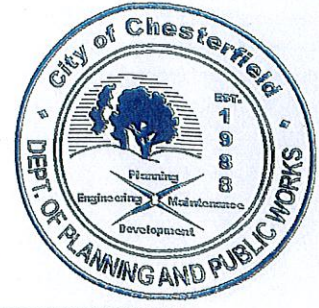


Memorandum

Department of Planning, Public Works & Parks

To: Michael Herring, CA
From: Mike Geisel, DPPW & P
Date: 4/13/2012
Re: Recommendation for Services



As you are aware and as Council has directed, the Parks and Recreation Division organizes and offers the Thanksgiving Turkey Trot event. This event has become an annual Chesterfield ritual and tradition for many families. It continues to grow each year and is a staple of our parks and recreation offerings. It is generally, a revenue positive event.

The success of the Turkey Trot event requires a significant level of coordination and cooperation between our partners. Historically we have had multiple sponsors, volunteers as well as several contractual partners working together to make this event memorable. In recent years, we have contracted with Fleet Feet Sports to assist us with staffing, marketing, registration, timing, and planning. Fees associated with these services are dependent on the number of participants, but are typically less than \$10,000. In 2011, we shifted packet and registration pick-up off-site to the Fleet Feet facility. In years past, we had packet pick-up in the Council Chambers the week of the race and it was overwhelming on staff and the facility. The 2011 packet pick-up at Fleet Feet was seamless and successful.

Individual expenditures of this magnitude do not typically require Council approval. Budgeted expenditures up to \$10,000 are at the discretion of the Department Head. Inasmuch as this is an annual and recurring event, I believe it is beneficial and desirable to periodically affirm such ongoing relationships at the Council Committee level and receive Parks and Recreation Committee input. As such, I request that this item be placed on the next available agenda for the Parks and Recreation Committee. I recommend that the Parks and Recreation Committee affirm our ongoing contractual relationship with the Chesterfield Fleet Feet Sports store to assist us in planning, organizing, timing and registration for the 2012 Turkey Trot event.

If you have any questions or require additional information, please advise.

Attachment

Cc Tom McCarthy, Parks and Recreation Director

ok'd
2/27/12
4/15/12
GEISEL

MEMORANDUM

TO: Mike Geisel, Director of Planning, Public Works & Parks

FROM: Thomas McCarthy CPRP, Parks and Recreation Division

DATE: April 12, 2012

SUBJECT: Turkey Trot Contract



Chesterfield
Parks & Recreation

Mike, Kari has put together a memo requesting the use of Fleet Feet Sports to coordinate and handle the Turkey Trot for the 2012 event. From the partnership that has been developed over the years it only makes good sense to me to continue with the same program for 2012. Fleet Feet is located here in the valley and has done an exceptional job with the event. These are the partnerships that make this type of event such a success. I to, highly recommend that we continue to work with Fleet Feet for the 2012 Turkey Trot. Please let me know how you would like to proceed.

As always let me know if you have any additional questions or need additional information.



Memorandum

To: Thomas McCarthy, Parks and Recreation Director

From: Kari Johnson, Superintendent of Recreation Operations

Date: April 12, 2012

Subject: Fleet Feet Contract

Fleet Feet has submitted the attached contract for the 2012 Turkey Trot race. The City of Chesterfield and Fleet Feet has developed a great partnership through the year. They are instrumental in providing a successful race and assisting in developing ways to grow the race every year. Fleet Feet has offered services and materials above and beyond the initial contract. Staff has been very diligent in reviewing the contract each year and negotiating fees and charges as well as services.

I recommend using Fleet Feet for the 2012 Turkey Trot race.

If you have further questions or require additional information, please advise.



FLEET FEET Sports
504 Old Smizer Mill Rd.
Fenton, MO 63026
P: 636-675-1546
F: 636-343-6302

FLEET FEET Sports

Race Timing Contract

City of Chesterfield Turkey Trot





FLEET FEET Sports
504 Old Smizer Mill Rd.
Fenton, MO 63026
P: 636-675-1546
F: 636-343-6302

Thank you for your interest in having FLEET FEET Sports provide timing services bid for your event. FLEET FEET Sports has been providing race directors with race timing and consulting services since 1993. In 2011, we used state-of-the-art RFID chip timing equipment to produce fast, accurate results for approximately 40,000 race participants in nearly 90 events. 2012 highlights will include our hosting of the Quivering Quads Trail Half Marathon and Opening Act 5K – and timing of the St. Louis Race for the Cure and the Rock 'n' Roll St. Louis Marathon and Half Marathon.

FLEET FEET Sports was the first chip timer in St. Louis and we continuously upgrade our equipment to provide our customers with the most advanced timing capabilities. Our current "Jaguar" RFID timing equipment is made by Innovative Timing Systems, a St. Louis based company. It makes use of timing chips that are attached to the race number, eliminating the hassles and data management problems that arise when race participants are required to wear a bib number on the torso and a separate timing chip on their shoe. Our timing systems use overhead antennas to read the chips, eliminating the trip hazard created by antenna systems that must be laid across the race course. As soon as athletes begin finishing, we can begin scrolling results on 32" monitors and stream them to the internet. Following the completion of the event, all participants who provide an email address are sent a personalized results summary, which can include a personalized note from the race director. Text messaging of results is also an option. In addition to timing, we can also assist with every aspect of race management, including online registration, hosting/staffing packet pick-up, course design/measurement/certification/marketing, and more.

Our contract is attached. If you choose to partner with us, please complete the form and return it to me. We will review it and contact you to ensure that we understand your needs and to finalize the contract. Neither party is obligated until that discussion has occurred and the final contract has been signed by both parties.

Please contact me if you have any questions or require additional services not covered in this package.

Sincerely,

A handwritten signature in blue ink that reads "Jake Goldsborough".

Jake Goldsborough
Race Timing Manager
636-675-1546 (Cell)
636-343-6302 (Fax)
jake@fleetfeetstlouis.com



FLEET FEET Sports
504 Old Smizer Mill Rd.
Fenton, MO 63026
P: 636-675-1546
F: 636-343-6302

Services & Pricing

Timing Services (\$750 minimum fee)

Chip Timing – \$2.25 per registrant

- Timing at the finish line
- Provision of race bibs with attached RFID timing chips and participant labels
- Provision of safety pins to attach the race bibs
- Set-up of finish line scaffold with banner, large clock and finish chute
- Data entry of race day registrations
- Scrolling of preliminary and final results on 32" HD monitors
- Texting of results to pre-registered participants
- Printing of awards assignments upon completion of the event
- Emailing of personalized results summary to pre-registered participants
- Hosting of results on our race results website

Fun Run Timing - \$0.50 per untimed participant (optional)

- Provision of race bibs with participant labels
- Provision of safety pins to attach the race bibs
- Set-up of finish line scaffold with banner, large clock and finish chute
- Data entry of race day registrations

Marketing Services (no charge)

Packet Pick-Up at FLEET FEET Sports

FLEET FEET Sports will host and staff packet pick-up for your event at one of our stores:

- 278 THF Boulevard, Chesterfield, MO 63005
- 503 Old Smizer Mill Road, Fenton, MO 63026
- 3813 Mexico Road, St. Charles, MO 63303

Online Marketing

- Inclusion of an article promoting the race in the FLEET FEET Flyer email newsletter (60,000+ emails)
- Highlighted inclusion on our online race calendar (www.fleetfeetstlouis.com)
- Posting to Facebook of event information (www.facebook.com/fleetfeetstlouis; 4250+ "likes")
- Tweeting of event information (@ffstl; new for 2012)
- Possible posting of summary race day video on our YouTube channel (FLEETFEETStLouis; new for 2012)



FLEET FEET Sports
504 Old Smizer Mill Rd.
Fenton, MO 63026
P: 636-675-1546
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Additional Services

Online Registration Services

- Online Registration Site completely managed and maintained by FLEET FEET Sports
- Processing Fee of \$2.60 per online registrant (Team/Group registrations vary)
- Free Data Entry of all mail-in entries
- Entrant list available online, updated regularly
- Monthly Payments and Statements from FLEET FEET Sports

Course-Related Services

- Course Design – \$35/hour
- Course Measurement – \$25/mile
- Course Marking (includes rental/placement/removal of all signage, spray chalk and chalking) – \$35/hour
- Course Certification (Course Measurement also required) – \$200

Custom Award Plaques (logos and/or artwork must be submitted a minimum of one month before the event)

- 5" x 7" Award Plaques – \$6.50 each
- 7" x 9" Award Plaques – \$9.50 each

Start Line Timing System - \$300

- Timing System used at the start line to provide net (aka, "chip") times
- Awards can be based on either chip or gun time

Sound System Rental (PA with wireless microphone and pre-loaded music, subject to availability)

- for crowds of up to 2000 – \$200
- for crowds of 2000 to 4000 – \$300

Additional Needs

Please list any additional needs below. We will contact you with pricing and availability.

