



2024 BELLE ISLE NEW YEAR'S EVE RUN

POST-EVENT METRICS REPORT

Event Brief

Date: December 31, 2024 **Race Director:** Stephen Moran **Non-Profit Organization:** Leader Dogs for the Blind
Event Start Time: 3:00 PM **Course Director:** Joe Baldwin **Non-Profit Location:** Rochester Hills, MI
Venue: Belle Isle, Detroit, MI **Event Web Address:** <https://belleislenyerun.com/> **Web Address:** <https://www.leaderdog.org/>

Registration Statistics

Race Registration

| | Registered | Picked Up | Finishers | No-Shows |
|--------------------------|--------------|--------------|------------|------------|
| The "Bubbly" 5-One Combo | 176 | 176 | 159 | 17 |
| 5K Run/Walk | 889 | 834 | 714 | 120 |
| 1-Mile Run/Walk | 69 | 68 | 54 | 14 |
| Total | 1,134 | 1,078 | 927 | 151 |

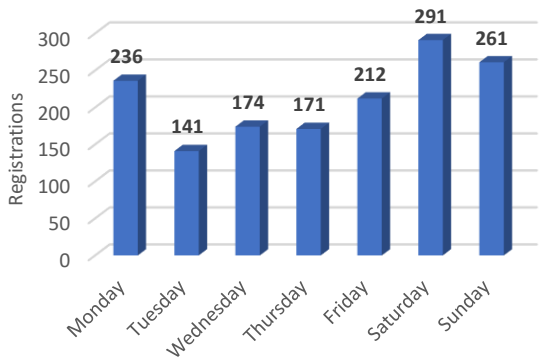
Timing Data Summary

| 5K Run/Walk | 1-Mile |
|---|---|
| Avg. Finish Time 43:18 | Avg. Finish Time 13:46 |
| Fastest Time Male: 16:48 Female: 18:41 | Fastest Time Male: 5:07 Female: 6:21 |
| Slowest Time Male: 1:09:06 Female: 1:09:49 | Slowest Time Male: 19:47 Female: 22:25 |

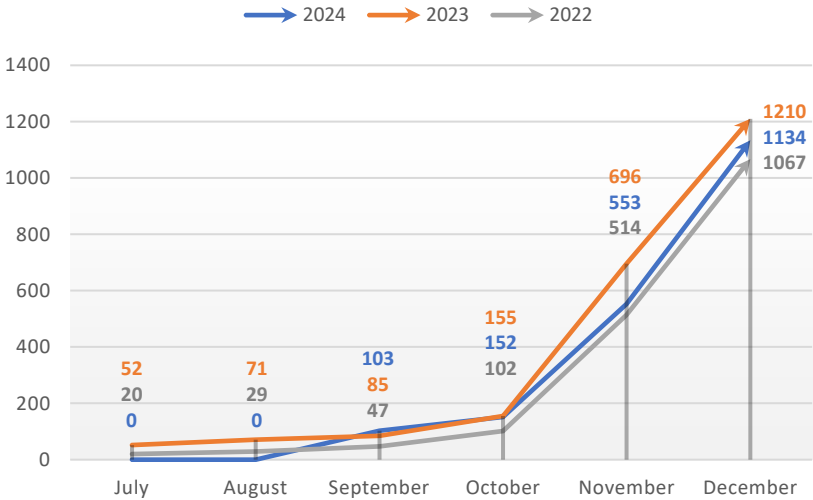
Registration Averages (Per Day)

| | |
|---|-------|
| Average Reg Count Per Day (4 Months) | 9.30 |
| Average Reg Count Per Day (Final 30 Days) | 18.73 |
| Average Reg Count Per Day (Final 7 Days) | 32.00 |

Registrations by Day of Week

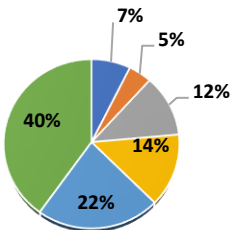


Year to Year Registration Comparisons



Swag Distribution

Store Comparison



| | Projected | Actual |
|---|-----------|--------|
| Leader Dogs for the Blind - Rochester Hills (Thurs) | 97 | 79 |
| Total Runner - Southgate (Fri) | 65 | 47 |
| RUNDetroit - Detroit (Sat) | 137 | 128 |
| Hanson's Running - Grosse Pointe (Sun) | 162 | 241 |
| Gazelle Sports - Birmingham (Mon) | 139 | 150 |
| Race Site - Belle Isle (tues) | 534 | 433 |

Bocci Challenge Trophy

| | Votes | % |
|---------------------------|-------|-------|
| 1. Hanson's Running Store | 128 | 45.4% |
| 2. RUNDetroit | 85 | 30.1% |
| 3. Total Runner | 36 | 12.8% |
| 4. Gazelle Sports | 33 | 11.7% |

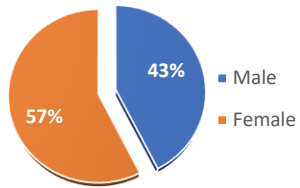
Note – 75.1% (852 people) did not vote for a store.

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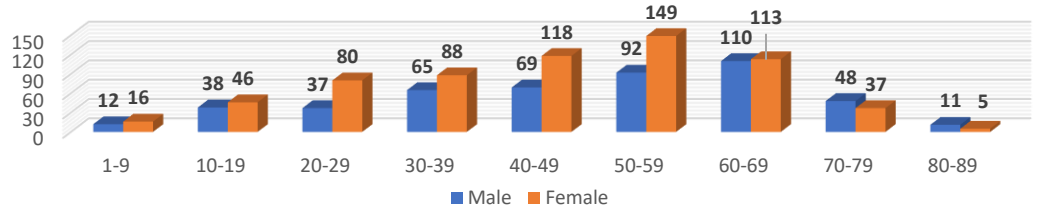
POST-EVENT METRICS REPORT cont.

Demographics

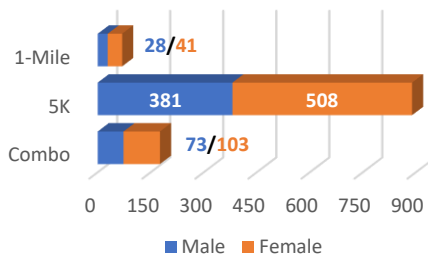
Gender



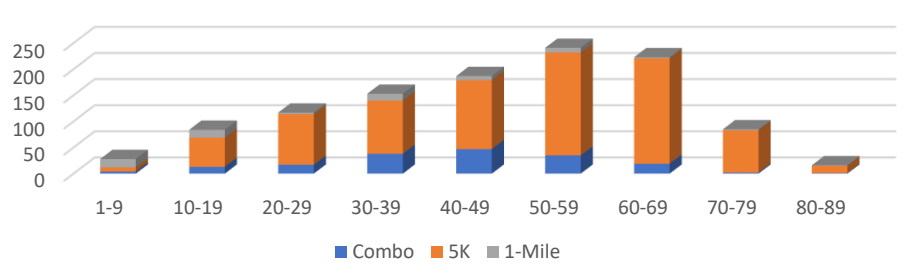
Age Groups



Gender by Event



Events by Age Group



Geographic Representation: 3 Countries; 15 States; 170 Cities

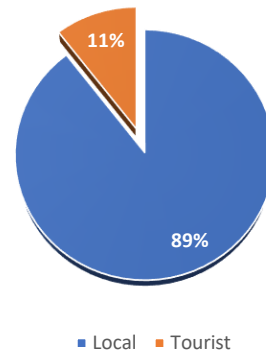
Top 10 Cities

| | |
|-----------------------|-----|
| 1. Detroit | 120 |
| 2. Windsor | 51 |
| 3. Troy | 47 |
| 4. Livonia | 30 |
| 5. Farmington Hills | 28 |
| 6. Dearborn | 28 |
| 7. Grosse Pointe Park | 28 |
| 8. Canton | 27 |
| 9. Southfield | 27 |
| 10. Royal Oak | 26 |

Top 10 States

| | |
|-------------------|-------|
| 1. Michigan | 1,025 |
| 2. Ontario | 78 |
| 3. Kentucky | 9 |
| 4. North Carolina | 4 |
| 5. Ohio | 3 |
| 6. Iowa | 2 |
| 7. Illinois | 2 |
| 8. California | 2 |
| 9. New York | 2 |
| 10. Florida | 2 |

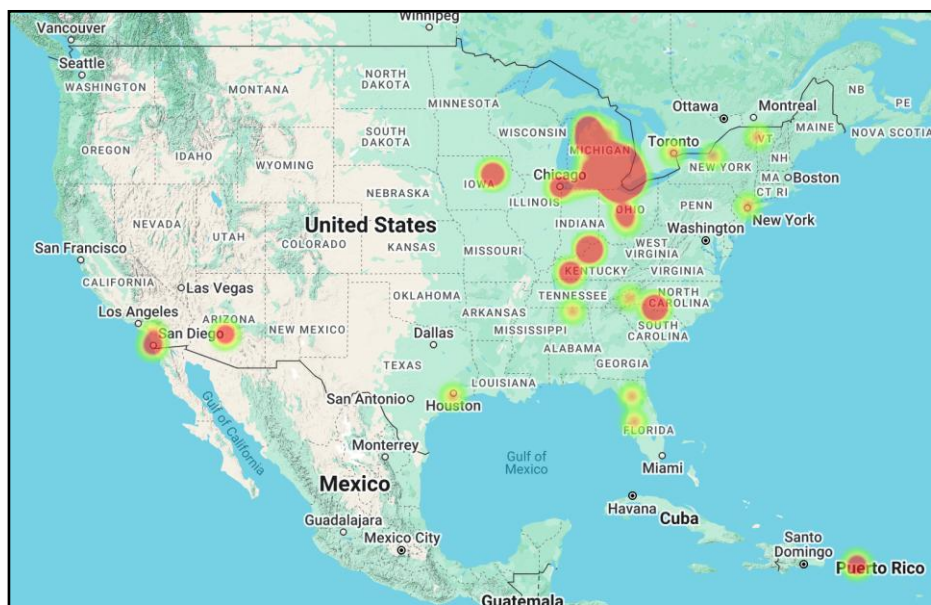
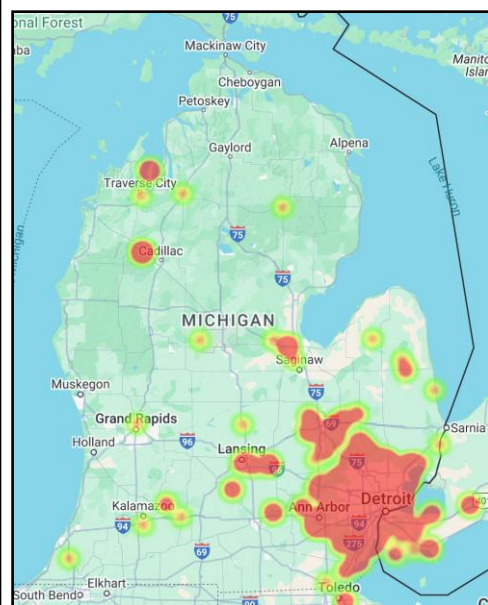
Locals vs. Tourists



Avg. Distance Travelled
38.48 Miles

Total Distance Travelled
43,635 Miles

Furthest Origination
San Diego, CA
1,971 Miles



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POST-EVENT METRICS REPORT cont.

Community

Fundraising



Total Amount Raised

\$5,173.29



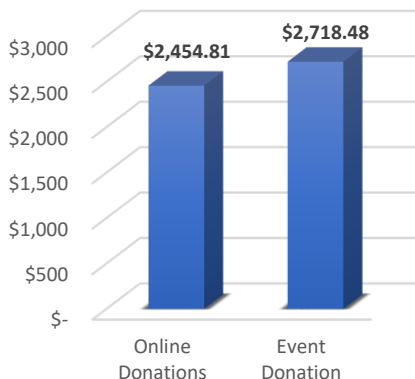
No. of Donations

113



Peer to Peer

\$464.12



Day of Week – Online Donations

| Day | Total | Percent |
|-----------|-------|---------|
| Sunday | 18 | 16.22% |
| Monday | 18 | 16.22% |
| Tuesday | 9 | 8.11% |
| Wednesday | 18 | 16.22% |
| Thursday | 13 | 11.71% |
| Friday | 17 | 15.32% |
| Saturday | 18 | 16.22% |

Volunteers



Total Volunteer Time

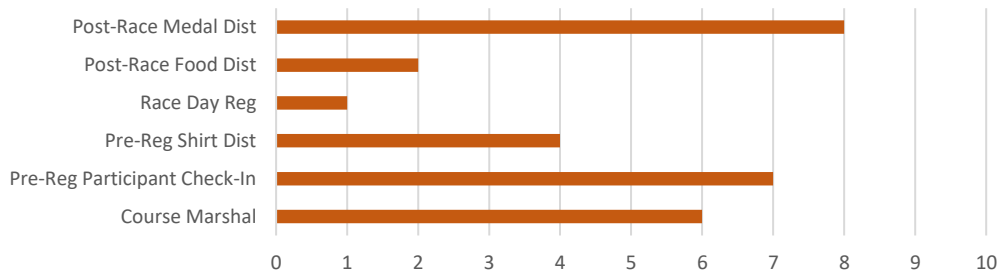
92 Hours



Total # of Volunteers

28

Volunteer Counts by Role



Marketing

Email Marketing



Emails Sent

27,923



Delivered Rate

99.61%



Open Rate

61.36%



Click Rate

7.20%



Unsubscribe Rate

0.24%



Bounce Rate

0.34%

Web Traffic & Social Media

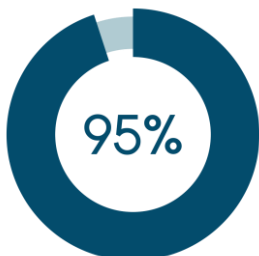


New Website Launch
September 1, 2024

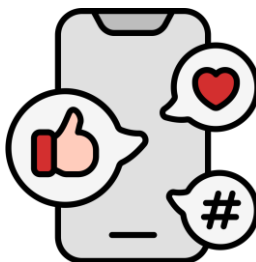
9,342 Site Visitors

Since Inception

One of the top-performing
sites compared to similar
events and businesses.



Social Media



65 Posts

Aug. 31, 2024 – Jan. 22, 2025



Reach: 438,470 unique users



10 Community Groups



Engagement Rate: 17.99%