



OKRA STRUT MEETING

Irmo Municipal Building
7300 Woodrow Street, Irmo, SC 29063

February 10, 2026 @ 6:15 PM

Optional Zoom Viewing Link: <http://bit.ly/okra-strut>

AGENDA

- I. Call to Order
- II. Approval of the Minutes
 - A. November 11, 2025
 - B. December 16, 2025
- III. Amendments to the Agenda
- IV. Presentation by Citizens
- V. Budget Update
- VI. Old Business
- VII. New Business
 - A. Approval to Recommend Reappointment of Phyllis Hawkins (Cilley)
 - B. Appoint James Mack, Glenn Fulmer, and Radley West as Non-Voting Commissioners (Cilley)
 - C. Assignment of 2026 Task Area Chairs [Entertainment, Rentals, Sponsors, Volunteers, Food Vendors, Exhibitors, Marketing, Parade] (Cilley)
 - D. Discussion of the 2026 Proposed Budget (Cilley)
 - E. Approval of the 2026 Proposed Budget to Send to Town Council (Cilley)

- F. Discussion of Adding a 5K Event (West)
- G. Approval to Add a 5K Event (Cilley)
- H. Assignment of a 5K Task Area Chair (Cilley)
- I. Discussion of 2026 Entertainment (Sherr)
- J. Approval of Taylor Swift Tribute to Play Saturday for an Amount Not to Exceed \$7,000. (Sherr)
- K. Approval of Dixiana with Leon Everette to Perform Saturday in an Amount Not to Exceed \$3,000. (Sherr)

VIII. Adjournment

ADA Notice: The Town of Irmo complies with the Americans with Disabilities Act. For meeting accommodations, call (803) 781-7050 during normal business hours and ask for the Events Manager or the Communications Director.

November 11, 2025 - Okra Strut Commission Meeting

VMP: M. Carpenter, S. Fulmer, P.Hawkins, D. Cilley, L.Sherr

Nvmp: T. Horton, G Fulmer, J. Mack, Dr.B.Waldman, J. Crosland, R. West, (absent D. McNaughton)

I CTO 1815

II Election of Officers

A. Motion by L. Sheer for D. Cilley to be Okra Strut Chairperson, 2nd by S. Fulmer, approve 4-0.

B. Motion to elect L. Sherr as Vice-Chairperson by M. Carpenter, 2nd P. Hawkins, approve 4-0

C. Motion made to elect P. Hawkins as Okra Strut secretary by S. Fulmer, 2nd D. Cilley, approve 4-0

III. Motion to approve the minutes from the October 14th meeting by S. Fulmer, 2nd

D. Cilley, approve 5-0.

IV Amendment to agenda;under new business C; discuss resignation of K. Snipes.

V No presentation by citizens.

VI no old business to discuss.

VII discussion of adding a 5K to the 2026 Okra Strut. Would partner with Strictly . Running and Fleet Feet. Time would be from [0730-0900](tel:0730-0900).

Discussion of 2026 Okra Strut and have decided the format would be the same as 2025 strut, opening Friday from 6-11 and Saturday 9-5. Motion to accept the resignation of Kim Snipes by P. Hawkins 2nd S. Fulmer approve 5-0

Motion to adjourn by P. Hawkins, 2nd D. Cilley. Meeting adjourned 1845. .

Respectfully submitted,

P. Hawkins

December 16, 2025

Okra Strut Commission

December meeting was cancelled due to no current business to discuss. Merry Christmas one and all.

Respectfully submitted,

P. Hawkins



Staff Report

Approval to Recommend Reappointment of Phyllis Hawkins (Cilley)

DATES: February 10, 2026
TO: Okra Strut
FROM:
SUBJECT:
ACTION
REQUESTED:

Background

Analysis

Staff Findings

Attachments

None



Staff Report

Appoint James Mack, Glenn Fulmer, and Radley West as Non-Voting Commissioners (Cilley)

DATES: February 10, 2026
TO: Okra Strut
FROM:
SUBJECT:
ACTION REQUESTED:

Background

Analysis

Staff Findings

Attachments

None



Staff Report

Assignment of 2026 Task Area Chairs [Entertainment, Rentals, Sponsors, Volunteers, Food Vendors, Exhibitors, Marketing, Parade] (Cilley)

DATES: February 10, 2026
TO: Okra Strut
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None



**Okra Strut
2026 Proposed Budget**

REVENUE:	2025 BUDGET	2026 BUDGET
Account Name		
Lexington Cnty Hosp. Tax (40110)	\$ 2,500	\$ 2,500
Richland Cnty Hosp. Tax (40120)	\$ 10,000	\$ 10,000
Food Booth Rentals/Privilege(40320)	\$ 13,000	\$ 13,000
Booth Rentals (40321)	\$ 13,000	\$ 13,000
Parade Fees (40325)	\$ 4,000	\$ 4,000
Pod Shop Sales (40330)	\$ 1,000	\$ 1,000
Beer/Wine Sales (40335)	\$ 5,000	\$ 5,000
Soft Drink/Ice Sales (40340)	\$ —	\$ —
Amusement Commissions (40350)	\$ 25,000	\$ 25,000
Parking (40620)	\$ 5,000	\$ 5,000
ATM Surcharge (40635)	\$ 500	\$ 500
Corporate Sponsorship (40625)	\$ 55,000	\$ 55,000
Transfer from Fund 55 Acct. (40915) (ABC Permit Fund)		
Transfer in from General (40920) (Accommodations Tax)	\$ 10,000	\$ 10,000
Okra Strut Reserves (40905)		
EXPENSES:	2025 BUDGET	2026 BUDGET
Account Name		
Town Staff Overtime (5000-50175)	\$ 16,000	\$ 16,000
Postage (5000-50200)	\$ 1,000	\$ 1,000
Marketing/Media (5000-50230)	\$ 20,000	\$ 20,000
Trolley/Shuttles (5000-50233)	\$ 6,000	\$ 6,000
Rentals (5000-50335)	\$ 35,000	\$ 35,000
Stage Technical Support (5000-50340)	\$ 16,000	\$ 16,000
Law Enforcement (5000-50350)	\$ 5,500	\$ 5,500
Miscellaneous Expenses (5000-50901)	\$ 2,000	\$ 2,000
Entertainment (5000-50907)	\$ 35,000	\$ 35,000
Donations/Volunteers (5000-50911)	\$ 6,000	\$ 6,000
Resale Items - Expense (5000-50936)	\$ 1,500	\$ 1,500
Website Support (5000-50970)	\$ —	\$ —
TOTAL	\$ 144,000	\$ 144,000.00



Staff Report

Approval of the 2026 Proposed Budget to Send to Town Council (Cilley)

DATES: February 10, 2026
TO: Okra Strut
FROM:
SUBJECT:
ACTION
REQUESTED:

Background

Analysis

Staff Findings

Attachments

None



Staff Report

Discussion of Adding a 5K Event (West)

DATES: February 10, 2026
TO: Okra Strut
FROM:
SUBJECT:
ACTION
REQUESTED:

Background

Analysis

Staff Findings

Attachments

1. 10FEB26 Attachment 5K (1)

Okra Strut Festival 5K Run/Walk Proposal and 12-Month Plan

Executive Summary

This proposal outlines the planning, execution, and financial projections for a 5K race to be held in conjunction with the annual Irmo Okra Strut festival. The event aims to attract 200 - 500 participants and seeks to become a sustainable annual tradition that enhances the festival experience while promoting community health and wellness.

The 5K race is expected to generate revenue through participant registration and tiered sponsorship packages, with a projected gross revenue of \$13,400. Total expenses are estimated at \$8,640, resulting in a net profit of approximately \$4,760, which can be reinvested in future races or contributed to local community initiatives.

This document provides a detailed budget breakdown, implementation timeline, marketing strategy, and logistical considerations to ensure a successful inaugural event.

Event Overview

Event Name: Irmo Okra Strut 5K Run/Walk

Date: September ??, 2026

Location: Irmo, SC in conjunction with the Annual Irmo Okra Strut

Target Participation: 200+ runners/walkers

Race Format: 5K (3.1 miles) certified race with timed results

Registration Options:

- Early bird (until 3 months before race)
- Regular (until 2 weeks before race)
- Late/Day-of registration (does not guarantee t-shirt for late registration)

Detailed Budget

Projected Expenses

Participant Items

Item	Cost per Unit	Quantity	Total Cost	
Finisher Medals	\$6.50	210	\$1,365	*average cost
Awards	\$5.00	84	\$420	*average cost
T-shirts	\$9.00	210	\$1,890	*average cost
Race Bibs	\$0.75	10	\$8	*up to 200 bibs included in Strictly Running fee
Timing Chips	\$2.75	10	\$28	*up to 200 chips included in Strictly Running fee
Subtotal			\$3,290.00	

Note: Ordering 210 items (5% extra) to account for sizing issues, replacements, or additional late registrations

Race Day Needs

Item	Cost	Notes	
Course Marking/Equipment	\$400	Cones, signs, mile markers, finish line	
Water/Refreshments	\$400	\$2 per participant for water stations and post-race refreshments	**Could be offset by an In-kind sponsor donation
First Aid Supplies	\$200	Basic medical supplies and emergency kit	
Portable Toilets	\$450	3 units at \$150 each	
Inflatable Finish Line	\$130	Strictly Running provides	
Subtotal	\$1,580		

Administrative Costs

Item	Cost	Notes	
Permits/Insurance	\$1,200	City permits, event insurance	*approximated

Marketing Materials	\$500	Posters, social media advertising, digital promotions	*some of this is included in Strictly Running fee
Online Registration Platform	\$0	4% of \$11,700 registration fees	*this is included in Strictly Running fee
Volunteer Support	\$700	T-shirts, food, appreciation items	*approximated
Organizer	\$950	Strictly Running	
Subtotal	\$3,350		

Projected Expenses	\$8,640.00
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**based on 200 participants*

Projected Revenue

Registration Fees

Type	Price	Projected Participants	Revenue
Early Bird	\$25	80	\$2,000
Regular	\$35	100	\$3,500
Late/Day-of	\$45	20	\$900
Subtotal		200	\$6,400

Sponsorship Revenue

Level	Price	Number	Revenue
Title Sponsor	\$3,000	1	\$3,000
Gold Sponsors	\$1,000	2	\$2,000
Silver Sponsors	\$500	2	\$1,000
Bronze Sponsors	\$250	4	\$1,000
Subtotal			\$7,000

Projected Income	\$13,400
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Financial Summary

Projected Income	\$13,400
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Projected Expenses	\$8,640.00
Total Revenue	\$4,760

Note: This budget provides a conservative estimate with a comfortable profit margin to account for unexpected expenses or lower-than-projected participation. This data is based on 200 participants.

Implementation Timeline

6-8 Months Before Race (March-May)

***For the Inaugural Event, I recommend starting this process 10-12 months in advance to provide adequate time for any issues that may arise.*

- Secure necessary permits and insurance
- Finalize race date, route, and integration with Okra Strut Committee ([proposed route shown HERE](#) and [HERE](#))
- Create race branding and marketing materials
- Begin securing sponsorships
- Set up online registration platform with Strictly Running
- Design medal and t-shirt concepts (started on image - contacted medal companies)
- Secure DJ and Photographer

5 Months Before Race (April)

- Launch website and registration platform (work with Stricly Running)
- Begin early bird registration
- Continue sponsorship outreach
- Finalize t-shirt and medal designs
- Begin volunteer recruitment

3-4 Months Before Race (May-June)

- End early bird registration
- Start regular registration period
- Order t-shirts and medals
- Confirm all sponsors and their requirements
- Begin regular social media promotion
- Develop detailed race day logistics plan

2 Months Before Race (July)

- Secure all necessary equipment rentals
- Finalize course details and obtain final approvals
- Intensify marketing efforts
- Confirm volunteer assignments
- Begin weekly planning committee meetings

1 Month Before Race (August)

- Send final details to registered participants
- Prepare race packets
- Confirm all vendor arrangements
- Conduct course safety review
- Finalize day-of registration procedures

2 Weeks Before Race

- Close regular registration
- Late registration begins
- Host volunteer orientation session
- Confirm timing system details with Stricly Running
- Final promotional push

Race Week

- Packet pickup arrangements
- Course marking and final inspection
- Volunteer assignments distributed
- Equipment testing
- Weather contingency plan review

Race Day

- Early setup (5 AM start)
- Registration opens (6 AM)
- Race start (7:30 AM)
- Awards ceremony (9 AM)
 - Here is the typical age group/award breakdown for 200+ person race:
 - Top 3 overall male and top 3 overall female
 - Top 3 overall male and top 3 overall female in the following age divisions: 14&under, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70+
 - **Total awards: 84**
- Clean-up and breakdown (10 AM)

Post-Race (Within 2 Weeks)

- Send thank you emails to participants, sponsors, and volunteers
- Distribute race results (available same day on Strictly Running website)
- Post photos on website and social media
- Conduct post-event evaluation
- Begin planning for next year

Marketing Strategy

Target Audiences

1. **Local Running Community**
 - Running clubs and groups
 - Fitness centers and gyms
 - Previous race participants
2. **Festival Attendees**
 - Previous festival-goers
 - Families looking for additional activities
 - Community members seeking active participation
3. **Community Organizations**
 - Schools and universities
 - Corporate wellness programs
 - Non-profit organizations

Marketing Channels

1. **Digital Marketing**
 - Strictly Running website with online registration
 - Email marketing campaigns
 - Social media platforms (Facebook, Instagram, Twitter)
 - Running websites and local event calendars
 - Paid digital advertising targeting runners
2. **Traditional Marketing**
 - Local newspaper advertisements
 - Radio announcements
 - Posters and flyers in high-traffic areas
 - Cross-promotion with festival marketing
3. **Community Outreach**
 - Presentations at running clubs and fitness centers
 - Partnerships with local businesses
 - Information booths at community events

Key Marketing Tactics

1. **Early Bird Registration Campaign**
 - Launch 6 months before race
 - Create urgency with limited-time pricing
 - Offer group registration discounts
2. **Social Media Engagement**
 - Regular updates on race preparations
 - Feature sponsor highlights
 - Share training tips and course previews
 - Create shareable graphics and countdown posts
3. **Community Challenges**
 - Pre-race training programs
 - Corporate team challenges

- School participation incentives
- 4. **Cross-Promotion with Festival**
 - Bundle race registration with festival tickets
 - Feature race in all festival promotional materials
 - Create integrated experience between events

Logistical Considerations

Course Planning

1. Route Selection

- USATF certified 5K course if possible
- Scenic route highlighting community features
- Limited road closures to minimize traffic impact and cost of Law Enforcement
- Start/finish near festival grounds for integration

2. Course Management

- Clear directional signage
- Mile markers and timing stations
- Water stations at miles 1.5 and post-race
- Course marshals at all turns and intersections

Registration and Packet Pickup

1. Registration Management

- User-friendly online platform
- Clear fee structure and deadlines
- Automated confirmation emails
- Participant tracking system

2. Packet Pickup

- Pre-race pickup options (1-2 days before)
- Day-of pickup station
- Organized alphabetical system
- Express line for pre-registered participants

Safety and Medical

1. Medical Support

- First aid stations at start/finish and midpoint
- Medical personnel on site
- Emergency response plan
- Communication system for medical incidents

2. Course Safety

- Traffic control at major intersections
- Identification of potential hazards
- Weather contingency plans
- Participant tracking system

Staffing and Volunteers

1. Volunteer Needs

- Registration (4-6 people)
- Course marshals (10-12 people)
- Water stations (6-8 people)
- Start/finish line (6-8 people)
- Post-race refreshments (4-6 people)

2. Volunteer Management

- Recruitment through community partners
- Clear assignment descriptions
- Training sessions before race day
- Recognition program for volunteers

Equipment and Supplies

1. Start/Finish Line

- Arch or banner
- Timing equipment
- Sound system
- Registration tables and tents

2. Course Equipment

- Directional signs
- Mile markers
- Cones and barricades
- Water station supplies

3. Participant Supplies

- Race bibs and safety pins
- Timing chips
- T-shirts
- Finisher medals

Sponsorship Packages

Title Sponsor (\$3,000) - 1 Available

- Logo prominently featured on all race materials
- Logo on start/finish line banner
- Logo on top back of race t-shirt (largest placement)
- Logo on race website with link
- Promotional booth at race site
- 10 complimentary race entries
- Recognition in all press releases and media coverage
- Social media promotion (minimum 6 dedicated posts)
- Speaking opportunity at awards ceremony

Gold Sponsors (\$1,000) - 2 Available

- Logo on race t-shirt (large placement)
- Logo on start/finish line banner
- Logo on race website with link
- Promotional booth at race site
- 5 complimentary race entries
- Social media recognition (3 dedicated posts)
- Recognition during awards ceremony

Silver Sponsors (\$500) - 2 Available

- Logo on race t-shirt
- Logo on race website with link
- 3 complimentary race entries
- Social media recognition (1 dedicated post)
- Recognition during awards ceremony

Bronze Sponsors (\$250) - 4 Available

- Logo on race website with link
- Name on race t-shirt
- 2 complimentary race entries
- Recognition during awards ceremony

In-Kind Sponsorship Opportunities

- Water/refreshment sponsor
- Timing services sponsor
- Photography sponsor
- Medical services sponsor

Conclusion

This proposal outlines a comprehensive plan for executing a successful 5K race in conjunction with the Irmo Okra Strut festival. With careful planning, strategic marketing, and strong community partnerships, this event has the potential to become a signature component of the festival while promoting health and wellness in the community.

The projected budget demonstrates financial viability with a positive return that can support future race events or be contributed to community initiatives. The implementation timeline provides a structured approach to ensure all necessary preparations are completed in a timely manner.

I recommend proceeding with the initial planning steps, including securing permits and establishing the race committee, to ensure adequate lead time for a successful inaugural event.

Appendices

Appendix A: Sample Race Day Schedule

- 5:00 AM: Setup begins
- 6:00 AM: Volunteer check-in
- 6:30 AM: Registration opens
- 7:30 AM: Registration closes
- 7:45 AM: Pre-race announcements
- 8:00 AM: Race start
- 9:00 AM: Course closes
- 9:30 AM: Awards ceremony
- 10:30 AM: Event conclusion and cleanup

Appendix B: Sample Sponsorship Solicitation Letter

[Sample Sponsorship Solicitation Letter](#)

Appendix C: Volunteer Positions and Responsibilities

[\[Detailed breakdown of volunteer roles and duties\]](#)

Appendix D: Risk Management Plan

[\[Overview of potential risks and mitigation strategies\]](#)



Staff Report

Approval to Add a 5K Event (Cilley)

DATES: February 10, 2026
TO: Okra Strut
FROM:
SUBJECT:
ACTION REQUESTED:

Background

Analysis

Staff Findings

Attachments

None



Staff Report

Assignment of a 5K Task Area Chair (Cilley)

DATES: February 10, 2026
TO: Okra Strut
FROM:
SUBJECT:
ACTION
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Background

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Staff Findings

Attachments

None



Staff Report

Discussion of 2026 Entertainment (Sherr)

DATES: February 10, 2026
TO: Okra Strut
FROM:
SUBJECT:
ACTION
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Background

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Staff Findings

Attachments

None



Staff Report

Approval of Taylor Swift Tribute to Play Saturday for an Amount Not to Exceed \$7,000. (Sherr)

DATES: February 10, 2026
TO: Okra Strut
FROM:
SUBJECT:
ACTION REQUESTED:

Background

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None



Staff Report

Approval of Dixiana with Leon Everette to Perform Saturday in an Amount Not to Exceed \$3,000.
(Sherr)

DATES: February 10, 2026
TO: Okra Strut
FROM:
SUBJECT:
ACTION
REQUESTED:

Background

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Staff Findings

Attachments

None