



TO: Eric Campbell, City Manager
FROM: Erin Smith, Events Manager, HDR
DATE: 04/08/19
RE: 2019 Santa Run, Walk 'n Roll

Summary: Consider the Special Event application request for the Santa Run, Walk 'n Roll on Friday, December 6, 2019.

Background: The Santa Run, Walk 'n Roll is organized by the Arc of Harrisonburg and Rockingham and is planned for 12/6/19 from 6:15pm-6:50pm, prior to the Holiday Parade. The "fun run" will utilize the same street closures needed for the Holiday Parade. This would be the second year of the event, which raises funds for the Arc of Harrisonburg and Rockingham and brings awareness to their program.

200-250 participants are expected.

This application was reviewed and modified by the Special Events Committee on 03/21/19. The organizers' proposed course was not approved by the committee; the alternative course detailed on the site map and in the city resource checklist was approved by the committee and Holiday Parade/HPR staff.

A cost estimate is not available for this event; city resources will be shared with the Holiday Parade.

Key Issues:

- Utilizes street closures and city staff support needed for Holiday Parade
- PW support (additional cones at S. Court Square/Pendleton Bank)
- HPD support (Officers on-site for Holiday Parade to monitor run)
- Proof of insurance and food vendor list will be submitted prior to event