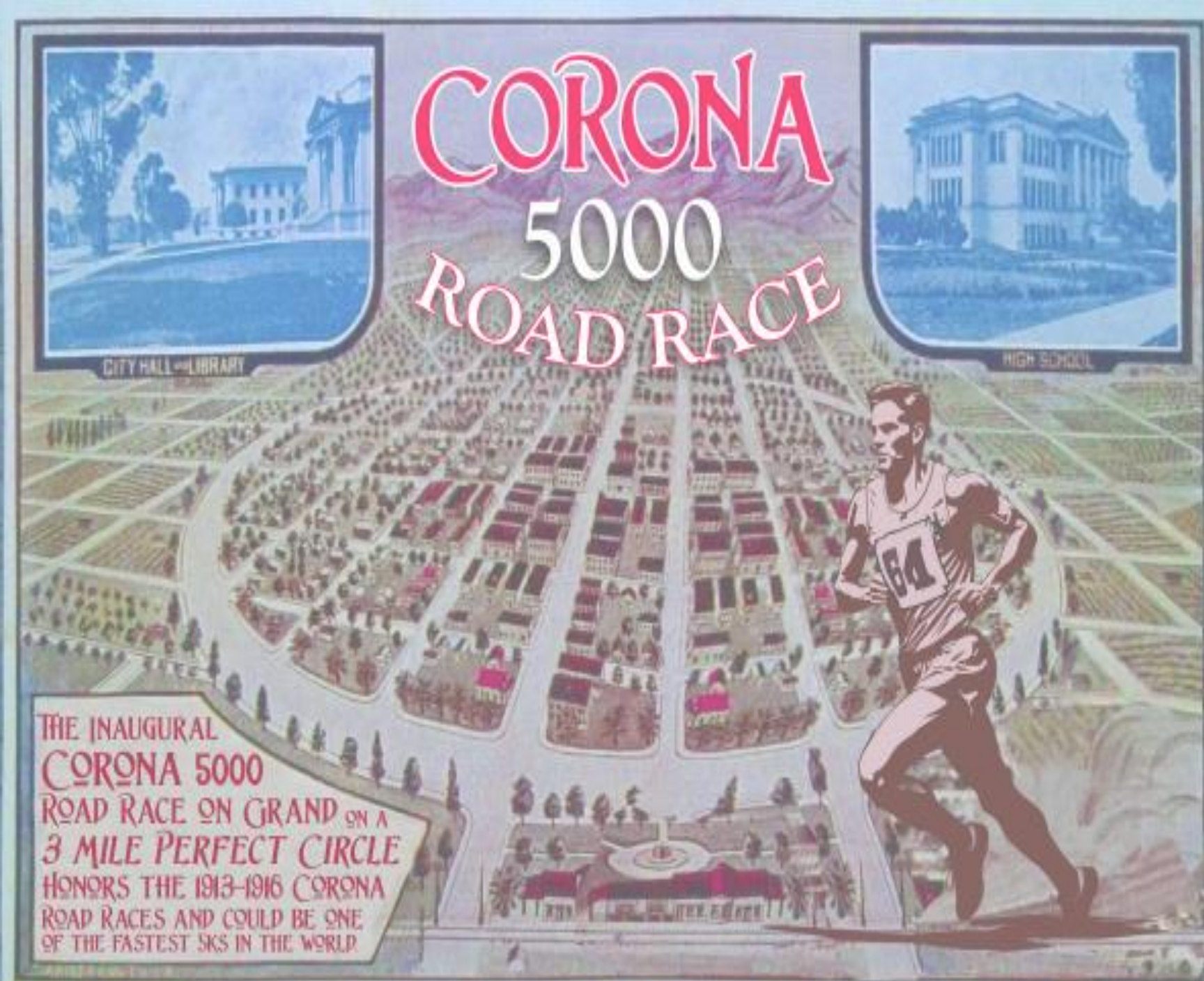




Corona 5000 Road Race

Donna Finch

Director of Community Services



The Ask

That the City Council approve the Memorandum of Understanding (MOU) with OC Marathon, LLC for the *Corona 5000* Road Race.



Strategic Plan Goal 5 – *Sense of Place*

"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."

- "Establish annual processes to **expand community events through partnerships.**"

History

Corona Road Races

- **September 9, 1913** – Inaugural road race on Grand Boulevard; 3 races included fierce competition and cash prizes.
- **November 26, 1914** – Second road race; 300-miles with improved track and extra safety measures.
- **1915** – Severe flooding caused washed out roads; race plans were abandoned.
- **April 8, 1916** – Final road race held on Grand Boulevard.





Why Bring The Road Race Back To Corona?

 History & Heritage	 Health & Wellness	 Social & Economic Benefits
110 th anniversary of final Road Race	Improve physical health	New large scale community event
Blend Road Race history with today's 5K runners	Support mental health	Family friendly
Promote unique "Circle City" feature	Achieve personal goals	Introduce visitors to Corona events & programs
3-mile-diameter circular Grand Blvd.	Fun atmosphere	Brand exposure for local business sponsors
Introduce a new generation to Corona's Road Race history	Sense of accomplishment / inspiration	Fosters community connections



OC Marathon, LLC

Background, Experience, & Event Overview





OC Marathon, LLC

Background & Experience

- Established in 2004
- Experts in the Race World
- Multi-event running organization
- Draws thousands of runners and spectators
- Notable race highlights & recognition: Program of the Year, Runners Club of America, Running USA
- OC Marathon - Over a quarter million finishers; Kids Run the OC - 100,000 finishers
- Has helped charity partners raise over \$9,000,000





Full Marathon / Half Marathon / 5K

By the Numbers:

- 2025 - 19,000 Runners
- 4,000 – 5k runners
- 26 Miles of Road Closures
- 13 water stations
- 30 Charities
- 150 Run Clubs
- 60 Corporate Teams
- 60 Exhibitor / Sponsor Activations
- Multi-agency coordination for permits/traffic/etc.
 - California Highway Patrol
 - City of Costa Mesa
 - City of Fountain Valley
 - City of Irvine
 - City of Newport Beach
 - City of Santa Ana
 - OC Parks / County of Orange
 - Orange Coast College
 - OC Sheriff
 - Cal Trans
 - OC Fire Authority



Other Running Events

Kids Run the OC (1 Mile)

- Established in 2006
- Ten week running program for kids
- 6,000 runners at over 130+ schools and 10 districts

OC Fair Fun Run

- Established in 2010
- Partnership with the OC Fair & Event Center
- 3,300 runners in 2025

Run for a Claus

- Established in 2014
- Toy Drive and fundraiser for the Salvation Army
- 3,500 runners in 2025

Event Overview



- Event Name:** Corona 5000 Road Race
- Event Date:** March 21, 2026
- Location:** Grand Blvd. (starting at HCC)
- Distance:** 5K – 3.1 Miles (1 full lap around Grand Blvd.)
- Participation:** Est. 2,500 runners + 1,000 spectators
- What's Included:**
 - Health & Fitness Expo
 - Custom T-Shirts
 - Finisher's Medal
 - Finish Line Celebration





Strategic Partnership

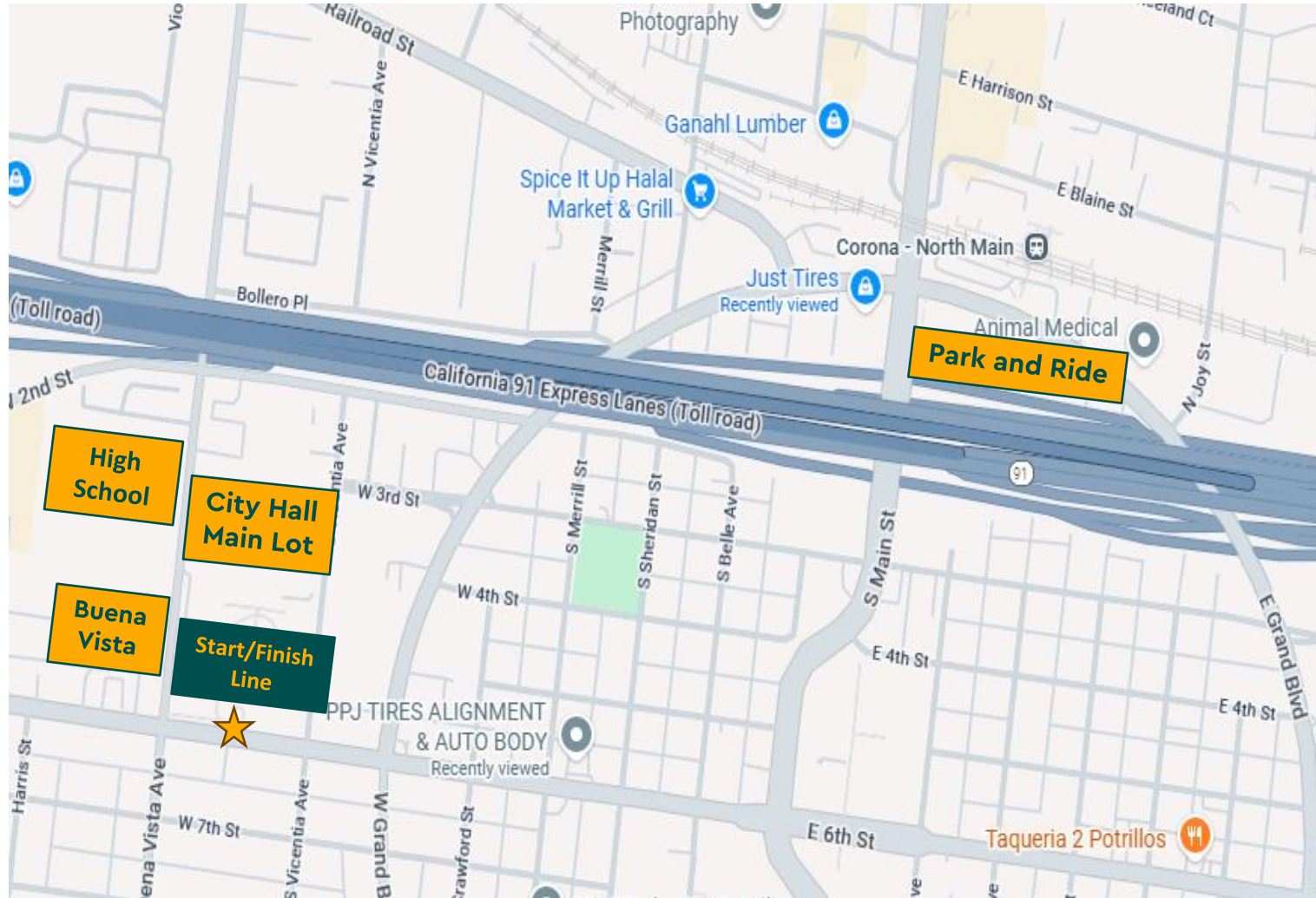
OC Marathon to Provide:

1. Secure permits and approvals for 5K route
2. Work with traffic control and City to implement traffic plans
3. Coordinate with Police and Emergency Services
4. Event marketing & promotions
5. Event registrations
6. Resident and business notifications
7. Medals, shirts, race bibs
8. All vendors, staffing, and volunteers needed for a successful race

City of Corona to Provide:

1. Facility and event permits
2. Police and public safety
3. Traffic control plan review
4. Parking
5. Posting of early "No Parking" signs (72 hours)
6. Road closure equipment/assistance (CMS signage, 6th St. closure)
7. Cross-marketing on City channels
8. Post-event celebration (HCC lawn)

Event Parking



- Free parking available to runners and spectators
- Parking details posted on Corona 5000 website to assist event goers with wayfinding
- Signage posted at each parking location

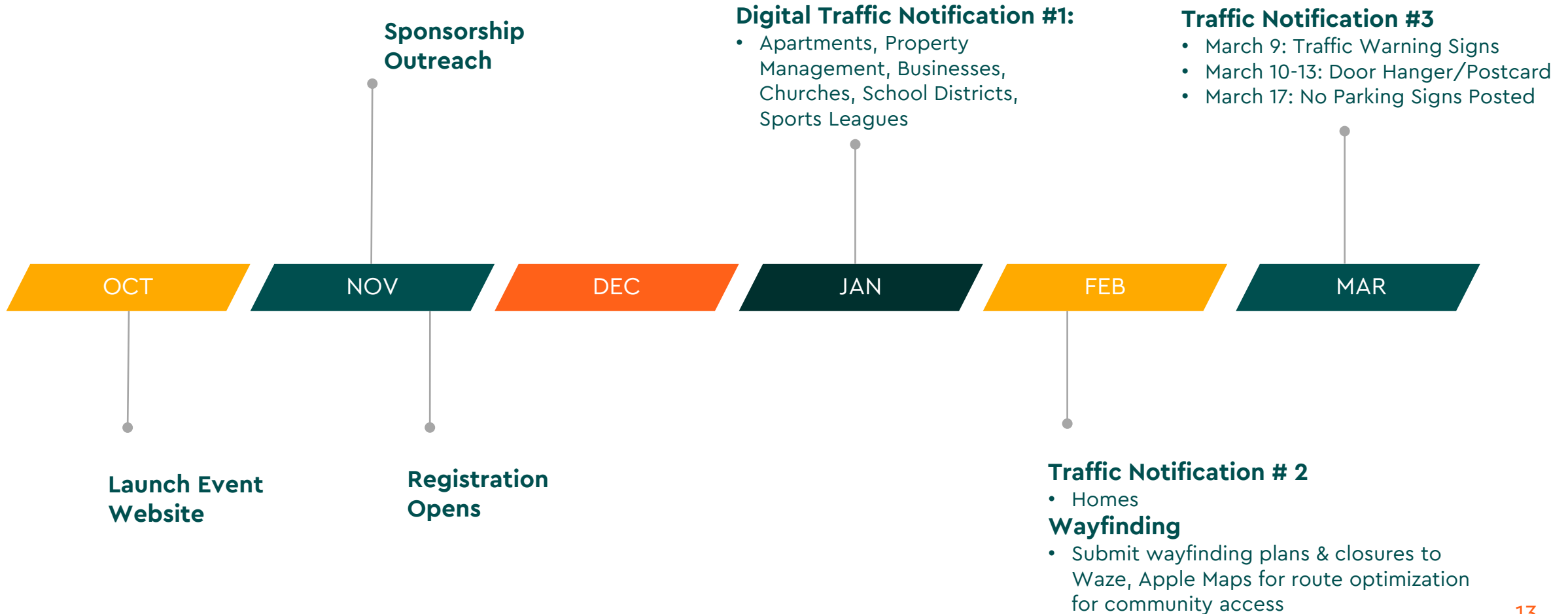
Parking Locations

- Corona City Hall Main Lot (400 S. Vicentia Ave.) – 570+ parking spots
- Buena Vista Lots (905 W. 6th St.) – 160 parking spots
- Orange Grove High School (300 S. Buena Vista, Ave.) – 180+ parking spots
- Corona Park and Ride (20 E. Grand Blvd) – 300+ parking spots



Timeline

Community Outreach





Traffic Plan

Maps, Closures, & Race Timeline

On your Mark!

Race Timeline

8:00-8:30 am

Grand Circle Closures Begins

All closures will take place clockwise from East to West Grand Blvd



9:40 am

Final Quadrant Reopening

Any slower paced participants will be guided to use sidewalk



12:00pm

Post Event Celebration Concludes



8:30 am

Race Begins

Runners / Walkers will head East on 6th and north to W. Grand Blvd



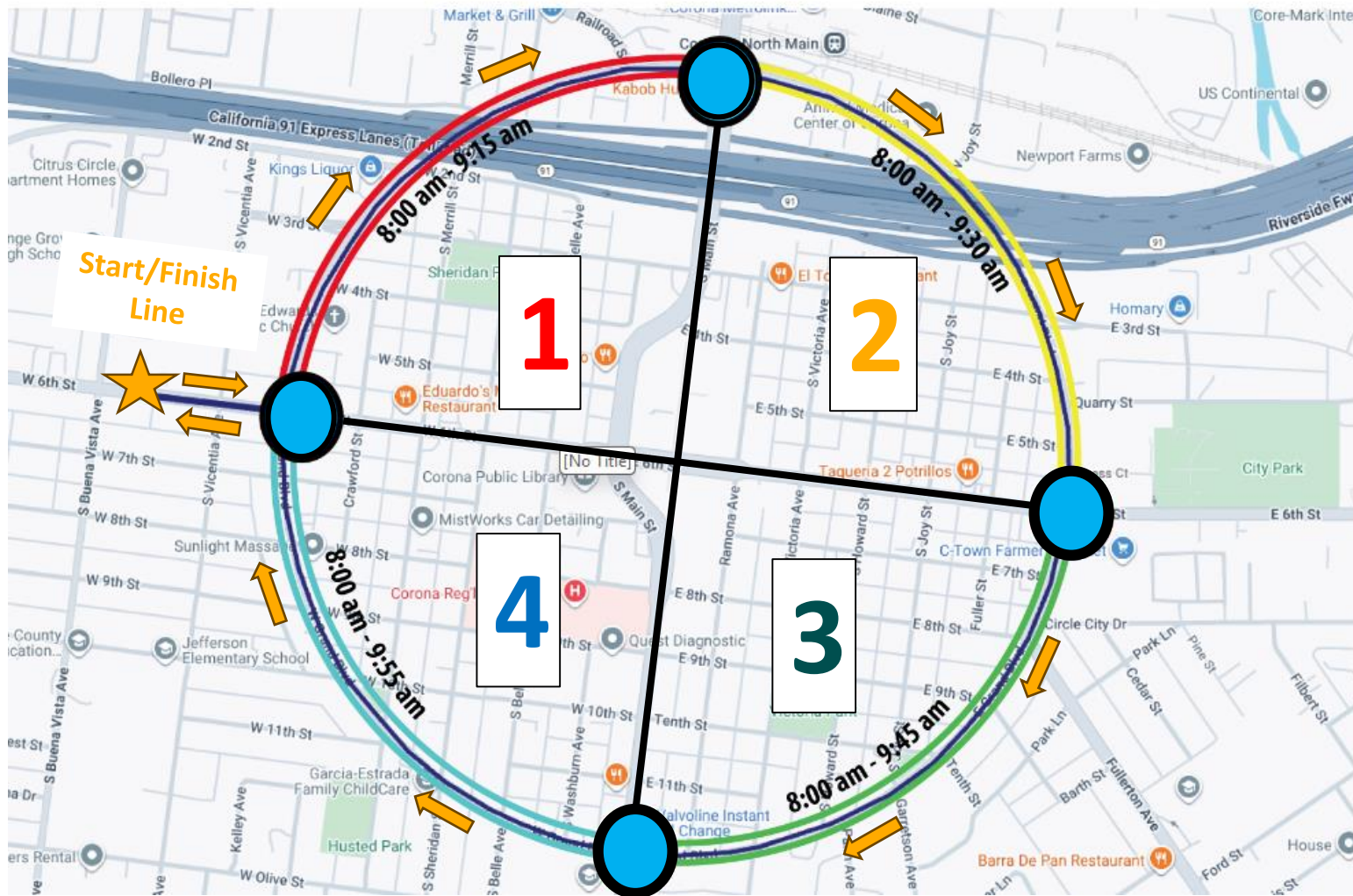
10:00 am

Circle Fully Reopened



Traffic Plan: Maps and Closures

Corona 5000 - Draft Course Map / Traffic Closure Times



- Traffic will move freely within the circle
- Residents leaving the circle between 8:00am-9:15am will be directed to the 91 freeway on-ramps
- After the race passes N. Main (approx. 9:15am), that quadrant will be open to cross traffic.
 - Openings continue with each quadrant on Grand Blvd.
- Emergency traffic will be advised to access the interior of Grand via N. Main, E. Sixth, or S. Main during the race.
 - Officers have authority to hold runners/walkers to allow emergency vehicles to cross Grand Blvd. if needed

Traffic Plan: Maps and Closures

91 Freeway at Main St.

- 91 Freeway - entrance to freeway from inside the circle will be accessible **east and west** on 91 fwy.
- Main Street exits east and west from the 91 fwy will be closed from approximately 7:00 am - 9:30 am.



Post Event Celebration

Details

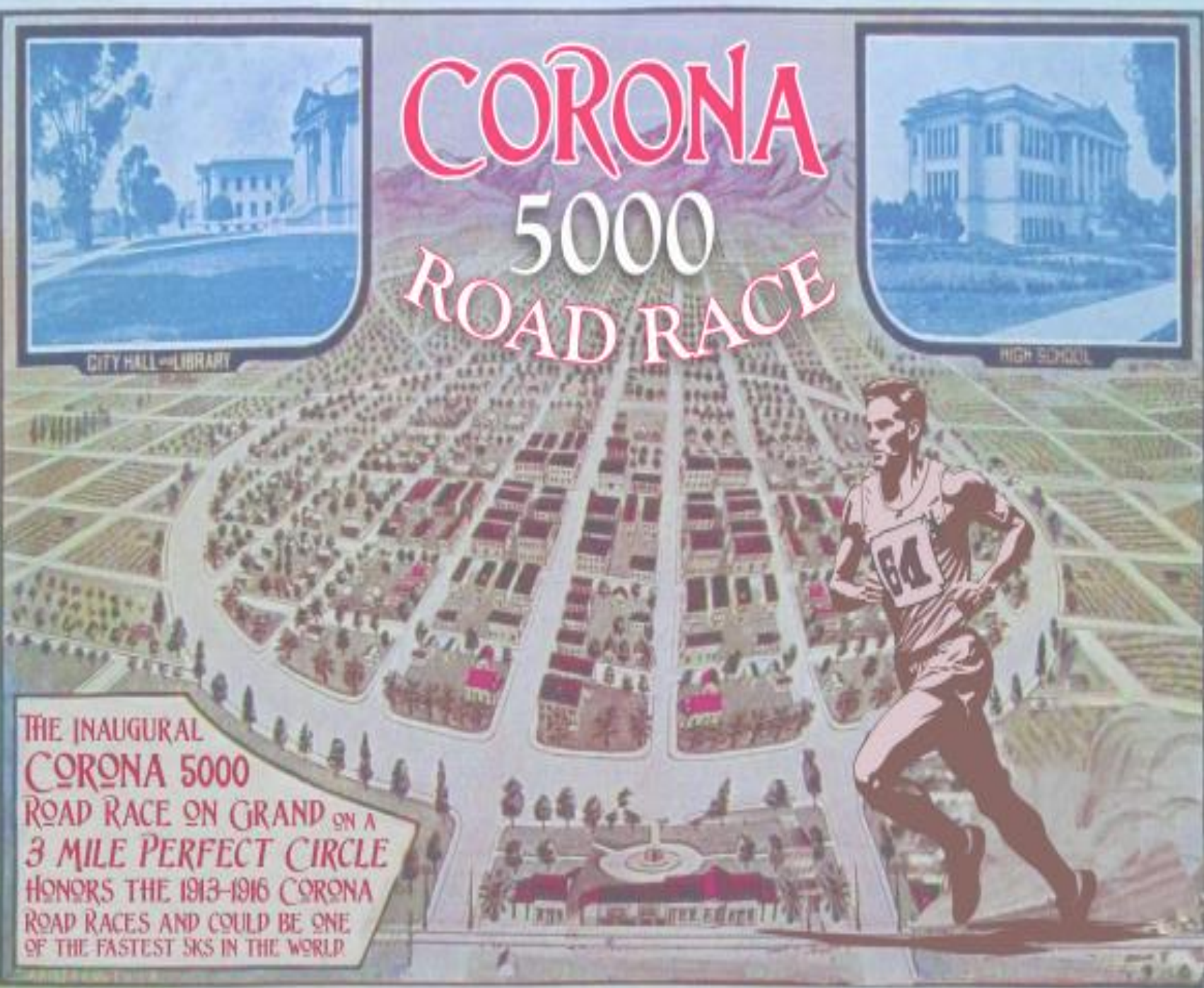
Hours: 8:30am – 12:00pm

Location: HCC Front Lawn

Event Elements Include:

- Finish Line
- Award Area
- Sponsor/Exhibit Booths
- DJ Entertainment
- Food Vendors
- Beer Garden





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Questions?

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