

Audience Research
and
Economic Impact Study
of the
2012 Rite Aid Cleveland Marathon
The 35th Annual Race

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Summary

The 2012 Rite Aid Cleveland Marathon is a tremendous asset that enriches the regional quality of life and draws national attention to the City of Cleveland and delivers a positive economic impact for the region. The 2012 Marathon attracted more than 20,000 runners to downtown Cleveland for this great event. An estimated 25,000 spectators lined Cleveland's esteemed neighborhoods to cheer on runners as they moved through the scenic and historic race course. Additionally, 20,000 friends and family members waited at the finish line for their triumphant champions.

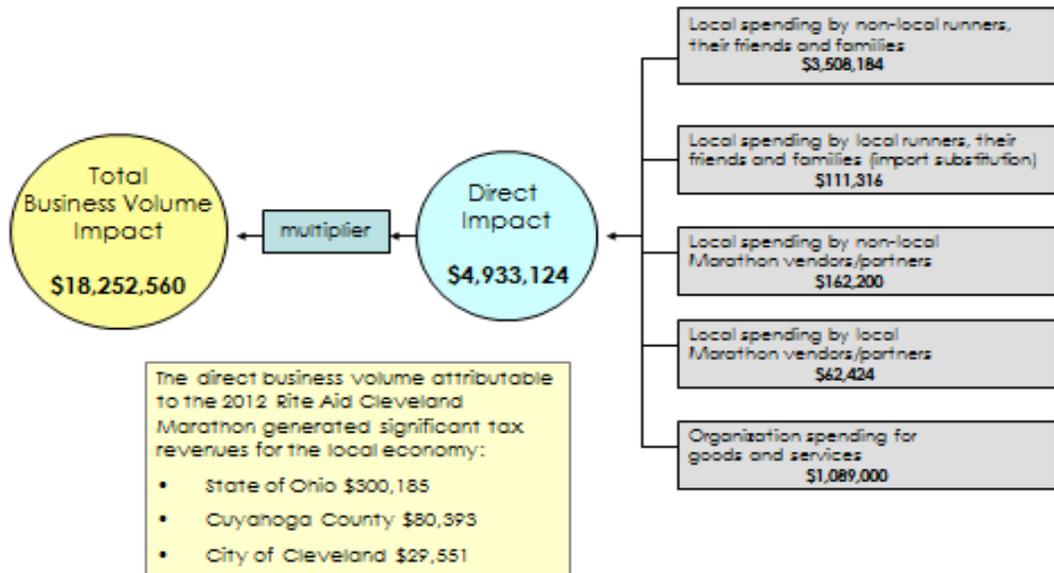
While the heart of the action of the Cleveland Marathon weekend takes place on race Sunday, the festivities kick off on Friday with a Health and Fitness Expo. This year, an estimated 35,000 people attended the Expo which showcased national brands and state of the art footwear and training technology.

The Rite Aid Cleveland Marathon hosts a 5k and kid's marathon that takes place on the Saturday of race weekend. The kid's marathon is a fantastic approach to introduce kids to healthy lifestyles, including exercise and proper nutrition. This direction is vital for communities as a whole considering numerous studies have linked obesity and lack of exercise to declining economic impact. (This study does not include such figures.)

In total, the 2012 Rite Aid Cleveland Marathon increased Cleveland's business volume by \$18.25 million. This year's marathon had a direct impact on Cleveland's economy by \$4.93 million. The re-spending of these dollars generated an additional \$13.32 million in the local economy (indirect impact). The 2012 Marathon also generated an estimated \$459,057 in government tax revenues for the local and state governments.

Specifically, local and state governments benefited from the 2012 Rite Aid Cleveland Marathon. The state of Ohio received an estimated \$300,185 in tax revenue from the economic activity generated by the 2012 Marathon. Cuyahoga County gained \$80,393 in tax revenues; and the City of Cleveland gained \$29,551. In addition, the Greater Cleveland Regional Transit Authority earned \$48,928 attributable to the 2012 Rite Aid Cleveland Marathon.

2012 Cleveland Rite Aid Marathon Economic Impact Summary



Purpose of Study and Methodology

Forward Analytics, Inc. was hired by Cleveland Marathon, Inc. to conduct survey research with the runners of the 2012 Rite Aid Cleveland Marathon. The primary goal of the research was to measure the economic impact of the 2012 marathon on the City of Cleveland, Cuyahoga County, and the state of Ohio. Such information is crucial to analyze the return on investment (ROI) for sponsors, local government, and the business community.

In addition to the economic impact, the survey research was designed to measure overall event satisfaction, sponsorship awareness, and additional "tourist" activities undertaken by runners, as well as their friends and family. The survey was designed to benchmark perceptions and attitudes regarding the event. The following report provides actionable insight and direction the marathon desires for event planning in the years to follow. In effect, the research and reporting are tools that can help expand the economic impact of successive marathons.

The research methodology utilized post-race surveys to collect data on the runners and accompanying friends and family, as well as Expo vendors, and event management. The first data set requires the design of a custom survey instrument. Forward Analytics and Cleveland Marathon, Inc. collaborated on this survey. An email version of the survey was distributed to each runner providing a *unique* email address during the marathon registration process (15,989 runners). While there were over 20,000 marathon runners, many friends and family members registered for the marathon under one email address or registered via mail or in-person.

An overwhelming total of 3,343 runners completed surveys by the designated response date thus providing a response rate of 20.91%. These results represent a statistical significance of +/- 1.96% margin at the 95% confidence interval. This means that the results reflect the answers of between 93.04% and 96.96% of the total population. *Generally, a +/- 5% margin of error at a 95% confidence level is considered significant for making business decisions.*

In addition, a 2-page vendor survey was distributed to all Rite Aid Cleveland Marathon Health & Fitness Expo vendors and event affiliates. Over 90 vendors participated in the Health & Fitness Expo and spent money in the Cleveland area while doing so. The survey measured the costs to partake or do business at the Health & Fitness Expo and evaluated the amount of new money spent exclusively in the community. More specifically, vendors were asked to indicate dollars spent locally on advertising and promotions, cost of products sold, payroll, as well as accommodations and travel attributable to the Health and Fitness Expo.

Lastly, the methodology incorporates detailed information supplied by the Cleveland Marathon, Inc. The event planners reported back the expenditure levels and spatial distribution together with staffing and other related economic information.

It should be noted that because there is no "admissions gate" to determine the full number of spectators, or how many of those in attendance came from outside of Cleveland and Cuyahoga County, the economic impact study herein does not measure the impact of general spectators (those persons watching the event who are not friends and family of runners.) *As such, the verified impact findings reported*

herein constitute only part of the total impact the Rite Aid Cleveland Marathon has on the region and should be considered a conservative measure!

The Economic Impact Assessment

This economic impact study employs a linear cash flow methodology first developed by Cafferty & Isaacs for the American Council on Education. The Cafferty & Isaacs methodology is the most widely used impact study tool and has been used throughout the United States in impact analyses for both for-profit and not-for-profit organizations, corporations, institutions, and events.

The impact study is conducted in two parts. The first part is designed to measure the economic impact of out-of-area participant spending in the local economy attributable to the 2012 Rite Aid Cleveland Marathon. This is known as the "fresh dollar" approach.

The second part of the study is designed to measure the effect of having a local marathon available for Cleveland runners. Our survey research shows that local runners are likely to travel to other cities to participate in marathons if Cleveland did not host the race. In fact, 63.4% of survey respondents indicated that they would travel to another city; while 20.4% are unsure. Known as import substitution, this spending can be counted toward the economic impact of an event when it replaces spending that otherwise would have occurred outside of the area. The dollars remaining in the Cleveland economy as a result of a local participant's decision to run the 2012 Marathon can be counted toward its' total economic impact.

The linear cash flow model also takes into account the re-spending of money within the economy as a result of what professional economists term "the multiplier effect". The multiplier effect measures the circulation of dollars originally attributable to the 2012 Rite Aid Cleveland Marathon, and tracks their spending by successive recipients until the funds eventually leak out of the economy. This re-spending is often termed the "multiplier" or "indirect" effect. The sum of these direct and indirect expenditures represents the total impact of the Cleveland Marathon on the local business volume.

The following report focuses on these impact categories:

- Business Volume Impacts; direct and indirect, *and*
- Government Revenues Impacts.

Business Volume Impact

Direct and Indirect Expansion of the Cleveland Economy Attributable to the 2012 Rite Aid Cleveland Marathon

The 2012 Rite Aid Cleveland Marathon has a total economic impact on the City of Cleveland business volume of \$18.25 million, comprised of \$4.93 million in direct impact and a further \$13.32 million in indirect impacts. These impact figures are broken out by runners (and their friends and family), marathon organizers, and vendors of the Health & Fitness Expo:

Spending by 2012 Rite Aid Cleveland Marathon runners, their friends and family

The total economic impact of an event is largely a function of the spending made by the attendees. The 35th Rite Aid Cleveland Marathon proved to be a major contributor to the success of local hotels, motels, eating and drinking establishments, retail operators, and other area businesses. Our analysis first examines the direct and indirect spending of the 2012 Rite Aid Cleveland Marathon runners (non-local then local) and the spending of other individuals in their party.

The total impact of 2012 Rite Aid Cleveland Marathon runners, their friends and family, on the local economy is \$13,392,139.

Direct Spending Category	Spending by non-local runners	Spending by local runners
Food & alcohol at restaurants	\$1,600,514	\$50,157
Entertainment	\$445,717	\$13,656
Retail	\$461,657	\$15,387
Car rental	\$100,395	N/A
Ground transportation	\$114,515	\$7,356
Parking	\$174,431	\$15,810
Gasoline purchases	\$180,639	\$8,948
Lodging	\$430,315	N/A
Direct Impact	\$3,508,183	\$111,314
multiplier		
Indirect Impact	\$9,472,094	\$300,548
Total Economic Impact	\$12,980,277	\$411,862

The 2012 Rite Aid Cleveland Marathon attracted a reported 20,000 runners. First, we measure the “fresh dollars” brought into the City by out-of-area runners. An overwhelming 18,780 runners (93.9%) who reside outside of the City of Cleveland came downtown to run the marathon. Market research determined that each runner was accompanied by a mean of 2.3 friends and/or family. The direct impact of non-local runners in the Rite Aid Cleveland Marathon \$3,508,183, while an additional \$9,472,094 is generated through re-spending of these dollars (what is known as the multiplier effect.) The total economic impact of non-local runners of the 2012 Rite Aid Cleveland Marathon is \$12,980,277.

Known as import substitution, local spending is included in the total economic impact of the Rite Aid Cleveland Marathon since it is spending that otherwise may have occurred outside the city had Cleveland not been the host. As previously

indicated, 63.4% of survey respondents indicated that they would travel to another city if Cleveland did not host the race; while 20.4% are unsure. In total, local runners and their accompanying friends and family spent \$411,862 in the Cleveland economy attributable to the race. Locals (those residing in the City of Cleveland) generated a total of \$111,314 in direct impact. The indirect impact generated from local runners is \$300,548.

While the economic impact of race weekend is significant, we should recognize that runners preparing for the Rite Aid Cleveland Marathon also contribute year round to the local economy. For example, groups like *Cleveland Run Club* and *Cleveland Hash House Harriers & Harriettes* often meet for drinks, food, or entertainment before or after their training runs which in turn contributes to the local economy.

Direct Spending by Cleveland Marathon, Inc. for services, supplies, and wages

In 2012, the Rite Aid Cleveland Marathon organization contributed an estimated \$1,089,000 in direct impact to the City of Cleveland. These direct expenditures move through the local economy and generated an additional \$2,940,300 in indirect impact. The total local economic impact for organizational spending is \$4,029,300.

This category of economic impact includes the purchase of goods and professional services from local businesses with money from the organization's operating budget. For example, Cleveland Marathon's budget includes PR and advertising, equipment rentals, direct mail, insurance, entertainment and hospitality, etc. (The study accounts for leakage that occurs when expenditures are made outside of the regional economy.)

The marathon's operating budget is largely comprised of sponsor dollars, with slightly more than 80% coming from corporations and organizations headquartered outside of the City of Cleveland. The marathon's operating budget also includes registration fees, which 94% comes from out-of-area runners. This represents fresh dollars that, in turn, generate direct and indirect revenue for Cleveland and its' region.

Spending by Expo Vendors

The Cleveland Marathon Health & Fitness Expo creates a direct business impact as it extends the Marathon's accessibility to a mass audience. Everyone is invited to the Expo to join in on marathon activities, browse the fitness vendors, attend workshops, and gather information on health and wellness. The Expo provides the opportunity for health and fitness related businesses to promote their products and services. With an attendance of over 35,000 sports-minded people, the Expo generates an extended sales channel for these local and non-local vendors.

Sixty-one percent of attendees made a purchase at the Health & Fitness Expo. Survey data estimates that \$457,148 was spent with Expo vendors. The average purchase was \$46.

Expo vendors also generate money for the local economy. The 90 plus vendors who participate in the Rite Aid Cleveland Marathon are temporary contributors who purchase materials, booth equipment, advertising, printing, and giveaways.

Non-local vendors, while in Cleveland, spend additional dollars on food, retail, entertainment, hotel accommodations, etc.

Based on survey research, non-local Expo vendors have a direct impact of \$162,200 in the City of Cleveland. Local vendors generated \$62,424 in direct impact. A further \$606,485 impacts the economy via the re-spending of these local dollars. The total economic impact of Expo vendors is \$831,109.

Government Revenue Impact

When an event such as the Rite Aid Cleveland Marathon brings people and money into the area, tax revenues are generated for local and state governments. Tax revenues are paid directly by the race participants, event management, and Expo vendors on purchases such as food and drinks, overnight lodging, advertising, parking, products and services, etc.

The state of Ohio received an estimated \$300,185 in tax revenue from the economic activity generated by the 2012 Rite Aid Cleveland Marathon. Cuyahoga County gained \$80,393 in tax revenues and the City of Cleveland gained \$29,551. In addition, the Greater Cleveland Regional Transit Authority earned \$48,928 attributable to the 2012 Rite Aid Cleveland Marathon.

The government revenue impacts comprise the following:

Sales Tax

As previously detailed, the Cleveland Marathon generates substantial revenue for businesses in the region. Marathon-related direct spending generated \$244,644 in sales tax revenues for the state of Ohio (not including hotel tax) and \$48,929 for Cuyahoga County. In addition, the Greater Cleveland Regional Transit Authority received \$48,929 attributable to the Rite Aid Cleveland Marathon.

Hotel Tax

The Cleveland Marathon draws a significant percentage (68%) of their attendees from outside of Cuyahoga County. These 'tourists' generate income for the hotel community and also generate hotel room tax revenues for the local and state governments.

Looking strictly at the respondents who reside outside of Cuyahoga County (n= approx. 13,580), 22.8% of runners stayed locally in paid accommodations while participating in the marathon. Measured by the average cost of hotel accommodations per group, and group size, hotel fees generate a direct impact of \$430,315 in the local economy. Additionally, vendors spent \$24,740 at City hotels and Cleveland Marathon, Inc. spent \$30,000.

Based on these figures, hotel spending attributable to the 2012 Rite Aid Cleveland Marathon generated an estimated \$26,678 in state tax revenues. Cuyahoga County gained \$25,465 and the City of Cleveland gained \$14,551 in hotel taxes.

Public Safety

While the marathon filled nearly every hotel room in Cleveland and runners spent millions of dollars during their stay, the event cost the City money for fire, police, public works, and permitting. During these tough economic times, some cities resort to cancel major events because of the lack of municipal support due to budget cuts. In the long view, the Rite Aid Cleveland Marathon afforded to support these services providing \$15,000 to the City of Cleveland and \$6,000 to Cuyahoga County. Furthermore, the State of Ohio gained \$15,000 in taxes because of the Marathon. These dollars came largely from out-of-area sponsor and runner fees.

State Gasoline Excise Tax

Participants of the Marathon spent an estimated \$240,972 in gasoline revenues while in Cleveland. A gasoline excise tax of \$.22 per gallon generates \$13,864 for the State of Ohio.

Volunteers

Volunteers were an integral part of the 2012 Rite Aid Cleveland Marathon, as they are in many facets of the community. Their involvement enhances the scale of the event and enables more activities to be undertaken. This in turn benefits the local businesses by helping draw visitors and dollars to the region.

An overwhelming 2,000 spirited volunteers helped make the 2012 Rite Aid Cleveland Marathon a success! Over three days of race weekend, volunteers worked the Expo, Kid's Run, start and finish lines, water stations, etc. They donated an approximate 10,300 volunteer work hours.

Estimating the exact dollar amount is less critical than the notion that those who volunteered their time could have spent it in many ways but decided this event was of key importance and worth donating their time. If the total of 10,300 volunteer hours is calculated at the *government dollar value of a volunteer hour* (2010), an estimated \$220,008 is donated in time to the marathon, the City of Cleveland and its' people.

Audience Research

In addition to spending, survey research asked runners to provide their demographics, as well as attitudes and opinions toward to 2012 Rite Aid Cleveland Marathon. The following report demonstrates these findings:

Demographics

Though they all have running in common, marathon participants are drawn from a wide spectrum of society, representing all economic, social, ethnic, and age groups. In order to continue creating a first-class event that reflects such a diverse patron base, it is imperative that the organizers have access to all possible relevant audience information. Furthermore, sponsors too require this demographic information. This section aims to provide quantifiable information that can help form, support, or benchmark the direction of the Cleveland Marathon.

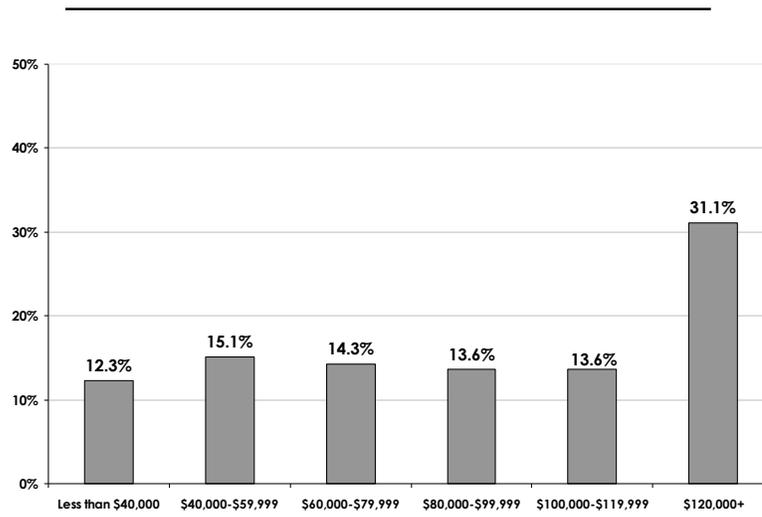
Slightly more than 87% of marathon runners are Ohio residents. Another 3.1% of runners traveled from Pennsylvania; 1.7% from Michigan, and 1.7% from New York. Even more impressive, runners came to Cleveland from as far away as Japan, Germany, Spain, Russia, and Kenya so that they could participate in the world renowned Rite Aide Cleveland Marathon.

The marathon shows growing momentum where forty-six percent (nearly half) of this year's runners, or an overwhelming 7,846 participants, have run in previous Rite Aid Cleveland Marathons. Approximately 4,196 runners participated in 5 or more Cleveland Marathons. This year builds on that success with 66.7% of runners hoping to return to run a future Rite Aid Cleveland Marathon. And still 25.0% more do not rule out the option but remain undecided.

The population surveyed consists of 59.8% females and 40.2% males. The majority of runners are married (63.9%), however the running event attracts singles (29.9%) too at nearly one-third the field. Slightly less than half the runners have children living at home. 40.5% of survey respondents have children *under* the age of 18, while 10.4% have children over the age of 18 living at home. And, 2.5% of respondents have children both over and under age 18 living at home.

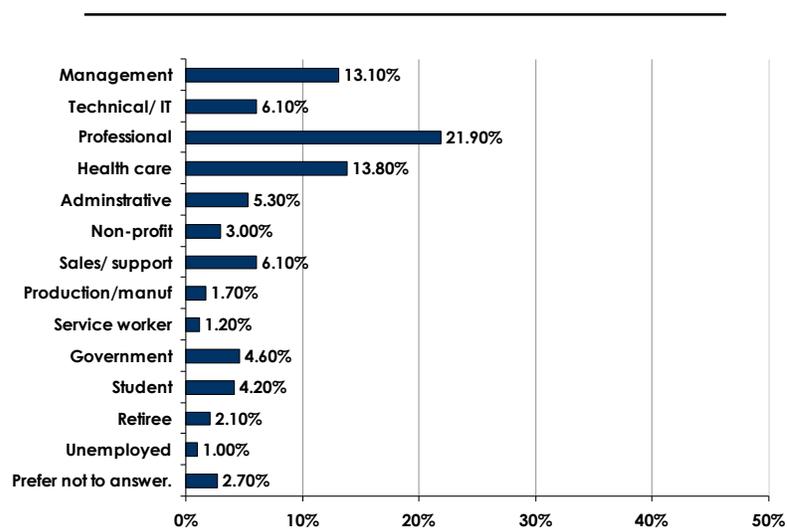
Cleveland marathon runners are well-educated and skew towards above average household income levels. An overwhelming 38.3% of all survey respondents earned a post-graduate degree. Another 42.4% earned a four-year degree. Attendees have above average incomes. Forty-five percent of respondents indicate their household income to be \$100,000 and above. Another 27.9% have household incomes in the range of \$60,000-\$99,999.

Household Income of Runners



The following chart describes the current occupations of Rite Aid Cleveland Marathon runners:

Occupations of Runners

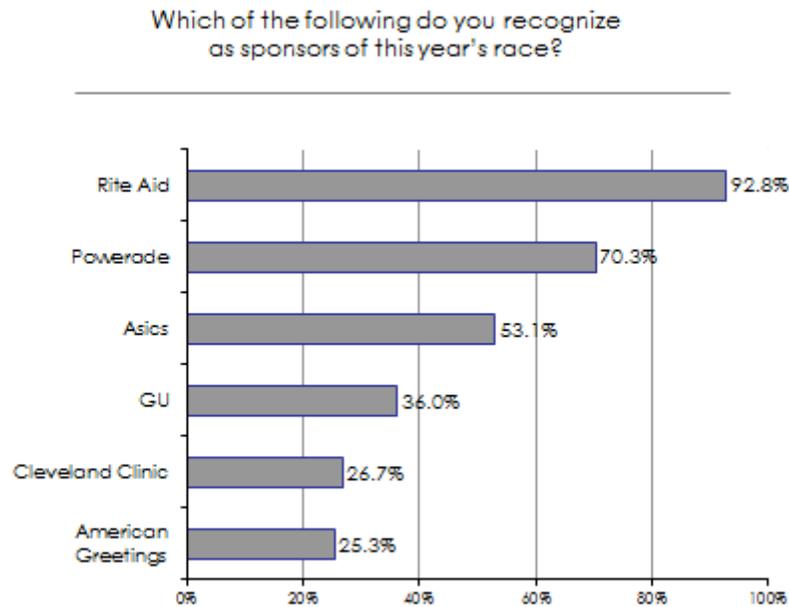


Sponsorship Awareness

Major sporting events, including marathons, rely heavily on financial contributions of their sponsors. For their investment, sponsors of these events expect results. The popularity of event sponsorship with corporate marketers is due in part to its ability to generate positive and potentially lasting consumer brand awareness and attitudes. If sponsors are properly marketed by at an event, consumers may be more receptive to messages accessed through integrated sponsorship campaigns rather than through other forms of commercial communications.

Survey research tested the attitudes runners formed with the sponsors of the Rite Aid Cleveland Marathon. And, clearly, companies benefit from the positive association runners developed with the race. Runners have extraordinary awareness of the corporate sponsors of the 2012 Marathon. Survey research demonstrated that unaided sponsorship awareness is high. Runners were asked, "When you think of Cleveland Marathon sponsors, which companies or brands come to mind?" Nearly 78 percent of runners identified two or more marathon sponsors.

Did any of the sponsors stand out? There is no doubt that Rite Aid receives publicity and brand recognition with 92.8% of runners demonstrating unaided awareness of the company's title sponsorship. Powerade was identified as a sponsor by 70.3% of runners. Furthermore, Asics is listed as a marathon sponsor by 53.1% of runners.



Survey respondents are next presented with a list of companies/ brands and asked, "Which of the following do you recognize as sponsors of this year's race?" With the proper marketing and public relation efforts on behalf of the Cleveland Marathon, it is hardly surprising that 75 percent of runners are able to identify four or more sponsors of the running event. Rite Aid and Powerade are once again recognized sponsors by the majority of runners.

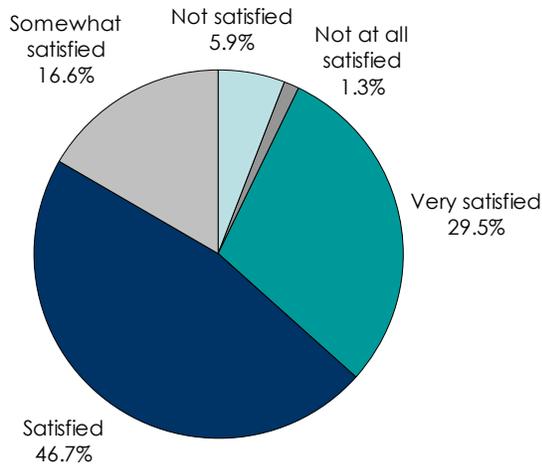
Sponsor	Percent Recognized
Rite Aid	98.9%
Powerade	76.7%
Cleveland Clinic Sports Health	68.9%
American Greetings	66.8%
VW	64.0%
Starkist	52.3%
Miller 64	30.1%
Coca-Cola	23.5%
Plain Dealer	22.3%
Hershey's	20.1%
WMMS 100.7 FM	13.4%
Anthem	11.5%
Panera	11.3%
Alpine Springs	9.6%
Carborite/Kashi/ZONE Perfect	7.8%
PENSKE	6.1%
Galleria at Erieview	4.4%

Survey research also demonstrates the combination of awareness, favorability, and effectiveness is unparalleled for marathon sponsors.

- **Runners recognize and appreciate sponsors' contributions.** The majority of runners (87.0%) agree that corporate sponsorship makes the Cleveland possible.
- **Marathon sponsorship touches the soul.** 82.9% of runners indicate having a positive attitude toward Cleveland Marathon sponsors because of their association.
- **Marathon sponsorship is a “good buy” in marketing.** 68.6% of runners feel that sponsorship of the Cleveland Marathon is a better way for companies/brands to reach them than through traditional advertising.
- **Runners “like” corporate sponsors.** And, 64.0% of runners agree that they are more likely to purchase brands from Cleveland Marathon sponsors over similar products and brands who are not sponsors.

The Rite Aid Cleveland Marathon provides bottom line benefits to all of its sponsors. The marathon is associated with a positive experience and provides a strong opportunity for co-branding and cause-related marketing. *The 2012 Rite Aid Cleveland Marathon satisfaction rate is 92.8%.*

Overall, how satisfied are you with this year's Rite Aid Cleveland Marathon?



Lastly, corporate sponsorship does more than promote a company or brand or service. Sponsorship benefits livability and image of the Cleveland region. At least runners feel this way. An overwhelming 94.3% of runners agree that the Rite Aid Cleveland Marathon adds value to the Region. The marathon is a great way to showcase the City, and generate tourism and tourist dollars all throughout the year. Among runners residing outside of the Cleveland Region, 68.5% indicate that are likely to visit Cleveland again as a "tourist".

Many runners and their family/friends took the time during marathon weekend to visit the local attractions. Slightly more than 10 percent of runners visited Progressive Stadium for a Cleveland Indians game. And 7.5% of runners enjoyed the new Horseshoe Casino. Another 6.0% explored the world famous Rock and Rock Hall of Fame. Perhaps the greatest opportunity to enhance the economic impact of the Rite Aid Cleveland Marathon is to get "buy in" from the area tourist attractions. Marathons by definition attract "doers" who identify with competition and accomplishment.

As detailed in the previous section, businesses affiliated with the Marathon are significantly likely to be patronized and remembered by runners. Marathoner's are a prize demographic of trend setters and *influencers* – and co-marketing opportunities exist for strategic area businesses to weave their brands into the fabric of each runner's unique "race story." Moreover, the marathon presents opportunities for local "attractions" to increase their visitation and enhance their reputation. This might entail pre-race weekend specials or other acknowledgements (even short of formal sponsorship), which would position both parties to mutually share in the momentum.

Satisfaction Levels and Attendance

The Rite Aid Cleveland Marathon draws visitors to the City from all throughout the country and beyond. Event planners offer various complimenting activities throughout the weekend. As with most marathons, Cleveland hosts a Health & Fitness Expo. This year, more than 35,000 people attended the Expo which was free and open to the public.

Surveys data indicates that 81.2% of runners were in attendance. Of the runners who did not attend the Expo, 60% had someone else pick up their registration packet. Thirty percent did not attend because of the parking fee, while another 14.6% indicated that the Expo was not at a convenient time. Satisfaction at the Health & Fitness Expo was rated at 81%.

The Cleveland Marathon also hosts a pre-race pasta party where all runners, as well as their friends, and family, can load up on carbs before the big race. This year's pasta party was held at the Hyatt Regency Cleveland at the Arcade. Survey data reveals that just 1.5% of marathon participants attended the pasta party. The main reason participants did not attend was simply that they like to eat at home or a favorite restaurant (72.8%) or ate at their hotel (5%). Many runners had private dinners or met with their Team in Training for dinner. Others thought it was priced too high (17.4%) or didn't want to pay for parking (12.9%). But 11% runners who did not attend the pre-race pasta party did not know about it.

An accomplishment like finishing a marathon certainly deserves a celebration. There aren't many other cities that can host a party like Cleveland. However, survey research shows that only 26.7% of runners attended the 26.3 Mile Rock Party. The majority of runners who did not attend reported that they "needed to get home" after the run (60.8%) And 34.1% indicated that they were simply "too tired" to attend the post-race party. But 17.1% of runners "did not know about the party".

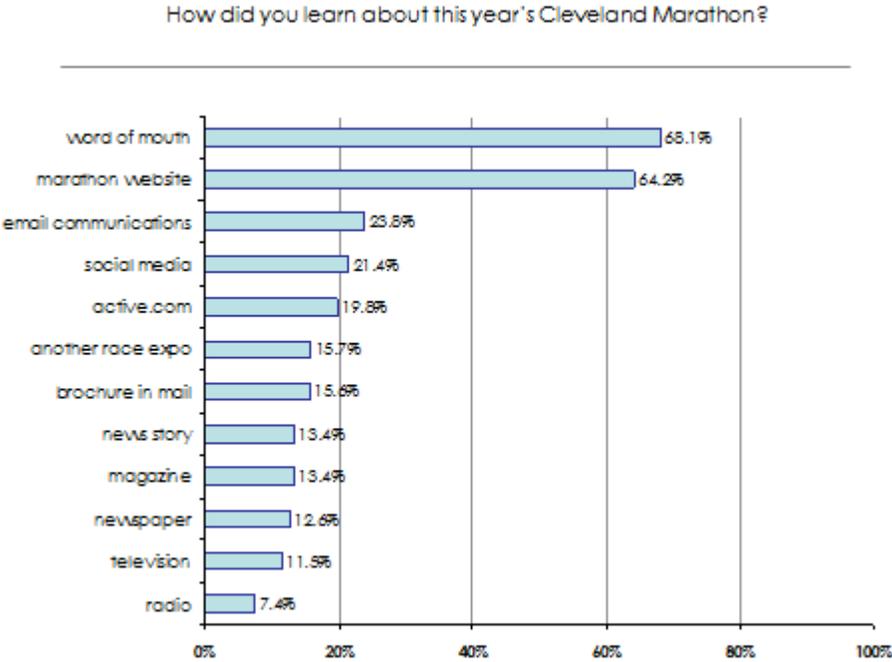
Participants were asked to indicate their level of satisfaction with various features of this year's Rite Aid Cleveland Marathon. The following table itemizes the features in order of their satisfaction rating. While satisfaction overall is high, the list provides insight into areas that may be opportunities for improvement:

N=	Race Feature	Percent Very Satisfied or Satisfied
3,229	pre-registration procedures	92.4%
2,732	finisher's medallion	90.3%
3,274	start/finish location	85.9%
2,562	having elite runners in the field	84.5%
3,268	number of runners	84.2%
1,641	medical care at the finish	83.5%
336	late registration	81.8%
3,288	distances marked	77.4%
3,275	crowd control	74.7%
3,264	traffic control	74.6%
1,859	first aid stations on course	72.5%
3,303	race Tshirt	72.3%
3,170	the finish- thirst quenchers	70.7%
3,291	race course	69.6%
3,149	the finish- food	66.8%
3,297	starting procedures	62.7%
1,676	post-race activities/party	61.9%
275	pre-race pasta party	61.5%
3,131	restrooms	60.3%
3,213	registration fee	59.9%
2,563	split times called out	58.5%
3,290	water stations	57.1%
2,825	pre-race fitness expo	51.4%
3,223	goodie bag	36.8%

Marketing

Thirty-five years and running, the Rite Aid Cleveland Marathon is truly “world famous”. As mentioned, the race attracts runners from around the globe. Runners plan on participating in the event year after year. That said; survey respondents reported that “word of mouth” is the most common way (68.1%). Runners also refer to the event website, www.clevelandmarathon.com, for race information (64.2%).

Online advertising can reach runners near and far and have proved to be an effective communication tool for the Cleveland Marathon. Runners utilized email communication (23.8%), and social media (21.4%), and Active.com (19.8%) to access information about the 2012 race. Traditional media (newspapers, television, and radio) proved to be less effective in reaching runners this year.



Conclusion

The data collected, and impact modeling performed, indicates that the 2012 Rite Aid Cleveland Marathon is a valuable contributor to the Cleveland economy. The event has a particularly strong impact – an impact, for example, that compares favorably to local sporting events, public shows and conventions. The large majority of runners, teams, sponsors, vendors and associated friends and family come from outside of the City and County, and bring with them an influx of fresh dollars to the local economy. The event also adds to the vitality and image of the Cleveland with press coverage and publications that extend beyond the local area.

The Marathon garners a high level of runner satisfaction and as a result of this study, has detailed information that can help improve the event even further. Moreover, by commissioning this study, the Cleveland Marathon has demonstrated their commitment to the Region and the long-term success of this event.

Forward Analytics, Inc. is a Pittsburgh-based market research firm. The research team conducts custom studies for corporations, health care, higher education, governments, arts and tourism, and non-profits. Our experience extends to audience development and economic impact studies for special events throughout the country. These clients include Grand Prix Events, Baltimore Office of Promotions & The Arts, State of Maryland Department of Tourism and Economic Development, National Cherry Blossom Festival, Summerfest in Milwaukee, Albuquerque International Balloon Fiesta, Pro Rodeo Challenge, Pittsburgh Marathon, OC Marathon, Long Beach Marathon, and TCF Bank Air Expo to name a few. Contact Forward Analytics at (412) 207-2114 or research@forwardanalytics.com.