



## Key Questions & Answers About The IMC

Who's funding the International Marathon Center (IMC), and how much will it cost? Have you secured funding yet?

*We will be raising funds through corporate and individual donors; this will not be funded by any tax revenues. We estimate it will cost about \$20 million at completion. We are beginning the initial steps of setting up a capital campaign to start raising the funds.*

When do you expect to open the doors?

*In the spring of 2024, if all goes according to plan.*

How did the Foundation get selected? What was the RFP process?

*The town of Hopkinton issued a Request for Proposal (RFP) to the public in June of 2019 for use of the land, which is town property. All responses were due by December 31, 2019. The Hopkinton Select Board selected the 26.2 Foundation's submission and directed the Town Manager to negotiate a long-term lease, which is being finalized now.*

Have you conducted any feasibility studies for locating such a facility here?

*Yes, we have worked extensively with ConsultEcon, an internationally known economic, feasibility, management and planning firm, to assess the feasibility of the IMC. We conducted the first study in 2010 and a second one this past autumn in preparation for responding to the RFP. ConsultEcon's projections have been extremely thorough, and encouraging. Their full report is available for review at the Hopkinton Town Hall.*

How will the IMC site impact local traffic?

*We anticipate that the impact will be minimal – we project that most visitors will visit on weekends, and not during peak travel hours.*

What happened to proposals considering use of Center School and the Liberty Mutual campus as potential sites?

*We carefully considered both properties. Hopkinton's Center School was prohibitively expensive to renovate, parking was minimal, and any changes would have had to adhere to tight Historic District guidelines, which limited design options. Liberty Mutual was ruled out for a number of reasons, not least of them our concern about the traffic – the Liberty Mutual campus sits in the middle of a residential neighborhood.*

Will town residents be able to use the on-site facilities?

*Yes, absolutely. The 26.2 Foundation will master-plan the entire site with collaboration and input from the Hopkinton Parks and Recreation Commission. Consideration will also be given to creating a trails hub, with input from the Hopkinton Trails Coordination and Management Committee.*



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### Why build this in Hopkinton?

*For the economic benefit of the town, and because of Hopkinton's geographic location. Such a destination point is projected to significantly augment revenues for local businesses. Plus, as the starting point for the world's best-known marathon, it's a natural choice. Hopkinton is located at the heart of substantial and thriving residential and tourist markets; it's an active community with strong natural attributes such as trail systems, state parks, lakes and recreation space, and it has prime accessibility, being located at the intersection of Routes I-90 and I-495, and at the center of a triangle connecting three of New England's largest cities – Boston, Worcester and Providence.*

### You said you conducted 'independent economic analysis' in the planning. With whom did you consult?

*We worked with ConsultEcon, an internationally known economic, feasibility, management and planning firm [referenced above]. According to ConsultEcon, the development of the IMC will have the following economic impact:*

- *Generating taxes for state and local government.*
- *Enhancing the economic impact of the Boston Marathon (estimated at \$201m/annum) for local businesses, during the marathon but also throughout the year.*
- *Enhancing tourism, establishing itself as a new, high-quality, leisure-time destination.*
- *Enhancing the marketability and value of compatible land uses and real estate in adjacent areas, increasing business opportunities.*
- *Providing educational programming and enrichment benefiting school children, teachers and families in the community.*
- *Promoting sports, recreation and healthy lifestyles, contributing to personal and community well-being.*
- *Becoming a source of community pride and identity for the local community, and for the region as a whole.*

### What is the 26.2 Foundation?

*We created the nonprofit 26.2 Foundation almost 25 years ago – at the time of the 100th Boston Marathon – in order to leverage the race for the economic, educational and cultural benefit of Hopkinton. All our programs are designed to do just that, and range from local support for the 26.2 'Desire to Inspire' program, in which teachers use the Boston Marathon as an educational platform for math, science, social studies and geography; to international support through such activities as our Boston Marathon Wreath initiative and Hopkinton's sister-city relationship with Marathon, Greece.*

*We are also deeply engaged in many other initiatives, including commissioning sculptures to recognize Boston Marathon 'greats' such as the Greek runner Stylianos Kyriakides, Team Hoyt and Bobbi Gibb, the first woman to ever run Boston.*