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May 6, 2015

Mr. Joseph Alosa, Chairman  
Concord Airport Commission  
41 Green Street  
Concord, NH 03301

Re: 5K Run at Concord Airport

On behalf of the Granite State Airport Managers (GSAMA) Events Committee members, we extend our thanks to the Concord Airport Commission for allowing us to present our opportunity to hold a community 5 K running event at Concord Airport November 7, 2015.

There were a number of questions presented at the April 23, 2015 Airport Advisory Committee (AAC) Meeting that we would like to address that will provide more definitive plans for safety and security concerns as well as ongoing planning efforts that have been undertaken. Below are a set of bullet points that address these concerns.

Event Purpose:

- The event will be entitled "GSAMA's Runway 5K at Concord Airport".
- The event will promote general aviation and airport awareness within the Concord community.
- The event will include a 5K race on the airport's runway, but will also include food vendors, demonstrations, and static displays to provide a variety of tangible aviation experiences for the greater Concord community.
- The event's proceeds will be donated to two causes: GSAMA's Outreach Program focusing on Aviation and STEM (Science, Technology, Engineering, Mathematics) education initiatives in New Hampshire (NH) and the State Aeronautical Fund that provides project grants to the thirteen NH airports that are not federally funded.

Safety and Security

- We have attached a detailed safety and security plan for your review. This plan details the management of the event to ensure safety and security of the community and the airport.

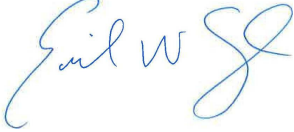
- Our race management company, Yankee Timing, has visited the airport and has seen the proposed routes, including the abandoned runway pavement, and indicated there are no issues with pavements that would cause concerns for runners.
- The conversation with the AAC has solidified the fact that the safest option for this event is to close the airport runways and taxiways, but not the airspace, for approximately two and a half hours. The NHDOT Bureau of Aeronautics (BOA) will coordinate with the Federal Aviation Administration (FAA) to obtain approval and the airport will be required to provide a Notice to Airman on the day of the event. Initial contact and coordination with the NH Army National Guard and State Police has been made and accommodating these two entities will be necessary in order to obtain FAA/NHDOT approval.
- A letter describing the event was distributed to the on-airport tenants, including based aircraft, to obtain user feedback on the proposed event. Several of the comments were favorable and most of the concerns are similar to the Commission's. All of the concerns will be addressed before NHDOT approves the event.
- Yankee Timing will provide all resources to manage the 5K event, including a demarcated route using cones. Yankee Timing is aware of the sensitive habitat off pavement. They indicated that the cones and verbal instruction provide sufficient guidance for runners to ensure they remain on pavement. Coordination with Yankee Timing and the NH Fish and Game staff will continue as we develop our planning efforts.
- Yankee Timing will also provide a race specific safety plan and will implement security using volunteers along the course to monitor runners.
- The Civil Air Patrol was contacted and is interested in providing volunteers to provide a variety of services including security, event management, and cleanup.

#### Business Plan

- We have attached a detailed business plan for your review. This plan details our approach to funding the event.
- Yankee Timing indicated that the event would attract about 300 runners initially, though the unique venue and flat course could attract more runners.
- Initial budget for the event will be about \$15,000 that includes the race management contract, life safety fee, city insurance, 10% - 20% charity goal, and other event expenses. There will be no expenses incurred by the city for this event.
- Sponsorship will be the primary source of revenue for the event, though the 5K registration fees will provide additional incremental revenue for the event.
- The fundraising will focus on individual sponsorships as well as a four level (i.e. platinum, gold, etc.) general sponsorship program. Yankee Timing will provide assistance in developing and marketing the event.
- We are actively soliciting members for a race event committee comprised of members of the airport commission, city staff, chamber of commerce, and GSAMA members to oversee the marketing and management of the event. An initial meeting is planned for mid to late May.

We hope you will find this information useful in addressing your concerns. As discussed at the commission AAC meeting, we would like to provide you with updates as we move forward. Please contact me at your earliest convenience to discuss these meetings and if you have any other questions, please contact me at (603) 471-1887.

Sincerely,

A handwritten signature in blue ink that reads "Erik W. Strand". The signature is written in a cursive style with a large, stylized "S" at the end.

Erik W. Strand, P.E.

GSAMA Events Committee Chair

Attch.

**GSAMA's Runway 5K at Concord Airport**  
**Safety and Security Event Plan**  
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**Notices to Airmen (NOTAM)**

Two notices to airmen will be issued for this event.

**Event Notification:** This NOTAM will provide information regarding the event and event timing. It will give notice to pilots flying into Concord Airport about crowds of people, taxiing limitations (wingspan), etc.

**Runway Closures:** In the interest of safety, closing both runways and taxiways down for the race portion of the event is the best option. A NOTAM will be issued for a 2.5 hour window of time. Airspace will remain open but runways and taxiways will be shut down. Notification of the shutdown will be extensive. In addition to the NOTAM, several dissemination methods will be used including flyers, social media, email, and newsletters.

**Foreign Object Debris (FOD)**

A FOD scan will be conducted before and after race by airport management and event personnel.

**Pavement Condition**

The Race Manager from Yankee Timing inspected the airport area and pavement for safety on May 1, 2015. The Race Manager had no concerns about the pavement and assured the GSAMA Committee that the current cracks would not propose a threat to the runners.

**Environment**

Racers will be briefed before the run that they are to remain on the pavement at all times. The Race Manager commented that racers were very receptive to directions and would remain on the pavement if directed.

**Vendor and Display Area**

A portion of the northern parking ramp will be set aside for event. A crowd line consisting of aluminum fencing and will provide a physical barrier to confine participants to designated areas. The physical barrier will keep aircraft operations away from the vendor and display area when the runways and taxiways are reopened. The fencing will be placed 150' from taxiway centerline, which will allow the event to take place outside of the RPZ, ROFA, and TOFA. This will allow for aircraft operations outside of the event area with sufficient separation for almost all aircraft while taxiing. Any aircraft with a wingspan that exceeds 150' will be advised to back taxi on the runway to A3 in the issued NOTAM.

**Race Area**

The race management team, Yankee Timing, will provide all race management services. This includes a safety plan. Once a contract is signed with Yankee Timing a specific safety plan will be developed for the race at Concord Airport. An example of the race safety plan has been provided for review.

For safety reasons, volunteers and fencing will be used to designate a spectator area during the race portion of the event.

**Event**

The event will need to be approved as an obstacle by FAA divisions through the OE/AAA process. The event will be approved as a non-aeronautical event on airport property by NHDOT. All safety considerations and recommendations made by both the FAA and the NHDOT will be abided by.

Adequate communication capabilities (both electronic and visual) will be provided to maintain a safe operation, to control spectators, and to advise participants.

A control and information table will be set up and manned continuously throughout the event by an event organizer representative.

NHDOT, Airport Management, and/or Event Management will brief volunteers on aircraft and airport safety.

**Parking**

No vehicles will be allowed onto the airfield or along airport road. All parking will be at NHDOT parking lots and busses will transport participants to and from the event on regular intervals.

**Emergency Aircraft**

In the event of an emergency aircraft needs to land at Concord Airport during the race portion of the event, a contingency plan will be put in place to expedite the removal of all runners and volunteers from the runways and taxiways. This plan will be designed by the race manager, NHDOT, and the Concord Airport Manager.

# GSAMA's Runway 5K at Concord Municipal Airport



# GSAMA's Runway 5K at Concord Airport

## Business Plan

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### Race Committee

A race committee will be convened and will comprise of city liaison, Airport Advisory Committee (or designee) liaison, Yankee Timing, Chamber of Commerce, Concord Heights Business/Resident representative and GSAMA Events Committee representatives. This cross-section of members will manage fundraising, event setup and operations, volunteer recruitment and other administrative requirements for the event.

### Budget

The budget established for this event is \$15,000. This budget covers the cost of the event that includes: the race event management fee, city fees including insurance, police and life safety detail (as required), administrative costs, and a 20% minimum charity contribution.

### Event Promotion

Yankee Timing will assist in promoting the event on various running and 5K race websites. Social media will be used and an event website will be set up to promote the event. Posters will be printed and placed at various businesses within Concord. Local news media (paper and video) will be contacted for advertisement opportunities and potential coverage of the event. Event promotion will begin in July timeframe.

### Fundraising

A fundraising effort will focus on raising money for Aviation and Science, Technology, Engineering and Math (STEM) education initiatives in NH and for the State's Aeronautical Fund, which provides grant opportunities to the thirteen NH airports that do not receive federal funding. The fundraising efforts are presented below:

**Sponsorships** – Sponsorship options will include main even title, individual sponsorships for water stops, mile marker signs and other elements of the race. In addition, a general sponsorship will also be provided to generate revenue for the operational needs of the event. Preliminary sponsorships are presented below and will be finalized prior to race event advertisement:

<i>Race Event Title Sponsorship:</i>	<i>\$10,000</i>
<i>Water Stop/Mile Marker Sponsorship:</i>	<i>\$5,000</i>
<i>General Sponsorships:</i>	
<i>Platinum Level:</i>	<i>\$1,000</i>
<i>Gold:</i>	<i>\$3,000</i>
<i>Silver:</i>	<i>\$2,000</i>
<i>Bronze:</i>	<i>\$1,000</i>

Discussions with Yankee Timing and Chamber of Commerce will provide guidance on businesses to solicit. Businesses within the Concord Heights business district and businesses along the airport perimeter will be among the primary group contacted for sponsorships, along with major sponsors such as Concord Hospital. An effort will also be made to identify sponsors who routinely use the airport. Solicitation of sponsorships will be accomplished through a volunteer corps starting in May and continuing through November.

### **Race Registrations**

Yankee Timing will manage and administer the race registrations. The registration fee will be \$30 will be charged and website location and management will be handled by Yankee Timing. In the June timeframe, a promotional rate of \$25 will be advertised to attract initial participants and then raised to \$30. A "Day of the Race" rate will also be offered at \$40 for last minute registrations. The registration fee will cover T-shirts, race event management fees, numbered bibs and other needs.

### **Vendors**

This event is a community event and as such, food and entertainment will be provided. Vendors will be solicited to participate in the event and a fee for providing their services will be charged. An event service fee of \$200 will be charged, however, all profits made during the event will be retained by the vendors.

### **Anticipated Event Participation**

Discussions with Yankee Timing indicated the main draw will be within a 20 mile radius of Concord. The event will be promoted as a family event with a children's race included as part of the race event. As the venue is unique, a minimum of 300 runners is anticipated. However, as the course is flat, there is the potential to generate fast running times that could set 5K running time records. This unique element for this event could draw an additional 100 participants.

### **Volunteers**

Yankee Timing will obtain 6-8 volunteers to manage the race event. Approximately 30 volunteers, including Civil Air Patrol, will be sought to provide setup, event management, and cleanup of the event.