



# Responsible Event Report

OUC Orlando Half Marathon

EVENT NAME

Lake Eola Park

VENUE

Orlando, Fl

LOCATION

12/03/2016 - 12/03/2016

DATE

5794

# OF PARTICIPANTS

9054

# OF SPECTATORS

15028

# OF ATTENDEES

Responsible Event Report provided by  
The Council For Responsible Sport



## Procurement



**85%**

of total vendors  
were local/regional



## Carbon Footprint



**0.25**

MT CO<sub>2</sub>e  
local travel emissions



**3.6**

MT CO<sub>2</sub>e  
event operations emissions



## Energy and Water Use



**18.17**

Gallons  
diesel fuel used



**485.67**

Gallons  
gasoline/petroleum



**27.78**

Therms  
natural gas used



**557.19**

kWh  
electricity used



**2749**

Gallons  
water used



# Waste Diverted



**2%**  
was compost

0.13 tons composted



**82%**  
was recycled

4.1 tons recycled



**15%**  
was trash

0.75 tons generated

**1%**

was donated or repurposed

Once the event was completed 20,280 ounces (1200 16oz. bottles) of water were returned to the purchasing source to be re-purposed. Also, event t-shirts from the Half Marathon (470) & 5K (97) were donated to our local department of Veteran Affairs.



# Access and Equity

Program / Outcome

Program	Outcome	Population	# of People
Girls on the Run	Girls on the Run is a transformational, physical, and active positive youth development program. Their program culminates with a celebratory 5K, the Track Shack Lake Eola 5K. Entry fees are discounted, and unique amenities are included.	Youth Girls Grades 3 - 8	1064
Good Form Running	Good Form Running is a free clinic held monthly to teach proper running techniques to individuals so that they are able to run faster, easier, and avoid injury.	Adult Men & Women	216
Visually Impaired Guests	Complimentary guide services are now available for participants that are Visually Impaired and would like to participate with assistance on the course. Having this information available on the website, we hope, encourages future participation.	Visually Impaired Participants	0
Nursing Mother Space	We have included this complimentary and private space for guests that are in need or request an area to nurse or feed their child.	Nursing Mothers	0



# Local Economic Impact

Dollar Amount

1,193,794

Description

Our participants and spectators enjoy extended time experiencing all that Downtown Orlando, Lake Eola, and our Mills 50 District has to offer. To measure this impact we utilized our local Central Florida Sports Commissions economic impact calculator.



# Integration with Local Businesses and Organizations

## Business or Organization Collaboration

Name	Description
<b>OUC</b>	Our title sponsor since 1999, OUC–The Reliable One, has been a community backbone, serving residential and commercial customers with dependable, low-cost electric and water services. It is a municipal utility owned by the citizens of Orlando.
<b>Florida Hospital</b>	Florida Hospital is one of the country's largest not-for-profit health care providers with 22 campuses serving communities throughout Florida.
<b>Florida Dairy Farmers</b>	Florida Dairy Farmers is Florida's milk promotion group that works to educate consumers on the dairy farming industry and the nutrient-rich foods it provides. FDF represents more than 130 dairy farming families throughout the state.
<b>DDB</b>	The Orlando Downtown Development Board (DDB) strengthens the role of Downtown Orlando as the economic, governmental and cultural center of Central Florida. On your run at the OUC Orlando Half Marathon, see all there is to see in our beautiful city.
<b>Hunter Vision</b>	Florida's only provider of 3D LASIK, located right here in Orlando. They are on a mission to rid the runners of the world of annoying glasses and contacts. They are onsite at the event serving coffee and booking appointments.
<b>RawThreads</b>	Raw Threads athletics makes it possible for our fans to connect with their favorite stories and characters in fun, new ways. Their products blend creative designs and innovative technology to create a stylish approach to athletic apparel.
<b>Publix</b>	Publix Super Markets is the largest and fastest-growing employee-owned supermarket chain in the United States. Publix and our associates excel in community involvement, volunteerism and a commitment to our market areas and beyond.
<b>Strider Events</b>	Strider Events women owned running and obstacle event management company based in Orlando, Florida. They provide services from consultation all the way through full event development and production.
<b>Lucky Dog Printing</b>	Lucky Dog, women owned, screen printing came into being in 1996 as a boutique printer hoping to catch the artistic market. As they honed their craft they were approached by a local athletic apparel company and turned their attention to athletic apparel.
<b>Magnolia Press</b>	Magnolia Press has been dedicated to delivering unsurpassed quality printing and exceptional customer service. They believe that listening to our clients is key to establishing and maintaining a successful business relationship.
<b>Sneaker Seekers</b>	Sneaker seekers is a local women owned non-profit that receives and donates shoes locally. We conducted a running shoe collection during the month of November as part of the event, and collected over 1K pairs of shoes for donation in the community.
<b>City Beverages</b>	City Beverages is a local distributor that we partner with. They are just as committed to the caring for our Earth just as they are about their team members, consumers and business partners.
<b>Compost Orlando</b>	Compost Orlando is a community-minded, grassroots initiative launched by two Rollins College graduates. Their intent is to reduce the amount of organic waste that enters our landfills. Compost Orlando is our official compost partner of the event.
<b>Keep Orlando Beautiful</b>	Founded in 1987, Keep Orlando Beautiful, Inc. is a 501(c)3 nonprofit organization and certified as an affiliate of Keep America Beautiful, Inc. Keep Orlando Beautiful is our official recycling partner of the event.