

# 2023 OKIE HALF

## Post Event Report

3/11/2023 – Hatbox Events Center

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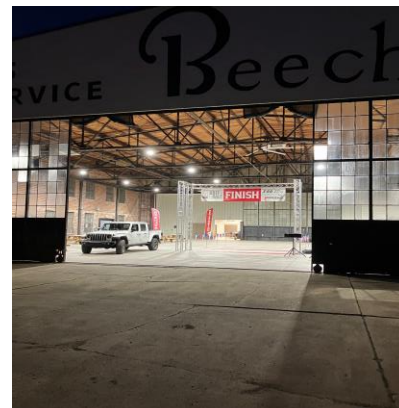
## Event Summary

This was the 5th year for this event and the event has grown each year in terms of attendance, scale, and production (except for 2021 which we saw a huge bump from most major runs not happening because of COVID). We saw a jump of 55 finishers over last year and the Hatbox event center was again a great venue for packet pickup the night before, the race Start/Finish, and the post event festivities. The weather was not great, overcast in upper 40s with pretty strong wind, but having the start/finish inside the hanger helps with that a lot and is a good safe haven for runners to recover when finished.

**USATF OKLAHOMA STATE HALF MARATHON CHAMPIONSHIPS:** This was out 4th year to be the USATF Oklahoma State Half Marathon Championship. There was \$150 of prize money offered for the top male and female finisher. Runners had to be USATF (USA Track & Field) members and residents of Oklahoma in order to compete. We had a handful of USATF members compete and the first female (Sheridan McKinley - Edmond, OK - 1:24:41) to finish and the 3<sup>rd</sup> male to finish (Brandon Payne - Owasso, OK - 1:23:37) were USATF Members and our state champions.

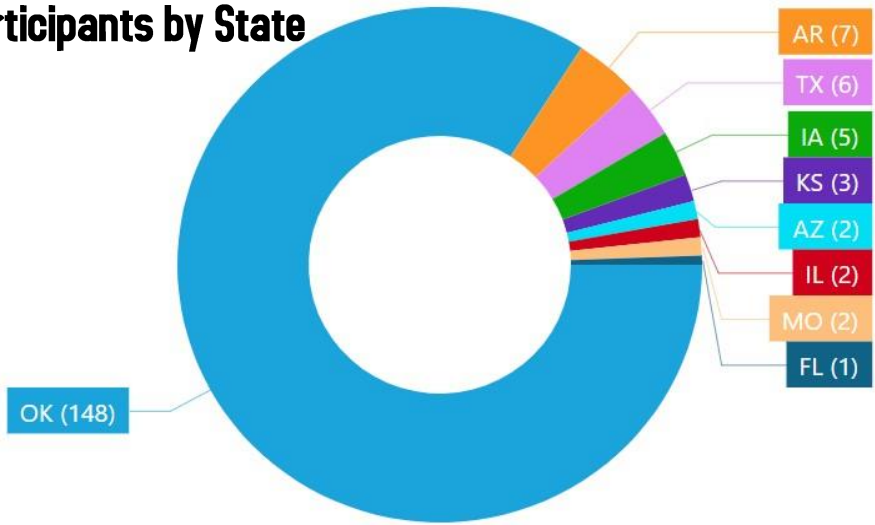
## Bullet Summary:

- 185 runners (110 in the half and 75 in the 5k)
- They came from 9 states and all over Oklahoma (see charts on next page)
- Registration fees were: Half - \$55 to \$75 / 5k \$25 to \$35
- The Hatbox Events Center was an amazing venue. We were able to set everything up the day before and had packet pickup there on Friday evening which worked great. We used so many of the building's resources - bathrooms, picnic tables, and metal truss.
- Races started at 7:45 (Half) and 8:00 (5k),
- We fed all the half runners with a local BBQ food truck - Mother Tucker's BBQ Food Truck
- We had 42 responses to a post-race survey, which produced good insight from the runners perspective. (See survey responses on next page)
  - 18% of runners stayed in a hotel
  - 37% did some retail shopping
  - 92.5% were "Likely" or Very Likely" to run this event again
- We had live music in the Hanger this year for runners to enjoy afterwards. This along with the food truck gives runners a good reason to hangout afterwards and extend their experience.

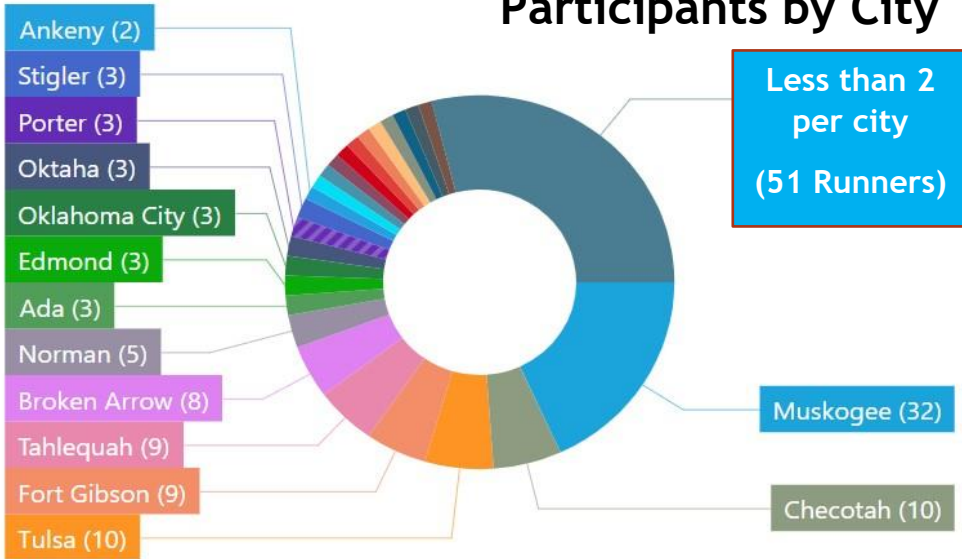


# Runner Demographics

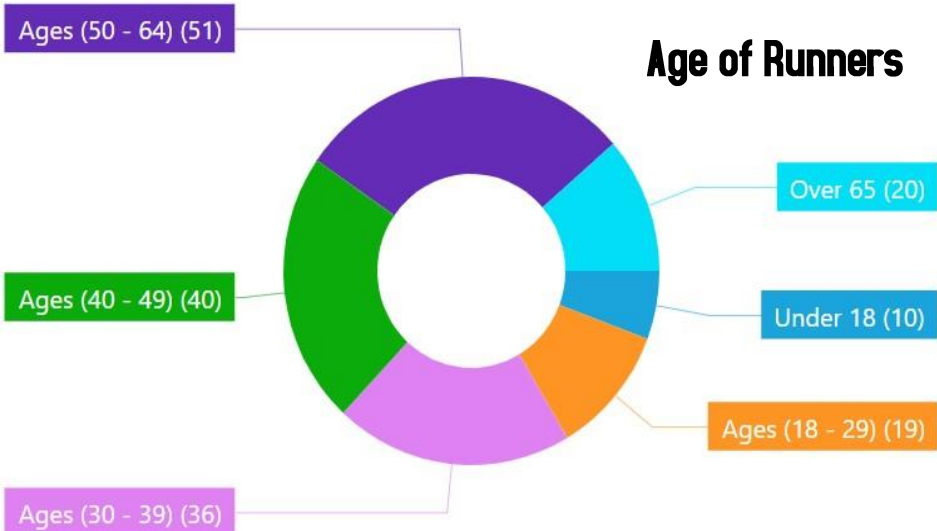
## Participants by State



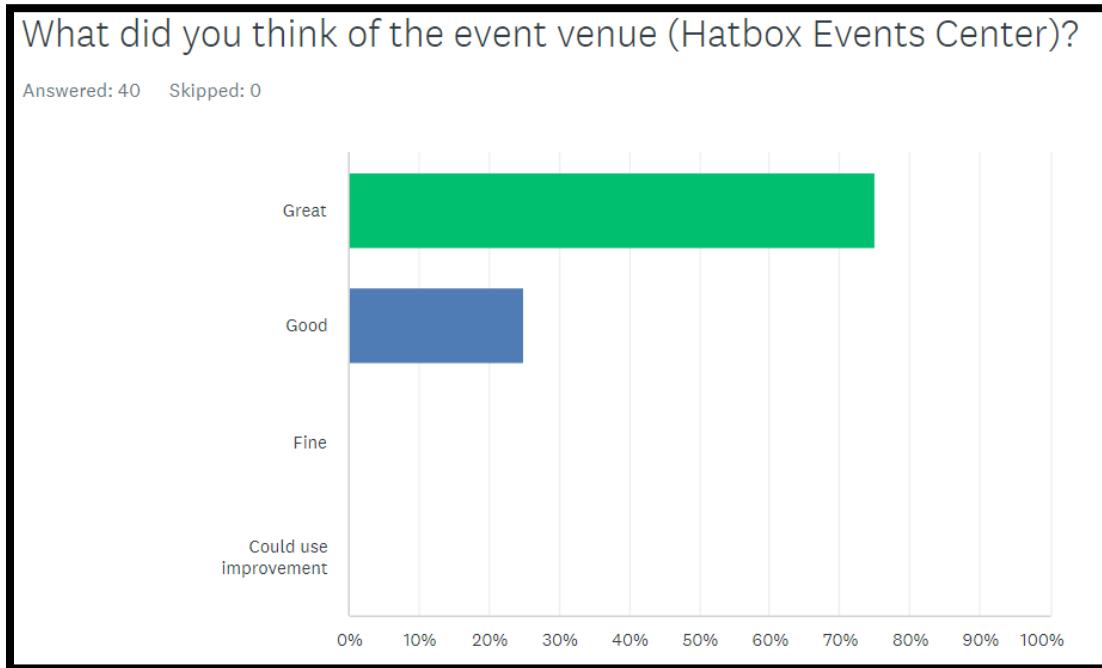
## Participants by City



## Age of Runners

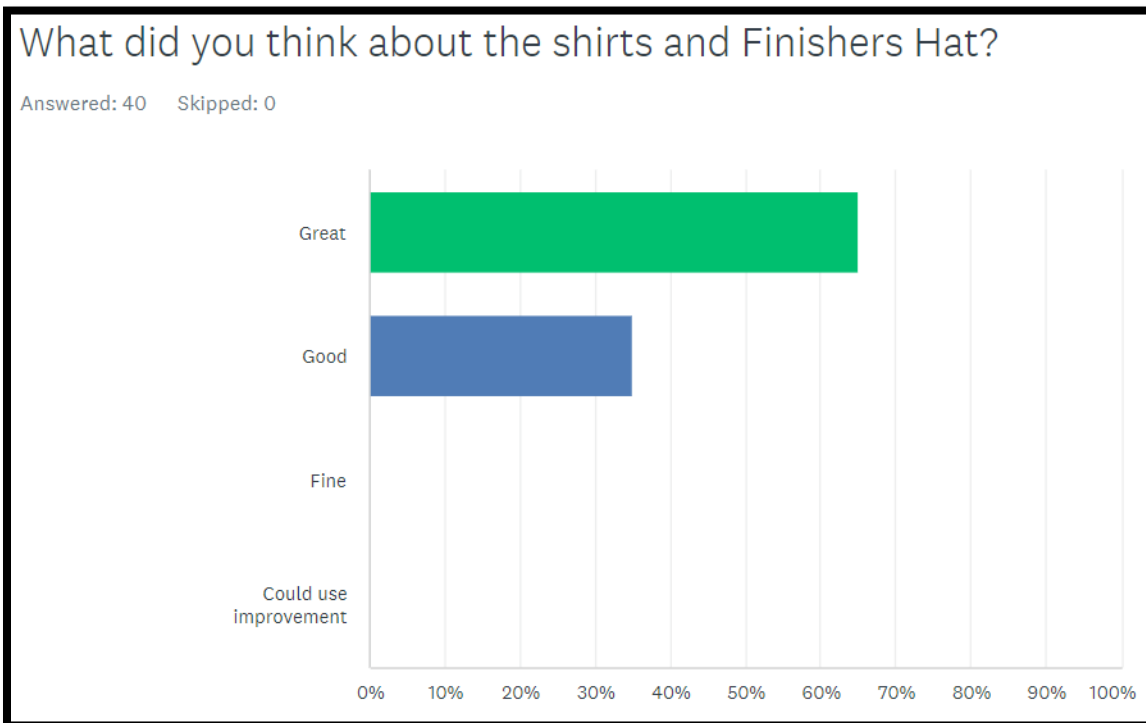


# Post Event Survey Responses - 90 RESPONSES



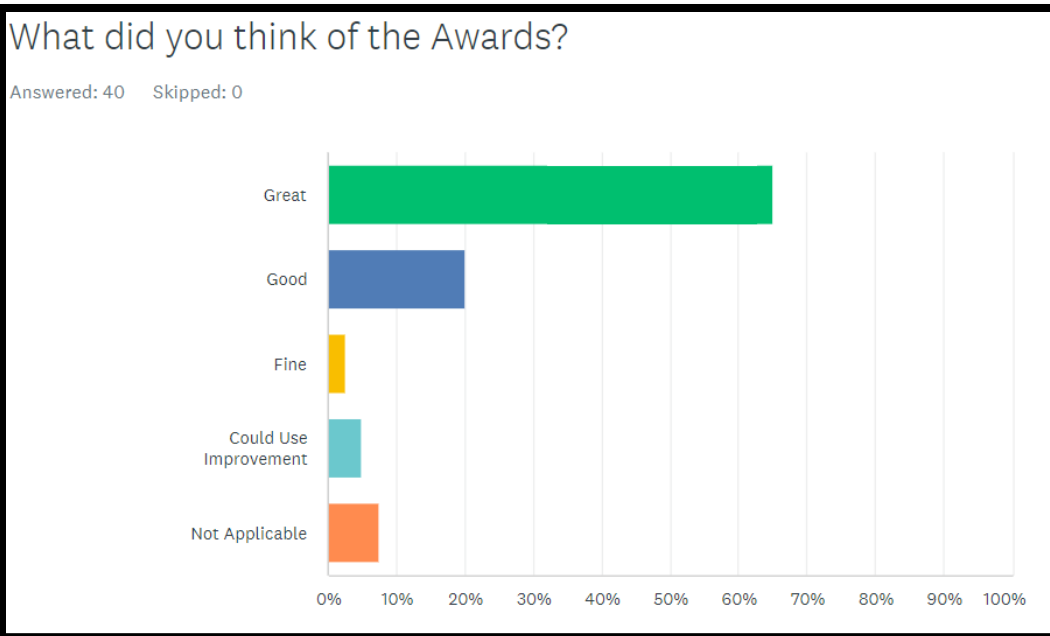
## Comments:

- I love the nostalgia of the old hangar and it's a great start/finish location. Also, the restrooms are a HUGE (warm) step up from the little restroom near the soccer fields.
- Perfectly appropriate for the super strong windy day. Not to mention the real real bathrooms.
- Great job and with it being a spring event it was a perfect spot out of the wind.
- Love the unique venue.



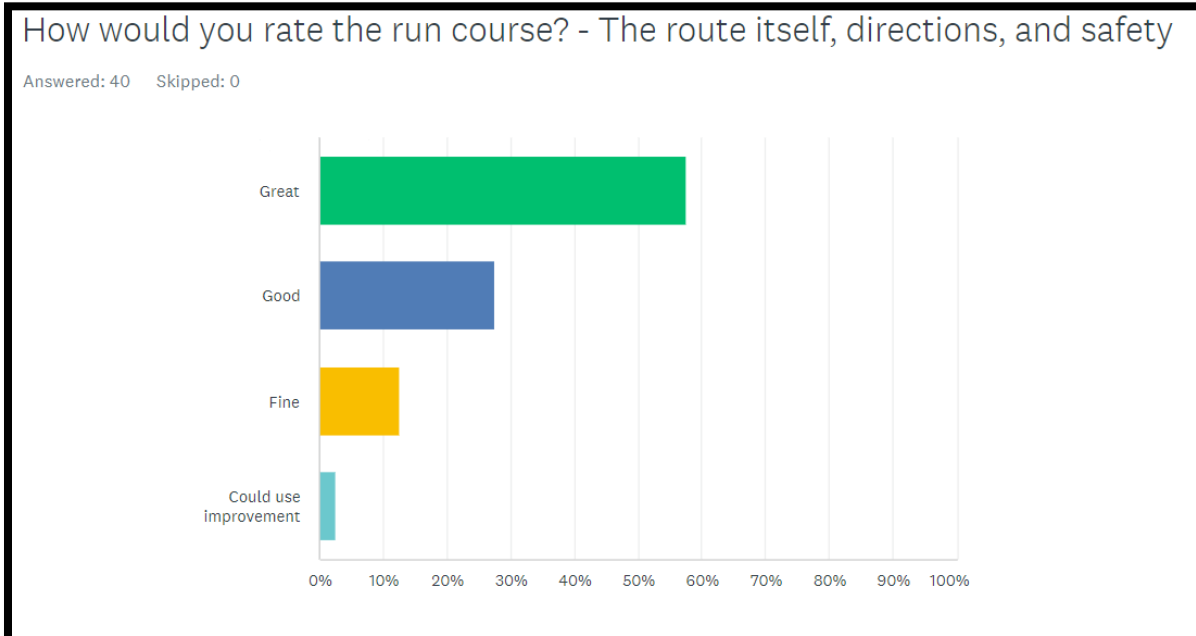
## Comments:

- Love the hat!! I needed a new one anyway and it's a great promoter for your race, a good color, and lightweight. However, I'm a sucker for the 1/4-zip tech shirt (from the past race) and don't really need another t-shirt.
- Would be nice to have a long sleeve shirt maybe one year.
- I like old school t better than tech
- I loved the shirt and hat



Comments:

- No awards in the half. Would have been nice since I was 1st in my age group
- The medals were perfect. Good colors.
- I think there should be age group awards for the half marathon
- Wish they had age group for the half... i got 1st of my age group
- It would have been nice for Half marathon folks to get age group awards. Not sure why we didn't.

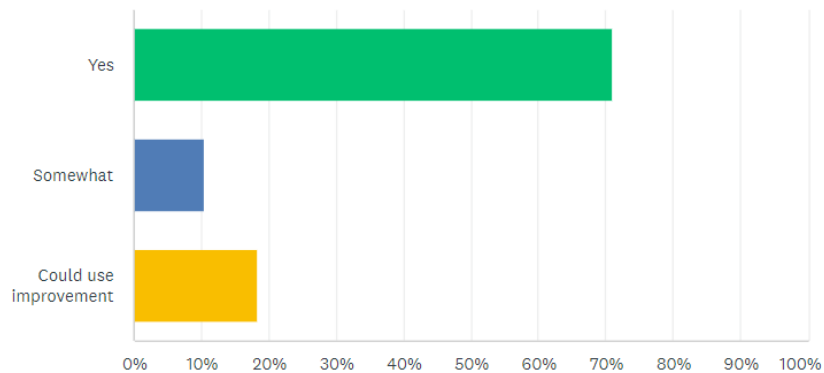


Comments:

- These past two years - 2022 & 2023 - have a much better course than previous years. I like going downtown and seeing the older buildings.
- First half marathon and was thankful the course was flat
- Got a little off course after turning around from the dog park. Added about .3 to my run.
- I loved the course - the rails to trails and the downtown area. I didn't know Muskogee had all those trails and old parts of downtown. We even went to the Harmony House bakery after the race since I'd seen it during the event.
- The trail sections was awesome.
- Need to put a sign or have someone there telling runners to take a right at the "T" before going under the bridge on 6th street.
- we lost time because of not being able to understand where we were supposed to go to for the last 3 miles of the course. We had to stop and ask people who were finished and were leaving.

Were aide stations and bathrooms on the course adaquate for your needs?  
Please comment on what could be changed or added

Answered: 38 Skipped: 2

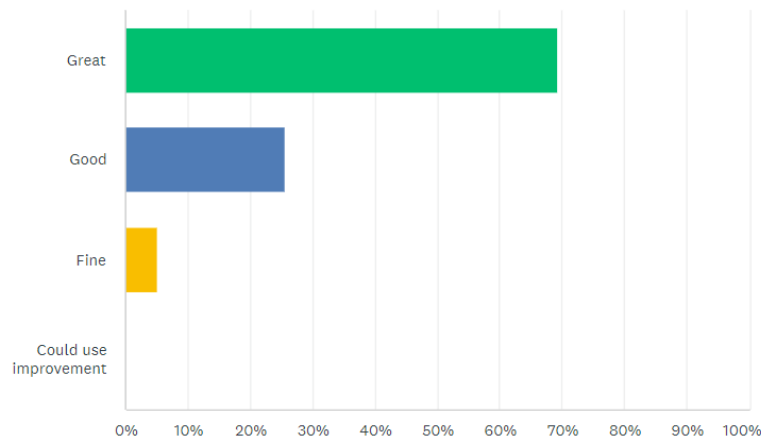


#### Comments:

- No water station at half way mark.
- One bathroom area was locked and had a homeless person sleeping in the walkway.
- More aide station and potta potty would be great..
- An aide station was needed after mile 9 for the over 2:30 min participants.
- Needs to be more than 1 portapotty at places and more stops along route
- There was one aide station that wasn't manned/setup on the outbound leg, which left a big gap in on course hydration. Also, hard plastic cups are really hard to drink out of on the run; much prefer the paper cups that you can pinch to create a spout to pour in your mouth.

Did you like the post race food and refreshments? - Please comment on what could be changed/ or added

Answered: 39 Skipped: 1

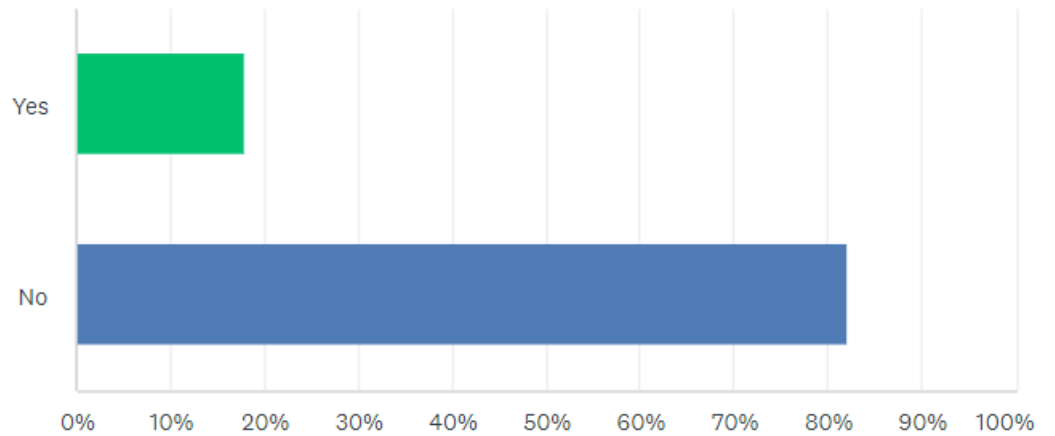


#### Comments:

- I race to support the cause and for the food :) Please keep Mother Truckers on the venue.
- 5Kers like to eat too
- The post-race refreshments were pretty much gone when I finished. My husband said the 5k-ers took all of it - which is a typical issue at races.
- The BBQ was good!Vegetarian/Vegan options would rock
- Loved Mother Truckers food truck. The brisket was phenomenal! I hope they have pickles with their sandwiches next year. Would be great post run for cramps, etc. Not necessary by any means but perfect with bbq sandwiches and post run. The water, granola bars, and fresh fruit were great too. May wish to add bananas if they are available

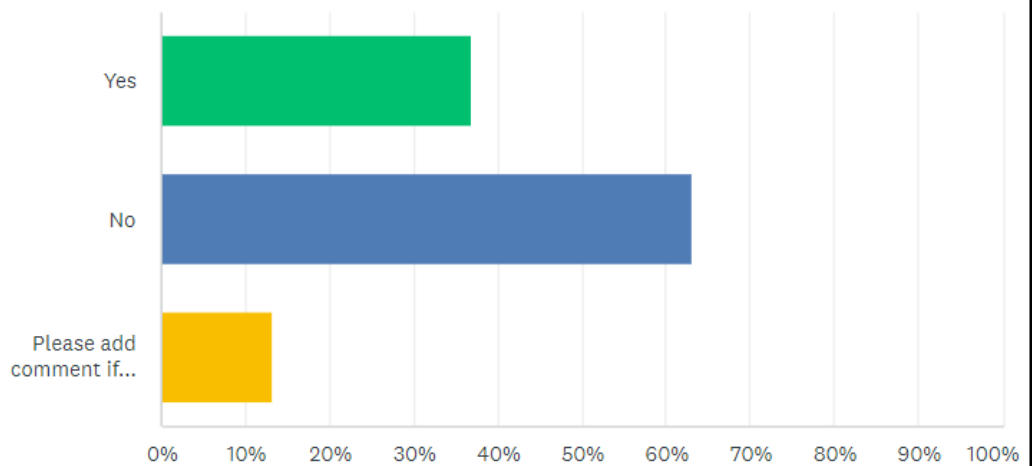
## Did you stay in a hotel in Muskogee?

Answered: 39 Skipped: 1



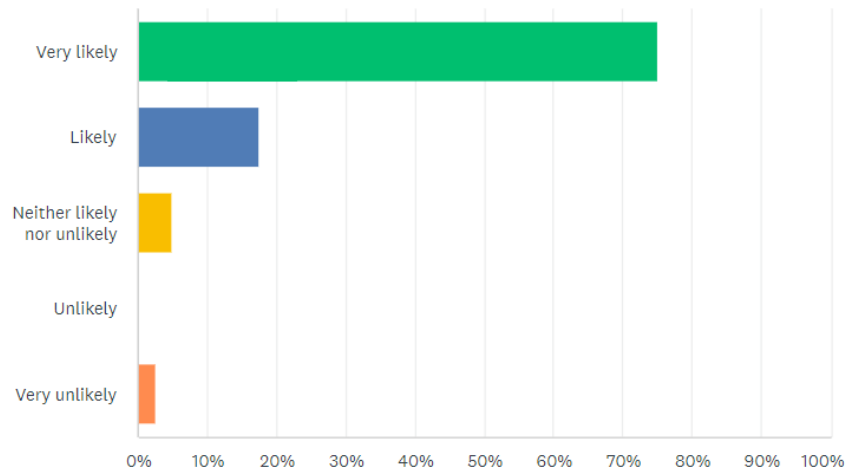
## Did you do any shopping in Muskogee?

Answered: 38 Skipped: 2



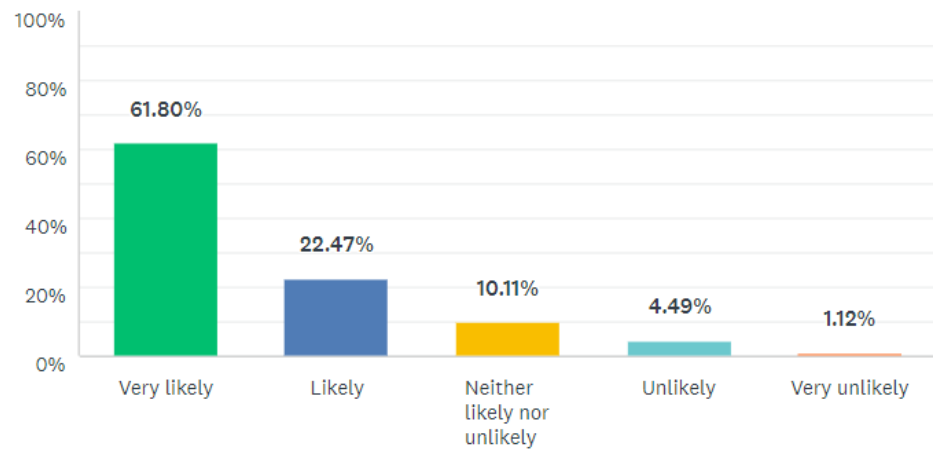
## How likely are you to run in this event again?

Answered: 40 Skipped: 0



## How likely are you to run in this event again?

Answered: 89 Skipped: 1

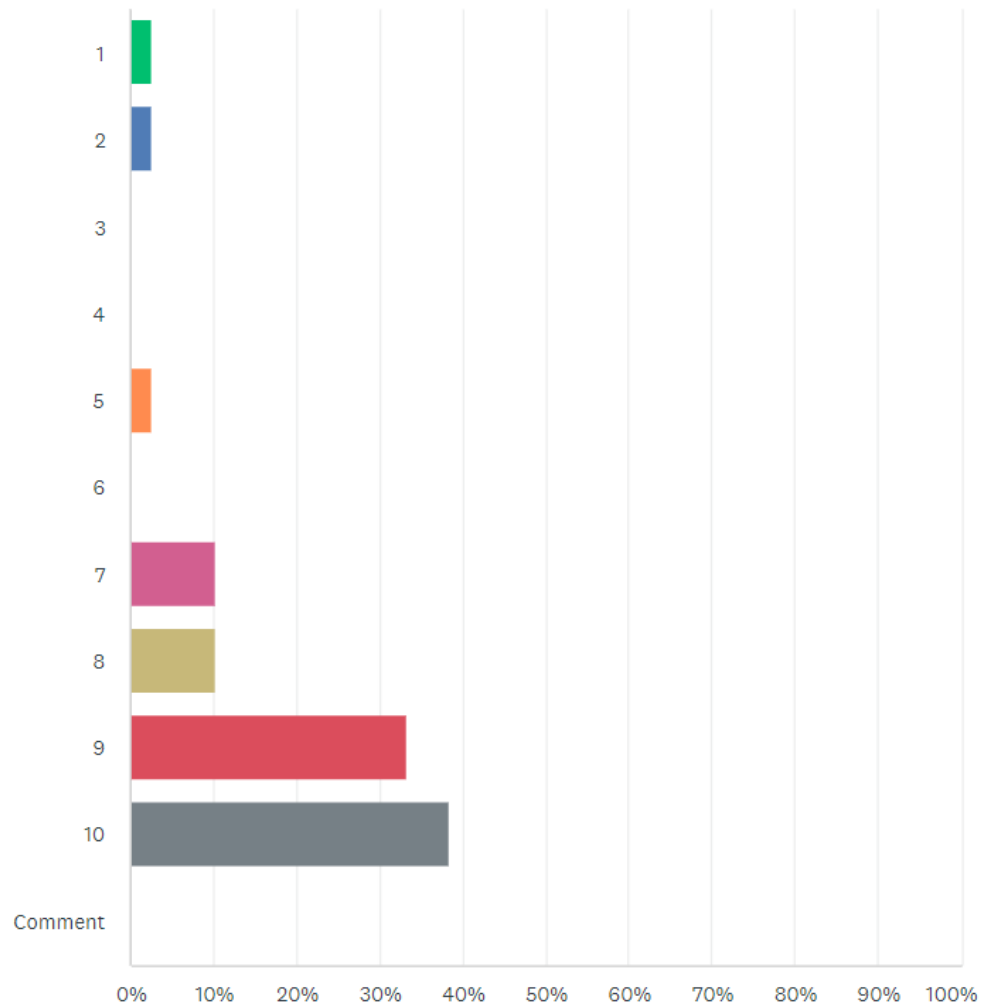


### Comments:

- I don't like the cold. That's the only reason why I haven't been back since 2019.
- This is our second time in Muskogee. We plan on coming back to run next year.
- I will tell people about it. Wish there were pictures taken on the course
- Loved it! Will do it again next year.

## Overall Rating of the Event

Answered: 39 Skipped: 1



### **Takeaways & Possible Action Items for 2024:**

**Bathrooms on the Course** – Need one more portopottie and another aide station at mile 10 (40<sup>th</sup> and Denver)

**USATF State Championship** – Need to add a Masters Division Champion. 45 and over. This is pretty standard for any USATF Championship.

**Food** – Little more thought out pan for race day food – We had more 5k runners than in the past and by the time the half runners finished they whipped out most of it. Thankful we had Mother Tuckers to fill up the half runner.

**Shirts** – Had some comments for a long sleeve and it's been two years since we had one. I think a ¼ zip again like year one would be a good idea for 2024.

**Course Markings** – Got a comment that the last 3 miles were confusing. I think we need more marking on that part and a 10 mile aide station would help.