

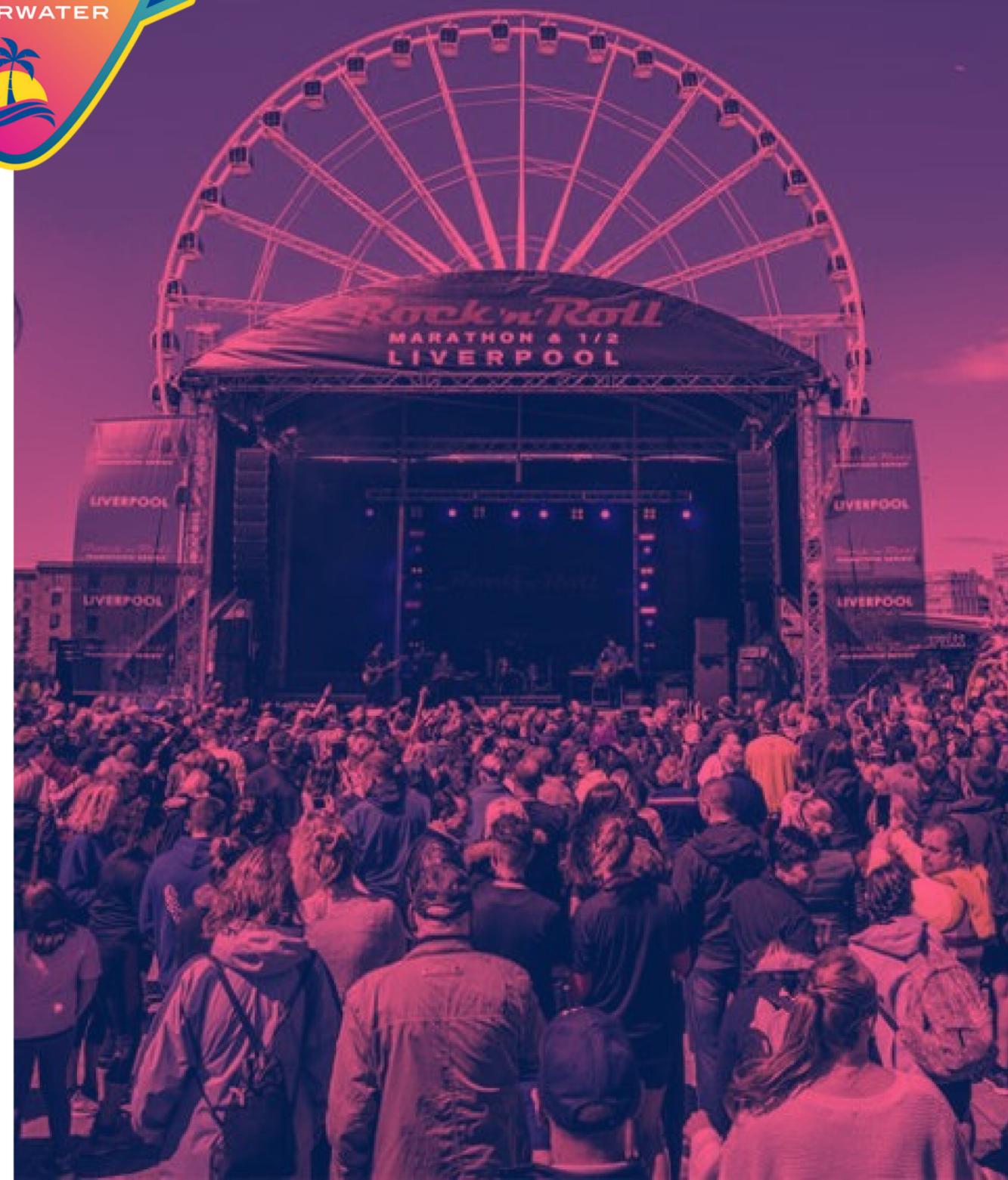


# ROCK'N'ROLL RUNNING SERIES ROAD CLOSURES

# Rock'n'Roll Running Series



- Established in 1998
- World's largest running series
- On-course entertainment every mile
- Finish Line Festival with headliner
- Block-party atmosphere for participants and spectators
- Operated by The IRONMAN Group



# Rock'n'Roll Running Series

## Demographics

- 30% male, 70% female runners
- Average age: 47
- 46.5% traveling outside of FL



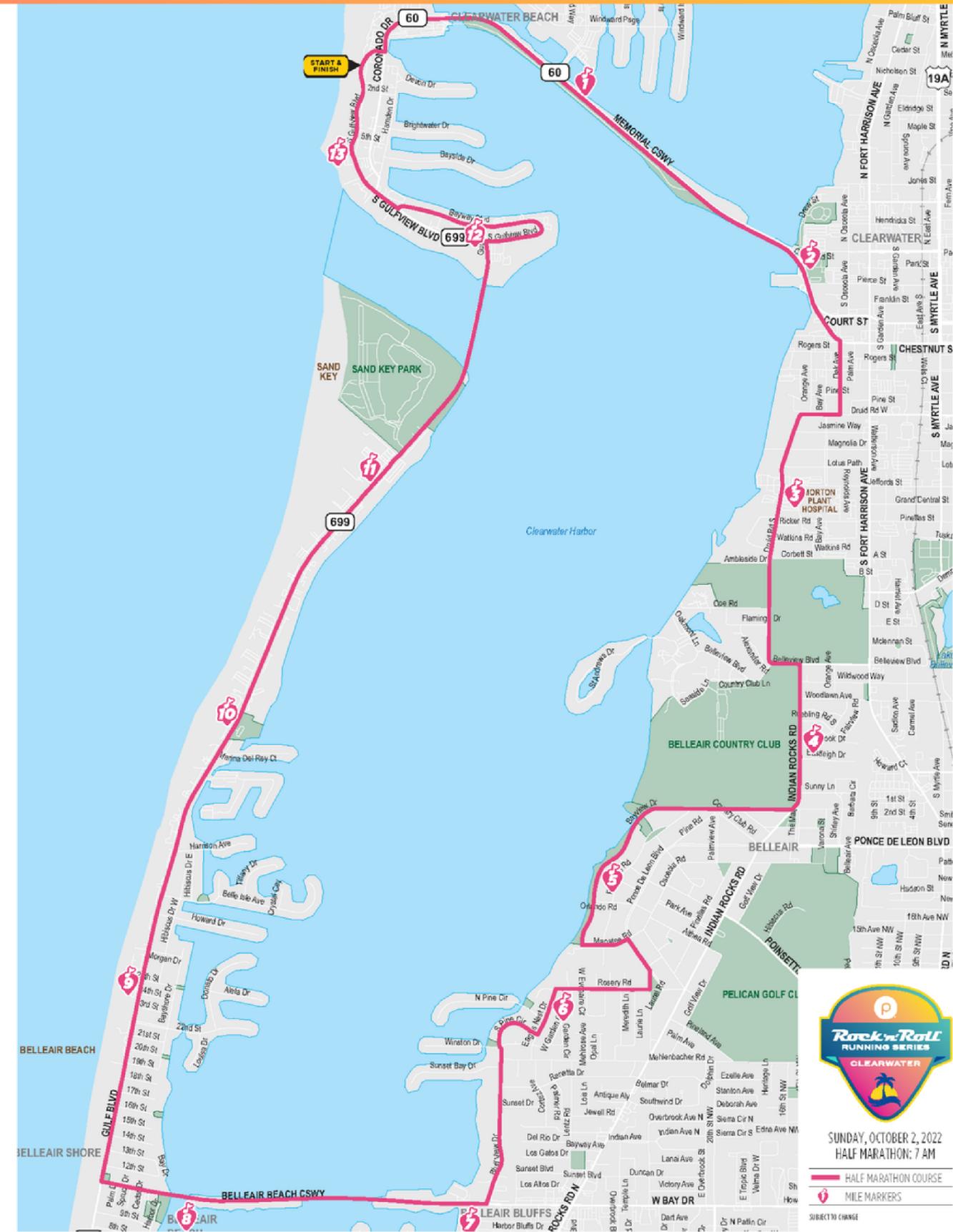
# DAY 1 - OCT. 1

- Race begins in Sand Key Park and loops across the Sand Key Bridge
- Set-up starts at XYZ time
- Gulf Blvd. will close beginning at 6:30 a.m. from Sand Key Park to Gulfview Blvd. with race start at 7 a.m.
- Traffic should return to normal by 9 a.m.



# DAY 2 - OCT. 2

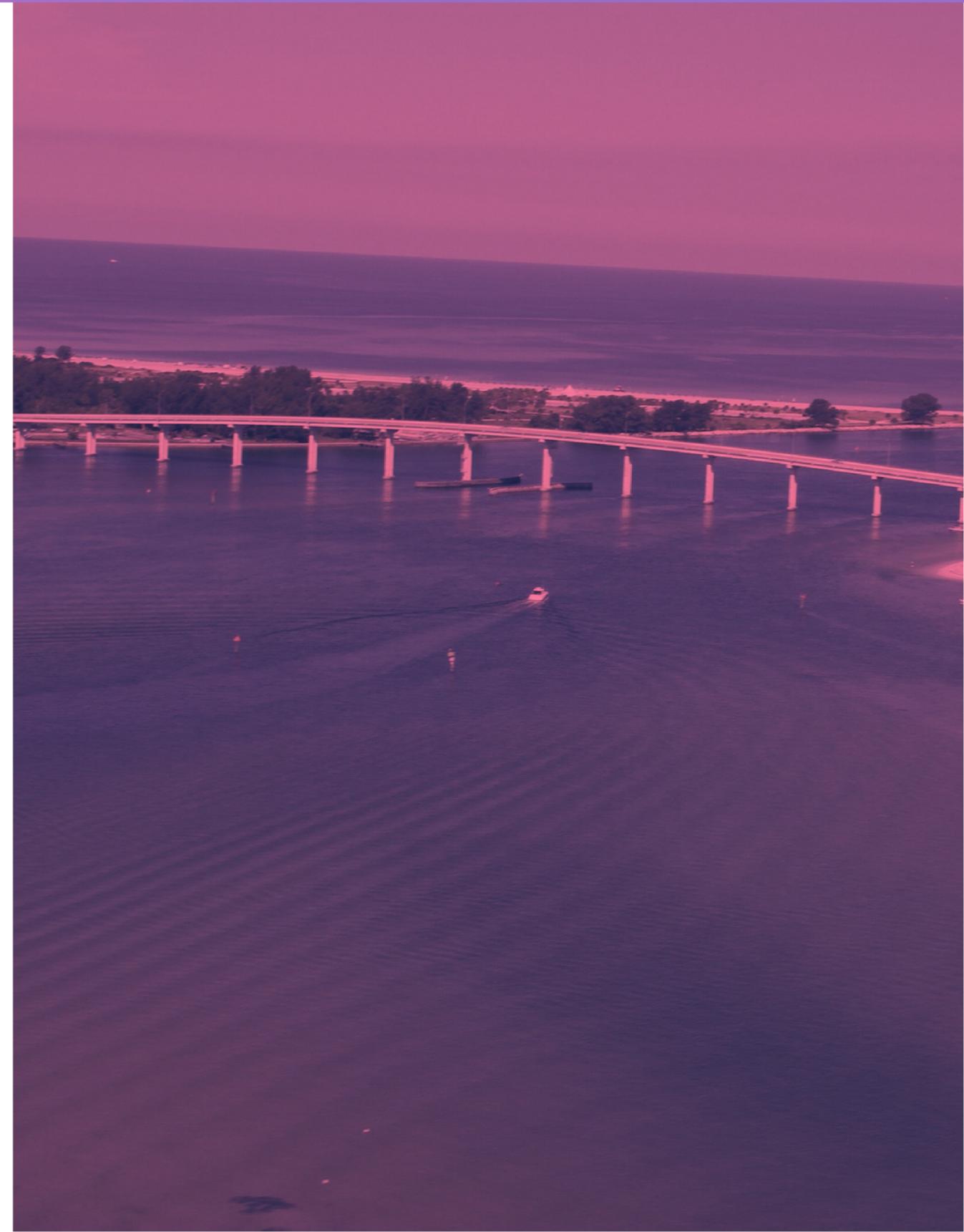
- Race begins and ends on Clearwater Beach.
- Set-up starts at XYZ time.
- Road closures begin at 6:30 a.m.
- Major Closure Examples:
  - Memorial Causeway Eastbound: 6:30 to 9:15 a.m
  - Gulfview Blvd.: 7:30 a.m. to 12:15 p.m.
- All traffic patterns should return to normal by 12:15 p.m.



# ROCK'N'ROLL COMMUNICATIONS

*PROMOTING THE EVENT*

- Radio, Spotify, social media, billboards, influencer marketing, google, podcast ads
- Email campaigns
- Legacy Runner promotion
- Signage and posters in local run shops
- Partner with corporations
- Presence in local race expos and event bags
- Giveaways and discounts for registration
- Local ambassadors



# ROCK'N'ROLL COMMUNICATIONS

FOR RESIDENTS

- Noise Notice for Residents Near Entertainment (Sample Included)
- Mailer to residents along the route with times of closure
- Community Meeting
  - Sand Key
  - Clearwater Beach, Harbor Oaks



## Notice of Special Event Entertainment Stage Location

«Race\_Date»

An Entertainment Site will be located near you at Mile «Mileage». You can expect the band to start playing at «First\_Runner» and finish playing at approximately «Last\_Runner».

If you have any questions about the Entertainment Site, please contact our band manager:  
«Coordinator\_Name»:  
«Coordinator\_Email» or «Coordinator\_Phone»

**Thank You for Your Cooperation.**

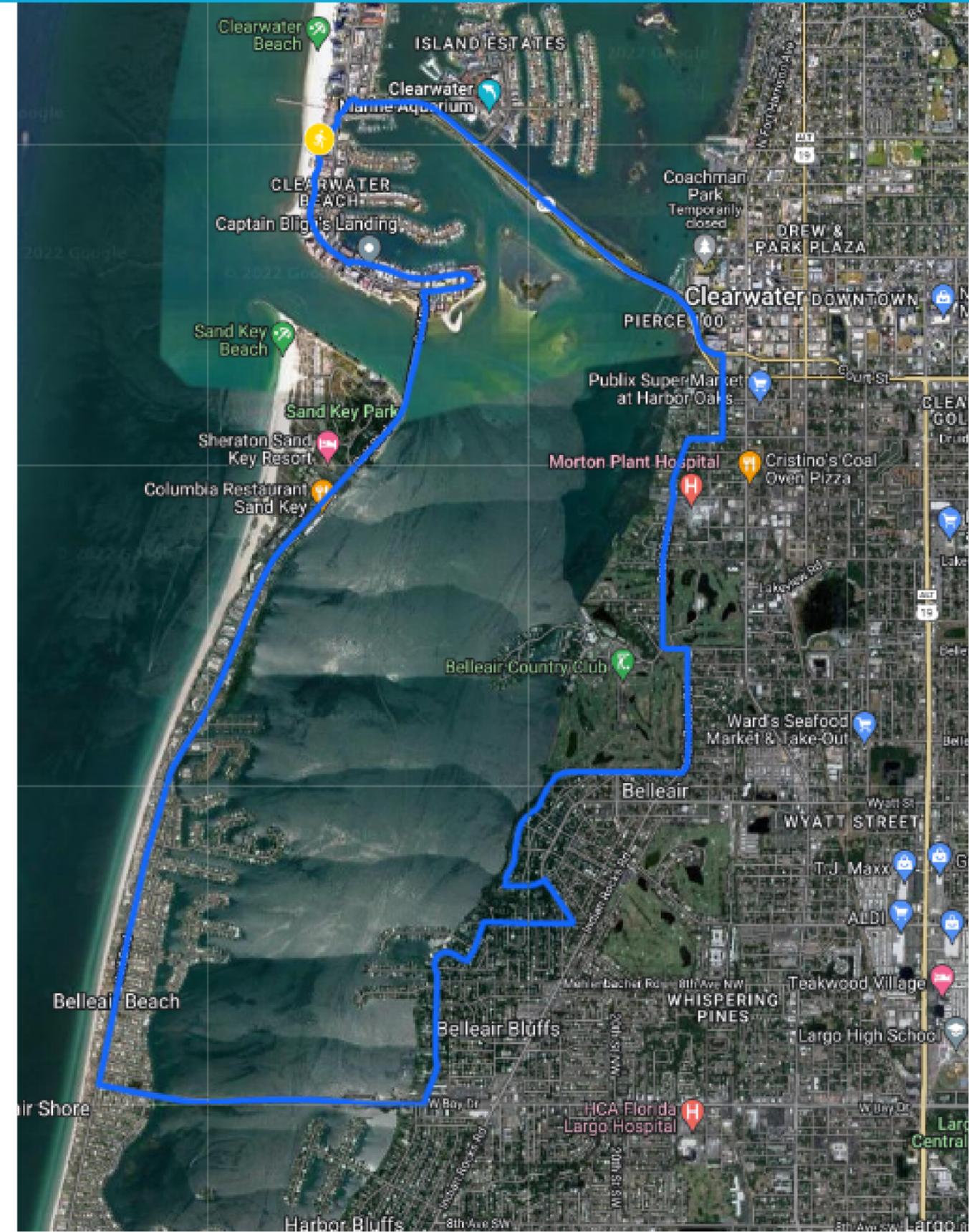
**For more information about road closures and alternate access routes or to contact our Community Relations team, please visit our website.**

**[www.runrocknroll.com/nashville-road-closure](http://www.runrocknroll.com/nashville-road-closure)**

# CITY OF CLEARWATER COMMUNICATIONS

*FOR RESIDENTS*

- Website page, event and news item
- Interactive resident map with the route
- Text-to-subscribe and email alerts
- Autodialer phone, e-mail and text notification of those along the route
- Pre-recorded traffic information line
- Attended multiple beach community meetings



# CITY OF CLEARWATER COMMUNICATIONS

FOR RESIDENTS

- Sent out information to community partners and neighborhoods for inclusion in their newsletters
- Variable message boards
- Utility bill stuffer
- Traffic impact flyer at the Beach Recreation Center and Ross Norton Recreation Center
- Press Releases about the race route, spectator info, traffic alerts, etc.

## ROCK'N'ROLL RUNNING SERIES ROAD CLOSURES



### SATURDAY, OCT. 1

STREET CLOSED	SIDE OF ROAD	FROM	TO	TIME CLOSED	TIME OPEN
Gulf Blvd (Sand Key Bridge)	Whole Road	Sand Key Park	Gulfview Blvd	6:30 AM	9:00 AM

### SUNDAY, OCT. 2

STREET CLOSED	SIDE OF ROAD	FROM	TO	TIME CLOSED	TIME OPEN
Coronado Dr	Northbound Lanes	Gulfview Blvd	Causeway Blvd/Clearwater Memorial Causeway	6:30 AM	8:20 AM
Causeway Blvd/Clearwater Memorial Causeway	East Bound	Coronado Dr	Oak Ave	6:30 AM	9:00 AM
Oak Ave	Whole Road	Causeway Blvd/Clearwater Memorial Causeway	Druid Rd West	6:30 AM	9:15 AM
Druid Rd West	Westbound Lanes	Oak Ave	Druid Road South	6:30 AM	9:15 AM
Druid Road South	Southbound Lanes	Druid Rd West	Bellevue Boulevard	7:00 AM	9:15 AM
Bellevue Boulevard	East Bound	Druid Road South	Indian Rocks Road	7:00 AM	9:15 AM
Indian Rocks Road	Southbound Lanes	Bellevue Boulevard	Bayview Drive	7:00 AM	9:30 AM
Bayview Drive	Southbound Lanes	Indian Rocks Road	Manatee Road	7:00 AM	9:45 AM
Manatee Road	East Bound	Bayview Drive	Ponce de Leon Boulevard	7:00 AM	9:50 AM
Ponce de Leon Boulevard	Southbound Lanes	Manatee Road	Magnolia Road	7:00 AM	10:00 AM
Magnolia Road	Southbound Lanes	Ponce de Leon Boulevard	Rosery Road	7:00 AM	10:00 AM
Rosery Rd	Westbound Lanes	Magnolia Road	Eagles Nest Dr	7:00 AM	10:00 AM
Eagles Nest Dr	Southbound Lanes	Rosery Rd	S Pine Cir	7:00 AM	10:15 AM
S Pine Cir	Westbound Lanes	Eagles Nest Dr	Bluff View Dr	7:00 AM	10:15 AM
Bluff View Dr	Southbound Lanes	S Pine Cir	West Bay Drive, CR 416	7:00 AM	10:20 AM
West Bay Drive, CR 416	Westbound Lanes	Bluff View Dr	Gulf Boulevard	7:15 AM	10:50 AM
Gulf Boulevard	Northbound Lanes	West Bay Drive, CR 416	S Gulfview Blvd	7:15 AM	11:50 AM
S Gulfview Blvd	East Bound	Gulf Boulevard	Bayway Blvd	7:15 AM	12:00 PM
Bayway Blvd	Westbound Lanes	S Gulfview Blvd	S Gulfview Blvd	7:30 AM	12:05 PM
S Gulfview Blvd	Westbound Lanes	Bayway Blvd	Hamden Dr	7:30 AM	12:15 PM
S Gulfview Blvd	Whole Road	Hamden Dr	Coronado Dr	7:30 AM	12:15 PM



*Rock'n'Roll*<sup>®</sup>  
RUNNING SERIES

CLEARWATER

