**What Makes a Good 5K**

The following is derived from the July 2023 Jackson Road Runners meeting.

Races should use online registration such as runsignup.com. The start time should be determined by the time of year. It is also good to schedule the awards time and post it in the registration. Usually, an hour from start time works well. It is good to use the emergency contact option and print that out for race day.

Marketing: One of the best tools is to send an invitation to those that completed your event the year before. Social media is also important (Facebook, Instagram, Twitter, Tik Tok). Also, it is important to have listed on the Jackson Road Runner website. It is very important to make sure you emphasize what your race is supporting.

Swag: We did not come to a consensus on what is the best shirt. Things to consider are what time of year you are having the race and cost. Cotton vs Tech is a tossup. Soft blends are always good but can be expensive.

Timing: Card timing is good for small races. Timing using an APP is good up to 250 runners. Large races should consider chip timing.

Course: The course should be a safe course and avoid hospitals and railroad tracks. Try to avoid narrow roads and sharp turns near the start line. The best is to have a person at every turn that is trained and attentive, giving runners clear directions. The second best is signs at eye level. If these are not feasible the painted markings on the road.

Packet Pickup. If it is a large race a packet pickup in advance of race day is good. Volunteers need to make sure they do not give out shirts to runners that did not meet the shirt deadline ahead of those that did. Placing names on the shirts works the best. If using bibs, it is good to write the name on the back of the bib, so family members do not get them mixed up.

Aid stations: It was agreed that water is not needed on 5K races when the temperature is below 80 degrees.

Medical: First aid kits are a must. Emergency procedures should be thought out ahead of the race.

Finish line: Water is a must. Oranges and bananas were the consensus for post-race foods. Sodium drinks are also good to have.

Awards: This was another debated subject. Cost is always a factor. The awards should have the race name and year on them. Age groups should be determined by the size if the race. 5 year age groups are the best when cost effective.

Insurance should be a strong consideration. Make sure you read your policy and know if strollers, dogs, and headsets are allowed. If they are, they should start in the back.