



**Case File No. 14-0031**



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



# HUMAN MOVEMENT MGMT.®

TO: Laurie Johnson  
FROM: Travis Dray  
DATE: March 3, 2014  
RE: Special Event Request for Dirty Girl Mud Run

This is a request for the City of Blaine to approve and Outdoor Assembly/ Special Event for the Dirty Girl 5K mud Run event scheduled to take place on Saturday August 2, 2014.

Travis Dray of Human Movement Management (HMM) is placing a formal request for Council approval of hosting the Dirty Girl 5K Mud Run at Rural Metro Gun Club. HMM is a national entertainment company that specializes in planning and managing a variety of athletic type events on a national platform. Human Movement is working with Rick Wilder of Metro Gun Club to bring this twenty – four city race tour to the City of Blaine.

The Dirty Girl 5K Mud Run is a 5K for women only, ages 14 and older, of all athletic levels with focus of providing women an event this designed for specifically for them creating an environment to achieve a level accomplishment and having lots of fun with family and friends while doing so. The event has a charitable component, partnering with Bright Pink focusing on prevention and early detection of breast and ovarian cancer in young women. A portion of the proceeds from registration fees is donated to Bright Pink to assist in reaching more young women by supporting our life-saving work.

The event is proposed to be held at Metro Gun Club located at 1601 Naples St. NE, Blaine, MN 55449.

Attached for review is an overview of the event, participant summary, timeline, site map of event and parking operation. This is a one day, that uses wave starts to keep the course with a safe/ managed number of participants, beginning with an 8:00am start and 5:00pm finish.

#### Key Areas of Event Operations:

Traffic Control – HMM will be requesting and paying for the services of Blaine Police Department to manage the traffic ingress and egress to and from the parking the area located on CSM property at Pheasant Ridge DR, three tenths of a mile south of Metro Gun Club.

Parking – A professional parking company will be hired by HMM to assure safe and efficient parking of customer vehicles. HMM believes this first interaction with the customer is critical to setting up a great day, and will develop a plan with the approval of Blaine Police Department to keep traffic flowing and allowing the customer to reach the event on time with no delays.

Security – HMM to hire license and bonded security company to oversee HMM on site equipment/ Metro Gun Club during set up days (Wed July 30- Fri Aug 1). HMM will also have seven security personnel on site for event management: check in, gear check, roam, rinse station, and alcohol management. Security plan to be approved by Blaine Police Department.

EMS – HMM to have professional medic team on site, STAT. STAT will submit medic team, response plan, and transport plan to City of Blaine Fire Department for approval.

Noise – HMM will have a modest set up for music at the start, finish, on course aid station, and festival area. There will be *no* live music. The event music will be produced from an ipod playlist with music catered to the customer to get them excited to be at the event and have fun, the music will played through pairs of wireless speakers which can be strategically placed to avoid impact to neighbors of the Metro Gun Club.

Food/Beverage – Metro Gun Club will retain all sales for food beverage, and will be selling varieties of event food – to be determined, non alcohol beverages, and beer.

#### Time line of Event –

The event and our operation are very efficient - we bring in two semi trucks will all equipment (all power) and rent other items from a local companies (porto jons, dumpsters, tents) we look to purchase water from a near by fire hydrant and 50 yards of debris free clay based soil.

The operations team is on site for 5 days

Tuesday July 29 - site walk with HMM Race Director and operations team

Wednesday July 30 - 8am - 6 pm build of event site and obstacle construction begins.

Overnight Security from 6pm - 8am

Thursday July 31 - 8am - 6pm build of event site and obstacle construction. Overnight Security from 6pm - 8 am

Friday August 1 - 8am - 6pm final build complete. Overnight Security from 6pm - 8 am

Saturday August 2 event day

Expected participants - 4,000 expected spectators 2,500-3,000.

Expected to park 2,000 cars

Event starts at 8am

Participants will arrive at 6:45 -7:00am for first wave

Last wave at 3:00 pm - event to conclude at 5:00 pm

HMM would request officers assistance for traffic control from 6:45 am to 3:00 pm

HMM will work on event take down until sunset

Event day security needs supplemented by professional security company:

2 female security officer for rinse area 7am - 5:00pm

2 security officers for gear check 7:00 am - 5:00 pm

1 into finish festival area 7:00 - 5:00 pm

2 course roamers - if required

Overnight Security 6pm - 8am



The Dirty Girl Mud Run is a 5k mud run for women ages 14 years and older and of all athletic abilities. The Dirty Girl Mud Run is not timed and was created to provide a non-intimidating environment in which women can let their hair down and enjoy some mud, sweat and cheers with their friends, family, co-workers and other Dirty Girls. A portion of all registration fees is donated to the Bright Pink a national non-profit organization focusing on the risk reduction and early detection of breast and ovarian cancer in young women while providing support for high-risk individuals. Furthermore, to honor and celebrate all those who have fought and won the battle against cancer, Dirty Girl Mud Run reserves 250 complimentary entry slots for survivors. No fine print. No strings attached.

Dirty Girl was founded in 2010 and held events in Wisconsin, New York and Colorado in 2011. As the Dirty Girl Mud Run Series is wrapping up in 2013, the planning for 2014 has begun. The Dirty Girl 5k obstacle course consists of a series of challenging, but rewarding and fun obstacles, including inflatable slides, wall climbs, stomach crawls, cargo nets and lots of mud.\*

\*While we are a mud run. We do our very best to minimize the impact we have on the grounds through the strategic placement of obstacles and mud pits. *All mud pits are above ground!* Our goal is to work closely with venues to ensure all parties are fully aware of the event and the scope of its set-up and tear down process.

More information can be found on our website, visit us at [www.godirtygirl.com](http://www.godirtygirl.com)

The event date is August 2, 2014. We anticipate 4,000 to 5,000 participants throughout the day. In an effort to limit congestion on the course and alleviate traffic flow in and out of the park we offer 250 person waves every 15 minutes. The start time of the first wave is typically 8:00 AM, with the final wave determined by our total number of participants (typically 4 PM).

Our team at Human Movement specializes in efficient and considerate set-up. We bring all course materials including straw, tarps, tents, barricades and inflatables. We provide parking attendants and work with local law enforcement to keep traffic flow as smooth as possible. We pride ourselves on a strong medical presence comprised of local and fulltime staff that oversees the well-being of both our participants and spectators.

Our goal is to provide a safe, exciting and family friendly experience for women of all ages, and we take great pride in introducing 36% of the women to their first 5k. The women race in teams of 4-10 to complete a challenging but very fair course that is designed and built for a sense of accomplishment – not to overwhelm. There is no barbed wire or fire.

All of the 13 obstacles are above ground, including the four/five mud pits – they are designed for efficient set up and take down, and make it very safe for the athletes. The set up would begin Wednesday July 30, 2014 through Friday – August 1<sup>st</sup> event day is Saturday the 2nd, with complete take down and clear of the site on Sunday August 3rd. The course is very flexible and can be modified to accommodate the event site layout. Ideal we would like 100-120 acres for the site and the capability to park 1,500-2,000 cars.

We have a budget for venue rental, and can work with you and your team on: concessions, marketing, and other cross -promotional opportunities to make the event a huge success for Metro Gun Club, The City of Blaine, and Dirty Girl.

Our goals are to provide a great experience to the our customer that is a positive reflection of the venue and the event, while leaving the venue in the condition we found it – so we are invited back next year.



**DIRTY GIRL®**

# 2014 Obstacle Summary

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Objective: The primary goal of Dirty Girl Mud Run obstacles is to provide a series of fun yet physical challenges on a variety of muddy levels without compromising the participants' reasonable expectations of safety and well-being. The following obstacles are placed on the 5k course based on each venue, taking into account the course layout, terrain and visual impact for spectators.

## Mud Pits:

Dirty Girl Mud Run utilizes standardized, self contained, mud pits. Pulverized, sifted top soil is utilized for creation of mud. Dirty Girl Mud Run pit design allows the crew to easily scoop mud and debris for disposal.

## #1 Barn Burner:

Dirty Girls climb up and bounce down the obstacle.

Approximate footprint including approach and landing 60' x 40'wide.

## #2 Get a Grip:

Dirty Girls climb a netted truss structure, ring the bells and climb down.

Approximate 40' wide x 20' tall structure secured for climbing.

## #3 Utopian Tubes:

Dirty Girls crawl through "tubes" within a mud pit.

16' wide by 40' long-standard mud pit.

## #4 Get Over Yourself!:

Dirty Girls climb the 8' high wall straight up and over, climbing down the back side.

Approximate footprint, 20' deep by 48'.



## 2014 Obstacle Summary

### # 5 You Go Girl!:

Dirty Girls run over this obstacle high stepping into openings on inflatable "pad" similar to tire openings.

Approximate footprint 16' wide x 40' long.

### # 6 PMS (Pretty Muddy Stuff):

Dirty Girls step over the edge and run through/into the mud.

16' wide by 40' long-standard mud pit.

### #7 Runaway Bride:

Dirty Girls must climb over and crawl under a variety of obstacles including a mud pit.

Approximate size varies depending on set.

### #8 Amaze Yourself!:

Dirty Girls to contort through successive frames of stretched cords. Approximate footprint 50' wide x 50' long.

### #9 H2OMG:

Dirty Girls climb up and into a water course to wade or "swim" across.

Size determined by water container method and approaches.

### #10 Down and Dirty:

Dirty Girls get down and crawl under the netting and through mud pit.

16' wide by 40' long-standard mud pit with stretched netting over the mud surface.

## 2014 Obstacle Summary

### #11 Dirty Dancing:

Dirty Girls climb straight up the back of the obstacle and slide down into a mud pit.

Approximate footprint 60' x 40' with receiving mud pit.

### #12 Networking:

Dirty Girls approach and climb up, across, and down a truss structure.

Approximate footprint 60' x 40' with approach and departure considerations.

## Optional Obstacles

### One Ugly Mudder:

Dirty Girls pull themselves up the slope.

Ugly Mudder is a secure rope utilized to pull up and ease down difficult slopes on a course, utilized when appropriate terrain is available.

### Mud Trenches:

Dirty Girls slogging through and over the obstacle.

Dig “trenches”, fill with water and direct DG’s to run through. \*Dependent on venue owners permission, if permits are required and terrain.

### Slip and Slide:

Dirty Girls slip and slide down a soaked surface, provide wet slippery fun.

A 40’ water covered surface for frolicking and long slides into a mud pit, naturally.



## **DIRTY GIRL**

### **WHAT IS DIRTY GIRL**

At Dirty Girl, we not only believe in a little mud, we believe in providing women a challenging environment to achieve new levels of empowerment and above all have fun while doing so. We strive to motivate women of all ages to step outside of their comfort zone to find strength, camaraderie and accomplishment as a result of their Dirty Girl experience. Through challenging, yet attainable Dirty Girl 5k mud run events, we make it possible for women to easily engage with one another while overcoming mental and physical challenges in unprecedented ways; running, walking, and crawling over and through muddy obstacles.

- Untimed 5K event – this is not a race
- 13 unique stops with mud and obstacles
- Pre/Post event expo with engaging activities
- Leave no women behind teamwork philosophy
- Positive and fun experience

### **WHO IS DIRTY GIRL**

- Median age - 36
- College educated or greater - 98%
- Median HHI - \$82,500
- 72% are married; 68% have children

### **WHY DIRTY GIRL**

- A unique, new challenge
- Invigorating and adrenaline inducing
- Open to larger groups of people
- Not just physical but entertaining
- Camaraderie/team atmosphere

## **DIRTY GIRL IN A DAY**

Participants are asked to arrive at least 90 minutes prior to their start time to park, pick up their packet, stretch and listen to some tunes before they conquer the mud course. Waves start every 15 minutes, the first being Wave 1 at 8:15 AM. They will need a photo ID for check-in. All participants' registration includes a t-shirt, a Dirty Girl run bib and a commemorative Dirty Girl charm.

Each wave of participants gather at the starting line and are treated to a warm-up that includes song, dance and encouragement. At many of our events, certified ZIN Zumba instructors lead each wave in a Zumba Fitness routine prior to their start.

The course is 5 kilometers and takes as long as a participant needs to complete. Average finish times are anywhere from 45 minutes to 75 minutes. Dirty Girl participants and spectators spend an average of 4-5+ hours at the event.

## **AFTER THE RACE**

### Entertainment

Got all the mud out of your ears? Head on down to the Sponsor Village to check out the festivities.

### Refreshments

Refuel with some delicious food.

### Merch

Fresh, clean Dirty Girl gear provides lasting memories.

### Sponsors

Don't forget to patronize our national sponsors: Paul Mitchell and Body Basix. Stop by our other sponsor tents for local deals and samples.

### Dirty Girl Charitable Giving

Here at Dirty Girl, we respect and admire breast cancer survivors, and at every event we celebrate their triumph. While we are a for-profit event company, the cause of finding a cure, educating women and helping those who are currently dealing with Breast Cancer is what we believe in. After all, the Dirty Girl way is to jump in, get dirty, and fight!

Dirty Girl supports breast cancer charity organizations in each of our event markets with a cash donation that we intend to be used in your community. By participating in a Dirty Girl Mud Run you've already have made a difference by financially and physically making a stand against Breast Cancer.