

Turkey Trot Wrap-Up

The Turkey Trot was run this year for the first time since 2019. We had 115 runners participate which was down from our pre-covid averages of 150-175 runners. The race numbers are incredibly hard to predict because it is in late November so most people wait until the day of the race to see what the weather will be before registering. On a positive note, the race raised about \$500 dollars and 200lbs of food for the HOPE Food Shelf.

Looking ahead we will be making changes that will keep the race more affordable for our department as well as adding a 1 Mile fun run to make it a true family event. For several years we have used chipped timing to track runners time to try and attract more serious runners but it clearly hasn't had the desired result on our registration numbers so we will be looking to eliminate that as we move forward. After soliciting feedback from runners it was clear that it wasn't a big draw for the race. Other areas we will be addressing is reducing the number and cost of the race gift that every runner receives, finding a cheaper price for the turkeys we hand out and reducing the cost of the race bibs and finisher medals. With these changes we should be able to pass the savings on to the runners as well and the hope would be that registration goes up with reduced rates while eliminating much of the overhead cost on our end.

It truly is an event we love hosting and would love to continue offering the race as we move forward. We plan on marketing it as a true family event which hopefully will attract more casual runners to attend and create a great atmosphere during the race and afterwards for the race awards and raffle prizes. We are certainly conscientious of the gap between the expenditures and revenues and while we view it as offering a service to the community we understand there is more we can do to address that gap as stated above