



# 2023 BELLE ISLE NEW YEAR'S EVE RUN

## POST-EVENT METRICS REPORT

### Event Brief

**Date:** December 31, 2023  
**Event Start Time:** 3:30 PM  
**Venue:** Belle Isle, Detroit, MI

**Race Director:** Stephen Moran  
**Course Director:** Joe Baldwin

**Non-Profit Organization:** Leader Dogs for the Blind  
**Non-Profit Location:** Rochester Hills, MI  
**Web Address:** <https://www.leaderdog.org/>

### Registrant Statistics

#### Race Registration

	Registered	Picked Up	Finishers	No-Shows
The "Bubbly" 5-One Combo	174	165	161	4
5K Run/Walk	934	897	825	72
1-Mile Run/Walk	78	74	63	11
Virtual 5K Run/Walk	24	24	24	0
Total	1,210	1,160	1,073	87

#### Timing Data Summary

5K Run/Walk	1-Mile
Avg. Finish Time 38:49	Avg. Finish Time 11:58
Fastest Time Male: 35:36 Female: 41:25	Fastest Time Male: 5:39 Female: 6:43
Slowest Time Male: 1:14:16 Female: 1:10:12	Slowest Time Male: 23:56 Female: 23:28

#### Participant Retention

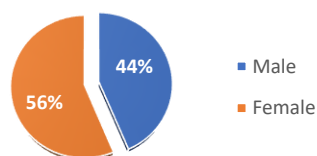
New	538 (44.5%)
Repeat	672 (55.5%)

#### Registration Averages (Per Day)

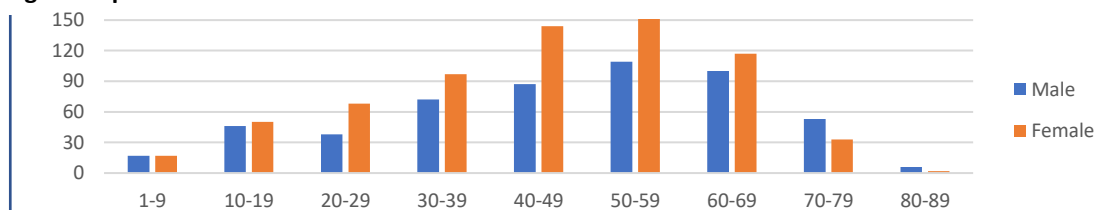
Average Reg Count Per Day (7 Months)	6.76
Average Reg Count Per Day (Final 30 Days)	16.67
Average Reg Count Per Day (Final 7 Days)	32.43

### Demographics

#### Gender



#### Age Groups

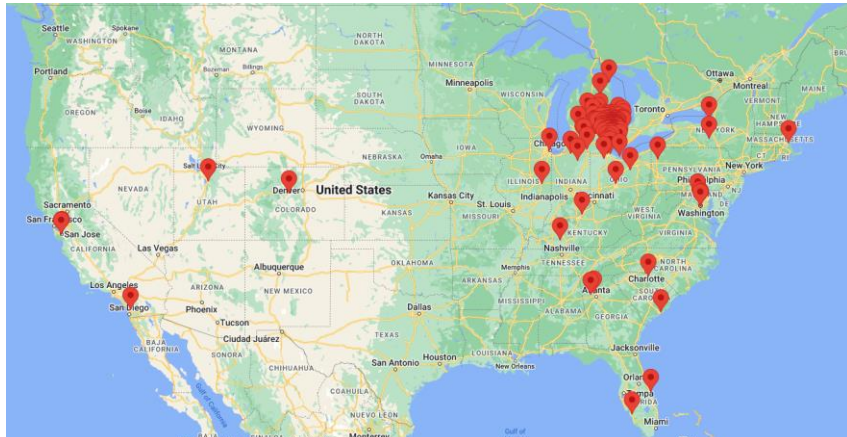
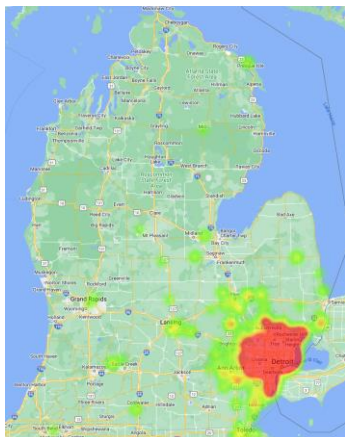


### Geographics

**Geographic Representation: 4 Countries; 22 States; 179 Cities**

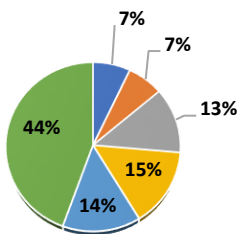
#### Top 10 Cities

1. Detroit	113
2. Windsor	47
3. Royal Oak	41
4. Dearborn	40
5. Farmington Hls	40
6. Troy	34
7. St. Clair Shores	29
8. Grosse Pt Park	27
9. Northville	27
10. Livonia	25



## Swag Distribution

### Store Comparison



	Projected	Actual
Leader Dogs for the Blind - Rochester Hills	88	80
Total Runner - Southgate	94	77
RUNdetroit - Detroit	166	142
Gazelle Sports - Birmingham	190	169
Hanson's Running - Grosse Pointe	160	161
Race Site - Belle Isle	488	504

## Bocci Challenge Trophy

	Votes	%
1. Hanson's Running Store	280	23.1%
2. RUNdetroit	267	22.1%
3. Gazelle Sports	159	13.1%
4. Total Runner	95	7.9%
5. Ann Arbor Running Co.	35	2.9%

*Note – 30.9% (374 people) did not vote for a store.*

## Photo Metrics

### Images Uploaded

**6,912**



Total number of images posted in the event's gallery page.

### Images Tagged

**6,912**



Total number of images in the gallery tagged to the event's participants.

### Images Viewed

**72,531**



Total number of image views in the event gallery.

### Total Actions

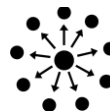
**75,759**



Total number of audience actions (social media, email, downloads, shares, image views).

### People Reached

**324,897**



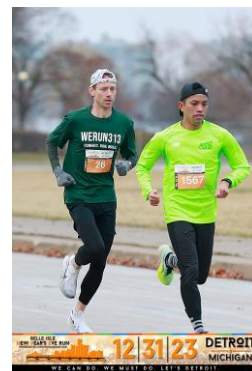
The estimated number of people the images reached via social shares, gallery views, downloads, emails.

### Total Media Value

**\$3,114.53**



The estimated value of photos taken and uploaded at the event.



## Fundraising



### Total Amount Raised

**\$4,841.31**



### No. of Donations

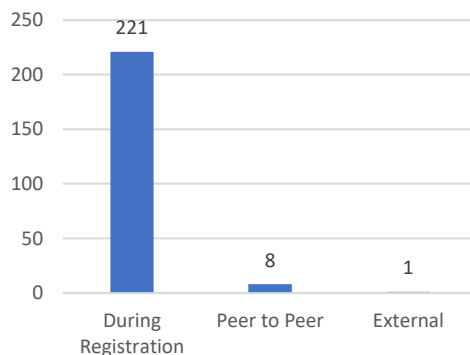
**229**



### Peer to Peer

**\$242.75**

### Donation Count Type



### Day of Week - Donations

Day	Total	Percent
Sunday	31	13.45%
Monday	33	14.41%
Tuesday	26	11.35%
Wednesday	25	10.92%
Thursday	37	16.16%
<b>Friday</b>	<b>47</b>	<b>20.52%</b>
Saturday	30	13.10%

## Volunteers



### Total Volunteer Time

**110 Hours**



### Total # of Volunteers

**42**

### Volunteer Counts by Role

