



STAFF REPORT

DATE: 09/17/2025
TO: Honorable Mayor and City Council Members
FROM: Community Services Department

2025-364

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

PARTNERSHIP WITH OC MARATHON LLC TO HOST THE CORONA 5000 ON MARCH 21, 2026

EXECUTIVE SUMMARY:

This staff report asks City Council to approve the Memorandum of Understanding (MOU) with the OC Marathon LLC for the Corona 5000. The City of Corona, in partnership with the OC Marathon, is launching the inaugural Corona 5000 5K Road Race to revive the historic Corona Road Races with a new format. This event aligns with Strategic Plan Goal 5 to increase large-scale recreation events. The approval of the MOU will allow staff to move forward with event planning, logistics, interdepartmental coordination, and public outreach.

RECOMMENDED ACTION:

That the City Council:

- a. Approve the Memorandum of Understanding (MOU) with the OC Marathon, LLC., to coordinate and produce the inaugural Corona 5000 5K Road Race subject to compliance with all applicable provisions of the Corona Municipal Code, including but not limited to Chapter 12.32 (Special Events and Street Closures), and any other relevant local, county, or state regulations.

- b. Authorize the City Manager, or his designee, to execute all necessary agreements and permits with OC Marathon LLC.

BACKGROUND & HISTORY:

The Corona 5000 5K Road Race directly supports Strategic Plan Goal 5 to increase large-scale recreation events that provide both social and economic benefits to the community. Events may include sport-focused activities (e.g., 5K/10K, BMX biking, or adaptive sport activities) or other kinds of events focused on food, art, or cultural heritage. It also sets forth annual processes to expand community events through partnerships.

Staff was tasked with finding a large event promoter to introduce a signature event in Corona. The Corona 5000 5K Road Race achieves this objective by offering a professionally managed, health and wellness-focused event that promotes family activity, enhances community engagement, and positions Corona as a destination for regional recreation. The intent of this partnership is to reintroduce a high-profile, foot-based road race that honors Corona's historic racing legacy while meeting modern logistical and safety standards. The event also responds to community feedback gathered through master planning and public engagement processes, which called for more recreational opportunities, greater event variety, and activities that strengthen community identity.

Corona has a unique and storied connection to road racing, with three historic "Corona Road Races" held in the early 1900s. At that time, Grand Boulevard's 3.1-mile circular roadway served as the racetrack, drawing national attention and positioning Corona as a hub of innovation and excitement. The proposed Corona 5000 5K Road Race seeks to honor this legacy by reintroducing racing to the community in a modern, family-friendly format. Utilizing the same historic course, the event blends the City's past with present-day priorities of health, wellness, and community engagement.

ANALYSIS:

In recent years, the City has focused on expanding events utilizing both in-house staff and partner organizations. TheOC Marathon, a nationally recognized running organization established in 2004, has produced over 250,000 race finishers, engaged more than 100,000 children through its Kids Run the OC Program, and helped charities raise over \$9 million. Its flagship event draws 19,000 runners and involves extensive coordination with charities, run clubs, corporate teams, and public agencies. The organization also produces other popular races, including the OC Fair Fun Run and Run for a Claus, each attracting thousands of participants and supporting charitable causes.

Given this track record, the OC Marathon emerged as a strategic partner capable of delivering a professionally managed road race experience in Corona. Partnering with the OC Marathon leverages professional expertise to deliver a high-quality event while building capacity for future programming.

Preliminary discussions between staff and the OC Marathon have evaluated the feasibility of safely hosting the Corona 5000 5K Road Race on Grand Boulevard, a high-profile and

logistically complex corridor. The Corona 5000 Road Race is proposed for March 21, 2026, on Grand Boulevard, starting at the Historic Civic Center (HCC). The 5K event will cover one 3.1-mile lap around Grand Boulevard and is expected to attract approximately 2,500 runners and 1,000 spectators. Participants will receive custom T-shirts, finisher medals, and access to a health and fitness expo, with the event culminating in a finish line celebration.

The event will require temporary closures along Grand Boulevard, though traffic inside the circle will remain open. From 8:00 to 9:15 a.m., residents exiting the circle will be directed to 91 Freeway on-ramps (eastbound and westbound). After the race clears North Main Street (approximately 9:15 a.m.), quadrants will reopen as the race progresses.

Main Street freeway exits (eastbound and westbound) will be closed from 7:00 to 9:30 a.m. Emergency access will be maintained at all times via North Main, East Sixth, and South Main, with officers authorized to briefly hold runners or walkers to allow emergency vehicles to cross safely.

Following the race, a post-event celebration will take place from 8:30 a.m. to 12:00 p.m. on the Historic Civic Center front lawn. The celebration will feature the finish line and awards area, along with sponsor and exhibit booths, DJ entertainment, food vendors, and a beer garden, creating a festive atmosphere for runners and spectators alike.

Compliance with Chapter 12.32 of the Corona Municipal Code will be required, including permits, insurance, public notification of street closures, and coordination with City departments to ensure public safety and traffic management. Hosting the event on Grand Boulevard offers a unique opportunity to honor Corona's historic road races, but it requires careful operational planning involving Police, Public Works, Community Services, and the City's Medical Emergency Team.

With effective outreach and interdepartmental coordination, the Corona 5000 5K Road Race is expected to generate positive community engagement while meeting regulatory standards and public expectations.

COMMISSION ACTION:

On September 9, 2025, the Parks and Recreation Commission received a report on the Corona 5000 Road Race. Following the report, a motion was made by Commissioner Munoz and seconded by Commissioner McBride to recommend approval of the Memorandum of Understanding (MOU) with OC Marathon, LLC for the Corona 5000 Road Race. The motion passed 5-0.

FINANCIAL IMPACT:

Funding for the recommended actions is included in the FY 2026 Community Services Department Special Events & Volunteers Division's Operating Budget within the General Fund 110. The financial impact to the City will primarily consist of in-kind services, staffing, and resources, with any municipal costs related to public safety, traffic control, facility use, logistical support, and the post-event celebration reimbursed from the \$25,000 allocation. The event is structured as a partnership with OC Marathon, LLC.,

which will assume financial responsibility for race production, registration, marketing, and participant amenities.

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action is to approve a Memorandum of OC Marathon LLC for the Corona 5000 5K Road Race, and there is no possibility that approving this agreement will have a significant effect on the environment. Therefore, no environmental analysis is required

PREPARED BY: KAREN LEE, RECREATION SUPERVISOR AND MONIQUE LEON, RECREATION MANAGER

REVIEWED BY: DONNA FINCH, COMMUNITY SERVICES DIRECTOR

ATTACHMENTS:

1. Exhibit 1 – Memorandum of Understanding with OC Marathon LLC.
2. Exhibit 2 – Corona 5000 Road Race Presentation