

**COUNTY OF MONTEREY
PARKS DEPARTMENT**

SPECIAL USE EVENT APPLICATION

Date: **2/5/2014**

This application, when officially approved by a Concession Agreement for Special Events, signed by the Director of Parks or the Monterey County Board of Supervisors, will authorize

Spartan Race as a concessionaire to make use of the
(Name of Applicant/Host Organization)

Toro County Park for an **Obstacle Course Race**, on **Saturday June 7th, 2014**
(Park Name) (Specific Use) (Date)

from **6:00AM to 10:00PM**, subject to the following conditions:
(Times)

1. Contact name, cell phone, email: **Dan Yotive, Race Director, cell: 917 902 6391, email: dany@spartan.com**
2. If this event is a fundraiser, list the beneficiaries: **A portion of the proceeds go to support the Homes for our Troops (www.hfotusa.org) Charity**
3. Applicant will have not less than **20** employees and **300** volunteers in the Park unit during the period of this Special Use Event.
4. Applicant is to provide the following information (responses may be submitted on a separate sheet if they do not fit in the space provided):
 - a. Purpose of the proposed event, the necessity therefore, and the reason why it is considered to be compatible with the use of the Monterey County Park system: **Spartan Race is a leader in Obstacle Course Racing and Monterey is an ideal location for this event as proven by the success of the inaugural Spartan Race Monterey Beast in August, 2013. Spartan Race will bring significant economic impact into the community and provide an opportunity for locals and visitors to challenge themselves physically and mentally in one of the toughest offerings in the athletic world.**
 - b. Area(s) requested within the park: **All road ways, trails, paved and unpaved parking lots, and grass/picnic areas.**
 - c. List of applicants proposed fees/charges for admission, vendor space, participation, etc.: **Race Registration is \$80-\$120, Spectators admission costs \$20-25, vendor/sponsor space starts at \$2500 per space.**
 - d. Plan and method for collecting special entrance fees at the park: **As required through 3rd party contract or park staff.**


- e. Minimum attendance: **3000**
- f. Maximum attendance. (The County may limit maximum attendance at its discretion):
6000
- g. Method of limiting attendance to the maximum number of persons permitted by the County: **Registration caps and pre-sale spectator tickets as needed**
- h. Estimated gross receipts: **\$250,000 GR**
- i. Estimated net profit: **\$40,000 NP**
- j. Site fees, rental fees, guaranteed minimum rents or proposed percentage of the gross income to be paid as rent to the County: **Minimum guarantee of \$10,000 or \$3 per paid race registration and confirmed participant, whichever is greater. Final rental fees TBD per the concessionaire's agreement.**
- k. Method of garbage collection and disposal to be used: **Third party contract as needed**
- l. List of vendors and items they are selling during the event: **Spartan Race Merchandise, Food and Beverage, Possible support vendors and samplers – actual vendors TBD**
- m. Proposed fire control measures and additional firefighting equipment to be furnished by applicant as required by the Director of Parks, his designee or the local fire marshal: **Water suppression, fire extinguishers and Local Fire Department personnel on standby at the event. Further measures TBD as needed**
- n. Proposed first-aid service to be supplied by applicant, including ambulance services, doctors or nurses: **First Aid attendants, roving first responders and paramedics, EMT's and ALS ambulances on standby, further measures as recommended upon review of the medical plan.**
- o. Additional police protection and/or traffic control personnel. Policing of the event will be provided by applicant and at their expense: **Traffic plan will determine numbers and need of police and third party security / traffic control company.**
- p. Parking arrangements required for applicant's operating personnel: **Construction build/basecamp area and staff vehicle access for up to 100 cars as needed during setup, breakdown, and race day.**
- q. Additional sanitary facilities as required by the Director of Parks, his designee, or the Monterey County Health Department: **As required – will ensure adequate service standards are met.**
- r. Detailed description of the schedule of program/activities to be presented (to include set up, event and clean up): **Setup – Friday May 30th to Friday June 6th, 7AM to 7PM daily – to include digging, carpentry, course marking, tent set-up, and signage distribution. Race day – Saturday June 7th, 6AM to 10PM – to include race, awards ceremony, food and beverage, prize competitions, and children's race.**

Tear down – Sunday June 8th and Monday June 9th – to include breakdown of all structures, clean up, removal of all signage and course marking, and remediation to park property.

s. Submit information on all the organizations involved, whether sponsors, recipients, or promotional firms; their objectives, purposes and financing:
Spartan Race corporate sponsors, non-profit groups and benefiting organization to be provided and outlined at a later date.

5. Applicant may be required to post a cash bond with the County, depending on circumstances of the special event and probabilities of damage.
6. The Director of Parks or his designee may terminate any special event activity when he deems it is necessary for the safety and enjoyment of the public, for the protection of resources, or for violation of any rules and regulations of the County Park System.
7. Additional details will be addressed in an agreement between parties and additional detailed plans may be required. Applicant does not have a binding agreement with COUNTY until application and agreement have been duly accepted and signed by its authorized representative.
8. Contacts in regard to the permit generally may be made through the Special Events Manager or designee by calling (831) 755-4895.

REQUESTED BY:



(Signature)
Dan Yotive

(Name)
Race Director

(Title)
2/5/2014

(Date)
1795 Riverside Dr. #4c

(Address)
New York, NY 10034

(917) 902-6391

(Phone)

COUNTY OF MONTEREY:

(Signature)
Michael C. Ferry

(Name)
Director of Parks/Chief Ranger

(Title)

(Date)
855 E. Laurel Dr., Bldg G

(Address)
Salinas, CA 93905

(831) 755-4895

(Phone)