

2014



Stephen Siller

Tunnel^{TO} Towers
5K RUN & WALK
SOUTH CAROLINA



STEPHEN SILLER TUNNEL TO TOWERS 5K RUN & WALK SOUTH CAROLINA

ANNUAL REPORT | 2014



Save the Date!
Friday, September 18, 2015 at 7:00 p.m.

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1. MESSAGE FROM THE T2T SC RUN/WALK CHAIRMAN

"We Will Never Forget" our First Responders and our Military Service Members across South Carolina. I want to thank each volunteer and supporter for caring and giving from their heart so much to make a positive difference in our Heroes' lives! The Stephen Siller Tunnel to Towers 5K Run/Walk in South Carolina is blessed to have over 100 volunteers who sacrifice their time to make sure they successfully deliver on every task that is asked of them 24 hours a day, 7 days a week. Without all our volunteers and major supporters like the Lexington Medical Center (LMC) and SYSCO Foods of Columbia, we would not have been so successful to date. Another few key factors in our success are our focus on strategic planning, forward thinking, respect for one another in ensuring that each committee member has a voice in the process, and the team's belief that listening is the "Breakfast of Champions," and we are all champions!

In March 2013, my family and I were invited to attend a Fire Department of New York (FDNY) awards ceremony in New York City. After being sworn in as an Honorary New York City FDNY Battalion Chief, I was asked to launch the very first Stephen Siller Tunnel to Towers 5K Run/Walk in South Carolina, which we as a committee of over 100 volunteers, completed on Friday, September 6, 2013, which was five days before our annual South Carolina Midlands First Responders and Military Service Members Historic Remembrance Memorial Ceremony. (This Memorial was unveiled on the 10th Anniversary of September 11, 2001.) Coming out of the starting blocks the first year, I could not be more thankful, grateful, and proud of our T2T SC committee leaders and community supporters, including: the University of South Carolina, Fort Jackson, South Carolina National Guard, Tin Roof and the Music Farm, Sponsors, Donors and the LMC Marketing Team.

Our second run/walk event, which was held on Friday, September 19, 2014, was our biggest yet and was mirrored after the main run held in New York City, which boasts over 35,000 participants each year. Our 2014 event included an After Celebration with food and entertainment, which included four-time Grammy Nominee and 2014 People's Choice Award winner Hunter Hayes. This year's run more than doubled race participation over the inaugural year. None of this would have been possible without our T2T SC leadership team and the over 400 volunteers who committed to taking on monumental tasks of providing food, beverages, entertainment, water points, route monitors, parking management, security, and event marketing, just to name a few. The fact that our run, in only its second year, ranked in the top 20 runs in South Carolina is a testament to the team's commitment, hard work and dedicated service to the cause of honoring our fallen and catastrophically injured military service members and first responders.

In the coming year, our organization has many goals to move this event forward. These goals include:

- Increasing our military service members' participation (Active, Reserve, SCNG, and Military Veterans like U.S Marine Corporal Kyle Carpenter, MOH Recipient).
- Increasing our statewide First Responder participation.
- Increasing our T2T SC cash sponsorships and donations to \$75,000.
- Establishing a scholarship program for our SC First Responders and Military Service Members.
- Improve our social media, TV, and news coverage and establish a process to measure our performance weekly.
- Continue to support and raise funds to honor and provide for our "America's Bravest."



I thank each of you again for your "service above self," commitment, and generosity in your effort to improve the quality of life for others.



Daniel C. Hennigan, U.S. Army Retired
Chairman

2. FOUNDATION SUMMARY

- a. **Mission Statement:** The mission of our foundation is to honor the sacrifice of Firefighter Stephen Siller who laid down his life to save others on September 11, 2001. We also honor our Military and First Responders who continue to make the supreme sacrifice of life and limb for our country.
- b. **Vision:** Our vision for this run is to create a statewide tradition of honoring all of our first responders and all Military service members with a 5k Run/Walk over the Blossom Street Bridge, the Gervais Street Bridge, and finish in front of the 9/11 First Responders Historic Remembrance Memorial.
- c. **Stephen Siller's Story:** On September 11, 2001, New York City firefighter and father of five Stephen Siller was off-duty and on his way to play golf. When he heard what was happening at the World Trade Center, he called his wife to tell her that he had to help those in need. He strapped on 60 pounds of gear and ran from the Brooklyn Battery Tunnel to the World Trade Center to meet up with his company. Stephen was last seen saving lives with his brothers of Squad 1. The Stephen Siller Tunnel to Towers 5K Run & Walk takes place in cities around the country and honors local first responders and military service members. Lexington Medical Center is proud to support the only Tunnel to Towers event in South Carolina. The Tunnel to Towers Foundation supports military members who have been catastrophically injured in the line of duty through the Building for America's Bravest program. Proceeds from each Tunnel to Towers event go to building smart homes for quadruple and triple amputees who were injured in the Iraq and Afghanistan wars. In fact, \$0.88 of every \$1 donated to the Tunnel to Towers Foundation supports this program. By 2013, the Building for America's Bravest program built seven smart homes, which cost more than \$500,000 each (excluding land). Construction of 20 additional homes is currently in progress. This foundation was started in 2002. The Tunnel to Towers 5K Run & Walk series serves as a living memorial to honor the life and legacy of Stephen Siller and to champion the heroism of all first responders and military service members who serve, save and sacrifice every day.
- d. **History of SC's Run:** On March 7, 2013 while Dan Hennigan, U.S. Army retired was in NYC receiving his NYC Honorary FDNY Battalion Chief credentials from the Commissioner and FDNY Chief of the Department, Dan was asked by Battalion Chief Jack Oehm if he wanted to be the Chairman and begin the work of the Stephen Siller Tunnel to Towers 5K RUN & WALK in South Carolina. Dan wholeheartedly agreed and that was the origin of this event. Dan approached Lexington Medical Center for their support and sponsorship, who agreed to partner with the foundation as a title South Carolina Sponsor. Dan quickly started to build the SC Statewide team and the organizational



chart today reflects over sixty volunteers and twenty community leader advisors. Below is a summary of the first year's run:

- The first run was held on Friday, September 6, 2013 at 7:30 PM and included over 2,100 runners in first year! 900 Military Service Members from Fort Jackson Command & Drill Sergeant Academy participated and were led by the Fort Jackson Commanding General & Command Sergeant Major.
- The certified 5K Run & Walk started at the East end of the Columbia Convention Center, located at 1101 Lincoln Street, and ended in front of the South Carolina Midlands First Responders Historic Remembrance Memorial located at the western end of the Columbia Convention Center. The Run & Walk continued past University of South Carolina Fraternity Houses, crossed the Blossom Street Bridge into the City of Cayce, then turned and moved through a West Columbia suburb, then crossed the Gervais Street Bridge back through the heart of the City of Columbia. All throughout the route there were representatives from many civic and veteran groups, including the Patriot Riders, waving American flags and cheering on the runners.
- Moving and Patriotic Event: The Run/Walk participants included world class runners, adults and children. Many moms ran or walked pushing children in baby carriages. There were hundreds of First Responders, including: Fire, EMS, Police and 911 dispatcher personnel, who participated in the event. Some Firefighters ran in 60 - 70 pound bunker gear with FDNY Battalion Chief Jack Oehm. Several of the runners ran carrying the American Flag. The majority of the military service members ran with their units in formation carrying their units' colors and singing military cadence through the streets of Columbia, Cayce and West Columbia.
- Medals were awarded to the first, second & third place runners in their age groups.
- Volunteers came from all over the Midlands of South Carolina to support this event. Many came from Lexington Medical Center whose support was led by the LMC Marketing Group; University of South Carolina led by the University's athletic programs, including: basketball, volleyball, golf, & red shirt football players teams; the Columbia Chamber; the Columbia Convention Center; Indian Waters Boy Scouts of America; SC First Responders, Military Service Members and citizens.



e. Location of Other Runs:



NEW YORK
SEPTEMBER 28, 2014



RALEIGH / DURHAM, NC OCT. 5, 2014



VERO BEACH
SEPTEMBER 6, 2014



SAVANNAH
SEPTEMBER 13, 2014



ORLANDO
SEPTEMBER 6, 2014



CINCINNATI
SEPTEMBER 7, 2014



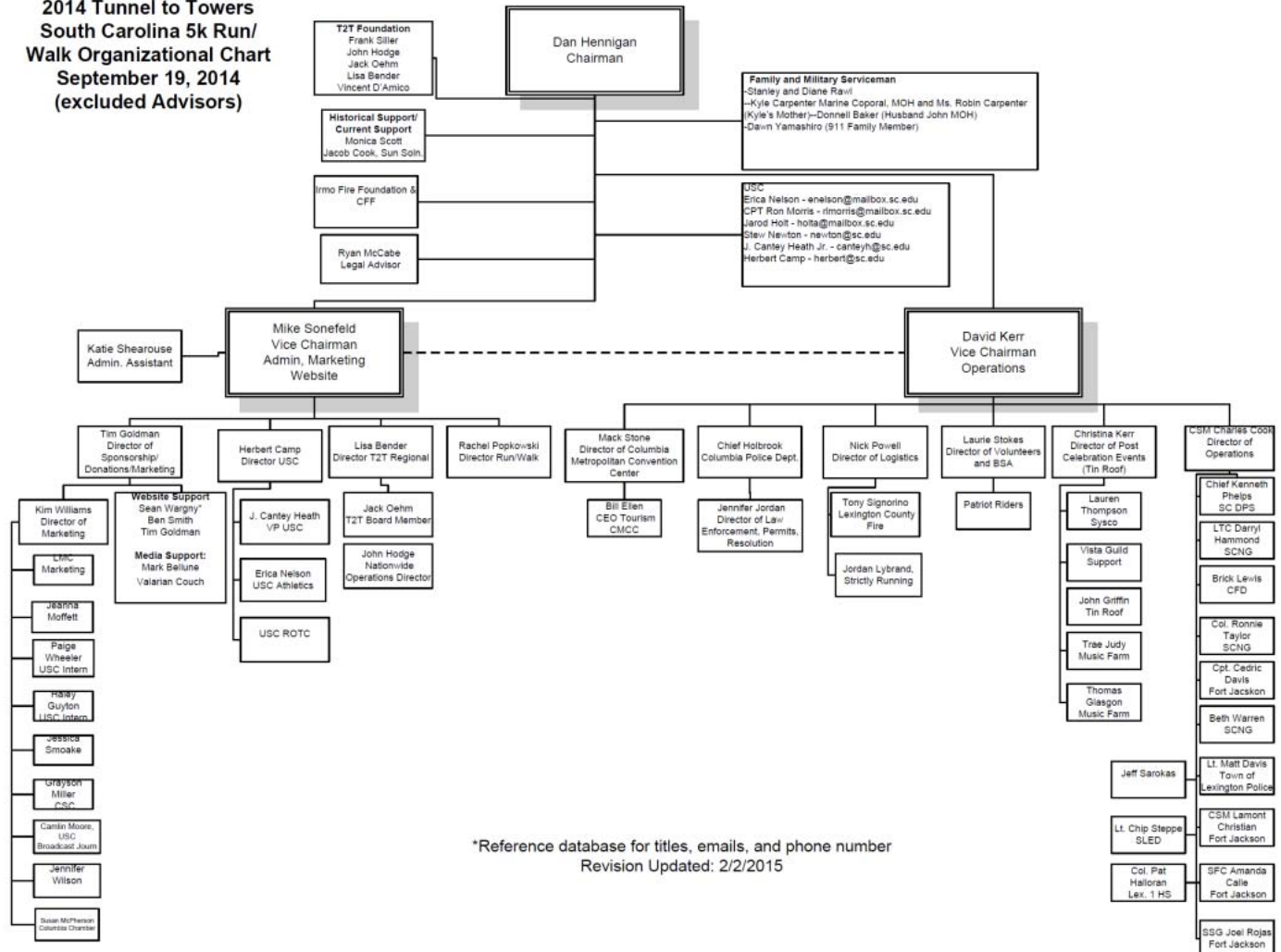
FORT LAUDERDALE SEPTEMBER 13, 2014



MEDINA
SEPTEMBER 14, 2014

3. ORGANIZATIONAL CHART

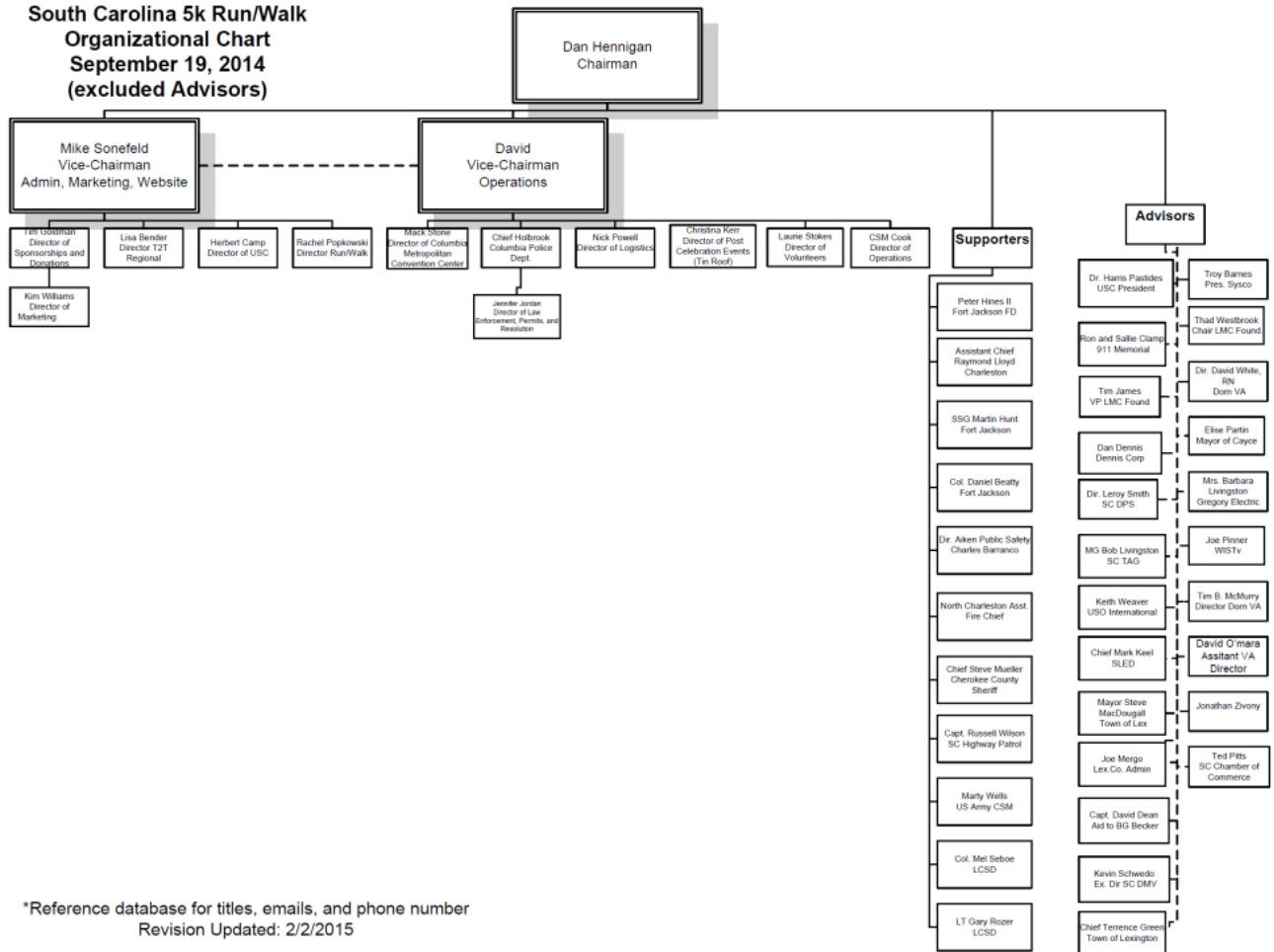
**2014 Tunnel to Towers
South Carolina 5k Run/
Walk Organizational Chart
September 19, 2014
(excluded Advisors)**



*Reference database for titles, emails, and phone number
Revision Updated: 2/2/2015



**2014 Tunnel to Towers
South Carolina 5k Run/Walk
Organizational Chart
September 19, 2014
(excluded Advisors)**



*Reference database for titles, emails, and phone number
Revision Updated: 2/2/2015



Mrs. Diane Rawl, mother of 1st Lt. Ryan D. Rawl, SCNG and RCSD

4. ORGANIZATIONAL GOALS AND OBJECTIVES (2014)

Goal 1: Honor the Fallen

Objective #1: Honor the 416 First Responders lost in NY during 9/11.

Objective #2: Honor Local (SC) Heroes lost in the line of duty (FR/LE/Military).

Objective #3: Raise awareness of the 9/11 First Responder Historic Remembrance Memorial.

Goal 2: Raise Awareness of the SC Run in order to grow participation to honor and support our first responders and military personnel in our state.

Objective #1: Contact all Running Groups and other Organized run/walks across SC and in neighboring communities.

Objective #2: Analyze and contact businesses and potential sponsors in order to raise awareness of the Foundation and provide opportunities for support.

Objective #3: Promote community, first responder, and military interaction to build strong and cohesive community.

Objective #4: Use established Educational Organizations, Associations and Events to promote T2T Run/Walk.



Goal 3: Raise money to support the programs of the Stephen Siller Tunnel to Towers Foundation and support of SC First Responders.

Objective #1: Increase corporate sponsorship by 25% over prior year.

Objective #2: Increase race participant registrations by 25%.

Objective #3: Reduce operating costs and expenses and maintain in-kind donations

Goal 4: Build strong, positive, community relationships

Objective #1: Increase Military support and participation in the event.

Objective #2: Bring the Midlands together.

Objective #3: Maintain and grow the relationship with FDNY, which was established in 1864.



5. OUR 2014 ACHIEVEMENTS

	2013	2014
Participation - Registered	900 (total)	2,087 (total)
Participation - First Responder	Uncounted	430
Participation - Youth	Uncounted	251
Participation - Military	900	1,217
Sponsors – Monetary (#)		10
Sponsors – In-kind (#)		14
Financial - Monetary Donation	\$29,876.66	\$35,531.00
Financial - In-kind Donation		\$112,500
Volunteers		Approx. 424
Social Media - Followers	0	1,187
Media Coverage (# of Spots)		5

- a. Celebrity Spokespersons/Champions: The addition of Medal of Honor recipient **Kyle Carpenter** and country music star Hunter Hayes as the headline entertainer for this year's event generated a great deal of support and greatly improved registration and media exposure. In Generating Activity, it really helps to have a local celebrity or military person promote the race via their own social media channels (Ex: Kyle Carpenter). Many people attended the event to have a chance to run with an American Hero or to hear a great music artist following the run and walk.



- b. After Celebration: This was the first year of the After Celebration.... Tin Roof & Music Farm's General Management were excellent partners in the organization and success of this race celebration event. They brought in additional sponsorship for the procurement of a headline act to perform and enhance race participation. National radio broadcast media station WCOS/Clear Channel Communications (iHeartMedia) enlisted Country Music Recording Artist, **Hunter Hayes** as well as Lindsay Ell as opening act. Hunter and Lindsay were more than happy to join the efforts and gave freely of their time. During his stay, Hunter Hays granted the wish of a local young teen by answering some burning questions she had written out prior to the show in which he answered in detail. For example, he answered what his favorite drink was...coffee and sweat tea. This was so amazing and will be forever etched in this young teen's heart. Further sponsorship from Sysco, Pepsi, Frito Lay, and Budweiser enhanced the success of the celebration and established the framework for future Tunnel to Towers celebrations as all have professed continued support. This After Celebration gave the



race participants, volunteers, and organizers an opportunity to come together and honor first responders, race winners, honored sponsors and guests in a safe family friendly environment.

- c. USC Support: The support received from the University of South Carolina was invaluable to the success of this year's event. Many sports programs and student organizations volunteered a great deal of time to support the run and the after celebration. These groups included the Army Reserve Officer Training Corps (ROTC), Sororities/Fraternities, USC Athletic Department, including: volleyball and swim teams, Broadcast Journalism Department, USC Culinary School and Student Interns to manage Social Media Outreach.

- d. First Responder Support: This year we experienced a significant increase in First Responder Volunteers and Run Participants over the previous year. This increase was the result of a significant outreach to First Responder Groups and professional associations throughout the State. These groups included SC Firefighter's, SC Sheriff's, Emergency Medical Services Associations, the Association of Public Safety Communications and the SC Law Enforcement Network, just to name a few. As a result of the association and committee outreach to individual departments the following departments supported this year's race: City of Columbia Police and Fire Departments, Lexington County Public Safety, Irmo Fire District, Town of Lexington Police Department, West Columbia Police and Fire Departments, Cayce Public Safety, City of North Charleston Fire Department, Myrtle Beach Fire Department, State Law Enforcement Division, South Carolina Department of Public Safety, and the Town of Batesburg-Leesville. This outreach and partnership will continue to grow in 2015.



- e. T2T SC Management Committee: This year's Executive Committee, staffs and advisors were comprised of a very diverse group of dedicated professionals and volunteers from around the Midlands. This group combined to put in over 2,700 hours of selfless work to make the 2014 Stephen Siller Tunnel to Towers 5K Run/Walk South Carolina a resounding success!



- f. 9/11 Never Forget Exhibit (Mobile Museum): This year our foundation requested and was approved to bring the 9/11 Never Forget Exhibit to South Carolina. This exhibit is a 1,000 square foot museum that travels across the United States as a tribute to the men and women who lost their lives on September 11, 2001 and an educational tool to teach children about the historic events of that day. The memorial provides interactive education including artifacts, news and video recordings and live tours from FDNY heroes. The exhibit was brought to Columbia for three days in March to promote our September 19th Run/Walk event and also provided a valuable opportunity for Midland residents to learn more about the events of 9/11 and the sacrifices made by First Responders. This was the first time the exhibit had visited South Carolina. This was so successful that we were able to get the exhibit back to Columbia to serve as the stage for the September 19th Opening Ceremonies.

g. Testimonials:

“ Thank you to all the students that held the signs. I found my friend's picture and posted it for his family. ”

“ This was great. I saw the relative that I was running for and stopped to take a photo. Thank you students! ”

“ I am glad I participated in this event. I was inspired, encouraged, and blessed. ”

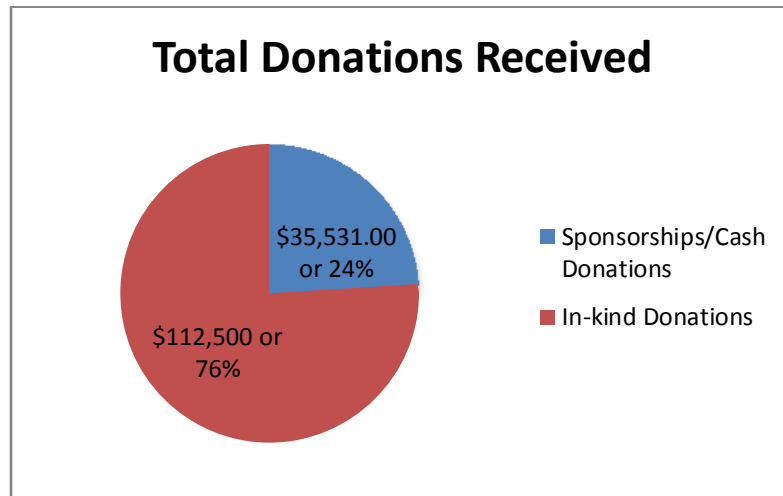
“ This was by FAR the best race experience I have ever had! So inspiring and for such a great cause! I will definitely make this an annual run! ”

“ Thank you for putting on such an amazing event. Our little ones are already looking forward to next year. Thank you for recognizing all first responders and military members. It was wonderful to see all the supporters along the route. ”

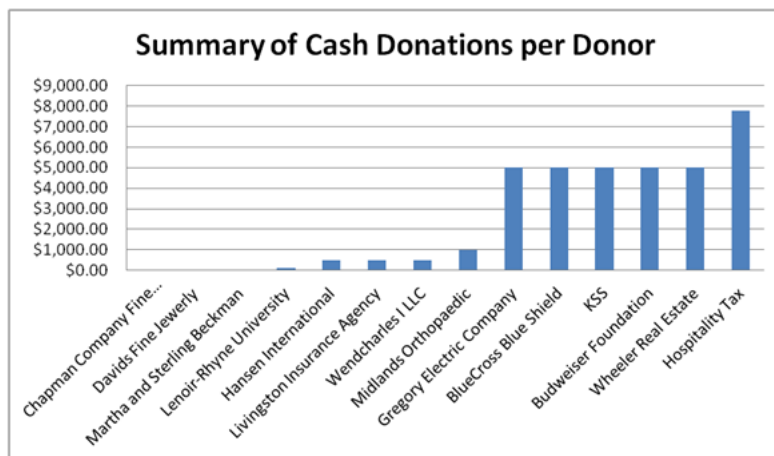
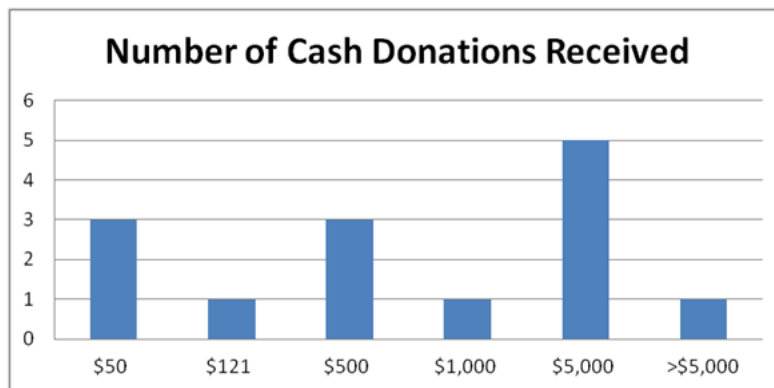


6. FINANCIAL SUMMARY

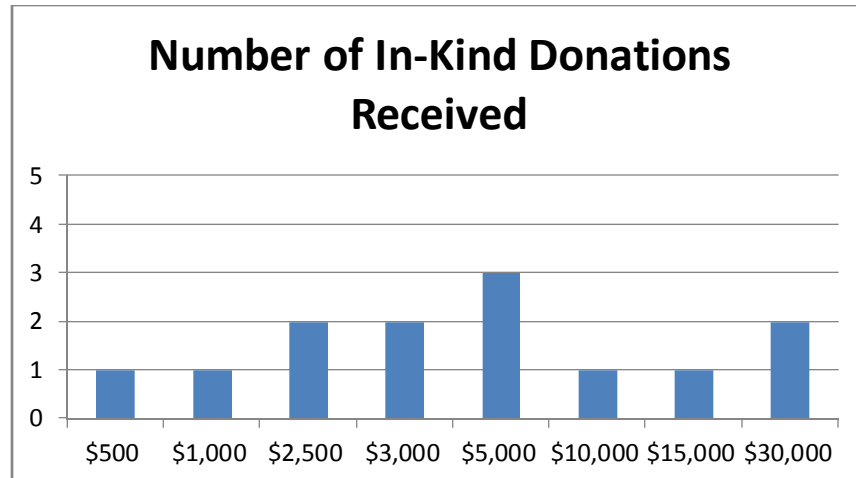
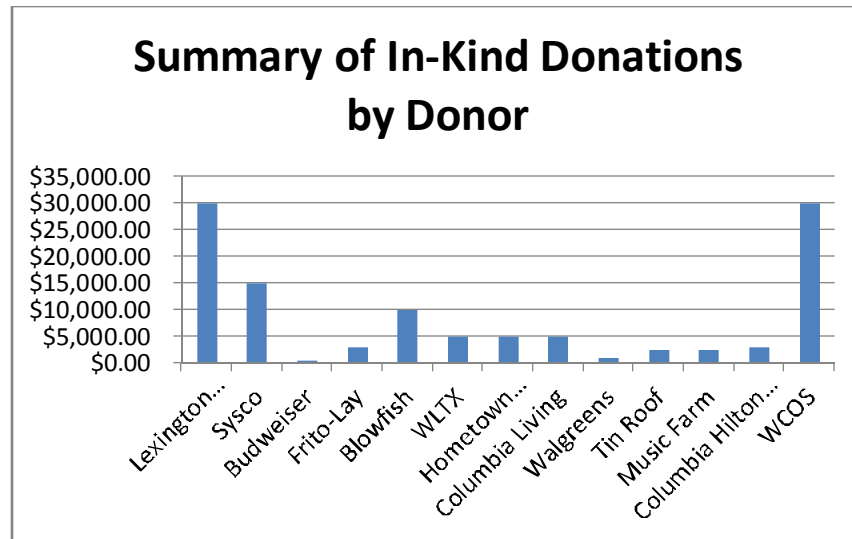
a. Sponsorship Levels (cash and in-kind):



b. Actual Cash Donations:



c. Actual In-kind Donations:



d. Actual Expenses:

RUN & AFTER EVENT EXPENSES

SC Expenses	
Celebrations	\$1,961.00
T-Shirts	\$5,888.43
Gattis	\$3,100.00
Barnhills	\$2,150.00
Irmo Fire	\$1,387.83
Christina (After Celebration)	\$215.88
Strictly Running	\$8,393.00
LogoProz	\$1,544.40
<i>Sub-Total</i>	<i>\$24,640.54</i>

NYC Expenses	
Travel	\$5,215.83
Meals	\$417.02
Lodging	\$383.58
Jack's Reimbursement	\$688.00
Victory Sports	\$225.00
9/11 Mobile Museum	\$5,657.58
Misc	\$72.31
Website	\$3,074.09
<i>Sub-Total</i>	<i>\$15,733.41</i>

Hospitality Tax Expenses	
City of Columbia Police	\$5,320.00
City of Cayce Police	\$630.00
City of West Columbia	\$960.00
City of Columbia Advertisement	\$100.00
Columbia Fire Marshal	\$350.00
<i>Sub-Total</i>	<i>\$7,360.00</i>

<i>Grand Total - Expenses</i>	<i>\$47,733.95</i>
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e. Net Income:

RUN & AFTER EVENT INCOME	
Registration	\$39,080.00
Cash Donations	\$35,531.00
In-Kind Donations	\$112,500.00
<i>Grand Total - Income</i>	<i>\$187,111.00</i>

7. MARKETING SUMMARY

- a. **Lexington Medical Center Partner:** The Tunnel to Towers South Carolina is supported by Lexington Medical Center, specifically the marketing department, who provides a very large portion of the marketing support for this event each year. They provide all design work and printing of signs, race literature and flyers, sponsorship packets, and banners. Additionally, the marketing department coordinated with local media outlets to provide event coverage and promotional spots throughout the weeks leading up to the September 19th event. In 2013, the Marketing Department also provided a videographer who created a moving video account of the event.
- b. **Sponsor Tracking:** Since the Foundation was partnering with Lexington Medical Center for the second straight year, we were able to get a good head start on the printed materials that needed to be updated for the 2014 event. Internally our Foundation maintained a spreadsheet accounting of all sponsors so that we could keep track information such as payment and logo receipt all in one place.
- c. **Radio & Television:** Hometown Radio and Linc, Inc. were great media partners and promoted the event through regular radio spots on their stations. After the success of WCOS acquiring Hunter Hayes as the headline entertainment, they became a primary radio contributor, running daily advertisements for the event and running their own VIP opportunity for their listeners to win tickets to the event. This greatly increased event registrations over the two weeks leading up to the race. Lexington Medical Center also used their existing contracts with newspapers, magazines and WLTX News Station to promote the Tunnel to Towers event. The Foundation worked directly with WIS News to run a short series of stories on the history of the relationship between the Fire Department of New York and the Midlands, which increased media exposure.
- d. **Press Conferences:** On August 13, 2014, with the dedicated assistance of the Lexington Medical Center Marketing Department, the foundation held a press conference at the Tin Roof/Music farm and included local first responder agency representatives. This was the final Press Conference held for the 2014 Run/Walk event. This press conference allowed us to ensure that all outlets had the correct and most up to date information available.



- e. Website: The main Stephen Siller Tunnel to Towers Foundation website was constantly updated as new event details became available. The database of race registrants was also used to send updated information to everyone who had registered for the race.



- f. Social Media: The social media team updated all social media channels constantly during the event and the opening and closing ceremonies both started and ended in a timely fashion. These sites were also used on the day of the event. This form of communication will be used more extensively in 2015 with a focus and emphasis on reposts on more well-known sponsor and partner sites.

Social Media Medium	Number of Likes/Followers	Number of Posts Made during Campaign
Twitter	119	82 (in 4 months)
Facebook	1,187	72 posts (in 4 months)



8. VOLUNTEERS

The key factor to the success of this 2014 event was the selfless support of our more than 448 volunteers. As stated previously our volunteers were a significant strength for this year's event. The committee assigned a Volunteer Coordinator who was responsible for communicating with various groups and individuals to provide them with the training and information they needed to safely support our event. Volunteers were asked to register at the Foundations main website to assist with accountability of volunteers and ensure that the coordinator could communicate with them. Additionally, communication was facilitated by email, telephone, volunteer training sessions and personal contact. Volunteer registration and accountability will be a key focus in 2015. The following is a summary of volunteers:



Name of Organization that Provided Volunteers	Number of Volunteers Provided
University of South Carolina/Athletics	160 (Approx.)
University of South Carolina/ROTC	30
University of South Carolina/Greek Life	125 (Approx.)
Run Hard Columbia	15 (4 adults, 11 youth)
Indian Waters Council/BSA	9 (4 adults, 5 youth)
Midland's Orthopedics	15
Sysco Foods	19
First Responders	25
Lexington High School JROTC	50
TOTAL	448 Volunteers (Approx.)



9. OPERATIONAL SUMMARY

- a. Event Tracking/Management: This event was managed through a very large cooperative group of professionals who volunteer their time to make the event a success each year. However, early in the process we identified the need to have a central operations manager to ensure that the many different pieces were brought together and executed on schedule on the day of the event. The overall event process was managed through the use of monthly committee through July 2014 and then biweekly meetings in the month of August and weekly meetings in September. These committee meetings provided the overall big picture of the event and identified critical tasks that needed to be accomplished. Most importantly these meetings assigned responsibility and deadlines for the accomplishment of each task associated with the successful execution of the event. However, each Committee group also held meetings within their own area of responsibility outside of the regular scheduled meetings.
- b. City of Columbia Support: Prior coordination with the City of Columbia Police and Fire Departments was critical to the safe execution of this event and could not have been successful without the untiring support of Chief Holbrook of Columbia Police Department and Chief Jenkins of the Columbia Fire Department. Both Departments had a staff member assigned to the committee who were authorized participate and make recommendations and decisions for their Departments' support. These decisions included, but were not limited to: road closings, resource requests, display vehicles, security procedures and impacts of the run on local businesses. The Columbia Police Department was also able to enlist other responder agencies to support.
- c. Execution Matrix: A project timeline and event diagrams (attached) were published to ensure that all tasks were tracked and completion of the task was documented. With the addition of the After Celebration this year, this timeline/tracker became critically important during the week leading up to the race (September 15-19, 2014) and served as the execution matrix for the entire event. Also as the Event Celebration was not located in close proximity to the run start/finish, it was critical to assign responsibility under operations to a single coordinator at each location, which allowed the over Operations Manager to maintain a general focus on the "Big Picture" to keep the overall event on schedule. This approach was very successful!



10. STEPHEN SILLER TUNNEL TO TOWERS, NYC, SUPPORT - THE STEPHEN SILLER TUNNEL TO TOWERS FOUNDATION

New York assigned a single point of contact for coordination of South Carolina's requirements. Their support included many varied tasks and support functions. Some of these tasks included registration website updates, coordination and reporting of registration, sending out of e-blasts to race participants, acquiring volunteer and race T-shirts, processing of all donations, and invoice payments. This team member was based out of Charlotte, North Carolina, but attended all of the Committee meetings held in South Carolina either in person or via conference call. This support was critical to ensuring that all the proper insurance for the event was available and addressed any legal or Foundation by-law questions or concerns with the parent foundation. This relationship and this representative is critically important to the continued success of future events here in South Carolina!

11. LONG TERM STRATEGIES/INITIATIVES

- a. Post Event Survey: In the coming year the South Carolina Run Committee will create a Post Event Survey Program. This survey program will be tied to registration and will be emailed out to all registered race participants. The survey results will ensure that we continue to improve the quality of this event, raise awareness and support of our heroes and grow the event.
- b. Sponsor Outreach: Our committee has already begun engaging our sponsors from last year and will continue to grow our sponsorship base. This year our Foundation sent out over 600 holiday cards to everyone that had a piece in planning, executing or sponsoring the 2014 event. This card thanked them for their support of our efforts and announced the date of next year's event. Our committee's sponsorship chair continues to meet with and reach out to potential sponsors for 2015. Additionally, this annual report will also be used to tell the story of our event, while helping potential future sponsors see the value to those sponsors and their customers.
- c. Participant Engagement: Using the race participant database the committee will begin sending out e-blast announcements to 2014 race participants to promote and increase early registration and word of mouth interest. We also continue to work to improve our Social Media exposure across the state. One tool that the Committee will be using in 2015 is the publication of e-newsletter to update those interested on the progress towards the 2015 event. Lastly, we continue to engage the First Responder and Military communities to increase interest and participation in the 2015 event.
- d. State Run Ranking: The 2014 run made it into the top 20 runs in all of South Carolina in only its second year. Through our committees efforts and the efforts of all of our volunteers, we fully expect to be in the top 10 in 2015. This is possible, because in 2014 our top 20 rating did not include those military participants, which were not officially registered on the website and Strictly Running (our contracted race coordinator). By capturing the military registrants in our overall race numbers next year and growing our participant base we can meet our goal of someday being the number one largest race in South Carolina!



2014



Stephen Siller
**Tunnel TO Towers
5K RUN & WALK**
SOUTH CAROLINA

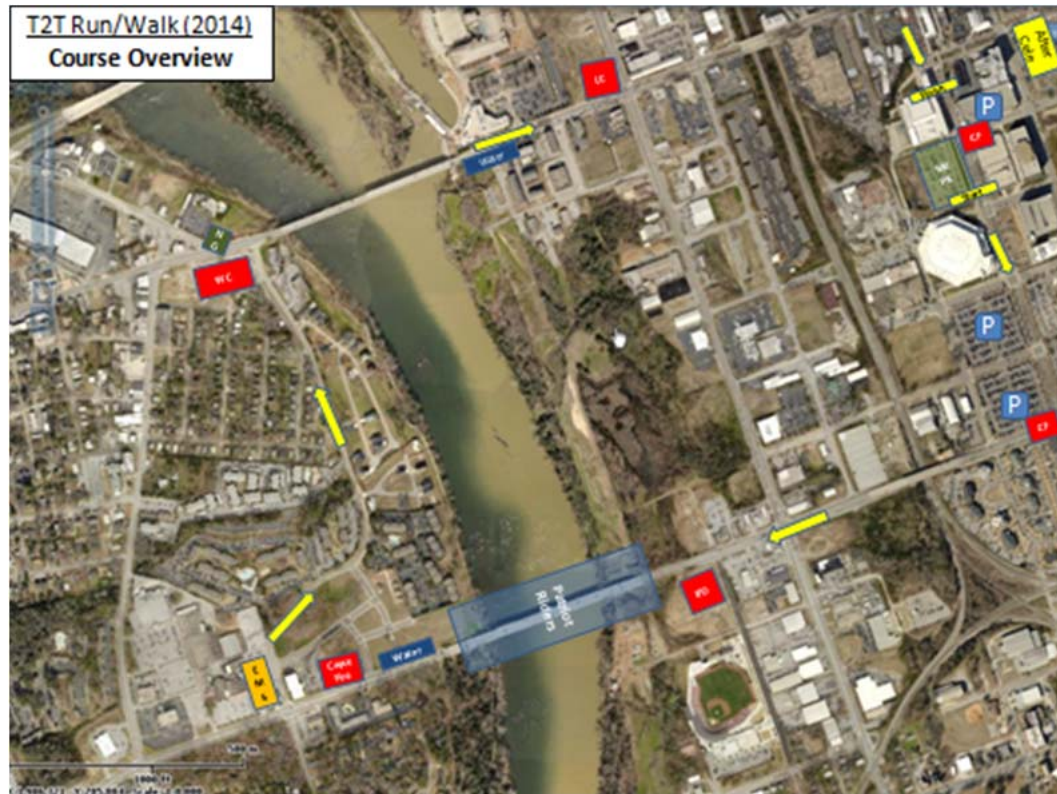


STEPHEN SILLER TUNNEL TO TOWERS 5K RUN & WALK SOUTH CAROLINA

ANNUAL REPORT APPENDIX



Save the Date!
Friday, September 18, 2015 at 7:00 p.m.







The USA Track and Field certified race route begins near the SC Midlands First Responders Historic Remembrance Memorial next to the Columbia Metropolitan Convention Center on Lincoln Street.

It will travel down Blossom Street, across the Blossom Street Bridge, into Cayce, up the Gervais Street Bridge and back to The Vista.



- **Race Starts** just past the Columbia Metropolitan Convention Center at the intersection of Lincoln St. and Pendleton St., continue on Lincoln St. to Blossom St.
- Turn right on Blossom St., continue on Blossom St. over the bridge to Alexander Rd.
- Turn right on Alexander Rd., continue on Alexander Rd. to Gervais St.
- Turn right on Gervais St., continue on Gervais St. over the bridge to Lincoln St.
- Turn right on Lincoln St.
- **Race Finishes** at the First Responders Historic Remembrance Memorial at the intersection of Senate St. and Lincoln St.

Thank You for Your Support



SCRemembers911.com
SC Midlands First Responders Historic
Remembrance Memorial

Celebrations
Clarion Hotel
Columbia Hilton
Hotels
Fort Jackson
Gattis
Productions
Hansen
International

Livingston
Insurance Agency
Optec Displays, Inc.
Sheraton Columbia
Spring Hill Suites
Walgreens
Wendcharles
WIS TV



THANK YOU TO OUR SPONSORS





**LEXINGTON
MEDICAL CENTER**









COLUMBIA SC
FAMOUSLY HOT







UNIVERSITY OF
SOUTH CAROLINA



























SCRemembers911.com
SC Midlands First Responders Historic Remembrance Memorial

T2T-SC Events Timeline (2014)

(Updated 9-18-2014)

Time	Item/Event	Team Point of Contact	Location	Status/Company/Remarks
9/15				
	Contact First Responder Teams	David / Mike / Katie	Various	Contact Registered First Responder Teams Who have Fallen Heroes...Offer Tickets....Since they are not here to get tickets.
10:00 COMPLETE	Deliver Race Packets	Nick	Strictly Running-2515 Divine Street, Columbia, SC	Deliver to Strictly Running
1:30 COMPLETE	Military List of Participants	CPT Davis - David	Convention Center	Personal Vehicles / # of Buses
10:00-2:00 CANCELED	Trailer Announcements	OPTEC / D. Hansen - Paige	USC – Green Street	Paige will meet Dan Hansen at 9:45 at Green Street
2:00-3:00 COMPLETE	Final Security/Logistics Meeting	CPD-Jennifer/David/Brick	CPD Headquarters	
3:00-5:00	VIP Confirmation Calls	Tim/Christine/David	Convention Center	Will call to confirm number of VIPs that will attend from each sponsor/VIP list
COMPLETE	Banner Install (Gervais)	Tim	Traffic Engineering	Delivered to City of Columbia
9/16				
11:00-5:00 COMPLETE	Bib Pick-up	Nick /Rachel	Strictly Running	
All Day	VIP Confirmation Calls	Tim/Christine/David	Various	Director Badges, Committee Badges, VIP Badges, and All Parking Passes Complete.
3:00 COMPLETE	Complete Final Maps & Diagram	David	NA	Send out to team
5:00	Entry Rule Sign/Poster for After Celebration	David/Christine/John		David & Christine will complete
6:00-9:00 CANCELED	Trailer Announcements	OPTEC / D. Hansen – Camp	USC – Intramural Sports Field Complex	Mr. Camp will meet Dan Hansen at 5:45 at the complex
9/17				
11:00-5:00 COMPLETE	Bib Pick-up	Nick/Rachel	Strictly Running	
12:00-6:00 COMPLETE	LED Sign Trailer Announcements	OPTEC- David/Dan/Christine	Columbia	Adjusting due to Mon & Tues Cancellations
2:30-5:00 COMPLETE	Final Operations Meeting	David & Directors	Convention Center-Spires Board Room	Directors Only
6:00-8:00pm COMPLETE	Volunteer Briefing/Shirt Pick-up	Lori	Convention Center Awning - Monument	
11:00 pm COMPLETE	Lisa Bender Arrives, Stephen Siller Foundation	Lisa	Hilton	
9/18				
10:00-UTC EXTENDED	Hunter Hayes Ticket Pick-up	Trey/ John /Christine/Rachel	Music Farm Box Office	About 470 Picked up – Ticket Pickup extended through 9/19
10:00 COMPLETE	Signage Pick-up	Kim/David/Mike/Nick	LMC Marketing	Deliver all event signs to Music Farm
11:00-5:00 COMPLETE	Bib Pick-up	Nick/Rachel	Strictly Running	
1:00-5:00 COMPLETE	After Celebration Deliveries- Tents, Tables w/ Linens, Lighting	Celebrations – Lee Pictovich / Christine	Tin Roof & Music Farm Parking Lot	Celebrations will set up
3:00 COMPLETE	All Videos / Pictures / Etc.	Tony	Music Farm	On Flash Drive or Disk as JPEG.
1:00	Provide Signs (343) to USC	Tim -Ben Ronski/	TBD – Greek Village	Mr. Camp – 1000 Blossom,

T2T-SC Events Timeline (2014)

(Updated 9-18-2014)

Time	Item/Event	Team Point of Contact	Location	Status/Company/Remarks
	Students	Lisa/Paige		Columbia
10:00-5:00 COMPLETE	LED Sign Trailer Announcements	OPTEC- Nick/Mike Christine/John	Tin Roof/Music Farm	Adjusting due to Mon & Tues Cancellations
9/19				
8:00	Sysco – Food Truck	Lauren	Tin Roof along Park Ave	
8:00	Registration Volunteers Arrive	Lisa/Laurie LMC/USC	Convention Center Awning by Memorial	Lisa/Laurie/David to conduct Volunteer Briefing
9:00	Registration Set-up	Lisa	Convention Center-Awning	
9:00	Grills	Mike/Nick/Lauren	Tin Roof Parking Lot	
9:00	Set-up Volunteer Shifts Begin-Conduct Briefing – After Cele.	Christine/Rachel LHS JROTC/USC ROTC	Tin Roof Parking Lot	Chris/Rachel creates list of duty areas
10:00	Volunteer Check in Tents Set up	David	Tin Roof & Music Farm	Lexington County Emergency Management Providing Tents
10:00	Sysco Volunteers	Christine/Lauren	Tin Roof Parking Lot	Culinary Staff
10:00-UTC	VIP Area Set-up	Christine/Rachel	Tin Roof Parking Lot	
10:00-5:00	Bib Pick-up & Registration	Lisa/Kim	Convention Center-Awning	
10:00 am	LED Sign Trailer Announcements	OPTEC/D. Hansen/ David	Convention Center	
10:00-1:00	LED View Screen Set-up - After Celebration	Tony/ Christine/David/ Gattis	Tin Roof Parking lot	TBD
10:00	Port-a-Johns (x 15) – After Celebration	Nick	Tin Roof	Barnhill's Porta Johns
12:00-1:00	VIP Stage Install	Gattis/ Christine	Tin Roof Beer Garden Area	
12:00	Trash Cans – After Celebration	Mike/Nick	Tin Roof Parking Lot	
12:00	Trash Cans – Race Route	Mike/Nick	Various Start Finish Locations	
12:00	Fencing Installed	Christine	Tin Roof	All star Fencing
12:00	Port-a-Johns (x 20)	Nick	Race Area	Barnhill's Porta Johns
12:00	Scissor Lift (x2)	Nick	Starting Line	TBD
1:00	ICE Arrives	David/Dan	Tin Roof/Music Farm	Westside Ice
3:00-7:30	Food Prep – After Celebration	Lauren/Chefs/Church Volunteers	Tin Roof Parking Lot	Volunteer meeting food prep & service
3:00	Install Inflatable LMC Archway	Christine/Kim	Tin Roof / Music Farm	
3:30	WIS Arrives for Live Feed	David / Brick	Pendleton/Lincoln	Randy Johnson is Point of Contact
4:00	National Guard G Race Registration	Beth W.	Convention Center Awning Monument	
4:00	Sound Set-up & Test – After Celebration / Opening Act Sound Check	Tony / Trey / Gattis	Music Farm	Additional Speaker for Outside – Must be completed by 4:00pm
4:00	Parking Volunteers Arrive	David (LCCERT/JROTC)	Convention Center – Lower Parking Lot	David to Conduct Mission Briefing
4:00-5:00	Race Route & Parking Signs Placed	Nick/Mike/David	Entire Route / Military Parking Lot / Colonial Life Parking Lots	Vehicle Required (Irmo/LCPS)
4:00-4:30	NG/CFD/HP Display Vehicles Arrive	David	9/11 Memorial, Convention Center	David will place and brief on locations
4:30	Incident Command Established	Jennifer (CPD)	Senate Street Eastbound	
5:00	Street Closing Begins	Jennifer-CPD / David/ Mike	1100-900 Lincoln & 900 Senate	
5:00	Start/Finish Set-up	Nick/Strictly Running	Senate & Lincoln / Green and Lincoln	Nick installs Starting Line Banner / Strictly Running installs Finish Line Banner...Both Banners from LMC.

T2T-SC Events Timeline (2014)

(Updated 9-18-2014)

Time	Item/Event	Team Point of Contact	Location	Status/Company/Remarks
5:00-6:00	9/11 Mobile Museum Stage Set-up	Mike/Nick	Lincoln / Pendleton	Toby (Museum Driver) & Army ROTC (USC)
5:00	Parking Lots – Controlled	CPD/ Mike Kalec/David		
5:00-5:15	Media Area	David/Cook/Dan		WIS has confirmed-Live Feed
5:15-5:45	Photos Opportunity for Participants	Cook	9/11 Memorial	Approved 9/18
5:30	Road Closures	Jennifer (CPD)	1000 Block Senate Street	
5:40	Military Bus Convoy Arrives	Jennifer (CPD)/CPT Davis, Fort Jackson	Convention Center Lower Lot	CPD will meet busses at Fort Jackson Gate 2-Forrest Drive at 5:20
5:45-6:00	General Officer / Kyle	Cook/Dan		Approved 9/18
6:00	Fire Safety Checks	Brick/John/David	Tin Roof/Music Farm	Fire Marshall's Office
6:00	Emergency Responder/Audie Murphy Club Servers Arrive	Christine/DS Torres	Tin Roof Parking Lot	Brief Volunteers at Tin Roof
6:00	Military Units Formed	David / CPT Davis	In Front of Convention Center	Order of March Received from SFC Lam
6:10	All Opening Speakers Report to Stage	Cook	Lincoln & Pendleton – 9/11 Mobile Exhibit	Meet at side of stage area.
6:15	Emergency Vehicles Staged Along Route	David	Various (Columbia, Cayce, West Columbia)	
6:15	Grilling Begins	Sysco Chefs	Tin Roof Parking Lot	Fire Marshal to Arrive
6:15-6:30	Army Band Plays	David	Lincoln & Pendleton	
6:30-7:00	Opening Ceremonies Begin	Tony S / Cook / Dan	Pendleton & Lincoln – 9/11 Mobile Exhibit Stage	Separate Script Produced & Approved. George Siller, Kyle Carpenter, Dan, Jack Oehm, Diane Rawl
6:25	Support Runners Staged Near Stage with Marines	David/Cook/Micah Norman	Pendleton & Lincoln – In front of Stage	8-10 LCEMS Runners & Drill Sergeant School Back-up
TBD	Fly-by	CPD / COL Seboe	Air Above	Pilots - Maddox/Steppe/Rozier – Flyover on Opening Ceremony Script
6:45	Patriot Riders Staged	Laurie	Blossom Street Bridge	Move on bridge after closure
6:50	Route Closure – First Responder Display Vehicles in Place	Jennifer (CPD)	Entire Race Route	Detour Traffic – First Responder Display Vehicles - Flags up (Tower Trucks)
7:00	Race Begins	Tony S	Starting Line	Starter Pistol
7:00	Food Service Lanes Set-up Complete	Christine	Music Farm Parking Lot	
7:15	Breakdown Mobile Exhibit	Toby (Driver)/Mike/ROTC	Pendleton & Lincoln	Wait till last runner has passed
7:30	Gates open – After Celebration	Christine	Tin Roof Parking Lot	
7:30	T2T Video & Slideshow	Paige/Hailey/Christine	Tin Roof Parking Lot	Social Media Team
7:30	343 Sign Drop off	Tim	Convention Center Awning	
7:30	Food Service	Lauren-Sysco - Chefs/Vols.	Tin Roof Parking Lot	
8:00 - 8:30	Awards Ceremony	Tony S. - Dan/George Siller/Jack Oehm	Tin Roof Parking Lot – Stage by VIP	Medals/Announce concert/ Video Live Feed to Screens-Tony is doing a script.
8:30	Announce Concert Entry	Tony S.	Tin Roof/Music Farm	
8:30	Doors Open to Concert	Christine	Music Farm	
9:00	Route - Sign Pick-up	Nick/Mike	Route/Around Convention Center	This begins Clean-up Process of Race Route Areas...
9:00	Opening Act	John/Trey-Lindsey Ell	Music Farm	Begin Live Feed
9:15	Main Act	John/Trey-Hunter Hayes	Music Farm	Continue Live Feed
9:30 pm	LED Sign Trailer - Finish	OPTEC/D. Hansen/David	Intersection Senate & Lincoln.	OPTEC
9:30	Stop Giving Out Food Tickets	Christine / Lauren / Rachel	Tin Roof Parking Lot	Consult w/ Lauren / breakdown tent 1,2,3 & tables
9:45	Stop Food Service	Christine/Lauren/Rachel	Tin Roof/Music Farm	Begin Food Clean-up of Serving

T2T-SC Events Timeline (2014)

(Updated 9-18-2014)

Time	Item/Event	Team Point of Contact	Location	Status/Company/Remarks
				area & VIP Area.
11:00	Begin Clean-up of VIP Area	Christine / Rachel	Tin Roof/Music Farm	
12:00	Grills Can be picked up	Mike/Nick	Tin Roof/Music Farm	