



WHY OBSE?

- Success of Marathon
- Prime Location for Sporting Events
 - Outside Interest
 - Keep it “Local”



OBSE Mission

The mission of the OBSE is to organize and promote sports competition and healthy living resources, provide financial resources for needed relief and support for education while contributing to economic development for the Outer Banks of North Carolina.

~OBSE is a non-profit organization.~



Economic Development

- Shoulder Season Events
 - Large numbers of participants
- Expose new visitors to the Outer Banks
 - Job Creation
 - Spending \$\$ Locally

Future Events

Series called Pirate Jamboree



- Paired with Festivals
- Spring Half Marathon
- Fall Triple Triathlons
 - Fall Cycling Events
- Outer Banks Marathon 2010
- Plan & Partner for low impact on town resources



PSAP

- Public Safety Assistance Program
- Decrease burden on public safety and town budgets
 - OBSE will help launch PSAP



More Local Impact

- 100% of net proceeds split 50/50
by The Dare Education
Foundation and The Outer Banks
Relief Foundation



Healthy Kids initiative

- Organize and promote healthy kids programs
- Partner with local groups like the Dare County health dept and the after school program
- Events will include running and kids triathlons
 - Introduce kids to goal setting
- Provide them opportunity to achieve the goal by completing in a race/ event