



A2YChamber
ANN ARBOR / YPSILANTI REGIONAL CHAMBER

115 West Huron Street, 3rd Floor | Ann Arbor, MI 48104
☎ (734) 665-4433 | fax (734) 665-4191 | A2YChamber.org

December 15, 2011

Ms. Debra Williams
City of Ann Arbor Special Events Coordinator
100 North Fifth Ave., P.O. Box 8647
Ann Arbor, Michigan 48107-8647

Dear Ms. Williams:

I write on behalf of the Ann Arbor / Ypsilanti Regional (A2Y) Chamber in support of the Special Event Permit (SEP) application submitted by Champions for Charity. This application was submitted to host the inaugural Ann Arbor Marathon in June 2012.

The A2Y Chamber is supportive of the **Ann Arbor Marathon** because of the benefits it will bring to the City and our members. The event will feature a full marathon, half marathon, 5K and 1.2 kid's mile. It is expected to draw several thousand participants to the City of Ann Arbor, attracting participants locally and from out of town.

This event is being coordinated by Champions for Charity and will benefit the Ann Arbor Public Schools Educational Foundation with a portion from each entry. Along with the charitable benefits, the Ann Arbor Marathon will be a great showcase for the city and will provide additional customers and economic activity for local businesses. For all of these stated reasons, the A2Y Chamber supports Champions for Charity's SEP application to host the Ann Arbor Marathon.

Sincerely,

Diane Keller, President & CEO
Ann Arbor / Ypsilanti Regional Chamber

Williams, Debra

From: Wendy Correll [wcorrell@aapsef.org]
Sent: Friday, November 18, 2011 7:41 PM
To: Michael D. Highfield
Cc: Williams, Debra; 'Lamb, Bitsy'; Sartori, Lyle; Chamberlain, Kathleen; Rachwal, Christopher J.; 'Kosteva, James'; Fojtik, Charles; 'Steve Eder'; McMurtrie, Thomas; 'Will Smith'; 'Andrea Highfield'; 'Ellie Serras'
Subject: Re: Ann Arbor Marathon/Half Marathon/5K

Greetings to "the group",

On behalf of board of directors of the Ann Arbor Public Schools Educational Foundation (AAPSEF), let me say thank you for making AAPSEF the beneficiary of the many benefits inherent in partnering with you on this exciting event. We couldn't be more grateful.

Former AAPSEF board chair, Tom Bourque, often expressed his desire for a marathon in Ann Arbor that might benefit the schools; pairing his passion for running with his commitment to public education. I'm certain Tom is thrilled.

From the AAPSEF vantage point, there are several important benefits.

First, to AAPSEF and the Ann Arbor Public Schools; more funding for programs that support academic achievement and talent development for all 16,500 students in this school district.

Second, the health benefits that will be derived from student, family and AAPS alumni participation in the races.

Third, the positive energy this will bring to support for our schools.

And fourth, in times of economic stress, which these are, local governments are less able to support important, vital, community resources than in the past. This event affords the City of Ann Arbor the opportunity to lend moral support to the schools at a time when our schools most need it.

I've shared this news with AAPS Superintendent, Dr. Patricia Green, and she is thrilled! Please let us know how we can be of help in promoting this event.

With a grateful heart and sincere thanks,

Wendy Correll
Executive Director
Ann Arbor Public Schools Educational Foundation
734-994-1969

Check out the 20+ Great Idea Grants awarded on 10.27.11 on our [Facebook page](#)

[Donate Now](#)

www.SupportAnnArborSchools.org
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AAPSEF is committed to helping all Ann Arbor Public Schools students achieve their highest potential by providing community support for innovative and excellent educational opportunities within the Ann Arbor Public Schools.

On Nov 18, 2011, at 10:52 AM, Michael D. Highfield wrote:

Greetings, We at Champions for Charity are very pleased to announce to "the group" that the charity we have decided to raise money for through the Ann Arbor Marathon/Half Marathon/5k is the Ann Arbor Public Schools Educational Foundation. Wendy Correll, Executive Director of AAPSEF, is copied on this email, and she and her Board are very excited about this fundraising opportunity and the many other potential benefits flowing out to Ann Arbor families and AAPSEF through this event. \$6.00 of every entry fee will be donated to AAPSEF, plus every participant will have the opportunity on the race entry form to make an additional contribution to AAPSEF. We hope even in year one we can raise between \$50,000 and \$100,000 for AAPSEF. We at CFC are very glad we came up with the idea of making AAPSEF our charity for this event, and we look forward to working with everyone to create a very special experience for the Ann Arbor Community.

Thanks,

Mike

Williams, Debra

From: Ellie Serras [ellieserras@gmail.com]
Sent: Thursday, November 17, 2011 7:55 AM
To: Sartori, Lyle; Williams, Debra
Subject: AA Marathon

Hello Lyle and Debra!

We met a few years ago when I worked for the Main Street Area Association planning events and in general bothering everyone about downtown issues :)

Mike and Andrea Highfield contacted me a few months ago to talk about the possibility of producing a marathon in Ann Arbor. I met Andrea when she and Mike organized the first Big Heart run several years ago. It took massive planning with the city and the downtown businesses to organize that event - and I have to say I was impressed with their organizational skills for that first event.

Of course, since that time, they've organized many Big Heart runs - not only in Ann Arbor but all over the country - with great success. I continue to be impressed with their ability to bring communities together and create a great event that's good for the area, for charity and for each individual.

They are committed to the safety and overall good will of each event and dedicated to the care and support of their participants and volunteers. A win win all the way around!

I could go on and on about their exceptional abilities and how that translates into making an Ann Arbor marathon a great event. But I think you get the gist and you've probably had the opportunity to work with them before so you know what I mean!!

For what it's worth - drawing from my past experience working with downtown businesses, city staff, elected officials, community leaders, and the Ann Arbor Area Convention and Visitors Bureau, I believe hosting a marathon in Ann Arbor will be a great addition to the remarkable events and incredible hospitality for which our community is known.

This kind of event has the potential to attract visitors from all over the country who would not otherwise have thought of Ann Arbor as a destination. I'm confident we have the ability to show off our community, resting assured that these visitors will be treated with the utmost care and respect, from the excellent organizational skills of the Highfields to their ultimate safety and comfort provided by your fine department.

Thank you so much for taking your time, considerable expertise and commitment to the community to work in partnership with us. Your consideration is very much appreciated. Please let me know if there is any way in which I can be helpful to you and this process.

Very sincerely
Ellie

Ellie Serras
downtown IS an attitude!
www.annarbormainstreetbiz.com
Main Street BIZ

122 S. Main St. #215
Ann Arbor, Mi. 48104

734-646-7087 cell



January 17, 2011

Ms. Debra Williams
100 North Fifth Avenue, P.O. Box 8647
Ann Arbor, MI 48107-8647

Ms. Williams,

On behalf of the Ann Arbor Area Convention & Visitors Bureau, we would like to affirm our support for the Special Event Permit application submitted by Champions for Charity to host the inaugural Ann Arbor Marathon scheduled for June 2012.

It is our mission at the Ann Arbor Area CVB to enhance the economy of the Ann Arbor area and the county of Washtenaw in general, through the promotion of the area as a destination for overnight visitors. As the Ann Arbor Marathon is expected to draw several thousand participants, the potential for people to stay overnight is very high, and those that stay will likely take advantage of the fantastic dining, shopping, and entertainment options that we offer locally.

We believe that the Ann Arbor Marathon will garner very positive press for Ann Arbor, and because it encompasses many different types of fitness levels for both individuals and families, the event will be a great opportunity to bring in people of all walks of life to experience our city (there will be a full marathon, half marathon, a 5K and a 1.2K Kids Run). It is also important to note that a portion of each entry will go to benefit the Ann Arbor Public Schools Educational Foundation.

Not only do we support Champions for Charity and their efforts to put on the Ann Arbor Marathon, we look forward to promoting this event on behalf of the city of Ann Arbor.

Sincerely,

A handwritten signature in black ink, appearing to read "Mary A Kerr".

Mary A Kerr
President
Ann Arbor Area Convention & Visitors Bureau

cc: Mayor John Hieftje
cc: Ann Arbor City Council