

**Location of Proposed Mud Games Event
On Metro Gun Club Property @10601 Naples Street NE**

Blaine Planning Department / 10801 Town Square Dr NE / Blaine, MN 55449 / (763) 785-6180





THE MUD GAMES

City of Blaine

Proposed Date: June 14th, 2014
Proposed Location: Metro Gun Club

TABLE OF CONTENTS

THE MUD GAMES EVENT	
OVERVIEW	1-2
ATTENDANCE	3
ENTERTAINMENT	4
FOOD & BEVERAGE.....	5
FACILITIES REQUIRED	6-7
EMERGENCY ACCESS.....	8
STRUCTURE USE	9
NON-OVERNIGHT ACTIVITY	9
OBSTACLES PERMITTING	9
OPERATIONAL OVERVIEW	
PARKING & CREDENTIALING	10
MEDICAL	11
SECURITY	12
SIGNAGE	13
EVENT PLANS	
COMMUNICATION.....	14-15
INCIDENT REPORT	16
EVACUATION.....	17-18
WEATHER CONTINGENCY	19
MISC. INFORMATION.....	20
PERMITS/MAPS	
OBTAINED/PENDING.....	21
COURSE MAP	22
UPDATES – OBSTACLES/TENTS.....	23-24

Overview:

Company: The Mud Games is comprised of 14 employees, and currently working with the University Of Minnesota to educate and sponsor interns. Our offices are located off of Hennepin Ave and 35W near downtown Minneapolis.

Background: Our founders are well educated and local business owners. Our company shares a common passion for health and wellness. We have several years' experience in hosting different sporting and racing events.

Goal: To promote health and wellness. Proceeds from our event will benefit various non-profit and charity organizations. We have a very large, skilled promotional team who will be working full time to promote The Mud Games. With our main focus concentrated on young adults, we plan on proving that exercise can not only be rewarding, but gratifying as well.

The Event: The Mud Games is comprised of two separate obstacle course races through many types of terrain. The courses consist of a longer 3.1 mile race and a shorter 1.5 mile race. Our plan in creating a shorter course is to involve those who do not exercise frequently and may have second thoughts on participating.

Obstacles: 12 for the 3.1 Mile Course, 6 for the 1.5 Mile Course

Participants/Spectators expected: 1,500-2,000

Sponsors: L.A. Fitness, Asics, Dunn Bros., Sports Authority, Walgreens, J.J. Taylor, University of Minnesota – Twin Cities. We have an additional list of smaller sponsors involved with take down and set-up of the event. Our larger sponsors are nationally known corporations. They are going to be participating in a variety of ways, including advertising, donations, and volunteering.

Donations: Our event will be donating a percentage of total revenue to the Children's Hospital and Clinics of Minnesota, U of M Obesity Center, Minnesota Heat Youth Basketball Association, and other charities alike. Any additional funds will be used to help further improve future events.

Busy Body Promotions History:

Summary of experience toward event planning:

<u><i>Mud Games 2013</i></u> Location: Blaine, MN Date: June 8-9 th , 2013 Attendance: 4000-5000 (2-days) Operational issues: None Situational issues: Weather on day 2	<u><i>Mud Games 2013 - 2</i></u> Location: Hugo, MN Date: August 17 th , 2013 Attendance: 1200-2000 Operational Issues: Extended area, 500+ acres Situational issues: Heat
<u><i>Beast 2 Feast 5K</i></u> Location: Minneapolis, MN Participants: 4,000 Date: November 28 th , 2013 Operational Issues: None Situational Issues: Cold	<u><i>Everybody's Irish 5K</i></u> Location: Minneapolis, MN Attendance: 3,000 Date: March 15 th , 2014 Operational Issues: None Situational Issues: None

Several operational Mud Games employees have been involved in planning, setting up, and volunteering in different races. There are also examples of other events put on by members of our group unrelated to racing. We feel that having ownership in Bebop, Banquet halls, and a Catering company, assisted with many years of personal racing experience really helps us organize this project as a whole.

Attendance/Vehicle expectations during each day (peak and average):

The Mud Games is a 3.1 and 1.5 mile obstacle course run. We will have the event on Saturday June 14th. Every runner will have a choice at registration to sign-up for either the 3.1 or 1.5 mile course. They will also decide when to run. The first wave of runners will be at 9am. There is a limit of 175 participants in the 3.1 mile course and 150 in the 1.5 mile course for each wave. Waves will be separated by every half-hour. (Ex. Wave one leaves at 9am, wave two leaves at 9:30am, wave three leaves at 10am, and so forth) The final wave of runners will leave at 2:30pm. There will be a total of 20 waves on race day.

The peak attendance expectations at any given time on Saturday would be around 600 to 800 individuals, with an average near 400. The majority of crowds will be located either on the course or in the entertainment area. Runners begin on the edge of the entertainment area and will end in the same location.

Vehicle expectations are based on the premise of team registrations for the event. We commend team registration, in which teams drive to the event together. We will have a \$10 parking charge for the event which will deter solo driving to the event. We expect a peak on Saturday of 600 vehicles and an average of 300.

Entertainment venues, type, hours and, location:

Located southeast of the entrance to the Metro Gun Club is a field that is 1,750 square feet. On this field there will be a tent for music. There will be a DJ for music; DJ music selection will be based on the top 40 radio hits at the current time. This area will be our primary source of entertainment before and after the race. Decibel limits will be followed in accordance with live music restrictions set forth by the city of Blaine. Midwest Sound and Light will be in-charge of setup and take down of all music equipment. This is set up for race entertainment only. The below schedule is planned for Saturday.

- Music will begin around 9am with a live DJ.
- The live DJ will finish playing around 2:30-3:00pm.

Food and Beverage Vendors:

The Mud Games is partnered with Dickey's Barbeque Pit for all food needs.

Tom Eggerud
Dickey's Barbeque Pit
3195 Vicksburg Ln N
Plymouth, MN 55447
612-290-1969
tomeggerud@gmail.com

The Mud Games is partnered with Dan Good Catering for all beverage needs.

Dan Nelson
Dan Good Catering
8100 Pleasant View Drive
Spring Lake Park, Minnesota 55432
Phone: 952-201-7531

Dan Good Catering is providing the off-site liquor licensing. We will also be working with J.J. Taylor and Walgreens. J.J. Taylor is our supplier for beer during this event. Walgreen's is supplying bottled water during and after the race to support hydration in participants. (This is a beer only, non-hard alcohol event)

The Mud Games food plan is very basic. Our main entrée for sale is BBQ sandwiches. We offer many different varieties of this BBQ sandwich. Dickey's has a statewide license to cater food for events.

Please contact either vendor anytime for more specific questions regarding food and beverage at The Mud Games.

Facilities Required:

The Mud Games will be using many different sized tents for this event, all tents are canopy style and white in color. Types of tents include:

- All sponsors 10x10ft tent (approximately 3 tents)
- Check in, drop-off/pick-up tents 10x20ft side by side
- Beverage tents 10x20ft (2)
- I.D./Bracelet tent 10x20ft
- Several (3) 20x20ft tents will be set up with tables underneath for runners and spectators
- Medical tent 20x20ft

Tents will be supplied, set-up, and taken down by Omega Event Services. This will include canopies.

Omega Event Services
680 Commerce Drive. Suite 155
Woodbury, MN 55125
Phone: 651-271-3548

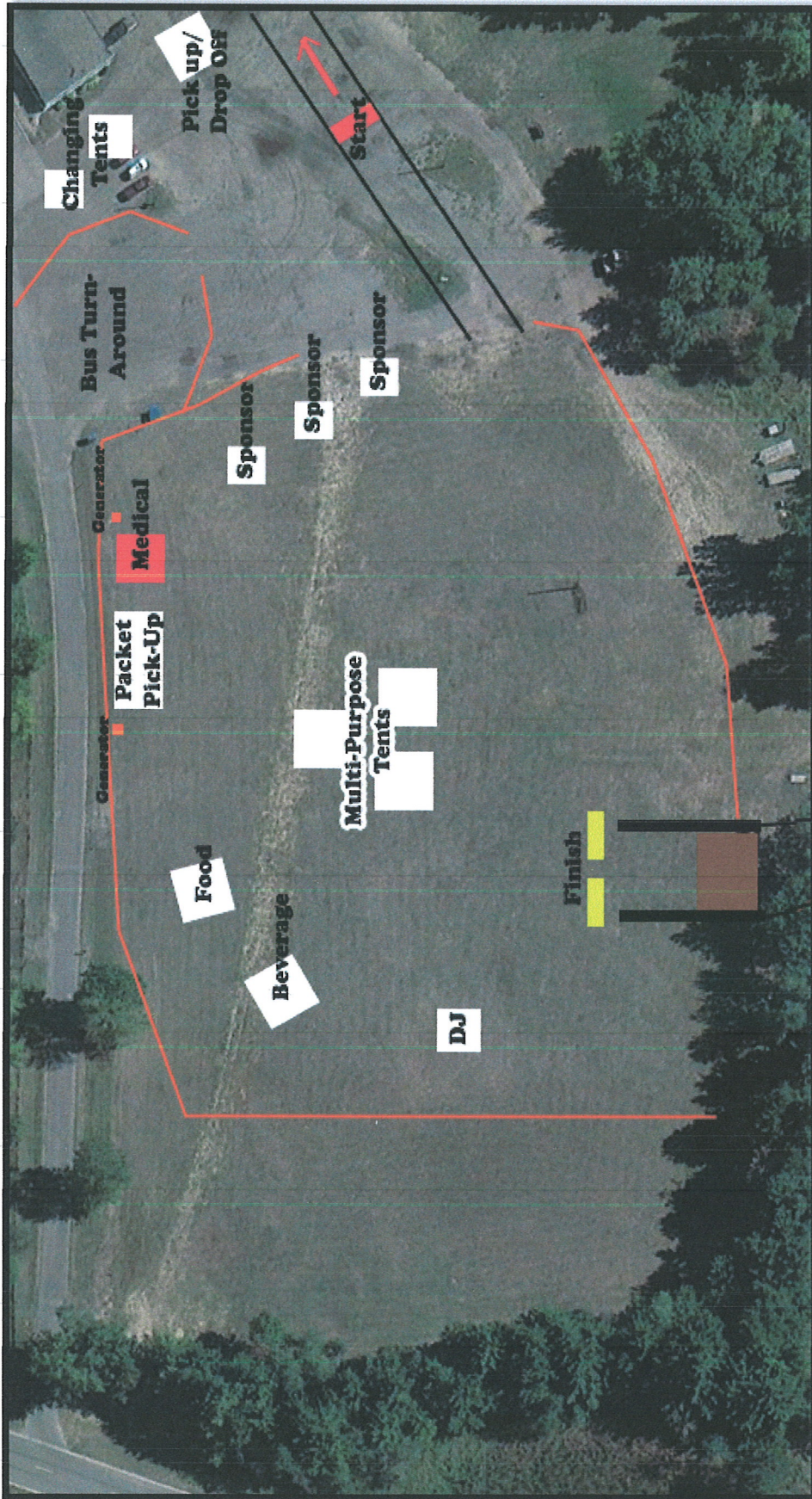
There will be a few sections of portable restrooms on-site. We plan on twenty-two restrooms on each side of the entertainment area. This should be the highest congested area in need of an excess of bathrooms. Biff's Inc. will be used in the coordination of portable restrooms.

Jeff Foley
Biff's Inc.
8610 Hansen Ave.
Shakopee MN 55379
Phone: 952.403.1221

Refuse collection will be handled by Ace Solid Waste. We will have two 16-yard dumpsters and two 16-yard recycling dumpster on-site. Additionally, we will have 10 garbage and 10 recycling containers on-site. All newer shoes and clothes will have a special bin and will be cleaned and donated to charity after the event.

Ace Solid Waste Inc.
6601 McKinley Street NW
Ramsey, MN 55303
Phone: 763.427.3110

Facility Layout



Emergency Vehicle access:

The Mud Games emergency vehicle access points are pictured below. Paramedics will be provided by Allina Hospital. Included for emergency transportation throughout the event site are two all-terrain vehicles (ATV's) with equipment to reach any spot an ambulance cannot attain. There will be zero use of existing buildings on site.

Emergency Vehicle Route:

There is one main access for emergency vehicles. The access will be from Naples street, measuring wide enough for emergency vehicles to pass with cars traveling both directions. The road will be shut down by Police on the days of the event, only volunteers, vendors, shuttles, and race coordinators are allowed to enter down Naples after 101st Ave. Emergency vehicles and shuttles will be the primary use of this road. Access points to the site are all being controlled.



Use of Existing Buildings:

Existing buildings will not be used for any operation of The Mud Games event.

Expectations regarding overnight camping:

The Mud Games will not have any overnight activity. We will not be permitting any overnight camping. Security will ensure the premise is cleared out by 9pm. We are currently working with hotels in the area to offer affordable rooms with free shuttle to and from the event. Included in these hotels are Comfort Suites and Super 8, which are located off of Central and Baltimore Street, as well as the Hampton Inn off of 35W and Lake Drive. We will offer this option in an email to the participants after they register for the event.

Course and Obstacle Construction:

The race course and obstacles are enclosed with a little more detailed course map and description. All obstacles used are to stay within the Rice Creek Watershed guidelines. The course obstacles for this event are either previously constructed or will be over the next several weeks. They involve detailed planning and will be built by a group of contractors listed below. We would be happy to supply the plans (when available) to the City. Each obstacle will be made to handle twice its load, and we will be happy to have them inspected if requested.

Contractors – Builders

<p><i>Panel Setter Plus</i> Owner: Rick Becker 612-669-8940 Years in business: 27 Specialties: Framing - Commercial and Residential License # 2048722</p>	<p><i>Vokaty Contractors</i> Owner: Troy Vokaty 612-964-7033 Years in Business: 18 Specialties: General construction, remodeling License# BC634993</p>
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Parking Operation

The Metro Transit Park and Ride located on Naples Street will be used as our primary parking location for Mud Games. (A license agreement copy can be provided per you request). Each participant will be emailed an official parking map for this parking lot two weeks prior to the race event. Participants will be transported via shuttle from the Park and Ride to the event. There will be four school bus shuttles running at any given time during the event. The shuttles are provided by Kottkes Bus Services. Kottkes was our shuttle for our event last year and will once again be supplying our transportation needs. Only volunteer vehicles will be allowed on-site at the Metro Gun Club. These vehicles will include race officials, event vendors, registration volunteers, special guests of the event, security officials, and Public Safety Officials.

With twenty volunteers, and two head parking lot attendants with many years of experience, we will be able to safely, efficiently, and effectively be able to control the parking lot operations. Communication, planning, and coordination are very important in our parking plan. Every volunteer will receive an email with specific directions as to what their role will be on the day of the event. In addition to this, the parking lot volunteers have been asked to come in earlier than everyone else to meet with the two head parking lot attendants to make sure everyone knows their role. Both head attendants will have direct contact on a designated radio with a parking lot supervisor located in the Event Headquarters Tent.