

NS Marathon Committee Meeting

September 28, 2022

6:30pm, Multi Purpose Room

MINUTES

Attendance: Joel d'Entremont, Rick Allwright, Candice Phibbs, Talent Wilson, Amanda Nippard, Melanie d'Entremont. Colin Wickens, Misty James

1. Call to Order: Meeting began 6:30pm
2. Additions to the Agenda: Under Other: 1) Designs for swag, 2) Kids Run
3. Approval of the Agenda: Approved
4. Approval of the Minutes: Approved
5. Membership/ Decision making – A discussion was held around what decisions and responsibilities were to be held by the committee and what is the role of the race administrators and staff. Once the committee received the new proposed contract from Mile East, the details will be clearer but there is agreement around the committee maintaining oversight and governance of the event. Day to day operations will be the responsibility of Race Administration. Talent communicated that she would like to step down as chair. The committee is interested in putting a membership call out to see if there are some new people interested in being involved in some capacity especially in the changes to the responsibilities. Misty will assist in promoting the committee and seeking members, especially targeting Clarks Harbour, and other supporting partner organizations. The committee will discuss a replacement chair and other committee roles at the next meeting.
6. Report & Recommendations: Candice and Rick reviewed their report with recommendations for 2023 and future years. The committee also discussed the recommendations forwarded by Scott Symonds. Rick and Candice will take everything they heard along with their experience and provide a proposal for the next 2 years events (planning for multiple years will allow us to open registration early and cash in on the interest generated immediately after race day.) The committee can expect to receive a proposal by November 1st so everyone can come to the next meeting prepared to decide to accept it as is or request changes.
7. Other:

Talent suggested looking for ideas and designs to put a spin on the logo for shirts and other swag. We will ask Suzy for the other medal designs that were put forward last year to see what theme the committee would like to use before putting it out to the artistic community for submissions.

Talent put forward the idea of a kids race to run the day before the marathon. The committee agreed to Talent moving forward with some planning. A full proposal will come to the committee for next meeting. If the satellite event is to carry the Sea Me Run branding, the committee will have responsibility for oversight and decision making. There will be some additional costs incurred: a budget is required as well as safety/ emergency plans.

We discussed meeting dates and Amanda suggested meetings in November, January and March through July. The committee agreed to the schedule.
8. Adjournment: 7:56 pm
9. Next meeting date: November 9th, 2022, in the Multi-purpose Room

2022 Nova Scotia Marathon
Final Report



Submitted by:
Rick Allwright
Candice Phibbs

August 30, 2022

2022 Nova Scotia Marathon Final Report

Introduction

Following a Request for Proposal from the Municipality of Barrington/ Nova Scotia Marathon Committee, Mile East Productions came on board to provide assistance in the execution of the 2022 Nova Scotia Marathon.

Objectives & Outcomes

1. Execute a digital marketing campaign.

A thoughtful approach to digital marketing was taken with a focus being on consistent social media posts, branded imagery, email marketing of past participants and regular communication to registered participants.

Social media posts were broken out into four categories:

- Training Plans
- Motivation Monday
- Sponsorship Acknowledgement
- Visit Barrington Scenic Photos

This regular posting helped the Facebook and Instagram pages stay on followers feed and pushed people to the Race Roster registration site.

In the post race survey that was issued 20% of respondents noted they heard about the Nova Scotia Marathon on social media.

Email marketing was started early with an import and creation of a mailing list from past participants (dating back to 2014). Response to email marketing was good with 60-70% of those who received the email opening it on a consistent basis to read the materials.

Beginning eight weeks out from the 2022 Nova Scotia Marathon, regular communication began with registered participants to keep them in the loop on race kit pick up, camping information, travel information and more. In the post race survey that was issued, 99% of respondents noted they received adequate communication leading up to the event with 1% noting it was adequate but requested it be shared earlier.

In total, twenty emails were sent to participants encouraging registration or sharing information about this year's event.

2. Exceed 500 registered participants.

We set an early goal to exceed 500 participants for 2022. Knowing that this could be impacted by Covid 19 and travel restrictions, we pushed early and hard with the option that participants could switch to a virtual race kit if they could not travel.

On June 20, 2022 we reached 400 participants and shortly before race day we exceeded 500. A final count of registered participants was 536 with 100 of these being virtual participants.

3. Assist the committee in decision making, permit acquisition, volunteer organization and finish line coordination.

It was very helpful to sit in on the monthly committee meetings and stay in the loop of the decisions being made. In our review of volunteers, we found it difficult to schedule and know what positions were covered at times with committee members who were well versed in different areas taking the lead. A thank you to Amanda Nippard for scheduling the finish line, Scott Symonds for scheduling the water stops and Misty for providing summer students to fill the gaps at race kit pick up.

With previous race experience, we were able to regularly touch base with Troy of Atlantic Chip to ensure needs from his end were met.

We worked with Misty, RCMP and other stakeholders in regard to the permit required to hold the Nova Scotia Marathon on provincial highways. We suggest that this be something that begins in February. As the event grows it will be important to do this process early as we expect Nova Scotia Public Works to start requiring more controls and safety enhancements.

While we had wanted to close the causeway to a single lane this year and did receive the permit to do so, we were unable to secure the qualified flaggers to do this. In the future we would encourage the hiring of a security/flagging company with the right equipment (signage, trucks with flashing lights, pylons) to be able to close the road and control it safely.

Based on feedback from Chris Frotten, Troy Musseau of Atlantic Chip and Run Nova Scotia, the finish line ran very smoothly and was well staffed.

4. Generate a Positive Economic Impact to Barrington.

The NS Marathon is an event that drives tourism visitation to the area and without a doubt provides a positive economic impact for Barrington and the entire province. The average distance travelled by a participant was 629kms, and 70.5% of participants travelled at least 150kms to attend.

Of those who travelled to attend, 53% attended with at least one other person not participating in the event. We expect an economic impact of at least \$150,000 locally and \$250,000 for the province.

It may be worthwhile to work with Events Nova Scotia to conduct a full economic impact analysis of this event to understand the full value. We would suggest waiting until the 2024 event to do this.

Race Weekend Schedule and Review

Date	Time	Activity	Notes
July 21	5PM	Race Kit Packing	<ul style="list-style-type: none"> - Great to have this done in one session. - Volunteers were asked to come participate but work was already done when they arrived. - Worked well to add t-shirt and bib only when participants picked up kit.
		Volunteer Meeting	<ul style="list-style-type: none"> - Small number showed up for the meeting. - Good to meet volunteers and put faces to names. - Review what we want to get out of this meeting in the future.
		Water Station Pick Up	<ul style="list-style-type: none"> - Well coordinated and organized. - Great to get these items out ahead of the busy weekend of kit pick up.
July 22	4PM	Race Kit Pick Up (Day 1)	<ul style="list-style-type: none"> - Approx 130 race kits picked up. - Many people picked up multiple kits for friends/family. - Two check in stations were available with a third station for on-site registrations.
July 23	12PM	Race Kit Pick Up (Day 2)	<ul style="list-style-type: none"> - Approximately 230 participants picked up their race kits on July 23. - Two check in stations were available with a third station for on-site registrations.
	1PM	Sea Me Camp Check In	<ul style="list-style-type: none"> - Sites were staked early in the day. - Check in went smoothly and guests were escorted to their site by a volunteer. - There was lots of additional space on the ball field. Suggest offering 60 camp sites and 20-25 RV sites.
	5PM	Spaghetti Dinner	<ul style="list-style-type: none"> - Well attended and enjoyed. - Excellent sponsorship show case for Sobey's.
July 24			
	6AM	Race Kit Pick Up (Late)	<ul style="list-style-type: none"> - Approximately 30 kits were picked up the morning of the race. The majority of these were participants who drove to

			Barrington from other parts of Nova Scotia the morning of the race or who arrived from out of province late on July 23 and had missed kit pick up.
	7AM	Marathon Start	- Races began on time. - Run NS gantry used at the start line worked well. - Followed Run NS guidelines with land declaration read before each distance.
	7:30AM	Half Marathon Start	
	8AM	10KM Start	
	8:30AM	6KM Start	

Registrants Data

Region	# of Registrants
Nova Scotia	389
Ontario	54
Quebec	12
British Columbia	9
Colorado	8
Alberta	6
New Brunswick	5
PEI	5
New Hampshire	5
New York	4

Gender	# of Registrants
Male	217
Female	319

Age Category	# of Registrants
0-12	2
13-17	10
18-24	33
25-29	61
30-39	111
40-49	133
50-59	110
60+	76

Recommendations

1. Develop/ Re-Write Event Guidelines and Emergency Plan

Having clean event guidelines is crucial to the success of any event and allows all committee members and contracted partners to answer participant inquiries easily by referring to this document.

At times we were giving contradictory information to participants as the committee changed their mind. As an example, we were told there would be no registration available at race kit pick up, however this changed the week of the event.

The week of race day was calling for record high temperatures and the province was under a heat advisory. A road race in St. John's NFDL cancelled because of the heat advisory as a precaution to their participants. We suggest that a clear policy and plan be made for weather of all kinds for the Nova Scotia Marathon, in particular an extensive heat plan given that the event takes place in July.

2. Develop/ Review of Sponsorship Packages

It's wonderful to see the community sponsorship and having local committee members approach local business to collect sponsorship is integral to this. As social media posts were going out and information was being shared on the registration platform, it was difficult to track what sponsorship level some businesses were meeting.

From the sponsorship package sent to us on January 12, 2022, a presenting sponsor was named for a contribution of \$2500 however Wilson's Home Hardware was categorized as a presenting sponsor with their contribution of \$1000. Additionally, each sponsorship level was allowed one free registration, however some requests were for two registrations to be provided to the business. There was no differentiation between bronze or silver sponsorship in terms of what the business received in return for their contribution.

We would suggest that a thorough and detailed sponsorship package be developed and followed through on for the 2023 event to ensure that sponsors are acknowledged appropriately.

3. Review of Race Kit Pick Up, On-Site Registration and Overall Atmosphere of Pre-Race Arena

After assisting to staff race kit pick up and speaking with Atlantic Chip, we would suggest reducing the hours of race kit pick up. Offering kit pick up and Sea Me Camp check in from 12-7PM on the Saturday before the race would enough time to allow registrants to get their kits and would also reduce staff/volunteer needs. It would also reduce the need for Atlantic Chip staff to stay two nights in Barrington.

With the assistance of Atlantic Chip, allowing on-site registration is easy. This is a great way to boost numbers with walk-in registrants.

The Sandy Wickens Memorial Arena makes a great venue for race kit pick up. There is a lot of room for participants to come in and pick up their items. We see a lot of extra potential to add to the race experience. Putting up pipe-and-drape to change the space from an arena and adding exhibitor booths for a race expo would add to the participant experience. The exhibitor booths would also be a new revenue stream. A dedicated photo booth area with a Barrington backdrop and encouraging participants to use a yearly hashtag would also help drive the reach of the event on social media.

4. Increase Visual Signage

For participants from out of town and out of province, finding the Sandy Wickens Memorial Arena is challenging. More signage to point participants in the right direction would help facilitate a stress-free arrival.

On the roads, with the open course, we would suggest adding more signage to motorists. Many participants who had participated in the past noted how busy the roads

were in 2022 compared to any other year. Having construction style signs or A-frame style signs with the message “Slow Down, Race in Progress” or “Runner’s Ahead” for motorists would get the message out to the community and add to the participants peace of mind.

We would also suggest the use of LED road signs to be used beginning the week before the marathon with a message to locals about the run, to expect traffic delays and to watch for runners.

5. **Review of the Start Line**

Given the loss of the Nova Scotia Marathon banner, the Run Nova Scotia Gantry added a great visual to the start line. Acquiring a Sea Me Run gantry for the start line to match the finish line would further the branding. As the event continues to grow, start line scrim fencing for the chute could be considered as a way to keep spectators off the start line and define the area better while adding to the overall professionalism and look.

Closing the entry road to Sherose Island for 10 minutes following every wave of runners should be a consideration. Despite being told to keep to the shoulder of the road in the opening announcement, runners continued to run down the centre of the road. Having RCMP at the end of Sherose Island for the first left turn is integral as well to the safety of the participants.

Two speakers and a microphone were set up at the start line with music playing as participants waited to start their race. A call out was made 10 minutes before the race time to encourage participants to begin lining up and again 2 minutes before the race. An additional speaker should be set up inside the arena so any participants using the rest room or picking up a late kit can hear the call for their race.

Race start times were as follows:

7AM – Marathon

7:30AM – Half Marathon

8AM – 10KM

8:30AM – 6KM

There is room to tighten up these start times which would reduce both congestion on Sherose Island and help spread out participants crossing the finish line. We would suggest:

7AM – Marathon

8AM – Half Marathon

8:15AM – 10KM

8:30AM – 6KM

6. Review of the Finish Line

Feedback on the finish line from participants varied with several commenting on safety concerns. The causeway traffic was very heavy forcing runners onto the gravel shoulder on the last kilometre of their race. As we were successful in getting a permit to reduce the causeway to one lane, it is integral to find the right organization to properly close this lane during the heaviest traffic.

Comments on not knowing where to enter the finish chute and confusion on where to end the race were also noted by participants. Atlantic Chip suggested adding scrim fencing to the finish line to guide participants more clearly across the finish.

Other comments from the finish line that were noted were:

- Recycling and garbage bins are required
- A rack should be on hand to hold medals for distribution
- More weights/ sand bags are required for the finish line gantry
- An additional one or two branded tents for finish line refreshments, use as covering for the MC and for first aid are required
- Gatorade for participants should be available
- Maintenance of the parking lot is needed (there is a hole in the finish line chute and uneven ground where the driveway meets the road)
- An additional shuttle to drive participants back to the arena would be beneficial
- Arrange for ice plant to donate ice to keep finish line beverages cold
- A vehicle with flashing lights in the Subway parking lot should be placed to bring attention to motorists of the race

7. Post Event Reception Evaluation

The post race reception (chowder dinner) is synonymous with the Nova Scotia Marathon and enjoyed by many. Having the option of the cold plate widened the variety of food options. A vegetarian option should also be added.

Early finishers arrived back at the Sandy Wickens Memorial arena as early as 9:30AM. While the chowder was ready to eat, a more fitting option for this time of day would be trays of fruit, yogurts and bagels/rolls. The committee could consider reducing the amount of chowder and offering these light reception items from 9:30-11AM before the chowder begins to be served at 11AM.

There was an abundance of leftover Seafood and Fish Chowder at the end of the reception. Contacting a local charitable organization to pick up the leftovers at 2PM on race day would cut down on volunteers trying to figure out a way to get the leftovers distributed on a Sunday afternoon. Consider contacting a women's shelter, church or seniors home for donation of the leftover items.

8. Arena Cleanliness

To say the arena rest rooms and showers were well utilized would be an understatement. Participants were grateful for the chance to cool off in the arena locker rooms. However, this led to heavy garbage build up, water on the floor and overall unsanitary conditions in the restrooms and locker rooms after being used all day. An arena custodian or cleaning contractor should be brought in on race day to keep restrooms clean and maintained from 7AM-3PM.

9. Miscellaneous

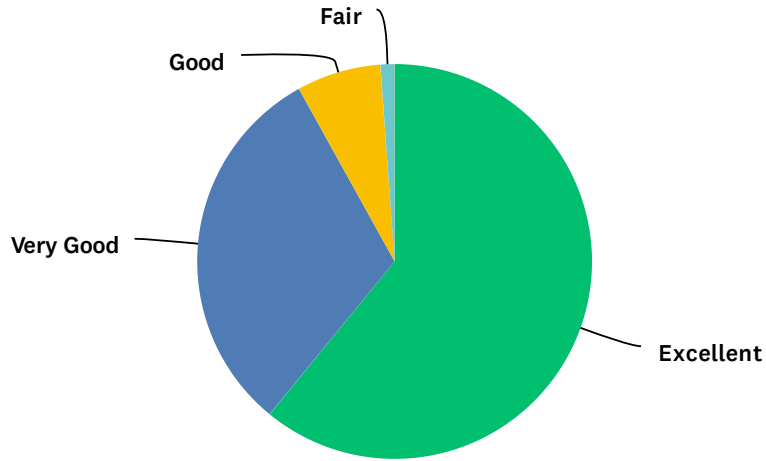
Following race day, we've put together an assortment of general recommendations that do not fit in the above categories:

- Food items (orange slices, banana's and chocolate) were advertised as being available at key aide stations but were not provided. Suggestion to provide these items(or other food/fuel items) for the half and full marathon routes.
- Hiring of a videographer for future marketing footage.
- Provide volunteer shirts to all race volunteers. An easy thank you for the volunteer's time and this makes the volunteers stand out amongst spectators and participants.
- Create a formal documentation of road markings for reference to new committee members.
- Evaluate medal supplier (quality issues in 2022 with paint peeling and medal flaking).
- Pair down the Sea Me Run website to very general information and link to Race Roster. Maintaining both sets of information was very time consuming.
- Hire a dedicated social media person for race day to continuously post to Instagram, Facebook and Twitter pages.
- Provide T-shirt measurements when participants are registering so participants can pick the right shirt size. Many participants found the shirt fit ran small this year. Consider a technical material for the t-shirts as well.
- Add car magnet signs to the vehicles of race officials driving the route.

Survey Results – See Appendix A

Q1 Overall, how would you rate the 2022 Nova Scotia Marathon?

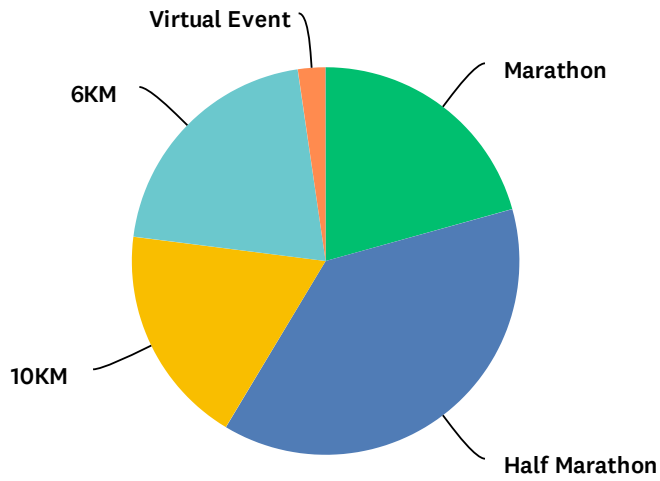
Answered: 87 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	60.92%	53
Very Good	31.03%	27
Good	6.90%	6
Fair	1.15%	1
Poor	0.00%	0
TOTAL		87

Q2 Which distance did you run?

Answered: 87 Skipped: 0

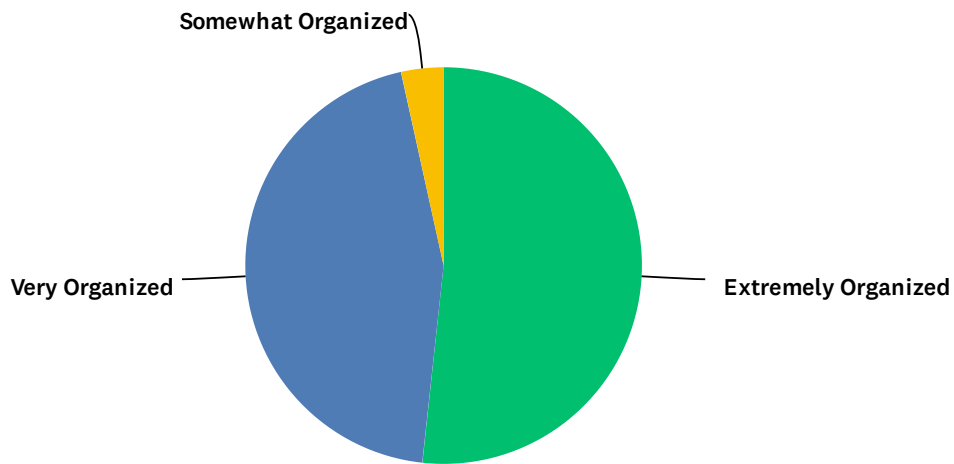


ANSWER CHOICES	RESPONSES	
Marathon	20.69%	18
Half Marathon	37.93%	33
10KM	18.39%	16
6KM	20.69%	18
Virtual Event	2.30%	2
Other (please specify)	0.00%	0
TOTAL		87

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q3 How organized did you find the Nova Scotia Marathon?

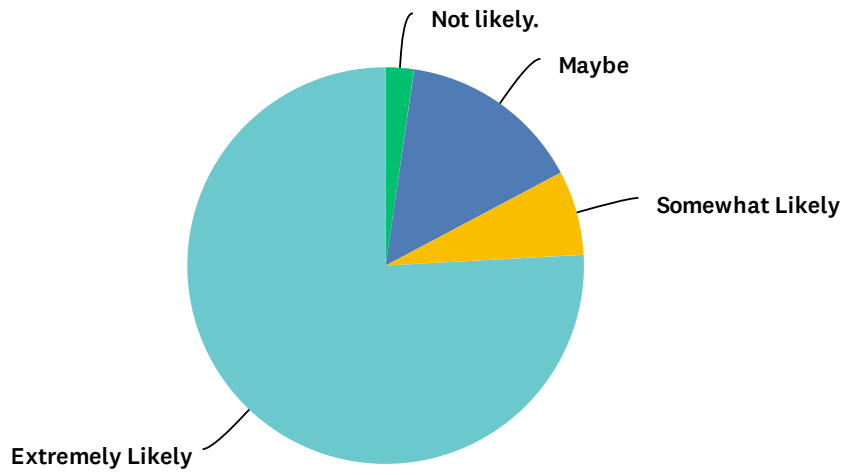
Answered: 87 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely Organized	51.72%	45
Very Organized	44.83%	39
Somewhat Organized	3.45%	3
Not Organized	0.00%	0
TOTAL		87

Q4 How likely are you to attend the Nova Scotia Marathon in the future?

Answered: 87 Skipped: 0



	NOT LIKELY.	MAYBE	SOMEWHAT LIKELY	EXTREMELY LIKELY	TOTAL	WEIGHTED AVERAGE
(no label)	2.30%	14.94%	6.90%	75.86%	87	3.56
	2	13	6	66		

Q5 Taking into account the finishers medal, t-shirt, additional swag and post-race meal, do you feel the entry rate was worthwhile?

Answered: 87 Skipped: 0

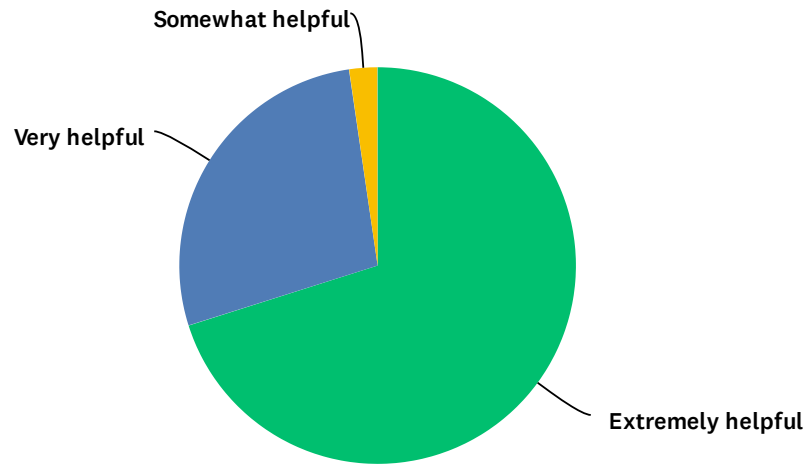


ANSWER CHOICES	RESPONSES	
The price was fair	89.66%	78
Priced a little high	3.45%	3
Priced very high	0.00%	0
Priced a little low	1.15%	1
Priced very low	0.00%	0
Other (please specify)	5.75%	5
TOTAL		87

#	OTHER (PLEASE SPECIFY)	DATE
1	Its is the best value by far I have ever experienced for a race	7/29/2022 6:16 PM
2	The race t should be mositure wicking. I was very disappointed in that.	7/26/2022 8:50 PM
3	The price was fair, but I was disappointed that there was no vegetarian post race meal when (I think) I was asked about whether I'd want veggie/meat when I registered.	7/26/2022 6:14 PM
4	Reasonably priced I think. I would prefer a tank - especially for a summer run. Also, there wasn't really additional sway in the bag.	7/26/2022 9:27 AM
5	Priced very fair but would have liked a different type of t-shirt	7/26/2022 8:20 AM

Q6 How helpful were the volunteers?

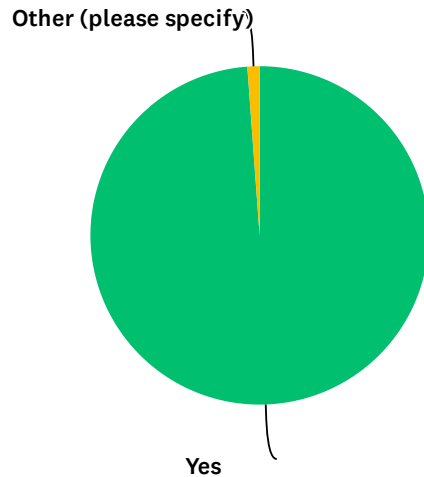
Answered: 87 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely helpful	70.11%	61
Very helpful	27.59%	24
Somewhat helpful	2.30%	2
Not so helpful	0.00%	0
TOTAL		87

Q7 Did you receive enough communication and information leading up to the event?

Answered: 87 Skipped: 0

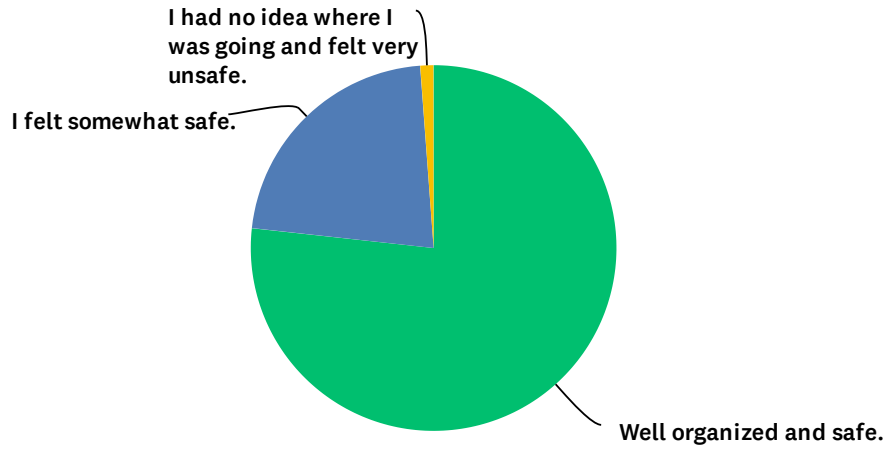


ANSWER CHOICES	RESPONSES	
Yes	98.85%	86
No	0.00%	0
Other (please specify)	1.15%	1
TOTAL		87

#	OTHER (PLEASE SPECIFY)	DATE
1	Yes but I think it should have been given a few days earlier	7/26/2022 7:49 AM

Q8 Did you feel safe and well directed on the route?

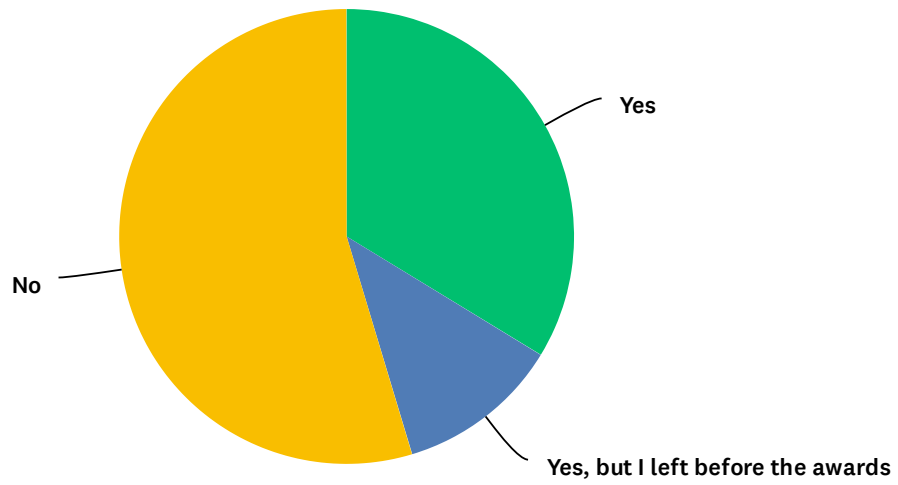
Answered: 86 Skipped: 1



ANSWER CHOICES	RESPONSES	
Well organized and safe.	76.74%	66
I felt somewhat safe.	22.09%	19
I had no idea where I was going and felt very unsafe.	1.16%	1
TOTAL		86

Q9 Did you attend the post-race reception/ awards?

Answered: 86 Skipped: 1



Q10 If you attended the reception, please share your thoughts and comments.

Answered: 43 Skipped: 44

#	RESPONSES	DATE
1	Your post race meal was excellent- seafood chowder- WOW- and allowing family member to enjoy also. People serving the meal were very pleasant.Participated in over 25 marathons certainly one of my favourites.	8/8/2022 9:30 PM
2	The reception was great! I think it could have been a bit more organized in terms of keeping the top finishers standing at the front to recognize their accomplishments and placing the banners at the front so there could be more group photos.	8/5/2022 4:07 PM
3	I've always enjoyed the fish chowder	8/3/2022 10:28 PM
4	Did not attend	7/30/2022 8:23 AM
5	Amazing and plentiful chowder was much appreciated. As was the photo opp with fellow award winners who I met / ran with on course.	7/29/2022 6:16 PM
6	Delicious and lots of choices	7/29/2022 4:42 PM
7	For myself and thinking of our community, - I would have liked to see "something"(maybe music or activity just before and after the awards in order to encourage me(and guests from away) to stay a bit longer	7/29/2022 4:41 PM
8	Food is awesome as always	7/27/2022 8:29 AM
9	Best chowder ever. Salad was a nice option and was beautifully presented and extremely good.	7/27/2022 8:28 AM
10	Meal was good. Having shower facility was a hugh bonus!	7/26/2022 8:56 PM
11	tasty food and well organized	7/26/2022 8:52 PM
12	Wonderful seafood chowder..it was nice it was ready and available after the shorter races	7/26/2022 8:23 PM
13	Don't change a single thing !	7/26/2022 6:27 PM
14	Just like the race, loved it. Chowder was delicious as usual and the timing was perfect. In the past, the reception, awards and sometimes guest speaker was a little too long. Always impressed with this event	7/26/2022 4:29 PM
15	No left early	7/26/2022 2:51 PM
16	Seafood chowder and cookies were delicious	7/26/2022 1:37 PM
17	Did not attend	7/26/2022 12:30 PM
18	Excellent food, great to see awards be given out.	7/26/2022 12:11 PM
19	Chowder was great.	7/26/2022 11:57 AM
20	Reception should be when the route closes so all can attend	7/26/2022 11:41 AM
21	N/A	7/26/2022 11:41 AM
22	The chowder is awesome, I love that feature!! I usually stay for the awards but I had a family member with me who was eager to hit the road so we took off before.	7/26/2022 11:29 AM
23	Question 8 and 9 were not well phrased... Q8 for example: I attended the reception but came AFTER the awards. Not an answer option... Q9: I felt well directed but quite unsafe due to the traffic. Not an answer option either. For this question: I loved the food, the staff and volunteers and the whole setting! I'd loved if it had been going on a bit longer. People cleaning up and removing tables while others were still chatting and eating was a bit weird.	7/26/2022 10:58 AM

2022 Nova Scotia Marathon Survey

24	Excellent chowder. I would remind runners that times and awards are given at the reception with a time that happens. It would be nice to see even more of the runners stay to hear the times and recognize folks Nice race thanks	7/26/2022 10:00 AM
25	Food was amazing.	7/26/2022 9:59 AM
26	There were no knives for the roll and butter but besides that it was well done.	7/26/2022 9:57 AM
27	Great	7/26/2022 9:52 AM
28	The food was excellent! It was a nice way to continue to post race fun :)	7/26/2022 9:37 AM
29	I appreciated the option to take out the food. It was delicious :) The arena is a great spot with lots of space and bathrooms etc	7/26/2022 9:27 AM
30	I did not attend the reception	7/26/2022 9:19 AM
31	Great food, everyone was super friendly!	7/26/2022 9:18 AM
32	Well organized, food was great and it wasn't too long	7/26/2022 9:17 AM
33	I got there after the reception awards but the chowder was good!	7/26/2022 8:53 AM
34	Did not attend the reception but it would have been nice to know ahead of time that we could still get the meal even though we were standing for the awards. A volunteer just happened to mention we could grab some food early while we were on our way to the bathroom before leaving. Probably a lot of people missed out on it.	7/26/2022 8:20 AM
35	Amazing food as always. Maybe start serving food a little earlier but keep awards for when more runners are done	7/26/2022 8:16 AM
36	Did not wait for the reception as I finished at 9:30. I find that 's to long of a wait. Not your fault though, completely understand waiting for the other runners. Great Event.... Well done to the Organisers!	7/26/2022 7:58 AM
37	Well done, but could have knives supplied with the meal	7/26/2022 7:40 AM
38	The services after the race were excellent If possible a technical t-shirt of the sea me run event as an option to purchase would be awesome	7/26/2022 7:36 AM
39	I would pay extra or like the option to purchase a technical Sea Me Run shirt so that I could wear for running.	7/26/2022 7:24 AM
40	Absolutely amazing! Thank you for everything! 😊😊❤️	7/26/2022 7:21 AM
41	Well organized	7/26/2022 7:15 AM
42	Great to have a cold plate option . Volunteers were awesome	7/26/2022 7:15 AM
43	N/A	7/26/2022 7:06 AM

Q11 If you did not attend the reception, please share your reasons why.

Answered: 59 Skipped: 28

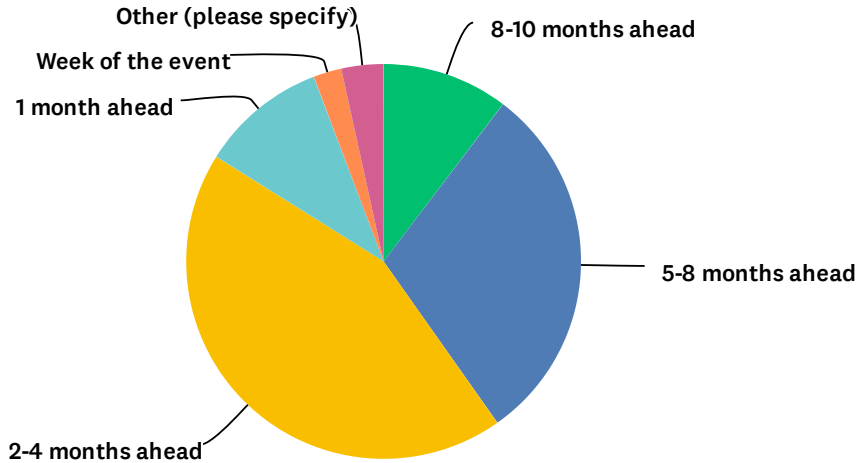
#	RESPONSES	DATE
1	Had to return to halifax	8/22/2022 7:28 AM
2	N/A	8/5/2022 4:07 PM
3	My kids had a baseball tournament we needed to go to right after I completed the run.	7/30/2022 8:23 AM
4	n/a	7/29/2022 6:16 PM
5	N/a	7/29/2022 4:42 PM
6	I had another event to get to	7/29/2022 8:01 AM
7	Finished early enough that I didn't want to wait the hour and a half for the event, also COVID concerns.	7/29/2022 1:40 AM
8	It was over by the time we finished. Packing up had begun, but I was happy that the 42.2 banner was still up so we could get a photo.	7/28/2022 11:01 PM
9	I had other commitments following the drive home.	7/27/2022 9:12 PM
10	Friends visiting with another location to travel to together.	7/27/2022 1:27 PM
11	I was there with young kids who needed to head home.	7/27/2022 9:47 AM
12	I had other commitments	7/27/2022 9:31 AM
13	I went	7/27/2022 8:29 AM
14	If I was a marathon running I'd be disappointed as it was early. Also as a half marathon running I missed the awards ceremony.	7/27/2022 8:28 AM
15	Had other plans for after the marathon	7/27/2022 7:52 AM
16	I was exhausted :)	7/27/2022 7:27 AM
17	Other commitments	7/27/2022 6:43 AM
18	No interest	7/26/2022 8:50 PM
19	Fatigue	7/26/2022 8:23 PM
20	I had to drive back to Halifax and pack for a flight on Monday and didn't want to do that later.	7/26/2022 6:14 PM
21	Long drive home	7/26/2022 6:08 PM
22	Had to drive back to Moncton, NB	7/26/2022 4:59 PM
23	Prior commitments	7/26/2022 1:37 PM
24	Too late	7/26/2022 12:55 PM
25	COVID 19 is still very prevalent in our province and I am avoiding indoor events.	7/26/2022 12:46 PM
26	Partner participated in the full marathon and was unfortunately not feeling well after the race.	7/26/2022 12:30 PM
27	None	7/26/2022 11:57 AM
28	It was over	7/26/2022 11:41 AM
29	Finished the race, but I might have missed the reception/awards after... did not get a chance to see it	7/26/2022 11:41 AM
30	not really interested	7/26/2022 10:58 AM

2022 Nova Scotia Marathon Survey

31	I did	7/26/2022 10:58 AM
32	I have food allergies and was unable to stay to eat. No complaints.	7/26/2022 10:37 AM
33	I, and a number of others, were still running at the time of the reception. Because I would have liked to attend, I consider this a major shortcoming of the program.	7/26/2022 10:13 AM
34	Still not comfortable inside with Covid around.	7/26/2022 10:03 AM
35	N/a	7/26/2022 9:59 AM
36	N/A	7/26/2022 9:52 AM
37	Took food to go because we had to check out if our Airbnb and get our dog	7/26/2022 9:27 AM
38	I had company and also wanted to be careful because of COVID	7/26/2022 9:19 AM
39	N/A	7/26/2022 9:18 AM
40	We were in a rush to get home	7/26/2022 9:12 AM
41	Other commitments	7/26/2022 8:56 AM
42	I was slow.	7/26/2022 8:53 AM
43	we are immune compromised and still not spending time inside buildings	7/26/2022 8:32 AM
44	Did not want to wait around an extra hour for it to start.	7/26/2022 8:20 AM
45	Not sure why we don't. We made a point of saying We should go next year. Local	7/26/2022 8:17 AM
46	See #10	7/26/2022 7:58 AM
47	We had plans for the beach, but were disappointed to miss the reception.	7/26/2022 7:55 AM
48	Time. I had other plans later that day and was unable to stay.	7/26/2022 7:50 AM
49	Still not comfortable being around crowds	7/26/2022 7:49 AM
50	There wasn't a vegetarian option and I had to leave to drive home	7/26/2022 7:41 AM
51	I did not attend the reception as there was no vegetarian options for me to eat	7/26/2022 7:37 AM
52	Long drive home. Wanted to get on the road.	7/26/2022 7:31 AM
53	Busy doing something else	7/26/2022 7:25 AM
54	Timing. Wanted to head for home when I finished.	7/26/2022 7:17 AM
55	Na	7/26/2022 7:15 AM
56	Na	7/26/2022 7:15 AM
57	Virtual runner	7/26/2022 7:14 AM
58	We wanted to jump in the ocean to cool our muscles down and we had young kids with us who were more interested in swimming then going to a reception ;)	7/26/2022 7:08 AM
59	I want to visit with family after race. I liked last year when meals could be picked up to go.	7/26/2022 7:06 AM

Q12 When registering for similar running events, how early are you likely to register?

Answered: 87 Skipped: 0

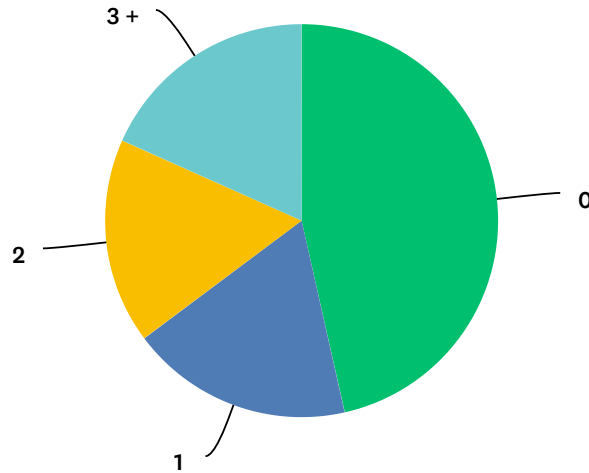


ANSWER CHOICES	RESPONSES	
8-10 months ahead	10.34%	9
5-8 months ahead	29.89%	26
2-4 months ahead	43.68%	38
1 month ahead	10.34%	9
Week of the event	2.30%	2
Day of the event	0.00%	0
Other (please specify)	3.45%	3
TOTAL		87

#	OTHER (PLEASE SPECIFY)	DATE
1	somewhere between 1-2 ahead of race	7/29/2022 1:40 AM
2	Depends on the race and how far the location is from where I live. For a marathon it would likely be at least 4 months ahead, but for a half marathon maybe just a month or two.	7/26/2022 6:14 PM
3	It really depends on what I require for RNS and what goals I set for myself that year.	7/26/2022 7:58 AM

Q13 If you travelled more than 150km to attend this event, how many people did you travel with, that were not participating in the event?

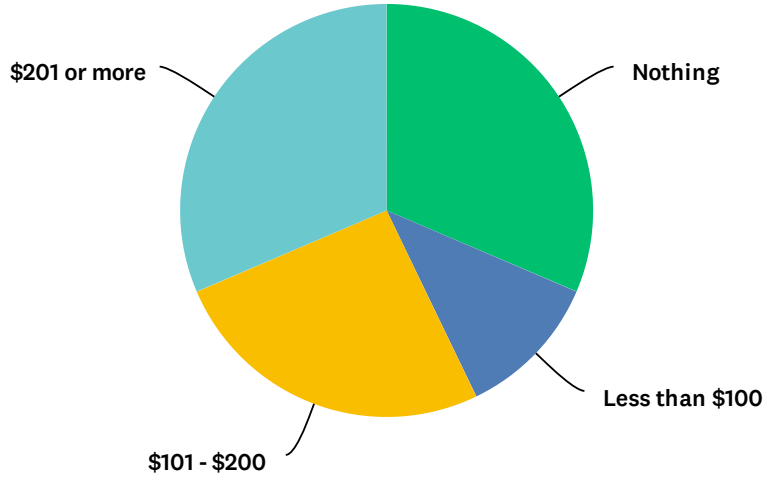
Answered: 71 Skipped: 16



ANSWER CHOICES	RESPONSES	
0	46.48%	33
1	18.31%	13
2	16.90%	12
3 +	18.31%	13
TOTAL		71

Q14 If you travelled more than 150km to attend this event, approx. how much did you spend on accommodations?

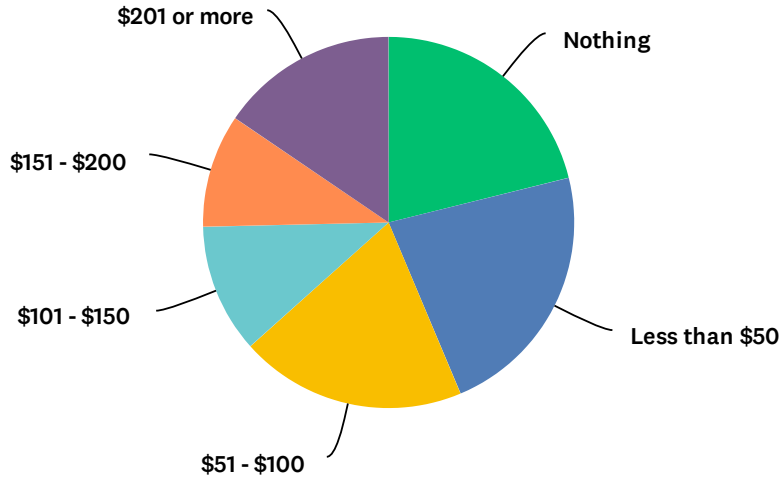
Answered: 70 Skipped: 17



ANSWER CHOICES	RESPONSES	
Nothing	31.43%	22
Less than \$100	11.43%	8
\$101 - \$200	25.71%	18
\$201 or more	31.43%	22
TOTAL		70

Q15 If you travelled more than 150km to attend this event, approx. how much did you spend on food and beverage?

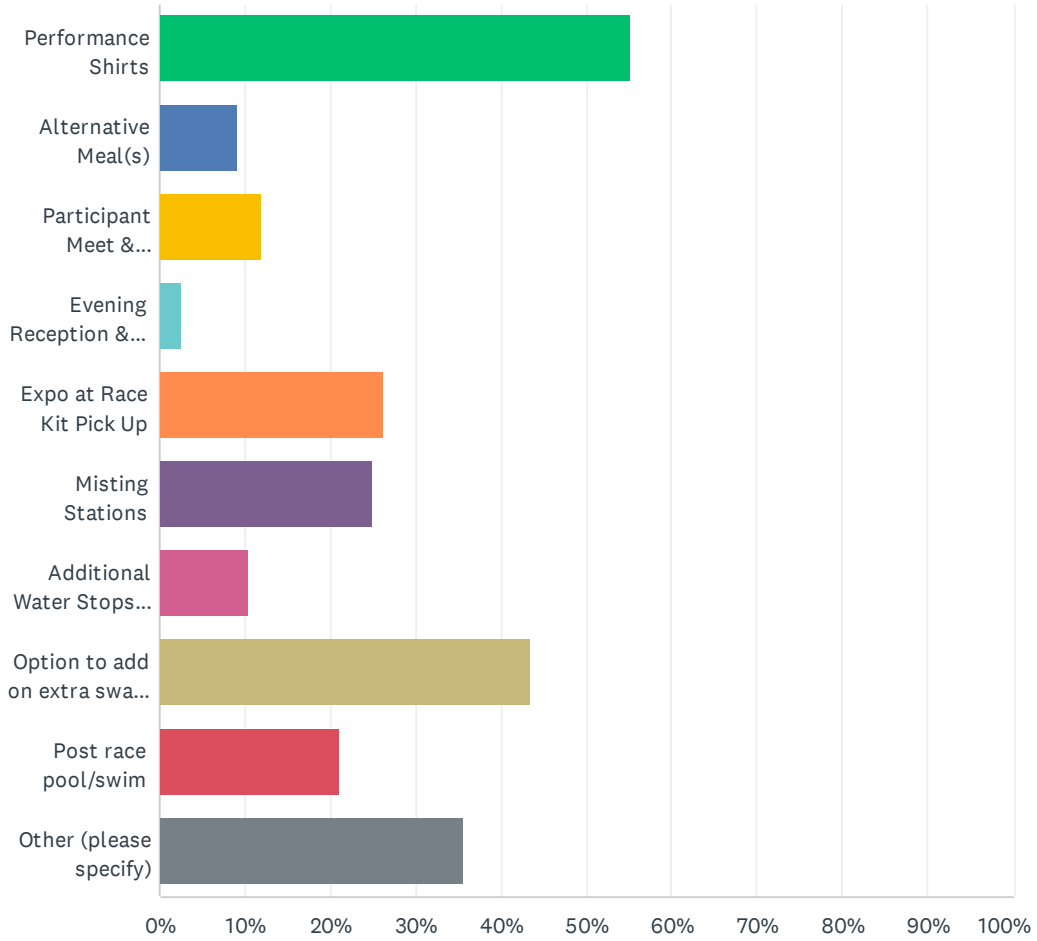
Answered: 71 Skipped: 16



ANSWER CHOICES	RESPONSES	
Nothing	21.13%	15
Less than \$50	22.54%	16
\$51 - \$100	19.72%	14
\$101 - \$150	11.27%	8
\$151 - \$200	9.86%	7
\$201 or more	15.49%	11
TOTAL		71

Q16 What would you like to see in the future at the Nova Scotia Marathon?

Answered: 76 Skipped: 11



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ANSWER CHOICES	RESPONSES	
Performance Shirts	55.26%	42
Alternative Meal(s)	9.21%	7
Participant Meet & Greet/Social Event (Saturday Night)	11.84%	9
Evening Reception & Awards (Sunday night)	2.63%	2
Expo at Race Kit Pick Up	26.32%	20
Misting Stations	25.00%	19
Additional Water Stops (2022 had 16 water stops on full marathon)	10.53%	8
Option to add on extra swag (IE Running Belt, Barrington Beach Towel, Performance Socks, etc)	43.42%	33
Post race pool/swim	21.05%	16
Other (please specify)	35.53%	27
Total Respondents: 76		

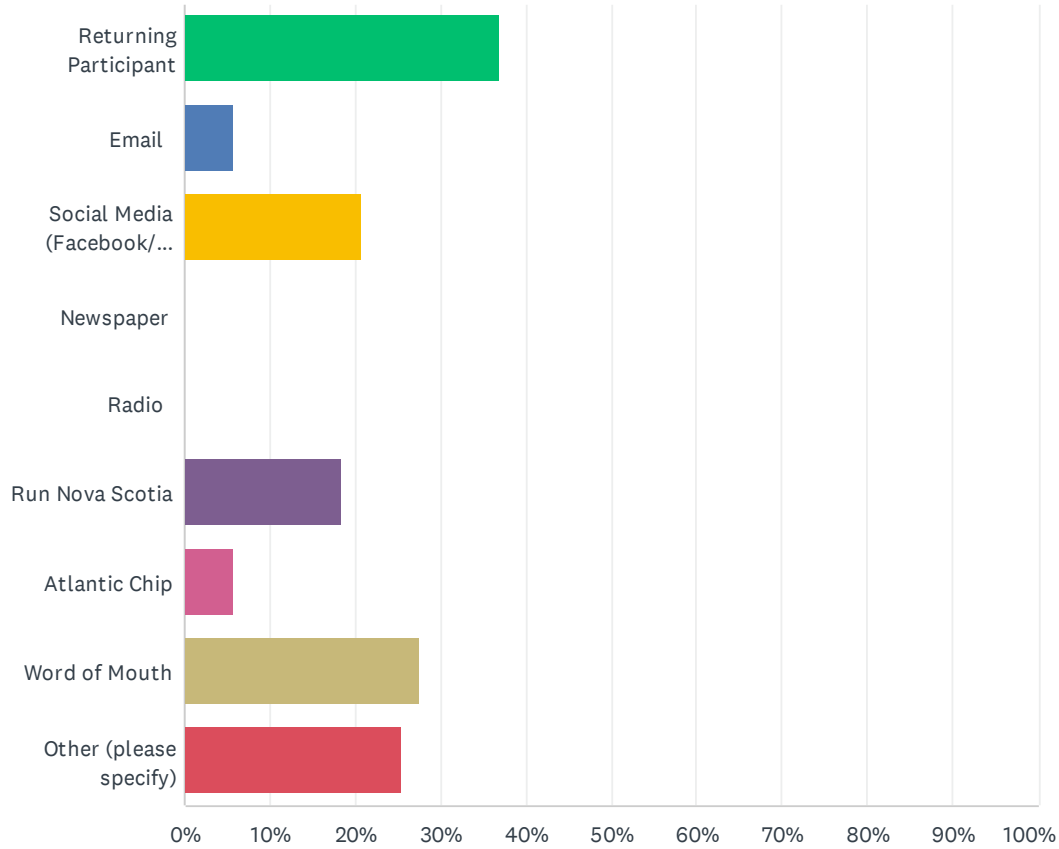
#	OTHER (PLEASE SPECIFY)	DATE
1	Also the 6K walkers route was a hazard and I also ran into someone and then I had to deal with on coming traffic to avoid 3 people walking abreast.	8/22/2022 7:28 AM
2	Running hat	8/8/2022 9:30 PM
3	Prizes for top finishers !	8/5/2022 4:07 PM
4	Easier race kit pick up /mail	7/29/2022 4:42 PM
5	a closed course. Possibly more moral support in the second half... for most of it we just felt like we were doing a long run on the side of an open road. Didn't feel very "race" like. Made it tougher!	7/28/2022 11:01 PM
6	The only complaint I really have is the t-shirt. It fits too tightly around the neck although it is the right size for me. The Spaghetti supper was excellent.	7/27/2022 9:31 AM
7	Loved the tank top in past. Local stores should be open sat night and/or could be at an expo.	7/27/2022 8:28 AM
8	printed/pdf race map needs arrows on map. Hawk point loop was unclear, and even how you loop the island could be mis-interpreted.	7/26/2022 8:56 PM
9	A little more recognition for age group winners	7/26/2022 6:27 PM
10	I would like to see it be a safer run with less traffic. I found it extremely dangerous when cars would go by me and their mirrors would almost hit me !! I do not enjoy running that close to vehicles!! This could make me not want to run the race again.	7/26/2022 6:08 PM
11	I am good with the way it is!	7/26/2022 4:29 PM
12	W	7/26/2022 1:37 PM
13	One lane only on course 7:00 am - 11:30 am	7/26/2022 12:55 PM
14	Less traffic on the route! I know you advertise that it is not a closed course, but there was a lot of traffic on the route and there were a number of times when I felt unsafe. One time in particular, was at the last water station before the causeway. It was set up very close to the road and with oncoming traffic a few of us had to run off course behind it to avoid stopping or getting hit.	7/26/2022 12:46 PM
15	More signs/cones on the course reminding drivers to cede to runners. Had to move off the road a few times.	7/26/2022 11:57 AM

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16	Traffic control on marathon route until the last runner finishes More support and liveliness on the route in between water stations	7/26/2022 11:41 AM
17	Bibs with names. And being protected from traffic. The last 15km were sketchy and some of those truck drivers really didn't seem to care about runners. After you ran 35km, you're not the most attentive anymore and have jello legs, not great with all the traffic on the road...	7/26/2022 10:58 AM
18	Award ceremony that is accessible to all and not only the faster runners.	7/26/2022 10:13 AM
19	Less traffic	7/26/2022 10:03 AM
20	Music at the start line	7/26/2022 9:57 AM
21	Distance specific medals	7/26/2022 8:56 AM
22	Feel it is fine. Appreciate the quality of the medal, shirts etc	7/26/2022 8:17 AM
23	You did a fantastic job. I signed up late and paid the higher price. I understand the incentives registering early, however, when you're running 15-20 races a year it gets expensive.. Perhaps no swag, less for registration. Thanks again for a great time.	7/26/2022 7:58 AM
24	Technical T-shirt	7/26/2022 7:36 AM
25	Race pacers	7/26/2022 7:31 AM
26	More NS themed items to purchase at race kit pick up or in swag bag	7/26/2022 7:28 AM
27	Finisher meals to go	7/26/2022 7:06 AM

Q17 How did you hear about the Nova Scotia Marathon? (choose all that apply)

Answered: 87 Skipped: 0



ANSWER CHOICES	RESPONSES
Returning Participant	36.78% 32
Email	5.75% 5
Social Media (Facebook/ Instagram)	20.69% 18
Newspaper	0.00% 0
Radio	0.00% 0
Run Nova Scotia	18.39% 16
Atlantic Chip	5.75% 5
Word of Mouth	27.59% 24
Other (please specify)	25.29% 22
Total Respondents: 87	

#	OTHER (PLEASE SPECIFY)	DATE
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2022 Nova Scotia Marathon Survey

1	Google	8/5/2022 4:07 PM
2	race roster	8/4/2022 4:37 AM
3	I have family in the region	7/29/2022 6:16 PM
4	coerced into running by girlfriend	7/29/2022 1:40 AM
5	My husband ran it several years ago	7/27/2022 1:27 PM
6	Saw the signs around Barrington last year and decided to register this year!	7/27/2022 9:47 AM
7	Searching for Canadian marathons	7/26/2022 8:56 PM
8	Google search for half marathons in Nova Scotia, and then decided to sign up for a full marathon because the route looked nice and I had enough time to train.	7/26/2022 6:14 PM
9	Friend	7/26/2022 4:59 PM
10	Web search for races in NS.	7/26/2022 11:57 AM
11	Google search	7/26/2022 11:41 AM
12	Google search for marathons in NS	7/26/2022 10:58 AM
13	My brother who was interested in half marathon options	7/26/2022 10:00 AM
14	Googled races in NS	7/26/2022 9:37 AM
15	I googled it	7/26/2022 9:12 AM
16	google	7/26/2022 8:54 AM
17	From the area, have always known	7/26/2022 7:49 AM
18	Grew up in the area	7/26/2022 7:41 AM
19	I live in the area.	7/26/2022 7:40 AM
20	Found by searching races in the area	7/26/2022 7:24 AM
21	Race roster	7/26/2022 7:15 AM
22	I'm a local	7/26/2022 7:06 AM

Q18 Is there anything else you'd like to share?

Answered: 55 Skipped: 32

#	RESPONSES	DATE
1	Yes the last portion of the route was dangerous. And congested. 6K walkers were a challenge to navigate. And I did not feel safe running on that section.	8/22/2022 7:28 AM
2	Thank you so much for such an amazing experience. I had an amazing time travelling to the east coast to participate in this event. It was such a highlight of my summer. As my first marathon i'm really glad it was the Nova Scotia Marathon. The community was so beautiful and supportive and I can't wait to come back next year!!	8/5/2022 4:07 PM
3	Other than running into a bit of an increase in oncoming car traffic near the end as we re-approached the causeway I really don't have any complaints. An extra body to point the marathoners around the little loop near The Hawk might be helpful as Scott, in front of me at the time, nearly stated off in the wrong direction there. THE COLD SPONGES WERE SO THOUGHTFULL THANK YOU!!! It was an incredible experience I will remember for the rest of my life. I will certainly return to run again at some point in life. I travelled from Guelph Ont. , so its not exactly close but I do have family in the area I stayed with from Saturday through to Tuesday morning. Made a week trip out of it and visited Wolfville a couple days afterwards also. My sincere thanks again to everyone involved.	7/29/2022 6:16 PM
4	Wish the race could start/finish at same location. Line for shuttle was long and walking back after a long run was not my favourite.	7/29/2022 4:42 PM
5	I would suggest working something out with the motels on the recommended list to include the ability to return and shower. Late check out option... our motel wouldn't do that so it was a long sweaty drive home. I wasn't up for the group shower situation at the arena! Mostly I was happy with the experience, but I probably won't drive out that way again. Never say never, but it was a long way to go for what felt like a solo long run. Was happy to have the water stations and volunteers to boost us up. The causeway was great...all the flags! Was VERY happy to see the last runner got a time even after the 6 hours. That warmed my heart.	7/28/2022 11:01 PM
6	The volunteers were fantastic. From race kit pick up to water stations and traffic direction , everyone was friendly and enthusiastic. It made for a great atmosphere!	7/27/2022 9:12 PM
7	Thank you for a great race!	7/27/2022 9:47 AM
8	Fantastic job this year. Would like to have a short post race massage available, even at a small fee.	7/27/2022 8:28 AM
9	Thank you	7/27/2022 7:27 AM
10	Really appreciated the transportation back to Sherose Island. If possible, it would be good to have a bit more frequency. Otherwise.... top notch experience :)	7/26/2022 6:27 PM
11	I really enjoyed it all and the volunteers were great, thanks!	7/26/2022 6:14 PM
12	Please make the route safer ! One lane of traffic in the busy section would be an idea ... 18 wheelers were also a huge issue.	7/26/2022 6:08 PM
13	Great event! The fog and non closed course was a little bit scary but overall a great event!	7/26/2022 4:59 PM
14	Keep up the great work. All the organizers and volunteers are so appreciated. Thank you for all you do!	7/26/2022 4:29 PM
15	Enjoy it very much	7/26/2022 2:51 PM
16	I think the option to defer for the following year is a very valuable option to have. Even if you still have to pay a registration fee (maybe \$5 or \$10) would have made the event better. Having to switch to the virtual event because of COVID related health concerns and being told essentially to run the race alone is not the same experience by any means.	7/26/2022 1:57 PM
17	Excellent course. Fantastic volunteers!	7/26/2022 1:37 PM

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18	Missed the yogurt and muffins at the finish line	7/26/2022 1:37 PM
19	More Porta potties, better entry to the finish line as some runners did not clearly see what way to go through the pylons. I know it is a hard situation as the road is not closed, but when you are running and adrenalin, it is overwhelming when you get to those pylons towards the finish line	7/26/2022 1:02 PM
20	Running is dangerous on last 6 kms of route...cars do no move over. Running on causeway should feel triumphant as it's such a wonderful setting and finish but gets totally lost in cars and noise	7/26/2022 12:55 PM
21	It's a beautiful course and a beautiful community. I felt welcomed and loved the sea me camp opportunity.	7/26/2022 12:46 PM
22	This was our first time participating and we loved it! Very well organized and friendly volunteers/community. We will definitely attend next year!	7/26/2022 12:30 PM
23	Great experience and am happy to see the local residents so supportive.	7/26/2022 11:57 AM
24	I also think that full marathon should start 1 hour before 1/2 The course should have an organized warm up-music yoga jumping jacks etc and should give participants 7 hours to complete The Saturday maybe have the 6 and 10 k	7/26/2022 11:41 AM
25	Happy I was able to travel and run my first marathon in Barrington; the experience was special and unforgettable. It was foggy and I missed some of the coastal sites, but it was still perfect! I also enjoyed the spaghetti and seafood chowder! One thing to mention is that I didn't enjoy running the last 15-10K on the road. The road was very busy - vehicles were going fast and not giving a lot of space for runners. This is dangerous as the final kms of the race, people are wobbly and fatigue and are at risk of falling. It also added some extra risk when running passing other participants.	7/26/2022 11:41 AM
26	You guys are so great. This event is truly fantastic - coming from someone who runs many events every year. Organized, and blessed with a unique and awesome route.	7/26/2022 11:29 AM
27	I loved the idea of running by the sea, although I was a little disappointed the 6km was mainly through the town of Barrington. Maybe have the 6km route with the others? I also found it difficult with the traffic, some cars did not slow down, even when moving over	7/26/2022 10:58 AM
28	Once again, ghe traffic on the final 15km of the marathon. Quite sketchy. When you're tired, have jello legs, and try to avoid falling off the asphalt, cars coming towards you fast and without giving enough space is extra stressful.	7/26/2022 10:58 AM
29	Overall I had a fantastic experience. Well done to all volunteers & group organizers.	7/26/2022 10:37 AM
30	I noticed photographers along the course who looked like associated with the program. If I am right, I don't remember having seen any mention of them and their pictures. Thanks to all organizers and to volunteers in particular!	7/26/2022 10:13 AM
31	Traffic was very heavy on the causeway with runners in both directions it was a tight fit.	7/26/2022 10:03 AM
32	Towards the end of the half marathon the cars were a little unnerving. Kept getting on and off the pavement to accommodate since they were quite close. I wonder if the last mile cones could be put up just to help runners coming in. But overall very nice. Thanks	7/26/2022 10:00 AM
33	Overall a great event! We will definitely be back.	7/26/2022 9:59 AM
34	The added water stations were awesome along with the sponges and people with hoses! The only problem was the Wilson's water station for those who were doing the half and full. They should have been there the entire race giving aid to runners.	7/26/2022 9:57 AM
35	Awesome event thanks!	7/26/2022 9:52 AM
36	My husband and I from Ontario thought the race was excellent. We thought it was a very good value with lots of great swag! A very nice course.	7/26/2022 9:37 AM
37	It was a great experience	7/26/2022 9:19 AM
38	N/A	7/26/2022 9:18 AM
39	Found the 6 k turn around confusing and we were delayed for vehicles	7/26/2022 9:17 AM

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40	The finisher medals would be good if they were distance specific. Also the woman's shirts were sized really small, and the V neck was not a move. I don't need to world to see my boobs while I run. Overall though, I loved the race and everyone was super friendly and helpful!	7/26/2022 9:12 AM
41	vehicle traffic got busy on the last few miles forcing runners to run more on the shoulder which had many ruts, rocks an uneven ground..	7/26/2022 8:54 AM
42	The volunteers were incredible, as was the community participation with all their entertaining signs and sitting outside cheering us on. This was a great moral booster to help a first time marathoner get through those last 15km.	7/26/2022 8:53 AM
43	There was a lot of traffic especially on the causeway and it wasn't always easy to run on the gravel at the side of the road. This was the most traffic of all the years we have run this race. There should be some kind of pylons or traffic control especially on the return on the causeway.	7/26/2022 8:32 AM
44	More public awareness for drivers. Maybe what should I do if a runner is on the road. Almost witnessed a runner runner not a 6km jogger like myself get hit because the vehicle did not move over at all for her. So more PA on that maybe. Or even stop every vehicle crossing causeway and mention runners have right of way	7/26/2022 8:17 AM
45	No, thank you!	7/26/2022 7:58 AM
46	Nothing else to add. The event is well organized and such a great atmosphere! Thank you to all the organizers and volunteers!	7/26/2022 7:50 AM
47	Fun race, great volunteers, well organized. I was a bit nervous when I heard record number of people but the way it was set up I waves made it not crowded and I felt safe	7/26/2022 7:49 AM
48	I had a fantastic day	7/26/2022 7:36 AM
49	No	7/26/2022 7:25 AM
50	This was the best race I've ever attended. People were great. Made some new friends along the way. Loved the salad, dressing and cookies (amazing)!!	7/26/2022 7:24 AM
51	Please tell Mother Nature that the humidity needs to stay away for this weekend	7/26/2022 7:15 AM
52	Great time	7/26/2022 7:15 AM
53	I ordered a ladies large t-shirt, the same size I have ordered for past NS marathon events. Since I participated virtually, I did not get to exchange my 2022 shirt when I found that it was about two inches more narrow than last year's. I purchased the full race kit for the virtual event but really won't get any use of the shirt. Sharing as consistent sizing in the swag would be most appreciated	7/26/2022 7:14 AM
54	I was so impressed by not only the race and how well it was organised but also the volunteers and the community support. Being someone not from this area, ever single person on their front porch, front lawn, all the flags and signs, all of it kept me going. The volunteers who gave us water and encouraging words were priceless in my mind. Thank you Barrington and Sea Me Run organizers for such a wonderful experience for my first half marathon. I will be back!!	7/26/2022 7:08 AM
55	Would like same day race kit pick up and option of getting chowder to go	7/26/2022 7:06 AM