



UNITED STATES MARINE CORPS

MARINE CORPS BASE

QUANTICO, VIRGINIA 22134-5001

IN REPLY REFER TO:

1700
B 052

From: Commander, Marine Corps Base, Quantico, VA
To: Distribution List

Subj: LETTER OF INSTRUCTION (LOI) FOR THE MARINE CORPS
HISTORIC HALF (MCHH) TO BE HELD ON 18 MAY 2008

- Encl: (1) Sequence of Events
(2) Race Route, Operations and Logistical Support
(3) Communications Plan
(4) Supply and Equipment List
(5) Race Application
(6) Packet Pick up and Expo Layout
(7) Volunteer Application offline/online
(8) Program of Actions and Milestones (POA&M)/Timeline
(9) Points of Contact

1. Purpose. To provide information, responsibilities, and coordinating instructions for the MCHH taking place at Fredericksburg, VA on 18 May 2008 to include a two day exposition at the Fredericksburg Expo and Convention Center on 17 and 18 May 2008.

2. Information.

(a) The Director, Marine Corps Marathon (MCM) is the executive agent and Race Director for the MCHH; a 13.1-mile run for runners with minimum age of 13. The MCM organization is a separate stand-alone Non-appropriated Fund Instrumentality and a charter member of the Road Runner's Club of America (RRCA). In coordination with Marine Corps Base Quantico (MCBQ), the City Council of Fredericksburg, Fredericksburg Area Running Club (FARC) and event sponsors the MCM will plan, coordinate and execute the Half Marathon according to USAT&F rules and regulations.

(b) The MCM Business Manager is the Race Coordinator and will perform the duties as liaison for command and control, law enforcement and community relations.

(c) The sequence of events is identified in enclosure (2).

(d) The location of the race route, road closings, road marshals, event guides, registration and hospitality area, water points, aid stations, timing and clock locations, and the start and finish lines are identified in enclosure (2).

(f) The communications plan including computer, phones and network requirements is contained in enclosure (3).

Encl (6)

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(g) A supply list identifying logistics requirements is identified in enclosure (4).

(h) A copy of the race application and online registration procedures are contained in enclosure (5).

(i) A layout for the expo, packet pick up and list of race packet items is contained in enclosure (6).

(j) A copy of the volunteer application, offline and online, is contained in enclosure (7).

(k) A Program of Actions and Milestones (POA&M)/timeline is contained in enclosure (8).

(l) Points of contact are listed in enclosure (9).

3. Action.

a. Director, Marine Corps Marathon.

(1) Maintains overall planning and execution responsibility as Race Director, MCHH. Ensures financial solvency for the event and will prepare the annual budget.

(2) Drafts a Letter of Instruction (LOI) for the event.

(3) Ensures compliance with MCBQ, USAT&F and RRCA guidelines, and City of Fredericksburg permits.

(4) Coordinates the appropriate staff assistance in the areas of Operations, Event Management, Business, Public Relations, Marketing, Sponsorship and Logistics ensuring economy of management practices.

b. Race Coordinator.

(1) Provides guidance for planning and execution of the event.

(2) Performs as Race Coordinator in the Command Operations Center (COC) on race day.

(3) Acts as liaison with Fredericksburg City and Stafford County government offices.

(4) Drafts and submits Fredericksburg Special Events public permits.

(5) Initiates community outreach with city officials in areas of tourism, economic development and city involvement.

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- (6) Initiates creating of brochures and online registration components and ensures placement of online registration module and components.
- (7) Ensures the collection of runners and volunteer data is conducted in accordance with Department of Defense regulations.
- (8) Manages the pre-registration, registration, data processing and packet pickup process.
- (9) Coordinates volunteers and personnel management for registration, packet pick up and expo promotions.
- (10) Manages solution center, information area and volunteer check-in.
- (11) Produces volunteer module and manage online site.
- (12) Manages Historic Half Marathon Exposition, to include packet pick up and vendor booth sales.
- (13) Manages race technology, i.e., chip timing coordination, race results posting, finisher certificates, awards timing.
- (14) Oversees awards.
- (15) Provides onsite supervision.
- (16) Coordinates billeting, feeding and accountability of event support personnel.

c. Operations Manager.

- (1) Designs course and assists Race Coordinator with course operations.
- (2) Establishes locations and coordinates the placement of route guides, course marshals, event guides, road guards and police officers and assist the road guard teams and the City of Fredericksburg Police Department in securing roads.
- (3) Coordinates emergency services coordination.
- (4) Establishes a directional and information sign plan.
- (5) Provides communications plan, enclosure (3).
- (6) Provides guidance as necessary to establish a transportation plan.

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(7) Coordinates runner's bus shuttle service with the MCM Logistics Manager and MCM Transportation key volunteer.

(8) Establishes road closing/opening procedures to ensure the roadways are cleared and safe for participants.

(9) Designs and coordinates the start/finish line area and race course.

(10) Assists with set up for course photographers for operational aspects.

(11) Ensures all runners line up in their perspective corral areas.

(12) Awards each finisher with a medal.

(13) Ensures post event cleanup, trash removal along race course and ensures the retrograde of all equipment back to Quantico.

(14) Coordinates safety and security measures with local law enforcement.

d. Sponsorship Manager.

(1) Establishes and executes a media and advertisement campaign.

(2) Secures sponsorship and licensee partnerships of monetary and in-kind support.

(3) Coordinates event photography and media involvement.

(4) Produces and publishes the race and volunteer applications per enclosures (5) and (7), and any printed material, such as maps, pasta tickets, bibs, t-shirt artwork and web publishing.

(5) Plans and executes on site entertainment, i.e., bands, Marine Corps Color Guard, Fredericksburg historic groups.

(6) Coordinates the construction of directional and informational signs.

(7) Produces 7,000 goodie bags for runners and promotional items.

(8) Coordinates website and surveys.

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e. Logistics Manager.

- (1) Coordinates logistical support.
- (2) Initiates contracts for supplies and services.
- (3) Manages delivery of contracted goods and services directly with the perspective contractors.
- (4) Ensures all cones are delivered, stacked, staged and setup at the designated locations prior to the start of the race.
- (5) Picks-up cones along the road way upon the conclusion of the run and assists with water point/food station breakdown.
- (6) Ensures the cones are returned to the MCM in a timely manner for use with other MCM events.
- (7) Ensures accountability of all equipment and supplies.
- (8) Coordinates all trash pick up.

f. Assistant Chief of Staff, A/CS G-1 (Manpower Division).
Provides 50 volunteers to assist with race operations.

g. Assistant Chief of Staff, A/CS, G-3 (Operations Division). Provides MCBQ Band and Color Guard at Expo ceremonies, MC Historic Half reception, and at the start of the race.

h. Course Zones Marshall.

- (1) Coordinates Zone Commanders, the water points, aid stations, replenishment points and entertainment within the established zones.
- (2) Places road guards on the course at the locations designated in enclosure (2).
- (3) Places guides at the designated locations shown in enclosure (2), to ensure the runners remain on the prescribed course.
- (4) Ensures traffic cones block any incoming traffic from side streets and parking areas.
- (5) Stacks and stages cones for the cone pickup team upon conclusion of the run.
- (6) Ensures all trash is picked-up, bagged and staged at the established trash points.

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(7) Coordinates volunteers as route guides throughout the course to direct participants and spectators, see enclosure (2).

i. Hospitality Coordinator.

(1) Coordinates the delivery of all equipment and supplies necessary to operate the finish line hospitality service for runners and setup the hospitality operation.

(2) Coordinates the delivery of food, beverages and ice with the MCM Logistics Manager.

(3) Operates the hospitality service by providing runners with water and replenishment upon completion of the race to include bagging items if needed.

(4) Tears down, stacks, and stages supplies upon conclusion of the run. Ensures accountability of all equipment and supplies.

(5) Ensures all trash is thoroughly picked-up, bagged and staged at the established trash point at the hospitality site.

4. Coordinating instructions.

a. The key MCCH event personnel will be identified to facilitate planning. Enclosure (9) pertains.

b. All designated personnel will attend coordination meetings and accomplish tasks by the deadlines delineated in enclosure (8).

c. To ensure the MCHH event is operated under safe conditions, the following support assistance will be requested:

(1) Fredericksburg Police Department.

(a) Provides police barricades, cruisers, and/or foot patrols at the designated locations outlined in enclosure (2).

(b) Opens and closes roads per the Fredericksburg City Special Events Permit and enclosure (2).

(c) Provides security patrols along race course.

(d) Submits a bill for payment of salary and equipment to the Director, MCM, upon conclusion of the event.

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(2) Medical Key Volunteer (Mary Washington
Hospital [MWH]).

(a) Provides 6 roaming medics to patrol the race course with bicycles and/or golf carts.

(b) Coordinates and assign medical volunteers.

(c) Provides four doctors and ten nurses to operate the medical tent at the race site Finish and on the course.

(d) Coordinates the stationing of two ambulances on the race course.

d. Volunteers and assigned personnel will be organized as follows:

FUNCTION	NUMBER OF VOLUNTEERS
Packet Pickup/Registration	46 Volunteers
-registration, files	10 MCM*
-solutions	
-information	
-t-shirts/goodie bags	
-crowd control	
Expo	20 Volunteers
	2 MCM
Start Line	40 Volunteers/Marines*
	4 MCM
-setup/tear down	
-guides	
-announcer (contracted)	
-starter	
Finish Line	40 Volunteers/Marines*
	4 MCM
-setup/tear down	
-medal team	
-guides	
-announcer (contracted)	
Hospitality Inside Convention center	50 Volunteers
	5 MCM
Linkup Area/guides	10 Volunteers/Marines
	1 MCM
Course Guides	20 Volunteers

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Road Guards	20 Volunteers
Events Guides	20 Volunteers
Cone Team	20 Volunteers
Water points (6)	60 Volunteers
Food Stations (1)	10 Volunteers
Medical Doctors	4 MWH
Nurses	10 MWH
Roaming Medics	6 MWH
Communications	2 Volunteers (HAM Operators) 1 MCM
Transportation	20 Volunteers 1 MCM
Security	1 MCM
Police Force	36 Fredericksburg Police Department
Command Operations Center COC	4 MCM 4 Fredericksburg Police Department 2 Fire and Rescue 1 HAM Operator
Results/Awards	4 Volunteers 2 MCM
Total Personnel =	332 Volunteers 30 MCM 20 Medical 40 Police 50 Marines 472 Total

Note: * MCM staff and volunteers assigned in several areas

The intent of the MCHH is for the benefit of the runners and to demonstrate the Marine Corps' commitment to physical fitness,

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community goodwill and a healthy lifestyle. It is every one's
responsibility to ensure we maintain strict safety and security
within an exciting event environment.


R. G. NEALTS
By direction

Distribution:

COS, MCB, Quantico

Dir, MCM

AC/S G-1

AC/S G-3

Fredericksburg Police Department

Fredericksburg Tourism Development

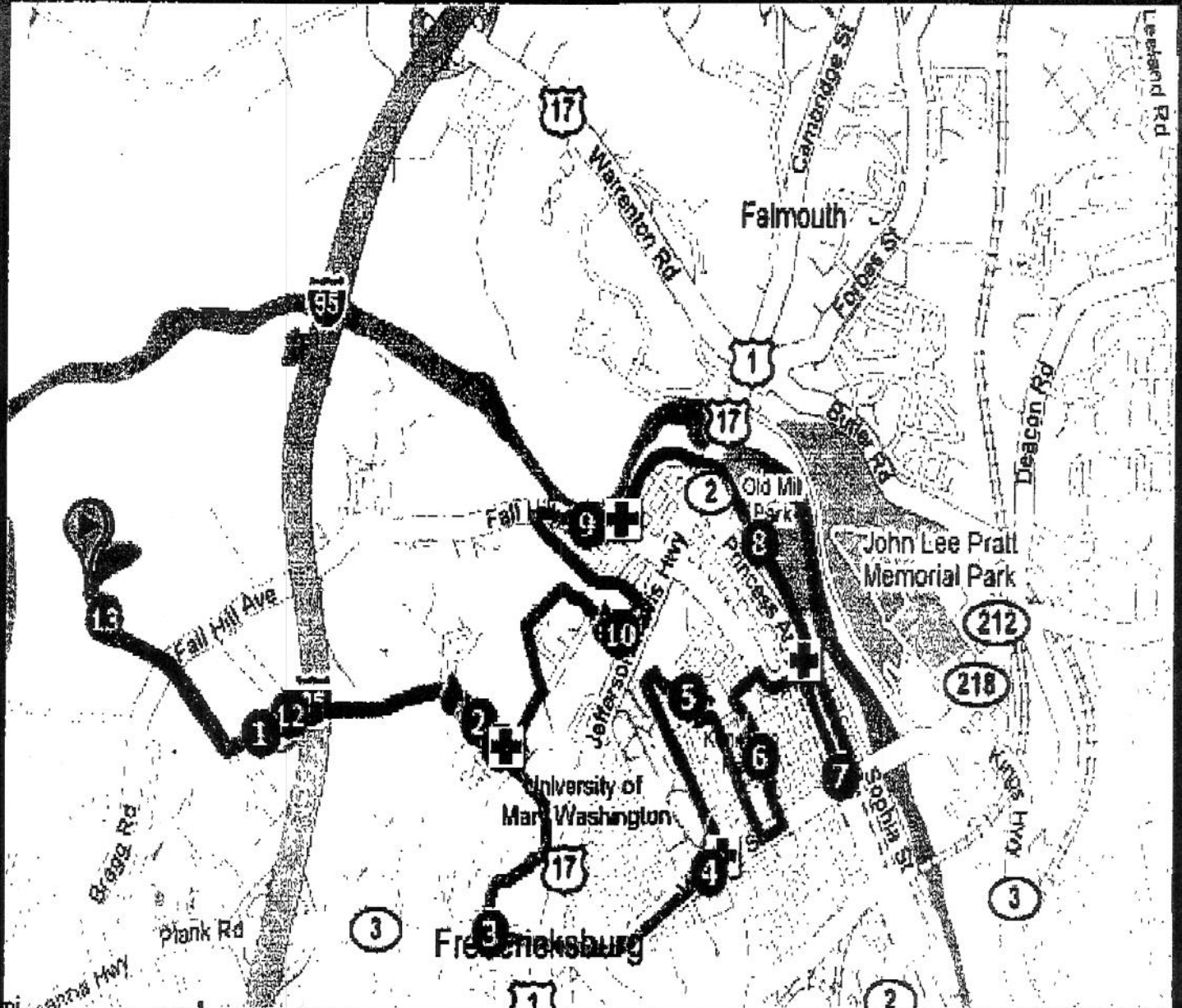
Mary Washington Hospital, Fredericksburg

SEQUENCE OF EVENTS
MARINE CORPS HISTORIC HALF

<u>Event</u>	<u>Location</u>	<u>Time</u>
Thursday, 15 May 2008		
Recon Expo and Course	Expo Center/Course	8 am - 8 pm
Friday, 16 May, 2008		
Expo set up	Expo Center	8 am - 8 pm
Entertainment and course	Expo/Course	8 am - 8 pm
Hospitality set up Hall A	Expo	8 am - 8 pm
Saturday, 17 May 2008		
Volunteers and Staff Muster	Expo Center	8 AM - 8:30 AM
Expo Ribbon Cutting and Ceremonies	Expo Center	9:30 AM
Packet Pickup/Registration	Expo Center	10 AM - 6 PM
Expo	Expo Center	10 AM - 6 PM
Symposium	Expo Center	11 AM - 3 PM
Pasta Party	Expo Center Ballroom	5 PM - 7 PM
VIP Reception	Expo Center Meeting Area	6 PM
Sunday, 18 May 2008		
Volunteers and Staff Muster	Start Line Expo	5:30 AM - 5:45 AM
Volunteer Orientation	Start	5:45 AM - 6:00 AM
Course Set Up	Race Course	4:30 AM - 6:45 AM
Police Barricade	course map	4:30 AM - 11:00 AM
Arch Placement	Start/Finish	5:30 AM - 6:00 AM
Corrals	Start/Finish	4:30 AM - 11:00 AM
Race Day Packet Pickup	Expo Center	6:00 AM - 6:45 AM
Expo opens	Expo Center	6:00 AM - 13:00 PM
Ambulance	see course map	6:30 AM - 11:00 AM
Hospitality/First Aid (water, fruit, etc)	Expo Hall B	6:30 AM - 13:00 PM
Family Reunion	Expo Area	6:30 AM - 13:00 PM
Shuttle Buses	Commuter lots/hotels	5:30 AM - 15:00 pm
PA System and Announcer	Start Line	6:30 AM - 11:00 AM
Award Medals/Space blankets	Finish Line	8:15 AM - 11:00 AM
Photo opportunity	Finish Line	8:15 AM - 11:30 AM
Finish Festival Bands	Expo/Finish Area	8:30 AM - 9:30 AM
Award Ceremony	Expo/Finish Area	9:30 AM - 10:30 AM
Bands continue	Expo/Finish Area	10:30 AM - 12:00 PM
Trash Pick up	Expo/Course	6:30 AM - 16:00 PM
Course take down	Race Course	6:30 AM - 11:15 AM
Expo Breakdown	Expo Center	14:00 AM - 20:00 PM
Take Down	Race Site	17:00 AM - 24:00 PM

Enclosure (1)

Proposed 2008 Marine Corps Historic Half



1 June 2007

MARINE CORPS HISTORIC HALF MARATHON**COMMUNICATIONS PLAN****HAND HELD RADIO DISTRIBUTION (32)**

RACE DIRECTOR =1
RACE COORDINATOR, MCM =1
OPERATIONS MGR, MCM = 1
EVENTS MGR, MCM = 1
MARKETING MGR, MCM = 1
LOGISTICS MGR, MCM = 1
CONE TEAM LEADER = 2
ROAD GUARD LEADER = 2
COURSE MARSHALL LEADER = 2
START/FINISH LINE COORDINATOR = 1
FINISH FESTIVAL COORDINATOR =1
MEDICAL = 2
WATERPOINT CAPTAINS = 6
MCM STAFF = 10

CELL PHONE DISTRIBUTION (10)

MCM STAFF = 10
MEDICAL =2

*NOTE: MCM BRANCH HEADS AND FUNCTIONAL STAFF HAVE CELL PHONES ALREADY

BULL HORN DISTRIBUTION VIA MCM WAREHOUSE (12)

LOGISTICS MANAGER = 2
COURSE MARSHALLS = 13
START/FINISH LINE COORDINATOR = 2
HOSPITALITY = 2

SOUND SYSTEM (1) (CONTRACTED)
SYSTEM BACK-UP (1) (G6)

HAM OPERATORS - MEDICAL NETWORK (TBD)

NOTES:

(1) The Logistics Manager will distribute and retrieve communications equipment starting at 0730, Wednesday, 15 May 2008 at the MCM office. Bullhorns and replacement batteries will be distributed on race morning, NLT 0530, Sunday 18 May 2008 at the Expo Center. A pocket guide with cell phone numbers and assigned radios will be issued with phones/radios.

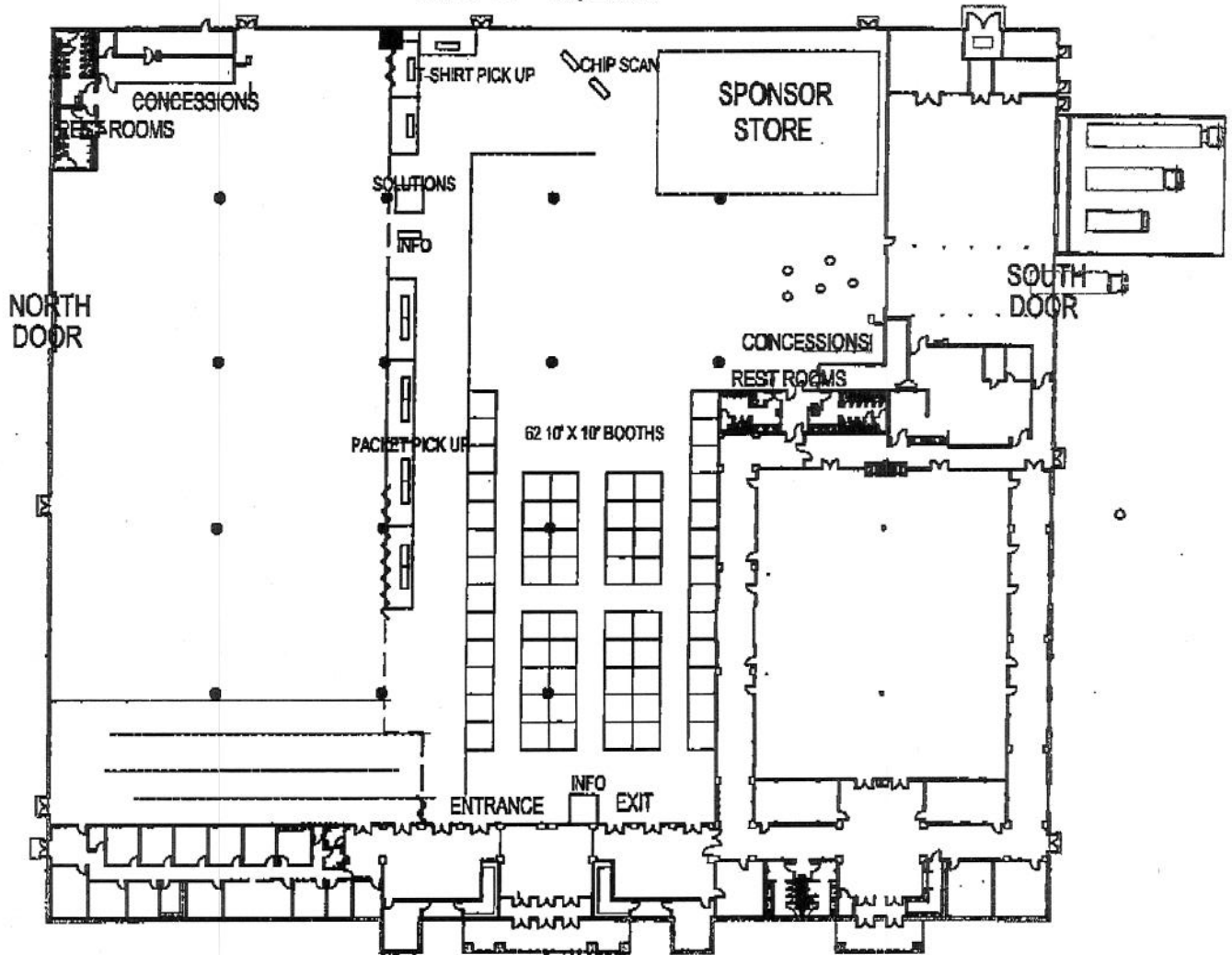
ENCLOSURE (3)

MARINE CORPS HISTORIC HALF 18 MAY 2008

ITEM	QUANTITY	SOURCE
T-SHIRTS	6000	CONTRACTOR
MEDALS	5000	CONTRACTOR
COMPUTERS AND NETWORK	30	RENTAL/SPONSOR
TIMING MATS	3 SYSTEMS	CONTRACTOR
SOUVENIR CHIPS	5000	CONTRACTOR
GOODIE BAGS	7000	SAMPLE GUY
AWARDS	TBD	CONTRACTOR
EXPO BOOTH	1	MCM
TRUCK, PANEL 24'	6	RENTAL/SPONSOR
MINI VAN/OSV	2	MCM
TRAFFIC CONES	400	MCM
TENT, POP UP	4	MCM
SAFETY PINS	30,000	CONTRACTOR
SNOW FENCE	1000FT	MCM
STAKES, FENCE	50	MCM
AWARDS STAGE/BAND STAGE	1	CONTRACTOR
ARCH START	1	MCM
ARCH, FINISH	1	MCM
GENERATORS	5	MCM
TABLES, FOLDING	50	CONTRACTORS
CHAIRS, FOLDING	35	CONTRACTORS
BIBS	5000	CONTRACTOR
ROAD GUARD VESTS	150	MCM
TRASH BAGS, LARGE	20 BOXES	MCM
TRASH CONTAINERS	50	MCM
RAKES	10	MCM
BROOMS	10	MCM
GENERTORS	4	MCM
SLEDGE HAMMERS	5	MCM
CUPS, PAPER COLD 7 OZ	30000	MCM
CUPS,HOT	1000	MCM
COFFEE MESS	1	MCM
SOUND SYSTEM	1	CONTRACTOR
PODIUM	1	MCM
STARTER PISTOL	2	MCM
FINISH LINE BANNER	2	MCM
PAPER TOWELS	30 ROLLS	MCM
BAGELS (FOR VOLUNTEERS)	400	SPONSOR
HEALTH BARS	200	SPONSOR
FOOD ITEMS FOR RUNNERS	SEPARATE LIST TO OPS AND HOSPITALITY	
WATER, BOTTLED	7000	SPONSOR
WATER	3000 GAL	SPONSOR
GLOVES, RUBBER	2 BOXES	MCM
BINS, PLASTIC HOSPITALITY	20	MCM
TRAYS, WATERPOINTS	20	MCM
CONTAINER, DEEP WATER	10	MCM
DOLLIES, HAND	10	MCM
EXTINGUISHER, FIRE	10	MCM
ICE	300	CONTRACTOR

STRETCHERS	10	MCM
FIRST AID KITS	50	MEDICAL SPONSOR
PLATFORM, STAGE	1	MCM
BULL HORNS	12	MCM
BATTERY C CELL	100	MCM
SOUND SYSTEM	1	MCM
RADIOS, HAND HELD	32	MCM
MEDICAL SUPPLIES	SEPARATE LIST/MEDICAL	HOSPITAL SPONSOR
CUPS	40,000	MCM
PHONES, CELL	30	MCM
SIGNS, ASSORTED	SEPARATE LISTING OPS	MCM/MARKETING
TAPE, BOX ROLLS OF	50	MCM
ENERGY DRINK	3,000 gal	MCM/SPONSOR
RACE CLOCK	6	CONTRACTOR

FREDERICKSBURG EXPO CENTER
 MARINE CORPS HISTORIC HALF
 HEALTHY LIFESTYLE EXPO
 MAY 17 - 18, 2008



**MARINE CORPS HISTORIC HALF
PROGRAM OF ACTIONS & MILESTONES (POA&M)**

DATE	TIME	ITEM	ACTION OFFICER
1 APR 07	1000	EXPO LAYOUT	RACE COORD EXPO COORD
15 APR 07	1000	EXPO SECURED	RACE COORD EXPO MGR
1 MAY 07	0800	STAFF LOI REVIEW	BUS MGR/RACE COORD OPERATIONS MGR MARKETING MGR MARKETING COORD LOGISTICS MGR EVENTS COORD
6 MAY 07		DRAFT LOI	RACE COORDINATOR TECH DIRECTOR
11 JUN 07		PRESENTATION	DIRECTOR MCM MAYORS COUNCIL RACE COORD OPERATIONS MGR PR COORD
17 JUL 07		PRESENTATION	FREDERICKSBURG MERCHANTS RACE COORD MARKETING MGR PR COORD EVENTS MGR
17 JUL 07		PRESENTATION	FREDERICKSBURG CHURCHES RACE COORD MARKETING MGR PR COORD EVENTS MGR
30 AUG 07		FINAL SIGNED LOI	COMDR MCBQ
ONGOING		PROMOTION	MARKETING MGR CITY OF FREDERICKSBURG
2 AUG 07		ONLINE REGISTRATION COMPONENTS	RACE COORD DATA BASE ADMIN MARKETING MGR

Enclosure (8)

**MARINE CORPS HISTORIC HALF
PROGRAM OF ACTIONS & MILESTONES (POA&M)**

DATE	TIME	ITEM	ACTION OFFICER
ONGOING		MEETINGS	ALL MCM BRANCHES
3 AUG 07		CONTRACTING	RACE COORD LOGISTICS MGR
4 AUG 07		PERMITS DUE	FREDERICKSBURG PD RACE COORD
TBA		PAPER APPLICATIONS FLYERS FOR EXPOS	MARKETING COORD RACE COORD
4 AUG 07		EVENT LOGO AND DESIGNS	MARKETING MGR GRAPHICS COORD
ONGOING		VOLUNTEER RECRUITMENT ADVERTISEMENT	RACE COORD MARKETING MGR
24 AUG 07	0930	PROGRESS REVIEW	MCM BRANCH HEADS
28 AUG 07	1000	SHUTTLE PLAN	RACE COORD MCM BRANCH HEADS
TBA		FREDERICKSBURG POLICE/FINAL PERMIT	RACE COORDIN OPERATIONS MGR FRED POLICE
28 AUG 07	1000	PROGRESS REVIEW	DIRECTOR, MCM MCM BRANCH HEADS
3 SEP 07		CONTRACTS COMPLETE	RACE COORD LOGISTICS MGR MCCS CONTRACTING
ONGOING		PROGRESS REVIEWS	MCM BRANCH HEADS
1 NOV 07	0800	ONLINE REGISTRATION LIVE AND VOLUNTEER REGISTRATION	ACTIVE NETWORK
1 NOV 07		BOOTH SALES BEGIN	EXPO COORDINATOR
3 DEC 07		GOODIE BAG CONTENT DISCUSSION	VENDOR BAG EXPO COORD

**MARINE CORPS HISTORIC HALF
PROGRAM OF ACTIONS & MILESTONES (POA&M)**

DATE	TIME	ITEM	ACTION OFFICER
7 JAN 08		COURSE RECON	RACE COORD OPERATIONS MGR
5 FEB 08		RACE PACKET PREP	CHAMPIONCHIP
5 FEB 08		EXPO VENDOR PACKETS	EXPO FRED EXPO COORDINATOR
15 MAR 08		VOLUNTEER ASSIGNMENTS	VOL COORD
1 APR 08		COURSE RECON	RACE COORD OPERATIONS MGR
16 APR 08		COMM PLAN REVIEW	OPERATIONS MGR MCM BRANCH HEADS
16 APR 08		TRANSPORTATION PLAN	LOGISTICS MGR RACE COORD
1 MAY 08		KEY PERSONNEL COORD MEETING VOLUNTEER T-SHIRT DISTRIBUTION	RACE COORD OPERATIONS MGR EVENTS MGR MARKETING COORD FARC MW HOSPITAL UMW
12 MAY 08		BRIEF	DIRECTOR MCM MCM BRANCH HEADS
14 MAY 08		LOAD ALL SUPPLIES AND EQUIPMENT	LOGISTICS MGR
15 MAY 08		STAGE EQUIPMENT DELIVERIES	LOGISTICS MGR EVENTS MGR RACE COORD
16 MAY 08		BUILDING OF EXPO AND HOSPITALITY	RACE COORD EXPO COORD OPERATIONS MGR EVENTS MGR
17 MAY 08		EXPO OPENS EXECUTE LOI	ALL STAFF RACE COORD
18 MAY 08		RACE DAY	ALL STAFF

MARINE CORPS HISTORIC HALF
PROGRAM OF ACTIONS & MILESTONES (POA&M)

DATE	TIME	ITEM	ACTION OFFICER
19 MAY 08		RETROGRADE	ALL STAFF
26 MAY 08		AFTER ACTION FEEDBACK TO RACE COORD	ALL STAFF