



# **Tough Mudder Twin Cities**

**15.07.18.WI**

## **Event Operating Plan**

Metro Gun Club

Saturday, July 18, 2015

&

Sunday, July 19, 2015

Recipients shall hold and treat the Confidential Information in strict confidence and shall not, without the prior written consent of the Tough Mudder Inc, disclose or permit disclosure of Confidential Information by their Representatives. Recipients agree not to use or derive benefit from the Confidential Information in any manner whatsoever, in whole or in part, other than in connection with the Transaction. Moreover, Recipients agree to disclose Confidential Information only to those Representatives who have a need to know the Confidential Information in order to assist in evaluating a possible Transaction, and who are informed of the strictly confidential nature of the Confidential Information. Recipients shall be responsible for any breach of this Agreement by their Representatives.

# Tough Mudder Twin Cities 2015 Operating Plan

---

## TABLE OF CONTENTS

<b>Introduction</b> .....	<b>3</b>
<b>Event Summary</b> .....	<b>4</b>
<b>Phases of Planning &amp; Operations</b> .....	<b>5</b>
<b>Event Workforce</b> .....	<b>7</b>
<b>Venue Security &amp; Alcohol Control</b> .....	<b>7</b>
<b>Sanitation Cleaning &amp; Waste Management</b> .....	<b>8</b>
<b>Medical Arrangements</b> .....	<b>9</b>
<b>Command Control &amp; Communications</b> .....	<b>10</b>
<b>Incident Management</b> .....	<b>11</b>
<b>Occupational Safety &amp; Health</b> .....	<b>12</b>
<b>Event Stakeholders</b> .....	<b>13</b>
<b>Event Services</b> .....	<b>14</b>
<b>Event Services Area</b> .....	<b>15</b>
<b>Traffic Management &amp; Parking</b> .....	<b>16</b>
<b>Course Overview</b> .....	<b>18</b>

# Tough Mudder Twin Cities 2015 Operating Plan

---

## INTRODUCTION

Tough Mudder is the premier adventure challenge series in the world. Tough Mudder events are hardcore 10-12 mile obstacle courses designed by British Special Forces to test participants' all around strength, stamina, mental grit, and camaraderie.

Tough Mudder events have been running since 2010. In 2014 Tough Mudder will hold approximately 50 events throughout United States, Canada the United Kingdom and Australia. Events are held on weekends, and each event consists of a Saturday and Sunday challenge. Typically between 5,000 and 15,000 participants from all walks of life take part on each event day.

Each event is planned and delivered by a Tough Mudder Event Team consisting of individuals with a wealth of experience running large scale events.

# Tough Mudder Twin Cities 2015 Operating Plan

---

## EVENT SUMMARY

The following table provides a summary of the Twin Cities 2015 event:

<b>Event Name</b>	Twin Cities 2015
<b>Event Date</b>	Saturday, July 18 – Sunday July 19, 2015
<b>Event Venue Name</b>	Metro Gun Club
<b>Event Venue Address</b>	10601 Naples St NE, Blaine, MN 55449
<b>Anticipated number of Starters on Saturday</b>	9,000
<b>Anticipated number of Spectators on Saturday</b>	2,500
<b>Anticipated Total Bodies on Site Saturday</b>	11,500
<b>Anticipated number of Starters on Sunday</b>	3,000
<b>Anticipated number of Spectators on Sunday</b>	800
<b>Anticipated Total Bodies on Site Sunday</b>	3,800
<b>Challenge Start Times</b>	8:00 AM Saturday 10:00 AM Sunday
<b>Hours of Operation</b>	Saturday: 7:00am – 7:00pm Sunday: 9:00am – 5:00pm

# Tough Mudder Twin Cities 2015 Operating Plan

## PHASES OF PLANNING & OPERATIONS

The following table provides a summary of the phases of operation for Twin Cities 2015

SETUP SCHEDULE			
Time	TMHQ/Staff Lead	Service Provider	Description of Activities
<b>3-6 MONTHS PRIOR TO EVENT</b>			
Advanced Venue Planning Trip	4 (TM Operations Manager; TM Course Designer; TM Front of House Designer, TM Construction Manager)		Discuss with venue all aspects of site access, preferred course routes, viable dig sites; areas off limits etc. Following this trip a draft course map (including obstacle locations) will be shared with the venue for approval. The approved course map will then be forwarded to Tough Mudder's selected construction contractor as a site blue print.
Advanced Community Relations / Permitting Planning Trip	4 (TM Operations Manager; TM Course Designer; TM Front of House Designer, TM Construction Manager)		Meet with city/town/county level permitting, law enforcement and Fire Department officials to discuss formal permitting and/or planning requirements. E.g. Traffic management, medical/health & safety planning, environmental considerations etc.
Construction Walk Through	2 (TM Construction Manager, Construction Contractor)		Tough Mudder's Construction Manager will do a site walk through with the construction contractor to review all approved obstacle locations and dig sites.
<b>3 WEEKS PRIOR TO EVENT</b>			
6:00AM-6:00PM	7-10 crew members under the direction of a site foreman	Start of Onsite Construction	Contractor will mobilize equipment supplies and crew to begin on construction work. The schedule begins with longer lead obstacles involving excavation and water filling.
<b>MONDAY BEFORE EVENT</b>			
6:00AM-6:00PM	Construction Manager	Contractor	Obstacle Build and Course Construction
8:00 AM	Back of House Supervisor	Tough Mudder Kit and Sponsor Trailers	Tough Mudder trailers with all owned equipment arrives
8:00 AM-6:00PM	Front of House Supervisor	Tenting Company	Arrive to start tent build. Will begin with Field Warehouse 40' x 40' Tent, Registration Tents, Information Tent, and Bag Drop Tent
9:00 AM	Back of House Supervisor	United Rentals	Utility Vehicles, Forklift, and Skidsteer delivered to facilitate event week setup
9:00 AM	Front of House Supervisor	National Dumpster Delivery	1 dumpster delivered for repository of back of house waste
10:00AM	Back of House Supervisor	Radio Repeater setup	Radio repeater setup to facilitate team communication during event setup
9:00AM-12:00PM	Compound Coordinator	Trailer Inventory	Ropaks and pallets of supplies unloaded from trailers into Field Warehouse tent and inventoried
9:00AM-12:00PM	Field of Play Supervisor	Preliminary Marking of Course Route	Mark out course location in advance of course build

# Tough Mudder Twin Cities 2015 Operating Plan

TUESDAY			
6:00AM-6:00PM	Construction Manager	Contractor	Obstacle Build and Course Construction
8:00 AM	Front of House Supervisor	Tenting Company	Onsite to continue tent build. (Staff/Volunteer Tents, Merchandise Tent, Medical Tent)
8:00 AM-6:00PM	Field of Play Supervisor	Course Marking	Course Crew, under management of Field of Play Supervisor, to mark course route for participants
8:00 AM-12:00PM	Front of House Supervisor	Barricade/Fencing Dropped and Placed	TM owned barricade/fence dropped in location to construction start and finish chutes, mark off event village barrier and construct directional signage
9:00 AM-12:00PM	Front of House Supervisor	National Dumpster Delivery	Dumpsters loaded in at Course Water Stations and in the Event Village
12:00 PM-6:00PM	Front of House Supervisor	Registration/Bag Drop setup	All signage and banners placed to make registration/bag drop operational
12:00 PM-3:00PM	Front of House Supervisor	United Site Services	Portapotties loaded in at course water stations and in Event Village
5:00 PM	Back of House Supervisor	The Print House	Waivers and Maps delivered to site
WEDNESDAY			
6:00AM-6:00PM	Construction Manager	Contractor	Obstacle Build and Course Construction
8:00 AM	Front of House Supervisor	Tenting Company	Onsite to complete tent build (sponsor tents)
8:00AM-6:00PM	Field of Play Supervisor	Course Signage and Water Stations	All course directional and obstacle signage added to course route. Water stations set up for service
2:00 PM	Operations Manager	Security Walkthrough	Walkthrough with weekend security supervisor to discuss locations and roles of assigned guards
THURSDAY			
6:00AM-6:00PM	Construction Manager	Contractor	Obstacle Build and Course Construction
8:00 AM – 12:00PM	Front of House Supervisor	Sound and Power Dropped and Placed	TM owned sound equipment and generators dropped in pre-determined location and setup to be operational
9:00AM-12:00PM	Senior Construction Associate	Engineer Walkthrough	Obstacle Inspection to obtain engineer sign-off on structures
9:00AM-3:00PM	Field of Play Supervisor	Watermonster (participant water provider) load in	Water bladders and tanks set up at water stations and finish line
12:00AM-6:00PM	Front of House Supervisor	Event Village signage and branding	All branding materials/signage for Event Village, Start, Finish chutes placed
2:00 PM	Front of House Supervisor	Walkthrough with weekend Waste Management Supervisor	Walkthrough with Base Area Manager to discuss the locations and roles of contracted waste management staff over the weekend
FRIDAY			
6:00AM-6:00PM	Construction Manager	Contractor	Obstacle Build and Course Construction
9:00AM-2:00PM	Front of House Supervisor	All sponsors	Sponsors load equipment and materials in for weekend activations
9:00AM-2:00PM	Operations Manager	Parking/Transportation Directional Signage	All signage used to direct attendees to/from the event placed and secured
2:00PM	Front of House Supervisor	Sponsor Briefing	All sponsors briefed on weekend timeline, expectations, and restrictions
4:00PM	All TMHQ	ALL TEAM MEETING	Meeting with all staff, vendors, sponsors, and stakeholders to review weekend run of show, rules and regulations

# Tough Mudder Twin Cities 2015 Operating Plan

## EVENT WORKFORCE

The Event Team for Tough Mudder Twin Cities 2015 consists of Tough Mudder employees, contracted staff and Volunteers.

The following table provides a summary of Workforce numbers for Tough Mudder Twin Cities 2015:

<b>Type</b>	<b>Number</b>
<b>Tough Mudder Employees</b>	6 Tough Mudder Lead Team (on site Monday, July 13 – Monday, July 20) 3 Tough Mudder Support Employees (on site Friday, July 17 – Sunday July 20)
<b>Contracted Support Staff</b>	~15 construction staff (via Tough Mudder’s selected construction contractor) ~10 local staff used for Event Week Setup (course & event services area)
<b>Contract Security Staff</b>	~6-10 Security Staff
<b>Contract Parking Staff</b>	~30 Parking Staff, ~4 Police Officers
<b>Volunteers</b>	~150-200 each event day (July 18 and July 19)
<b>Medical Staff</b>	See medical section

- All Workforce are required to wear uniforms, which are provided by Tough Mudder (with the exception of contractors, who wear their own uniforms).
- All Workforce have access to water and a meal during their shift;
- All Workforce are properly briefed before being deployed to their work location;
- All Workforce have a Manager to whom they report and from whom they can seek assistance if required;
- All Workforce are briefed on the importance of customer service.

## VENUE SECURITY AND ALCOHOL CONTROL

Security staff will be on-site throughout the week leading up to the event and throughout the event weekend. Security staff are responsible for protecting assets from theft, managing access into certain event spaces, and providing a general security presence in support of the event. Security will also establish a presence in the areas where alcohol is served.

During the event, security staff will be positioned at access points to key event spaces such as the entrance/exit arches, Event Command Center, the Event Production Compound and the Finish Chute, limiting access into those spaces to appropriately credentialed individuals.

Credentials will be issued to Tough Mudder staff members, Vendors, Sponsors, and Media.

A number of groups including Medical Staff, Volunteers and Spectators will also be issued with wristbands of varying colors identifying them as a member of that particular group.

# Tough Mudder Twin Cities 2015 Operating Plan

Tough Mudder works with selected concessionaires or in cases where laws require non-profits, to obtain the necessary temporary use alcohol licenses required by the locale or the State ABC commission.

Alcohol is served in 2 areas at the event:

- Every participant that finishes the challenge gets a beer at the finish line.
- Beer is for sale at the concessions location located in the base area / event services area.

Alcohol is not a big part of a Tough Mudder event. Historical consumption data collected by Tough Mudder indicates that the average event attendee consumes 1.3 beers while onsite at the event which includes the free beer they get when finishing the event.

Private security is always stationed at both the finish line and in/around the concessions location to establish a security presence or deal with any incidents in the unusual case that they occur. Trained bar tenders are also always utilized by Tough Mudder's selected concessionaires.

In fulfilling its permitting requirements Tough Mudder has on occasion contracted for additional police officers as part of its security plan. In cases where these requirements exist or are encouraged additional uniformed presence can be established in alcohol serving areas.

## SANITATION, CLEANING AND WASTE MANAGEMENT

Tough Mudder is committed to keeping event sites clean at all times. All waste generated on site at Tough Mudder Twin Cities will be appropriately stored and removed from the site. An appropriate number of portable toilet facilities will be available to all attendees. Units will be serviced and cleaned overnight on Saturday as well.

Trash bins and dumpsters will be placed around the event site. These will be positioned in areas where large amounts of waste are likely to be generated. Dumpsters will be placed in the Base Area, at the Start Line, in the Finish Chute, at water stations on the course, and in the parking areas.

Contract cleaning staff have also been scoped and will be present on site throughout the weekend to perform litter picking and to empty trash bins. Dumpsters will be emptied at the conclusion of the event.

The following table provides a summary of cleaning and waste management arrangements for Tough Mudder Twin Cities 2015:

<b>Portable Restrooms</b>	1 per every 150 persons on site. 4 ADA units. Units will be cleaned and serviced overnight on Saturday, July 18 <sup>th</sup> for use on Sunday, July 19 <sup>th</sup> . Sanitation sink stations will accompany the portable toilets.
<b>Number of Trash Bins on site</b>	~50 Trash Bins in Base Area ~1000 Trash Bags
<b>Number of Dumpsters on site</b>	~4 Large Dumpsters in the base area ~ 6 dumpsters on course (1 per water station)
<b>Number of Cleaning Staff on site</b>	-Tough Mudder will source and manage ~30 waste management staff employees each day.



# Tough Mudder Twin Cities 2015 Operating Plan

---

## MEDICAL ARRANGEMENTS

Tough Mudder events attract large numbers of people and are physically challenging by their nature. A medical services provider will be engaged for Tough Mudder Twin Cities 2015 to respond to any calls for medical assistance by participants, spectators and staff.

There will be a medical presence on site at all times whilst participants and spectators are on site. First responders will be stationed at various locations around the course, and there will also be a medical station in the base area, ensuring a short response time for any medical incident on site. A number of ambulances will also be stationed on site during the event.

The following table provides a summary of medical arrangements for Tough Mudder Twin Cities 2015:

<b>Medical Services Provider</b>	Med Prep Consulting
<b>Name and Contact Details of primary Medical Services Provider Contact</b>	Dr. Stu Weiss 917-921-2490 <a href="mailto:stu.weiss@toughmudder.com">stu.weiss@toughmudder.com</a>
<b>Number of first responder individuals/teams on site</b>	<b>Minimum of 60 medical staff each day</b> , to be divided at the following locations: -Minimum of one at each obstacle, and additional at water and electrical obstacles <i>(staff in these locations are a mix of qualified first responders, EMTs, and life guards)</i> -Main Medical Triage (located in base / event services area) <i>(staff in main medical are a mix of Physicians, Nurses, Paramedics, EMTs)</i> -Six Rovers on UTVs in six zones on course <i>(EMTs)</i>
<b>Number of ambulances on site</b>	At least 2

Further details about the Medical and Safety Plans can be found in the following documents upon request:

- ***Tough Mudder Incident Action Plan***
- ***Safety Medical Operations Plan***

# Tough Mudder Twin Cities 2015 Operating Plan

---

## COMMAND, CONTROL AND COMMUNICATION

Well established and tested command, control and communication structures have been implemented to ensure that Tough Mudder Twin Cities 2015 runs smoothly, and that any issues and/or incidents which do arise can be dealt with efficiently and effectively.

- Tough Mudder Twin Cities 2015 will be delivered by an integrated event team, led by the General Manager. Key event operations roles have been identified and filled by experienced individuals. Position Descriptions for these roles clearly outline responsibilities and reporting channels. A similar staffing model has been used successfully at many previous Tough Mudder events.
- Tough Mudder follows the Incident Command System (ICS): a systematic tool used for the command, control, and coordination of emergency responses. In accordance with the ICS, Tough Mudder creates an Incident Action Plan (IAP) to ensure everyone is working in concert toward the same goals set for the event.
- A comprehensive contact list containing contact details for all event staff, stakeholders and emergency service providers will be compiled and distributed to the event team, and will be available in the Event Command Center (ECC) for the duration of the event.
- An organizational chart will be produced for the event, clearly identifying the chain-of-command amongst core members of the Event Team; This organizational chart also serves to illustrate Tough Mudder's communication structure, identifying the various radio channels that will be used during the event, and the roles/individuals using each channel. Protocols on the use of radios have been developed and staff have been trained on these protocols.
- An Event Command Center will be established and will operate for the duration of the event. The Command Center will be managed by 'Control', a role responsible for monitoring radio channels and disseminating information to relevant parties. Control will have the capability to contact key members of the event team, including the General Manager & Event Director, as well as the event's medical providers and other emergency services providers at any time.
- Details of all major issues and incidents that occur on site during the event will be logged in the Event Command Center, ensuring an accurate record exists of issues/incidents and response measures.

A member of Tough Mudder's operations executives will be on-duty at all times during the event (potentially off-site), and will be available to assist in arranging additional support for and providing guidance to the General Manager if required.

# Tough Mudder Twin Cities 2015 Operating Plan

---

## INCIDENT MANAGEMENT

Responsibility for managing incidents across the Tough Mudder Twin Cities 2015 event site rests with the Tough Mudder Event Team, led by the General Manager.

A range of measures will be in place at Tough Mudder Twin Cities 2015 to ensure that any incident that does occur is quickly identified and responded to in an efficient and effective manner:

- Tough Mudder creates an Incident Action Plan (IAP) to ensure everyone is working in concert toward the same goals set for the event.
- Key Event Operations Roles have been identified for the event, responsibilities for each role have been clearly defined, and each role will be filled by an experienced Tough Mudder staff member.
- An Organizational Chart has been developed, clearly identifying communication and reporting channels. This structure has been implemented at many previous Tough Mudder events.
- All staff in a management or supervisory role will be issued with a radio. A number of radio channels will be used, with radio users logically assigned to one of these channels according to their role. The 'lead'/manager on each channel will carry a second radio, and will be linked with other 'leads' on the 'Control' radio channel. All channels will be monitored by a person filling the role of Tough Mudder radio dispatch (known as 'Control'), who will have the capacity to pass information to relevant individuals on any radio channel as well as to external parties such as local police & fire who are also issued radios and included as part of the organizational structure.
- An Event Command Center (ECC) will be in operation throughout the event. Key event documentation including contact lists and maps will be available in the ECC. The ECC will be staffed by the Event Director, the radio dispatcher ("Control) and the Tough Mudder General Manager. These 3 individuals will be based in the ECC at all times. If an incident occurs, the Event Director will manage the response to the incident, including the deployment of resources and/or communication of information, from the ECC.
- Details of all major incidents will be logged in the ECC by 'Control' or a dedicated logger on a real-time basis, ensuring an up-to-date record of what has occurred, actions taken in response, and relevant timings.
- Emergency Action Plans (EAPs) have been developed for a number of specific scenarios, and event team staff have been briefed on how to respond if such incidents occur. Specific scenarios for which Incident Management Plans exist are:
  - Death or Serious Injury;
  - Obstacle Failure or Collapse;
  - Major Traffic Incident;
  - Severe Weather;
  - Evacuation;
  - Non-Controlled Fire;

# Tough Mudder Twin Cities 2015 Operating Plan

---

- A number of medical staff as well as 2 ambulances will be on site throughout the event.
- The local Police and Fire Departments have been informed about the event and appropriate contacts have been identified should additional assistance be required on site.
- Emergency vehicle access points and a helicopter landing area have been identified for the site, should these be required.
- Incident Report Forms are available on site and all staff will be instructed to complete these for any incidents they witness/report.
- 'What if' desktop exercises will be conducted prior to the event weekend, playing out scenarios that would require implementation of the EAPs, and other potential scenarios such as "lost child".

## OCCUPATIONAL SAFETY & HEALTH

The health and safety of all participants, spectators, staff and others on site throughout Tough Mudder Twin Cities is a priority of the Event Team.

A range of measures will be in place at Tough Mudder Twin Cities 2015 to ensure the site is as safe as possible and to minimize the risk of harm to any individual:

- A range of guidelines have been developed and will be implemented at the event, including:
  - Loading and Unloading Vehicles;
  - Setting Up and Packing Down Infrastructure;
  - Use of Utility Terrain Vehicles (UTVs);
- In the event of an incident, one or more experienced team members have been designated as 'safety officer' to assist in the management of the incident.
- A gates open procedure will be implemented whereby a series of checks are carried out to ensure the site is safe before gates are opened to participants and spectators.

# Tough Mudder Twin Cities 2015 Operating Plan

## EVENT STAKEHOLDERS

The following table provides a summary of key stakeholders involved in Twin Cities 2015:

<b>Stakeholder</b>	<b>Description</b>
<b>Event Participants</b>	Tough Mudder events are all about the participants. Participants with varying levels of ability, from all walks of life, and from all age groups (above 18) are taking part in the event.
<b>Spectators</b>	Tough Mudder welcomes the friends and family of Participants. Spectators are able to access the course to cheer on and take photos of Participants.
<b>Workforce</b>	A team of Tough Mudder employees, contract Event Staff and Volunteers are together responsible for running the event and ensuring a safe and memorable experience for Participants, Spectators and other event stakeholders.
<b>Partners (Sponsors)</b>	A number of Official Tough Mudder Partners will be present in the Event Services Areas to provide goodies to Participants and Spectators. Partner Support is key to the success of all Tough Mudder events.
<b>Vendors (Contractors and Suppliers)</b>	A range of Vendors (contractors and suppliers) provide services and/or equipment which are crucial to the event, including construction services, power, audio equipment, water, food and beverages and utility terrain vehicles (UTVs).
<b>Venue Staff</b>	Venue Staff know the venue better than anyone, and the Tough Mudder Event Team will work closely with Venue Staff in order to deliver a safe event.
<b>Emergency Services Providers</b>	Tough Mudder will established relationships with the Police, Fire Department and Ambulance Services. These Emergency Services Providers are supportive of the event and have resources available to respond to any incident if/when required to do so.
<b>Police</b>	Depending on the extent to which traffic management planning effects different jurisdictions Tough Mudder can develop plans with multiple cities/towns as well as County and State police and traffic enforcement entities.

# Tough Mudder Twin Cities 2015 Operating Plan

## EVENT SERVICES

A range of services will be available to participants and spectators in the Event Services Area or “Base Area” throughout the event weekend. The following table provides a summary of the key services being provided to participants and spectators at Tough Mudder Twin Cities 2015. These services are centrally located in the same area where the event starts and finishes. All event attendees begin and end their day in this area and it tends to be the gathering place where people not running the course are concentrated throughout each event day. At any one time there may be 1,000 – 3,000 people in or near the Event Services Area.

Tough Mudder will contract with a professional tent rental company that is licensed to do business in accordance with any local health and safety requirements or laws.

Service / Activity	Description	Tent Size
Info Desk	An information desk will be staffed all weekend to assist with any queries	30' x 10'
Bag Drop	Participants will be able to leave their bags in location in the event services area whilst on the course in exchange for a \$5 fee, (50% donation going towards charity).	80' x 60'
Registration / Check-In	Participants will be given a Tough Mudder headband, Tough Mudder T-shirt, a beer (if 21), and food (energy bar) when they complete the course.	100' x 10'
Start Chute	Area where waves of 400 - 500 participants gather to receive their pre-event messaging, safety information etc.	60' x 40' area marked with crowd control barricade
Finish Chute Giveaways	Participants will be given a Tough Mudder headband, Tough Mudder T-shirt, a beer (if 21), and food (energy bar) when they complete the course.	80' x 40' area marked with crowd control barricade
Concessions	A range of food and beverages will be on sale throughout the weekend	40' x 10'
Merchandise Sales	Tough Mudder Twin Cities 2015 merchandise will be on sale throughout the weekend	60' x 40'
Sponsor Activities	A number of sponsor activities will be on offer throughout the weekend	A collection of tents and activation areas
Charity Donation	Participants and spectators will have the opportunity to donate money to <i>Wounded Warriors</i> and to donate their shoes to a charity	20' x 10'
Entertainment	Music will be played through a PA system near the “start” and “finish” during the listed hours of operation. <i>Note this is not concert/festival level sound but rather PA type</i>	n/a
Rinse Station / showers	Rinse Stations are available for participants and spectators to wash-off the mud once they complete the course	40' x 10'
Changing Area	Separate Mens and Womens changing tents are provided as a courtesy for participants to change out of muddy clothes after running the course	40' x 20'
Volunteer and Staff Staging	Operational tents where staff are briefed and deployed to work the event	20' x 20'

# Tough Mudder Twin Cities 2015 Operating Plan

## EVENT SERVICES AREA

Below are graphical representations of where on the Metro Gun Club property the Event Services Area will be located.



# Tough Mudder Twin Cities 2015 Operating Plan

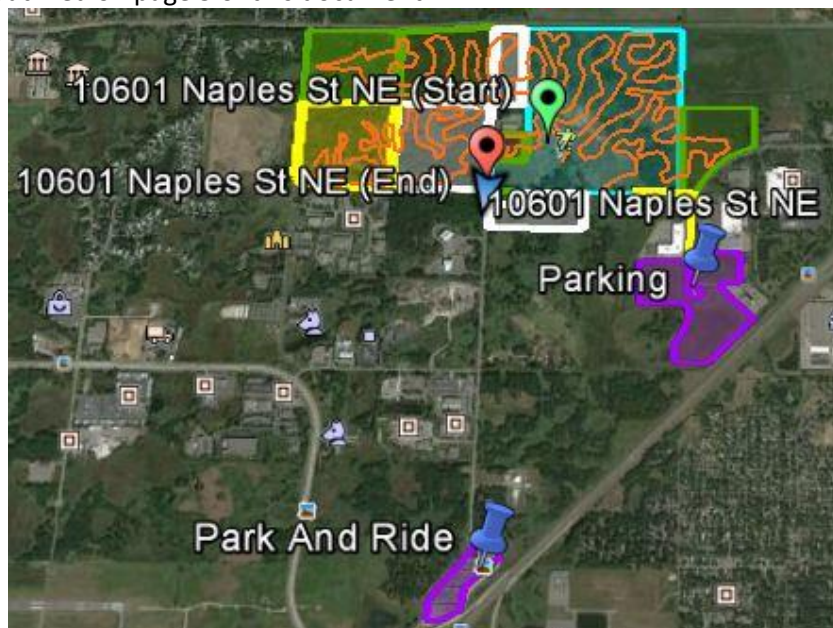
## TRAFFIC MANAGEMENT AND PARKING

All event attendees will be directed to park in the CSM parking areas directly South East of the Metro Gun Club.

Unlike a marathon or other type of large mass attendance event which release all participants at a single time, Tough Mudder participants are released in waves of approximately 400 – 500 people every 20 minutes starting at 8:00 AM and typically running until 1:00 PM on Saturday. On Sunday waves generally start at 10:00 AM and are released until 11:40 AM. The wave size and timing of the last wave ultimately depend on the number of tickets sold for each event day. The benefit this provides in the context of traffic management is it means that there is an extended ingress window within which cars can be processed off of the public roads and into the designated parking areas. Historically this has helped reduce congestion in and around the event venue and also informs the specific traffic plans Tough Mudder will be working to produce in consultation with local traffic management authorities and the Police.

As of the submission date of this document (August 27, 2014), it is premature to address directly the specific elements of what this traffic management plan would entail. Nonetheless, as part of the planning process and timeline outlined on page 5 of this document Tough Mudder employees will engage the local community on the topic of traffic management to put in place the plans needed to ensure that traffic congestion is minimized and mitigate the risk posed by any specific intersections, on/off ramps or turns. Historically this has meant that, depending on the complexity of the overall traffic situation, Tough Mudder has contracted for 2 – 8 police officers specifically dedicated to support traffic plans.

The CSM parking area below is 35 acres which, based on historical data Tough Mudder has collected at its events, implies a capacity of 4,000 – 4,500 cars, or 12,000 – 13,000 people. Given the current forecast for the size of Tough Mudder Twin Cities 2015 all participant and spectator parking can be accommodated onsite at the event. As the ticket sales cycle develops and matures over the first half of 2015, an accurate picture will develop as to how large the proposed event will be in reality. If, as this picture develops, plans need to be made to accommodate over flow parking needs beyond the capacity of the primary 35 acre lot, Tough Mudder will draft specific traffic management and parking plans in close consultation with local traffic management authorities (as well as any organization involved in event permitting) to ensure that all event participants are able to access the event site without overburdening local roads and traffic management resources. As an example the local park and ride could be utilized to accommodate any overflow parking but utilization of this infrastructure as part of the overall traffic management plan would follow as a product of the planning process as outlined on page 5 of this document.





# Tough Mudder Twin Cities 2015 Operating Plan

---

The following table provides a summary of traffic management and parking information for Tough Mudder Twin Cities.

<b>Key population centers from which people will be travelling to the venue</b>	Twin Cities
<b>Key routes between population centers and the parking venue</b>	The dominant direction of approach will be from the South which means I-694, I-35, MN HWY 65 will be the main access roads utilized to bring the bulk of traffic to the area.
<b>Total Number of Parking Spaces at/near the venue</b>	~35 acres, ~4500 parking spots
<b>Name of local traffic management authority</b>	City of Blaine and Anoka County
<b>Name of parking contractor/s</b>	TBD (expect to contract my late March 2015)
<b>Estimated number of cars travelling to/from the venue on <u>Saturday</u></b>	4000 – 4,500 cars predicted
<b>Estimated number of cars travelling to/from the venue on <u>Sunday</u></b>	1,200 cars predicted

## Parking Operations Overview

Tough Mudder will contract with a professional parking management company to manage parking operations including lot layout, parking signage cash collection, and directing cars. Tough Mudder expects to formally contract for this service by the end of March 2015. A site visit / parking walk through would subsequently be scheduled with the vendor of choice to craft parking plans specific to the CSM field.

### a. Timeline

#### **Saturday, July 18<sup>th</sup>**

5am: Parking staff arrives  
 6am: Ingress begins  
 7am-11am: Heaviest Ingress  
 10am: Egress begins  
 12pm-4pm: Heaviest Egress  
 7pm: Expected event end

#### **Sunday, July 19<sup>th</sup>**

6am: Parking staff arrives  
 7am: Ingress beings  
 7am-9am: Heaviest Ingress  
 11am: Egress Begins  
 11am-2pm: Heaviest Egress  
 5pm: Expected event end

# Tough Mudder Twin Cities 2015 Operating Plan

## COURSE OVERVIEW

The following table provides a summary of the course for Tough Mudder Twin Cities 2015:

<b>Length of course</b>	~11 Miles
<b>Number of obstacles</b>	22 - 26
<b>Description of terrain</b>	Rolling hills, wooded areas, trails
<b>Estimated length of time to complete the course</b>	First finisher expected to take 1 hour 45 min <b>Average finisher expected to take 3 hours</b> Slowest finisher expected to take up to 5 hours.

### Course Map:

\*\*Note this is a draft layout. A more detailed diagram of the course routing as well as the selected obstacles and their locations will follow as a product of the planning process outlined on page 5 of this document. (I.e. 3 – 6 months prior to the event date). All obstacles involving construction are constructed according to the specifications of engineering drawings which Tough Mudder maintains. 3 days before the event dates and once all major construction is completed Tough Mudder coordinates the inspection of all obstacles by a licensed engineer to certify that construction has taken place in accordance with all stated specifications.

Once a course and obstacle list is identified for Tough Mudder Twin Cities 2015 all the associated engineering drawings for the selected obstacles can be made available, either upon request or as part of any formal permitting process to which Tough Mudder will be subject.

Green	Blaine Economic Development Authority
Blue	Metro Gun Club
White	Roger Wilson
Yellow	Dave's land
Orange line	Potential Course Route

