

Masters LDR Growth Initiative
2016 Accomplishments and 2017 Goals



2016 Accomplishments

- After 7% increase 2015, Masters LDR and XC Membership down 1.9% (far less than the decline in road race participation).
- Participation at Masters LDR National Championship Events (1 Mi, 5K, 8K, 10K, 15K, Half Marathon) up 8%.
- 2016 Elite Performance (age-grade) medals were redesigned at much higher quality and provided to all participants who age-graded over 80% at National Masters Championship LDR Events; feedback received participants was very favorable.
- Masters LDR employee/consultant supported the growth initiative; interacted with USATF Events and Media staff and provided support to Associations regarding the Masters LDR Growth Initiative.
- Pre-race coverage of National Masters Events increased through USATF News and www.runningprof.com; and post-race coverage enhanced through those outlets plus *National Masters News*.
- Phidippides Program
 - moved largely to online application;
 - new 2007-present Phidippides data base assembled and linked to USATF Membership data base;
 - Yearly Awards as of October 31 increased from 267 in 2015 to 301 in 2016, a 13% increase
- Masters LDR Newsletter/E-mail Blasts issued starting in September 2016
- Provided support for New Mexico and Gulf Associations in establishing new Association Grand Prix Circuits
- Surveyed Associations about their Masters LDR Circuits and Masters LDR activities

2017 Major Challenges

- Potential bidders (Races) are under increased financial pressures—difficult to attract bidders.
- Bidding document, at 45 pages, too long and cumbersome and complex and discourages bidders.
- Hurt by personal changes at Competitor Group and Indy Monumental Marathon.
- Many Associations are happy with status quo and very complacent about change.

2017 Goals

- Work with USATF staff to simplify bid process. Would like to see an online process similar to what RRCA does for its championships.
- Stabilize and strengthen a geographically diverse 2017-2019 calendar; focus on moving more upstream.
- Continue focus on increasing quality of Championship events and increased membership.
- Provide support for Associations to help grow their masters LDR membership. Target specific Associations who have a desire to improve. Focus on the following:
 - Strengthening local USATF Masters Circuits
 - Improving coordination and participation with local clubs
 - Creating more value for a USATF membership
 - Adopting age-graded percentages to attract the growing number of older runners
 - Promote the National USATF Masters Events
- Increase the participation of every day Masters runners in the Phidippides program through enhanced publicity.
- Continue to focus on adequate USATF Budget; sponsor leadership offsite.