



510 Meadowmont Village Circle #309
 Chapel Hill, NC 27517-7584
 877-29-ENDURE

Thursday, August 20, 2009
 Town Hall, 405 Martin Luther King Jr. Blvd., Chapel Hill, NC 27514

Dear Mayor Foy and Members of the Town of Chapel Hill Town Council,

On behalf of Endurance Magazine, I am submitting this petition to formally request consideration of approval at the next scheduled Town of Chapel Hill Public Hearing for the 2010 Tar Heel 10 Miler running event. The proposed time and date for this event is 7:30 AM on Saturday, April 10th.

The Tar Heel 10 Miler is designed to be the landmark fitness event in the region, showcasing the UNC campus, downtown Chapel Hill, as well as the several residential areas. This running event will once again benefit the Chapel Hill-Carrboro YMCA's Strong Kids Campaign, which provides scholarships for after school programs at the YMCA.

The Tar Heel 10 Miler will be enabled by and is fully endorsed by the following individuals/event partners: Chief Blue and Officer Smith and the Chapel Hill Police Department, Deputy Chief Hare and Captain Ferguson and the UNC Department of Public Safety, Jim Norton and The Chapel Hill Downtown Partnership, as well as the NC Department of Transportation. Deputy Chief Mellon of the Chapel Hill Fire Department and Mr. DePietro of Chapel Hill Transit have been informed of this event.

The Tar Heel 10 Miler will be the banner event in 2010, but participants will also have the option to run a shorter distance event, to be held within the same time frame and course constraints as the Tar Heel 10 Miler.

The Tar Heel 10 Miler will start and finish on the campus of UNC. Outbound Tar Heel 10 Miler runners will start on Stadium Drive and proceed to follow South Road/Rt. 54, Country Club Road, around the Gimghoul residential area, back to County Club Road and onto Cameron Avenue, then crossing Columbia Avenue as they head west. From Cameron Avenue runners will turn right on S. Graham Street and then right on W. Franklin Street which they will follow until they arrive at S. Boundary Street. From Boundary Street runners will continue via Hooper Lane and Raleigh Street before turning right onto South Road and using the eastbound lane until they arrive at the right turn into and through the UNC Softball complex parking lot. From there, runners will follow Carmichael Street, Laurel Hill Road, Country Club Road, South Road, and finally finish on Stadium Drive.

This course has been thoroughly reviewed and endorsed by the Chapel Hill Police Department as well as the UNC Department of Public Safety. Endurance Magazine enjoys a close working relationship with both parties. We are confident that with their support as well as the support from race day organizers and volunteers that we will once again produce an event that is safe and enjoyable for everyone involved. Police officers will be posted at all major intersections and lead and follow vehicles will be utilized to escort runners along the majority of the course. In addition, cones, signage, and safety marshals will be positioned along the course. Furthermore, UNC Public Safety has agreed to close South Road/Rt. 54 between Stadium Drive and Country Club Road for the duration of the event. The NC Department of Safety has also granted permission for the use of South Rd/Rt 54.

The event production plan includes a thorough communication plan with local business owners as well as the residents that live along the course. We will work closely with The Chapel Hill Downtown Partnership to keep all Franklin St & Rosemary St businesses informed via their newsletter. Also, during the week before the race, the Partnership will include specific event details in their digital newsletter that goes out to 3000+ contacts regarding activities for the upcoming weekend. With respect to the resident along the course, specifically those in the Gimghoul and Laurel Hill neighborhoods, our plan is to communicate with neighborhood captains to gain the support of residents as well as showcase these neighborhoods.

We expect the last Tar Heel 10 Miler runner to finish by no later than 10:00 AM, which would mean the time of impact to the local traffic is a maximum of 2.5 hours. We will ask those runners not capable of maintaining a 12:00 per mile pace to use the sidewalks where possible.

All Endurance Magazine events are carbon-neutral. Our *Race Without A Trace* initiative serves as a basis for all events to empower and enable positive change in our attitudes toward environmental sustainability.

Included in this petition is the proposed course map for the Tar Heel 10 Miler. The event website is www.tarheel10miler.com. If you should have any questions or concerns, please do not hesitate to contact me at 919-609-8211 or thys@endurancemag.com.

Thank you in advance for your time and consideration!

Thys Wind
Director of Events, Endurance Magazine