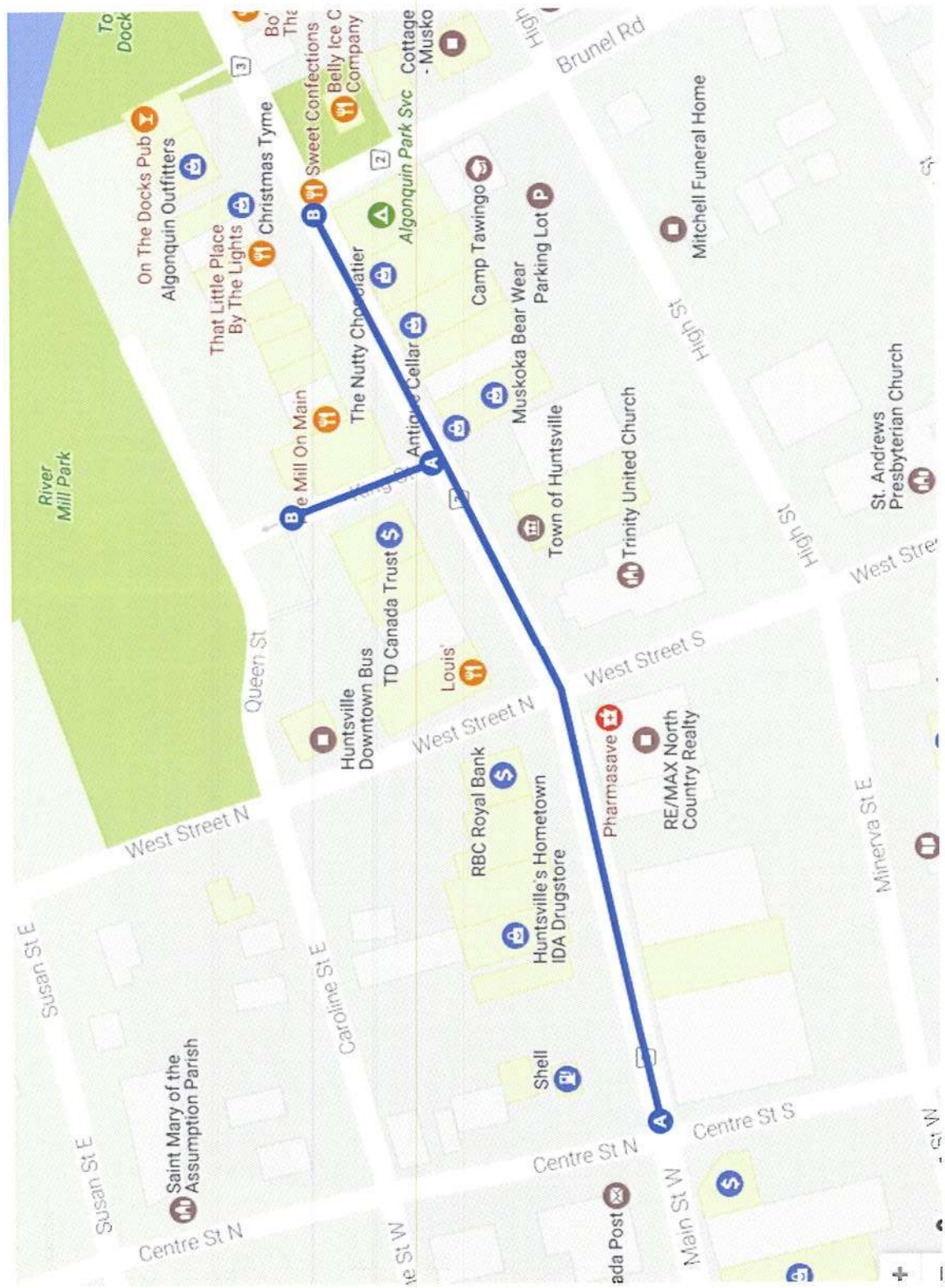


2017 Band on the Run - Road Closures

Revised: 28 Feb 2017

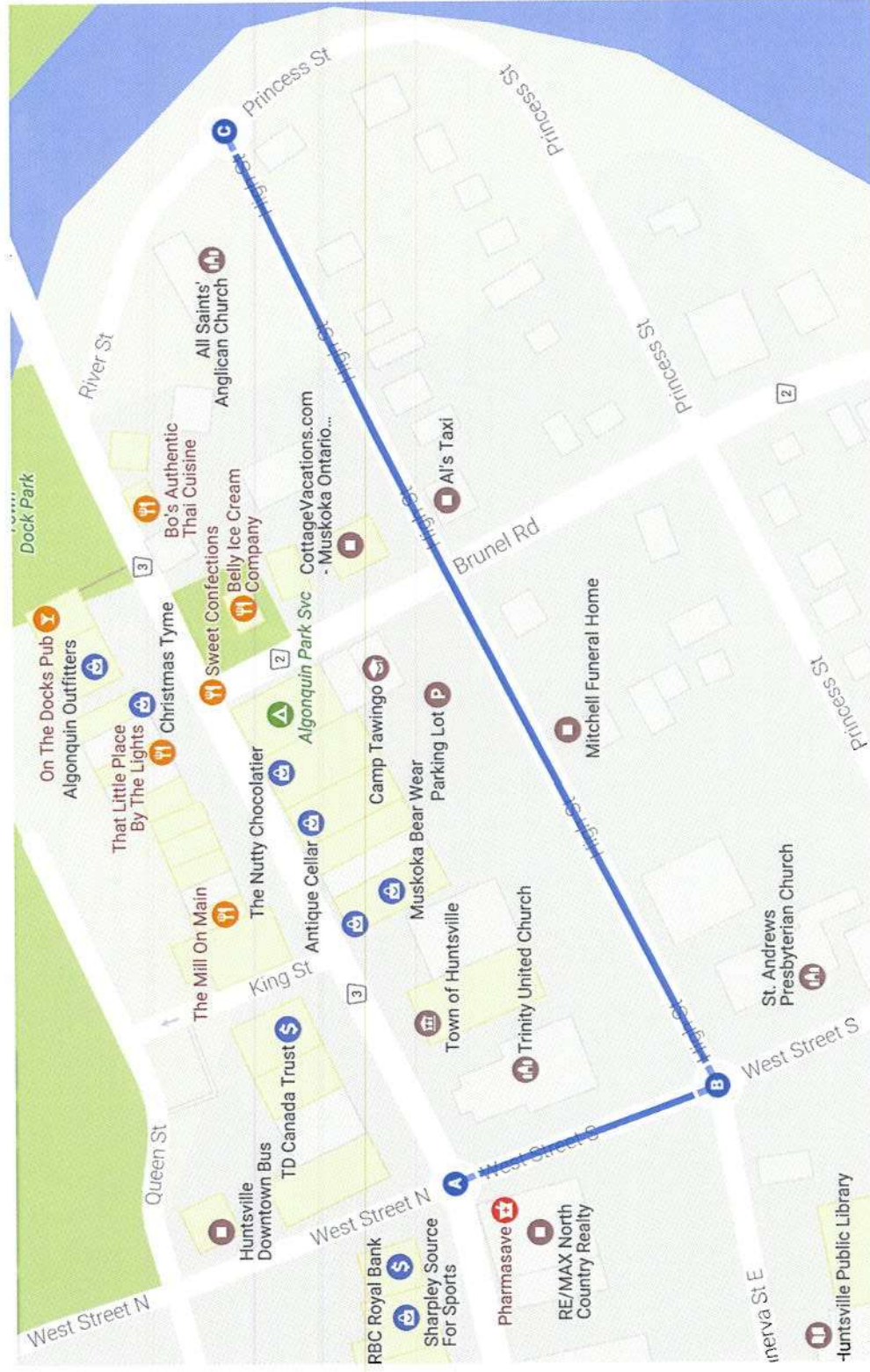
	Street	From	To	Closed	Open	Duration	Authority	Description	Runners on Course	Kids Run	5k	10k	1/2 Marathon
A	Main St E	Brunel Rd	Centre St	5:00am	1:00pm	8 hrs	District of Muskoka	Full Closure	2500	X	X	X	X
A	King St	Main St E	Dara Howell Way	5:00am	1:00pm	8 hrs	Town of Huntsville	Full Closure	2500				
B	West St S	Main St E	High St	8:00am	9:15am	75 min	Town of Huntsville	Full Closure	2500	X	X	X	X
B	High St	West St S	Princess St	8:00am	9:15am	75 min	Town of Huntsville	Full Closure	2500	X	X	X	X
C	Brunel Rd	Main St E	Princess St	8:00am	12:00pm	4 hrs	District of Muskoka	Full Closure	2500	X	X	X	X
C	Princess St	West St S	High St	8:00am	12:00pm	4 hrs	Town of Huntsville	Full Closure	2500		X	X	X
C	River St	High St	Main St E	8:00am	12:00pm	4 hrs	Town of Huntsville	Full Closure	2500	X	X	X	X
C	Main St E (Bridge)	John St	Brunel Rd	8:00am	12:00pm	4 hrs	District of Muskoka	Full Closure	2500	X	X	X	X
D	Veterans Way	West St S	Brunel Rd	8:30am	12:00pm	3.5 hrs	Town of Huntsville	Full Closure	2500		X	X	X
D	Brunel Rd	Princess St	Town Line Rd E	8:30am	12:00pm	3.5 hrs	District of Muskoka	Full Closure	2500		X	X	X
D	Brunel Rd	Town Line Rd E	North Mary Lake Rd	8:30am	12:00pm	3.5 hrs	District of Muskoka	East Lane Closure, West Lane Open, OPP Controlled	1125			X	X
E	North Mary Lake Rd	Brunel Rd	End/Seelys Rd	8:30am	11:00am	2.5 hrs	Town of Huntsville	1/4 Lane Closure	400				X
D	Riverside Dr	Brunel Rd	South Fairy Lake Rd	8:30am	12:00pm	3.5 hrs	Town of Huntsville	Full Closure	1125			X	X
D	South Fairy Lake Rd	Brunel Rd	Riverside Dr	8:30am	12:00pm	3.5 hrs	Town of Huntsville	Full Closure	1125			X	X
D	Hillcrest Dr	Brunel Rd	South Fairy Lake Rd	8:30am	12:00pm	3.5 hrs	Town of Huntsville	Full Closure	1125			X	X
D	Park Dr	Brunel Rd (North Entrance)	Brunel Rd (South Entrance)	8:30am	12:00pm	3.5 hrs	Town of Huntsville	Full Closure	1125			X	X
D	Town Line Rd E	Brunel Rd	Forbes Hill Dr	8:30am	12:00pm	3.5 hrs	Town of Huntsville	Full Closure	2500		X	X	X
D	Forbes Hill Dr	Town Line Rd E	Camp Kitchen Rd	8:30am	12:00pm	3.5 hrs	Town of Huntsville	Full Closure	2500		X	X	X
D	Camp Kitchen Rd	Park Dr	Forbes Hill Dr	8:30am	12:00pm	3.5 hrs	Town of Huntsville	Full Closure	2500		X	X	X
D	West St S	Veterans Way	Princess St	8:30am	12:00pm	3.5 hrs	Town of Huntsville	Full Closure	2500		X	X	X

A - Main St Closure: 5:00am - 1:00pm (8 hours)
Full Closure From Centre St to Brunel Rd, and King St

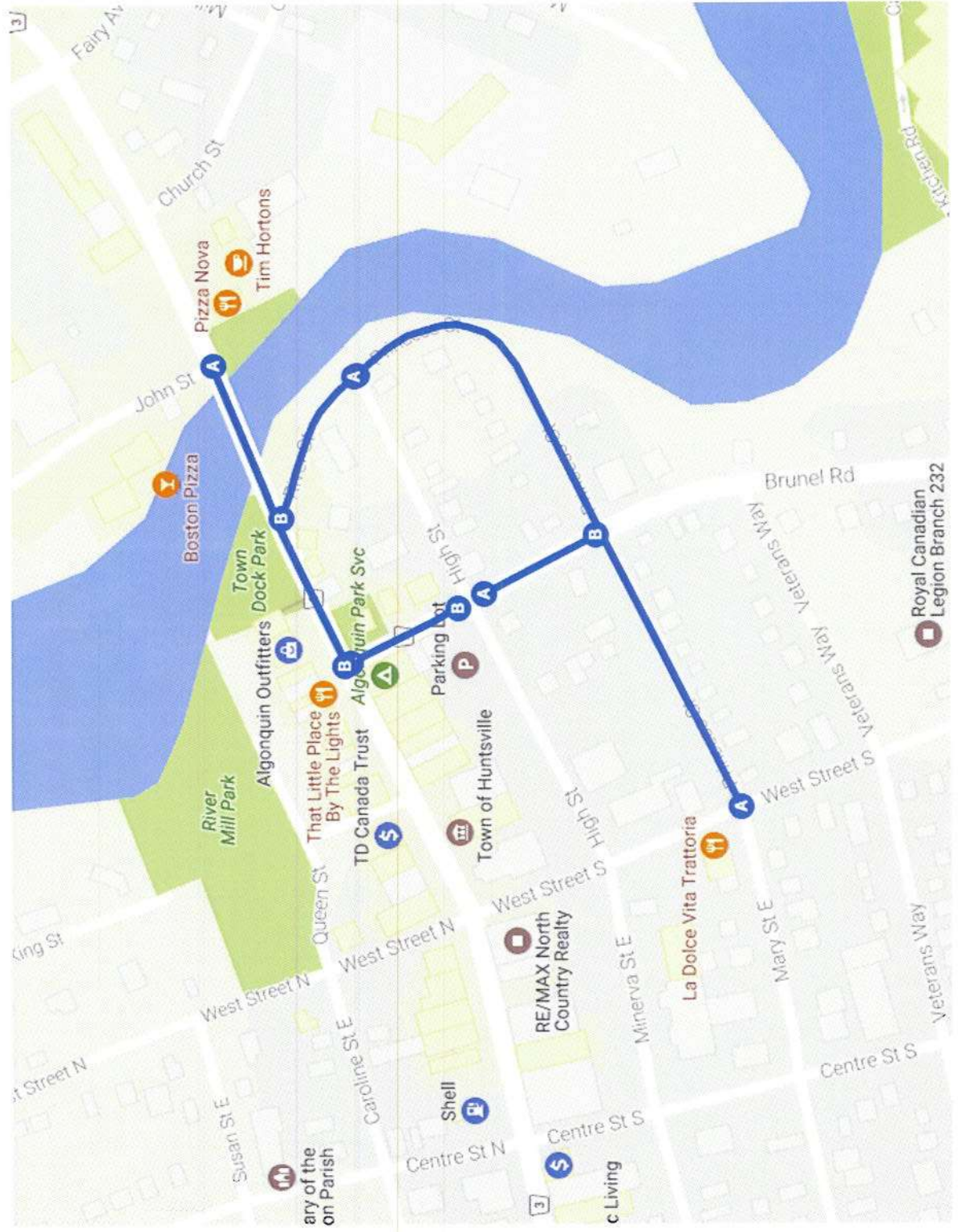


B - Kids Run Loop - West St S/High St Full Closure 8:00am - 9:15am (75 minutes)

West St S From Main St to High St,
and High St from West St S to Princess St

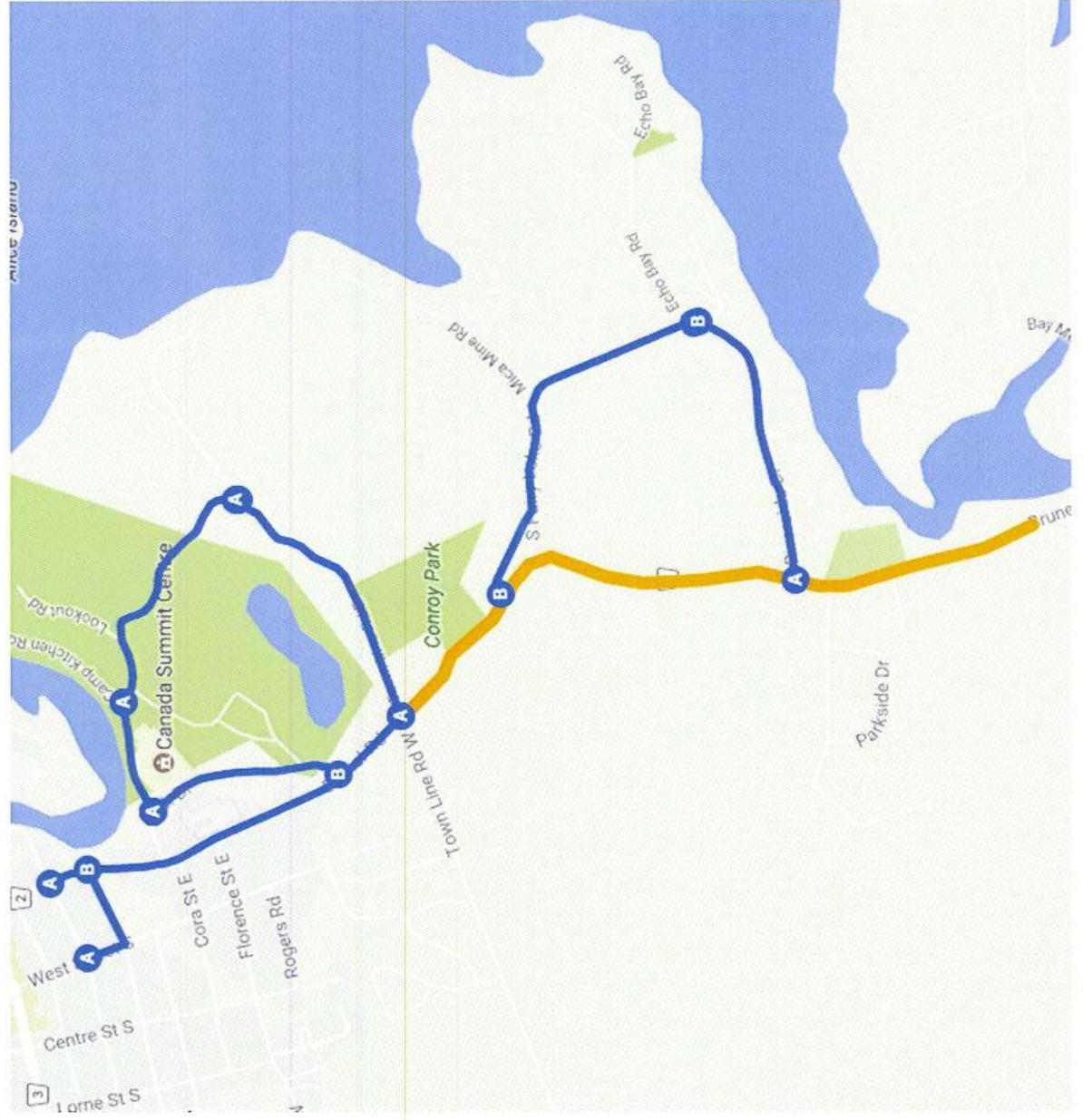


C - 8:00am - 12:00pm (4 hours)
 Full Closures Brunel Rd, Princess St, River St, Main St E. Local traffic can flow along High St.

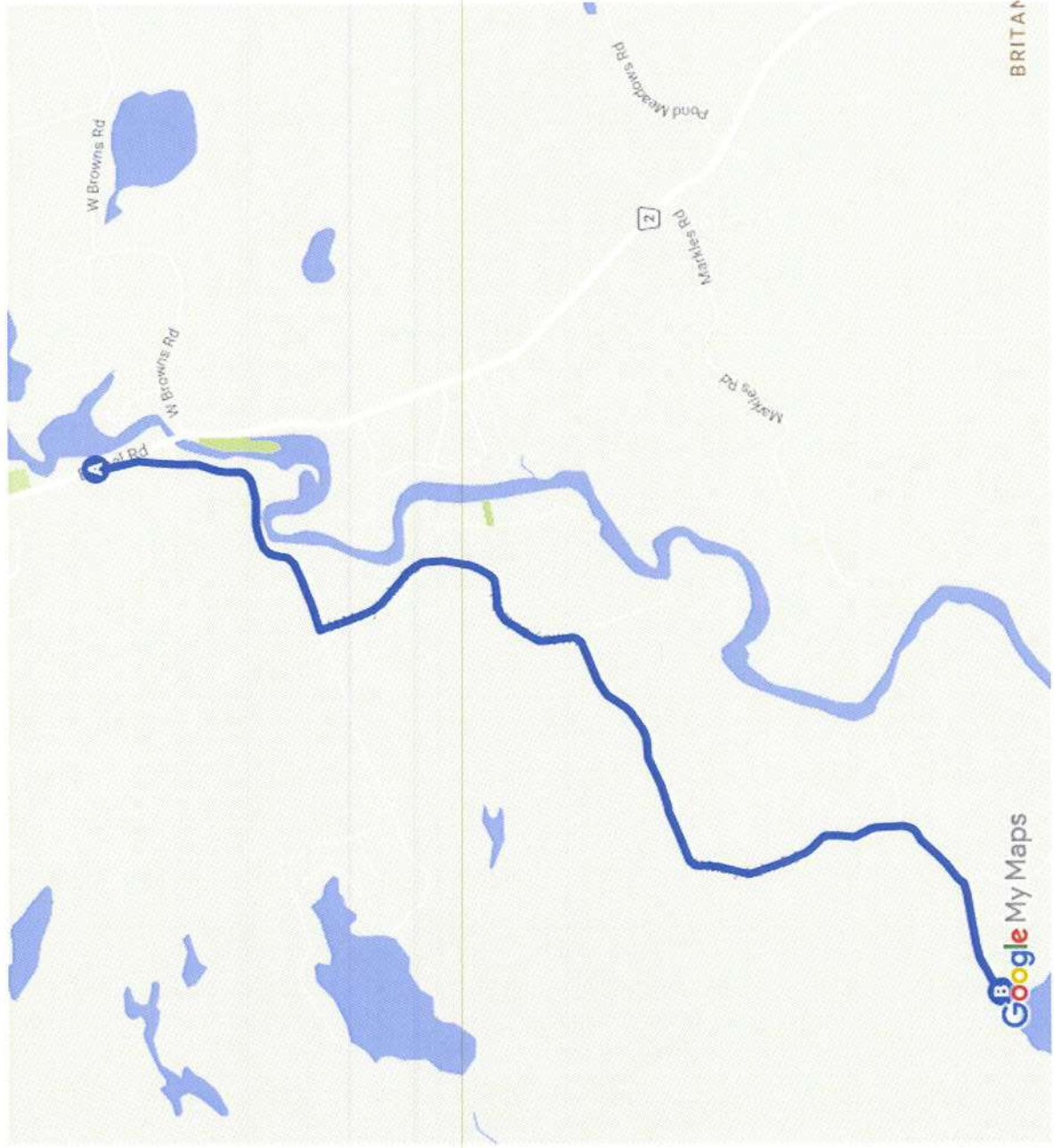


D - Main Closure - 8:30am - 12:00pm (3.5 Hours)

Note: Brunel Road from Town Line Rd to North Mary Lake Rd (Orange) is OPP Controlled partial closure allowing Northbound Traffic only. Blue routes are full road closures.



E - North Mary Lake Rd Closure - 8:30am - 11:00am (3.5 Hours)
1/4 Lane Closure (Bi-directional Traffic is open along North Mary Lake Road)



February 26, 2017

To Whom It May Concern:

I have been fortunate and lucky enough to have been a part of the community event Band on the Run since it began, six years ago. This is a fabulously well-organized event that brings our community together through exercise, music and camaraderie.

In addition to being able to compete in this event on my own, I've also had the opportunity, over the last two years, to run with over 200 of my high-school students. I'm a fitness teacher at the high school in Bracebridge and the Band on the Run is an event that all the students in our class compete in, as it's now a part of our curriculum. The feedback we get from the students about this event is overwhelming. In fact, it's part of the reason why some the students take the course.

Justine, Rob and Melissa have always been welcoming and flexible in allowing our students to compete in the event. For some of them, it's their first experience with a road race so to have a comfortable and safe environment is extremely important to me and to them. As their teacher, I'm responsible for their overall safety so with regard to road closures for this event I feel it's imperative. The possibility of an accident seems more likely if the roads are open to traffic – even partially. Just the idea of an accident due to traffic makes me uneasy.

I'm looking forward to taking 120 high-school students, again this year, to this fun, safe and welcoming event. I'm truly proud to be a member of a hospitable Huntsville community that allows events like this one to run safely.

Yours truly,

Amy Walker

To Whom It May Concern;

I have never thought of myself as a runner. I've always claimed that if someone was chasing me, I will walk faster, but I won't run. That's how much I thought I would never run and had no desire to run.

A little history, in November 2015 I was defeated, I weighed more than I have ever in my life, I was afraid I was about to develop diabetes, I couldn't walk, I didn't feel great, I finally went to my boss and asked for help. Since then she has helped me with my journey of being healthy. I started losing weight, making healthier choices, working out, and so on.

So Band on the Run was coming up and for some reason I wanted to try it. I didn't tell anyone I was going to do it (that way if I chickened out nobody would know).....but I did it. I ran my first 5k in the history of my life. Yes, I RAN! I convinced myself before the race, that I could walk it, I didn't have to run, I just had to finish the race. Well let me tell you, BOTR for me was an exciting event, not only did I want to run, I did run! For most of the race I ran, the excitement of the people cheering you on, the bands throughout the race, the people running encouraging you to keep going, people shouting at you, "you can do it", it was life-changing. Tears came to my eyes throughout that race, because I was doing it! I was running! Not for anyone else, but for myself, to prove to myself I can do it. If it was not for Band on the Run, if it was not for the fun and innovative way to organize and execute a race, I would not be running today. Here's the thing that blows me away, at the end of the race, so many people, friends, strangers, kids, came up to me and congratulated me....what an amazing community we live in where people of all ages are encouraging others to keep it up!

I love that our town supports events like this, it only encourages others to live a healthy and active lifestyle. This is an event that not only brings out the athletes from all over, but brings out the athlete that's inside all of us, I just didn't know I was capable until I joined Band on the Run. Now I'm running three times a week (mic dropped)! All because of this one event and so I want to thank the organizers and volunteers and the town for supporting BOTR.

Sincerely,
Rachel Hunt



Downtown Huntsville BIA

8 West Street North, Unit 4 Upper Level, Huntsville, ON., P1H 2B6
Telephone: 705.789.1400 • Email: huntsvillebia@bellnet.ca • Website: www.downtownhuntsville.com

February 22, 2017,

To Whom It May Concern:

As representative of a Downtown Huntsville Business Improvement Association, I am writing to express our full support of The Huntsville Half Marathon and the Band on the Run and the excellent relationship the B.I.A. and the Band on the Run have shared over last 5 years.

The Band on the Run has proven to be a tourist draw with an economic spin off for the community. We also see their initiatives as a draw for both new and repeat tourists, and believe that that their continued program expansion will result in an economic spin off for our downtown merchants, and many other tourism related businesses in the town.

We feel strongly that a continued partnership with the Band on the Run, will enhance the community's cultural and tourism offerings. The type of programming presented by the organization for the community has a long term positive effect on the economic health of our Downtown. Muskoka, of which Huntsville is a part, is a *Designated Arts Community* and fits in well with the Chamber of Commerce and Town of Huntsville community strategy of developing Huntsville as a *Cultural Tourism Destination*, for that reason this is a good fit with the existing tourism offerings.

We look forward to their 2017 event with eager anticipation, and urge you and your review committee to see this application's strong economic impact merits and lend your financial support.

Sincerely,

Ms. Helena Renwick
Executive Director
Downtown Huntsville BIA

Pierre Mikhail
President
Muskoka Algonquin Runners
1027 East Walker Lake Drive
Huntsville, Ontario
P1H 2J6
pmikhail@me.com
705-571-3265

Town Of Huntsville
Re: Band On The Run

February 21, 2017

Dear Sir/Madam,


I am writing in support of the changes being sought in the running routes for Band On The Run in June 2017 and hope that town council can approve these changes at no cost to local organizers.

The growth in popularity of Band On The Run has had a significant impact on the health of our community. As the race has grown, we have seen the membership of our running club and participation in high school cross country running increase. Active teenagers are better students and there is evidence that getting active as a teenager leads to long-term health benefits. Of the 2500 participants for 2017, 1000 will be local and I feel we should as a community promote this event and give it the best chance of being successful by removing financial barriers for the event.

In addition, bringing in more than 1500 participants from outside of Huntsville has a positive economic impact on Huntsville.

I wholeheartedly support the changes being sought by Band On The Run organizers.

Sincerely,


Pierre Mikhail MD
President, Muskoka Algonquin Runners

Centre Street Family Dental
Dr. Catherine Zacal
36 Centre Street North
Huntsville, ON
P1H 1X4

March 1, 2017

Attention Town of Huntsville Council,

Re: Band on the Run, 2017

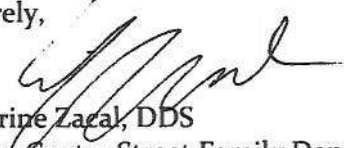
I am writing in support of the Band on the Run continuing on as an exceptional local event that puts Huntsville on the map. In addition, it showcases our community as a natural training and playing ground to many out of town attendees. This spills over into athletic tourism as has been built upon by the numerous other races such as the Ironman 70.3 and Muskoka River X races.

The Band on the Run event has been growing consistently and is the capable hands of the organizers who are ensuring a quality event for the athletes. The organizers have proven themselves each year the event has occurred.

As a sponsor and having participated in both the 10 k and half marathon events each year since this event has started, I feel this event is a true gem in the line-up of outdoor and athletic events that Huntsville puts on each year.

I strongly support the continuation of keeping this event for 2017, and I am hoping that the Town Council will work with the organizers to ensure this event carries on in the hard-earned momentum it has gained over the years.

Sincerely,



Catherine Zacal, DDS
Owner, Centre Street Family Dental

To the Town Council of Huntsville,

The event "Band on the Run" has been a positive influence in Huntsville since it's beginning.

The event pulls together volunteers, community members of all ages and attracts visitors to Huntsville. The run has made our community healthier as it has been the impetus for many of the informal running and walking clubs that exist here.

Many community members have been more active because of wanting to participate in the "Band on the Run " with their friends, siblings, children and grandchildren.

During the run there are runners, walkers and children of all ages from those in strollers to those giving their parents a vigorous workout.

I cannot think of many events where three generations of family members can be actively participating.

I believe that "Band on the Run" has and will continue to positively impact the health of our community.

I sincerely hope that the town can provide the support needed to for the continued success of "Band on the Run". Let's help celebrate healthier living!

Yours in health,

Marion Baechler
Walker, Mom, Family Physician