

# ONE CITY | ONE FUTURE

## CITY OF NEWPORT NEWS, VA

### FUTURE ONE CITY MARATHON MANAGEMENT MODEL

*Leadership ICMA Class of 2017  
Capstone Project*



#### BACKGROUND

- The Newport News One City Marathon held its first event in 2015, and has now held three successful events with over 8,300 runners participating and nearly 1,500 volunteers assisting and coordinating the various activities tied to the event. The event meets multiple City goals, including strengthening community connections and increasing the health and wellness of the community. In addition, the One City Marathon has raised nearly \$40,000 for multiple charitable organizations.



*"I think it's a great idea," said Mayor McKinley Price after recommendation presented to Council*

#### PROJECT OVERVIEW AND RECOMMENDATION

##### Goal

- Build on the success of the One City Marathon
- Transition the One City Marathon planning and execution to a "sustainable model"

##### Research and Recommendation

The project team researched and explored three types of event management models as potential options for the future management of the One City Marathon. Key findings are found below:

##### City Managed Model:

- Provides highest level of City control; Often the first delivery model utilized for new events; Utilizes existing City resources and can negatively impact other services; Allows for unified coordination; Can present budgetary and/or fundraising challenges; Greatly impacted by staff turnover

##### Contracted Vendor Model:

- Limits the role of the City and community in planning; Typically requires dedicated City funding and resources; Allows for external event expertise; Can impact the uniqueness of an event; May require multiple contracts/vendors; Well suited for attracting specific demographics

##### Nonprofit Model (**Recommended Model**):

- Greatly reduces dependence on City staff and resources; Preserves the spirit of the event; Eliminates any potential conflicts of interest in fundraising; Relinquishes some event control; Provides an opportunity for new event "champions" to emerge; Can adjust to a dynamic environment

