



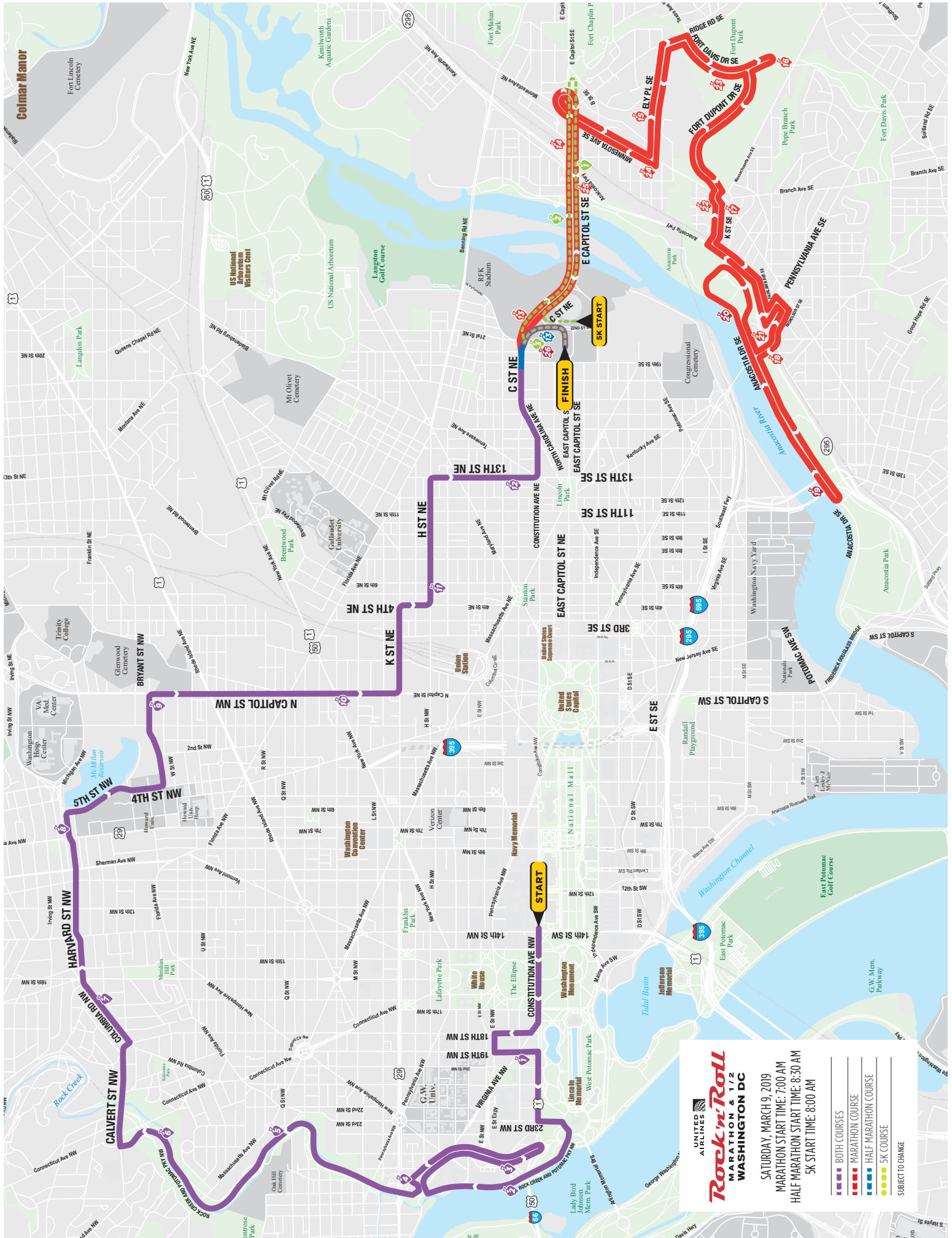
EVENT OPERATIONS OVERVIEW 2019

1. Health and Fitness Expo

- Date: March 7-8, 2019
- Location: The DC Armory
- Expo Hours:
 - Thursday, March 7th: 12:00pm – 7:00pm
 - Friday, March 8th: 10:00am – 7:00pm

2. 5k/Marathon/Half Marathon: Saturday, March 9th, 2019

- Marathon:
 - Start location – 14th and Constitution Ave NW
 - Start time (first corral) – 7:00am
 - Start time (last corral) – 7:15am
 - Finish location – E. Capitol St near RFK Lot 3
 - Finish time (first runner) – 9:11am
 - Finish time (last runner) – 12:45pm
- ✓ *Marathon cut-off plan:*
 - Cut off #1 – 9:50am at mile 12.3 (full/half split)
 - Cut off #2 – 10:30am at mile 15.4 (Suitland Pkwy exit/S. Capitol St)
 - Cut off #3 – 11:25am at mile 19.8 (Nicholson/Anacostia Park)
 - Cut off #4 – 11:55am at mile 22.1 (Randle Circle)
- 5k:
 - Start location – 22nd St near RFK main gate
 - Start time – 8:00am
 - Finish location – E. Capitol St near RFK Lot 3
 - Finish time (first runner) – 8:15am
 - Finish time (last runner) – 9:12am
- Half Marathon:
 - Start location – 14th and Constitution Ave NW
 - Start time (first corral) – 8:30am
 - Start time (last corral) – 9:05am
 - Finish location – E. Capitol St near RFK Lot 3
 - Finish time (first runner) – 9:34am
 - Finish time (last runner) – 1:04pm





Rock 'n' Roll
MARATHON 8 & 1/2
WASHINGTON DC

SATURDAY, MARCH 9, 2019
MARATHON START TIME: 7:00 AM
HALF MARATHON START TIME: 8:30 AM
5K START TIME: 8:00 AM

| | |
|---|----------------------|
|  | BOTH COURSES |
|  | MARATHON COURSE |
|  | HALF MARATHON COURSE |
|  | 5K COURSE |

SUBJECT TO CHANGE

| Rock 'n' Roll DC Road Closures - Saturday, March 9th, 2019 | | | | | | |
|---|------------------|--------------|--|-------------------------------|-------------|-----------|
| STREET CLOSED | COURSE(S) | SIDE OF ROAD | CLOSED FROM | CLOSED TO | TIME CLOSED | TIME OPEN |
| Constitution Ave NW | Both courses | Whole Road | 15th Street NW | 9th Street NW | 2:00 AM | 12:00 PM |
| 14th/12th/10th/9th Streets NW will be shut down to north/south vehicular traffic from 5:30am to 12:00pm | | | | | | |
| Constitution Ave NW | Both courses | Whole Road | 15th Street NW | 23rd Street NW | 6:00 AM | 10:15 AM |
| Virginia Ave NW | Both courses | Whole Road | Constitution Ave NW | 21st Street NW | 6:00 AM | 9:45 AM |
| 18th Street NW | Both courses | Whole Road | Virginia Ave NW | E Street NW | 6:00 AM | 9:45 AM |
| E Street NW | Both courses | Eastbound | 18th Street NW | 19th Street NW | 6:00 AM | 9:45 AM |
| 19th Street NW | Both courses | Whole Road | E Street NW | Constitution Ave NW | 6:00 AM | 10:00 AM |
| 23rd Street NW | Both courses | Whole Road | Constitution Ave NW | Lincoln Memorial Circle | 6:00 AM | 10:30 AM |
| Lincoln Memorial Circle | Both courses | Whole Road | 23rd Street NW | Potomac Parkway | 6:00 AM | 10:30 AM |
| Parkway Drive | Both courses | Whole Road | Lincoln Memorial Circle | Rock Creek Parkway | 6:00 AM | 10:30 AM |
| Rock Creek Parkway | Both courses | Whole Road | Potomac Parkway | Virginia Ave NW | 6:00 AM | 11:00 AM |
| Virginia Ave NW | Both courses | Whole Road | Rock Creek Parkway NW | I St NW | 6:00 AM | 11:00 AM |
| I St NW | Both courses | Whole Road | Virginia Ave NW | Potomac Freeway | 6:00 AM | 11:00 AM |
| Potomac Freeway | Both courses | Whole Road | I St NW | 27th Street NW | 6:00 AM | 11:15 AM |
| Rock Creek Parkway | Both courses | Whole Road | Virginia Ave NW | Shoreham Drive NW | 6:00 AM | 11:15 AM |
| Shoreham Drive NW | Both courses | Whole Road | Rock Creek Parkway NW | Calvert Street NW | 6:30 AM | 11:30 AM |
| Calvert St NW | Both courses | Whole Road | Shoreham Drive NW | Adams Mill Road NW | 6:30 AM | 11:30 AM |
| Adams Mill Road NW | Both courses | Whole Road | Calvert St NW | Columbia Rd NW | 6:30 AM | 11:30 AM |
| Columbia Road NW | Both courses | Whole Road | Adams Mill Road NW | Harvard Street NW | 6:30 AM | 11:45 AM |
| Harvard Street NW | Both courses | Whole Road | Columbia Road NW | 5th Street NW | 6:30 AM | 12:00 PM |
| 5th Street NW / 4th Street NW | Both courses | Whole Road | Harvard Street NW | W Street NW | 6:30 AM | 12:00 PM |
| Bryant Street NW | Both courses | Whole Road | 4th Street NE | North Capitol Street NW | 6:30 AM | 12:15 PM |
| North Capitol Street NW | Both courses | Southbound | Bryant Street NW | K Street NE | 6:30 AM | 12:30 PM |
| K Street NE | Both courses | Whole Road | North Capitol Street NE | 4th Street NE | 7:00 AM | 12:45 PM |
| 4th Street NE | Both courses | Whole Road | K Street NE | H Street NE | 7:00 AM | 12:45 PM |
| H Street NE | Both courses | Whole Road | 4th Street NE | 13th Street NE | 7:00 AM | 1:00 PM |
| 13th Street NE | Both courses | Whole Road | H Street NE | Constitution Ave NE | 7:00 AM | 1:00 PM |
| Constitution Ave NE | Both courses | Whole Road | 13th Street NE | North Carolina Ave NE | 7:00 AM | 1:15 PM |
| North Carolina Ave NE | Both courses | Westbound | Constitution Ave NE | C Street NE | 7:00 AM | 1:15 PM |
| C Street NE | Both courses | Eastbound | North Carolina Ave NE | 22nd Street NE | 7:00 AM | 1:30 PM |
| C Street NE | Marathon/5k | Whole Road | E. Capitol Street NE | 21st Street NE | 7:00 AM | 2:15 PM |
| 22nd Street NE | All Courses | Whole Road | C Street NE | East Capitol Street NE | 7:00 AM | 2:00 PM |
| Anacostia Drive SE | Marathon | Whole Road | Good Hope | Nicholson Street SE | 7:00 AM | 12:30 PM |
| Nicholson Street SE | Marathon | Whole Road | Anacostia Drive SE | Fairlawn Ave SE | 7:00 AM | 12:30 PM |
| Fairlawn Ave SE | Marathon | Whole Road | Nicholson Street SE | K Street SE | 7:00 AM | 12:30 PM |
| Pennsylvania Ave SE | Marathon | Whole Road | Fairlawn Ave SE | L'Enfant Square SE | 7:00 AM | 12:30 PM |
| *Access lane provided for vehicles to exit Pennsylvania Ave to northbound 295 | | | | | | |
| K Street SE | Marathon | Whole Road | Fairlawn Ave SE | Randle Circle SE | 7:00 AM | 12:45 PM |
| Randle Circle SE | Marathon | Whole Road | K Street SE | Fort Dupont Dr SE | 7:00 AM | 12:45 PM |
| Fort Dupont Dr SE | Marathon | Whole Road | Randle Circle SE | Fort Davis Dr SE | 7:00 AM | 12:45 PM |
| Fort Davis Dr SE | Marathon | Whole Road | Fort Dupont Dr SE | Ridge Rd SE | 7:00 AM | 12:45 PM |
| Ridge Rd SE | Marathon | Whole Road | Fort Davis Dr SE | Ely Place SE | 7:00 AM | 12:45 PM |
| Ely Place SE | Marathon | Whole Road | Ridge Rd SE | Minnesota Ave SE | 7:00 AM | 12:45 PM |
| Minnesota Ave SE | Marathon | Whole Road | Randle Circle SE | East Capitol Street Exit Ramp | 7:00 AM | 1:15 PM |
| East Capitol Street NE | Marathon/5k | Westbound | Minnesota Ave / East Capitol Exit Ramp | C Street NE | 7:00 AM | 1:30 PM |
| East Capitol Street NE | All Courses | Westbound | 22nd Street NE | 19th Street NE | 2:30 AM | 3:00 PM |
| East Capitol Street SE | Runner's Village | Eastbound | 19th Street SE | 22nd Street SE | 5:30 AM | 1:30 PM |
| Freeway Ramp Closures | | | | | | |
| Interstate 295 | Both courses | Southbound | East Capitol Street | | 7:00 AM | 3:00 PM |
| Interstate 295 | Both courses | Northbound | Pennsylvania Ave (East) | | 7:00 AM | 2:00 PM |
| Interstate 295 | Both courses | Southbound | Pennsylvania Ave (East) | | 7:00 AM | 2:00 PM |
| Road closures and times are subject to change | | | | | | |

Road closures and times are subject to change

Economic Impact Report

2018



Prepared by:
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Executive Summary

| | |
|---------------------|--------|
| Total Registrations | 17,816 |
|---------------------|--------|

| | |
|----------------------|--------|
| Total Unique Pickups | 13,920 |
|----------------------|--------|

| | District | Suburbs |
|-------------------------|--------------|-------------|
| Total Economic Impact | \$22,375,019 | \$8,432,196 |
| Direct Spending | \$12,885,895 | \$4,813,172 |
| Indirect/Induced Impact | \$9,489,124 | \$3,619,024 |
| Taxes & Fees Generated | \$935,564 | \$245,807 |

| | | |
|----------------|-------------------|-------------------|
| Total Visitors | 23,548 (DC/MD/VA) | 23,548 (DC/MD/VA) |
|----------------|-------------------|-------------------|

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|-------------------|--------|-------|
| Hotel Room Nights | 12,504 | 5,321 |
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EVENT CHARITABLE COMPONENT

Charities have raised in excess of \$350 million through the Rock ‘n’ Roll Marathon Series to advance their missions since the inception of the Series in 1998.

We work with over seventy-five local, regional, and national charities each year who raise awareness and funds through RNR Marathon Series events.

Charities raised over \$9 million in 2017 for their respective causes through the Series. St. Jude Children’s Research Hospital raised over \$4.5 million through the Series in 2017; \$300k of which was raised by 616 St. Jude Heroes through the 2017 RNR USA event.

Additionally, CGI donates comp race entries to charities who request them to be used as prizes for silent auctions and raffles to support charities.

The RNR Marathon Series PR department highlights the efforts of charity participants at each RNR event and arranges to have individuals supporting charities be interviewed race week on tv morning shows and on race day at the start and finish line to drive awareness and fundraising for a variety of nonprofits. The PR team and marketing department also create videos that feature charity participants that are shared through RNR promotional channels and fundraising solicitations are actively sent through integrated marketing communications.

Also, we run fundraising campaigns with JustGiving at each RNR event that encourage race registrants and members of the community to support charities that are being featured for each event.

The charities that participated at the 2017-2018 RNR USA Marathon & 1/2 event are listed on that event’s charity page.