

26.2 FOUNDATION

*There is more to a MARATHON
than running 26.2 miles.*

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Measuring the Impact of an International Marathon Center

Management guru Peter Drucker famously asked, 'If you can't measure it, how can you manage it?' Agreed. But what if 'it' doesn't quite yet exist?

Enter management and economic feasibility consultants [ConsultEcon](#) of Cambridge, MA, who worked extensively with the 26.2 Foundation to determine what kind of impact the creation of an [International](#)

[Marathon Center](#) in Hopkinton, MA, would have on local and regional economies. "Positive," their research indicates, with direct impact that will stem from development and construction, employees and staffing, and visitor spending, while indirect impact is expected from business-to-business transactions and the re-spending of dollars in the community.



The Center is also anticipated to enhance tourism, community revitalization, and community education and pride – all while adhering to the Foundation's commitment to fund the Center through private money, grants and corporate and individual

philanthropy.

As Hopkinton Town Manager Norman Khumalo noted upon announcement of the town's lease of property for the IMC's construction, "It will be of significant importance to the economic growth and development not only of Hopkinton, but also to the entire MetroWest region."

Contact us [here](#) for more details, and numbers, from the research.

How Diverse and Inclusive is Running in America?



The Running Industry Diversity Coalition (RIDC), a 501(c)(3) nonprofit, recently released a series of three studies on racial representation in running participation and industry employment. Produced in partnership with Bentley University, the in-depth analyses provide first-of-its-kind research to establish a baseline measure for progress towards racial justice. Read more in our 'Commentary' section [here](#) about the findings, and what the Foundation is doing to ensure diversity and inclusion in its own approach.

On the Calendar

The 26.2 Foundation has a busy autumn and winter ahead. You'll find us at the following venues in the coming months; watch this newsletter and our [website](#) for updates.

- President Tim Kilduff's address to the [National Hellenic Society](#), Las Vegas, Nevada, October 5-8.
- The [Athens Marathon](#), Athens, Greece, November 11-12. The 26.2 Foundation will be furthering its global partnerships and participating in a symposium sponsored by SEGAS.
- [The Boston Run Show](#), January 27-28, 2024, Hynes Convention Center, Boston. Come visit us at our booth! Promo code 26-2ORG for free tickets.
- Anniversary celebration of the 100th start of the Boston Marathon from Hopkinton, MA, with events running throughout 2024. [Hopkinton's Marathon Footprint](#) will showcase the spirit of the Marathon in video, personal stories, photographs, paintings, sculptures, murals and more.



The 26.2 Foundation is a non-profit 501(c)(3) organization with a mission to promote and support the sport of marathoning, as well as health, wellness and economic-development initiatives through investments in innovative programs on local, regional, national and global levels.



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