

## MISSION BAY PARK SPECIAL EVENT NARRATIVE AND IMPACT

Presentation to Mission Bay Park Committee will be limited to 5 minutes

**\*Please attach a site map**

Name of Event Margarita Madness 5k Run

1. Type of Event: 5k Run
2. When, Day and Date: 01/19/2019
3. Dates: Load In: 01/18/19-1/19/18
4. Times?
  - Load in: 01/18/18- 8am-12pm
  - Load in: 01/19/18- 10am-1pm
  - Event: 2pm-7pm
  - Event: 2pm-7pm
  - Load out: 01/19/18-7pm-8pm
5. Location: Road Closure: East Mission Bay Drive/ N Mission Bay Dr
6. Parking Lot Closure: East Mission Bay Dr Parking Lot
7. Parking Plan: Shuttle Plan: Will not need shuttle participants
8. Traffic Plan: Participants will park in parking lot at park
9. Attendance: 550
  - Estimated Participants: 7 500
  - Estimated Spectatorship: 50
10. P.A. System: Y Regular Dj with 2 speakers
11. Amplified Music: Not amplified regular dj with 2 speakers playing off of an ipod
  - Time frame:
12. Other Prolonged Noise Impacts: no
13. Day and Time of Sound Checks: 1/19/18 pm
14. Do you plan to apply for an Alcohol Permit: yes
15. Do you plan on selling Alcohol: yes
16. Do you plan on serving Alcohol: yes
17. Time frame for Alcohol Sales/Service: 2pm-7pm
18. Any Other Special Events of more than 500 people occurring concurrently: no
19. Other unique event features not covered above: no

## Margarita Madness 5k Run

January 19<sup>th</sup>, 2019

East Mission Bay Park

1292 E Mission Bay Dr, San Diego, Ca 92106

2:00 P.M. – 7:00 P.M.

### **Event Theme and Purpose**

What is the Margarita Madness 5k?

Margarita Madness 5k™ is a unique night 5K fun run focused less on speed and more on Margarita fun with friends and family. Margarita participants come from all different ages, shapes, sizes, and speeds; every participant will get Mad Margaritas™ and have the time of their life. Whether you are an avid runner or a walk around the park walker, the 3 miles of the Margarita Madness 5k™ course will have you beaming and waiting for the next one!

The party has just begun after the 5k run you will enjoy the madness with our post-race party with tunes from the best dj in town for you to party all night to. You can't have a Margarita party without food, get ready to enjoy some of the best food with our amazing food trucks we will have for you.

### **Proposed Street Closure(s) and Tow Zone(s)**

N. Mission Bay Dr, De Anza Rd, E Mission Bay Dr.

### **Schedule of Activities**

Friday, January 18<sup>th</sup>, 2019

8:00 a.m. – Begin setup for event (tents, tables; chairs, Portable toilets, etc delivered)

12:00 p.m. – Setup ends and vendors leave event space; overnight security guards arrive onsite

Saturday January 19<sup>th</sup>, 2019

10 a.m. – Captains MM5k arrive onsite to begin setting up for the event tents (placing signage, distributing materials,)

10:30 a.m. – Setting up course, water stations

12:30 p.m. – Sound check (DJ) Mechanical Bull set up, and food trucks

1:00 p.m.- Volunteers arrive

1:15 p.m.- Participants arrive to check in; event activities begin and tents open.

1:30 p.m- Pre-festival party begins food trucks, Live Music, and wine.

2:00pm- 5k Run Starts.

5:30pm- Post- festival begins Contest biggest team, Wackiest costumes, and Best dancer.

6:15 p.m. – Closing Ceremony begins

7:00 p.m. – Event ends; cleanup begins

8:00 p.m. – All event elements are clear from the event site

### **Types of Vendors**

In addition to MM5k Festival organization, other vendors will include those relating to the event production and setup: portable toilets, tents, tables, chairs, generators, bounce houses, sound equipment, electrical services, waste management, security, etc. We will also have a DJ/emcee providing music and key announcements during the event. Our sponsors and exhibitors will include WWPF Festival sponsors. Health and wellness, jewelry, clothes, and possible several different types of exhibitors and other related support services and local businesses supporting the event. Food and beverages will be sold by the food trucks only.

**Entertainment:** We will have a variety of tents to house our activities, sponsors, kids' activities, food/beverages and local resources. Dj will be set up facing Participants Sound speakers will also be set up facing Guadalupe Freeway. The dj will have Opening and Closing Ceremony speakers as well as the event announcements and music played by the DJ. The dj will feature the main entertainers for the event.

Registration/Information Tents: There will be approximately (3) 20 x 20 sponsor/exhibitor tents set up on Grass Area.

Additional Event Tents:

☑ Participants/Spectator tents – (2) 20' x 20' (see ground plan for location)

### **Tables/Chairs:**

☑ Registration Tent – 40 tables and 60 chairs

☑ Participants/Spectators Tents – 0 tables, 0 chairs, participants will bring blankets and fold out chairs.

☑ Vendors – (1) 6' table and (2) chairs per pop up tent (3 or 4 Pop up tents total)

**Decorations:** An inflatable start/finish arch will be placed in festival area. No helium balloons will be used. No stickers will be distributed to the event participants. No decorative items will be attached to trees and park fixtures. Additionally, NO hardware (nails, staples, screws etc) will be used to hold signs in place. 4' x 3' H-frame signs will be used throughout the event site and along the walk route. These signs will not be staked into the ground at all. Banners will be attached to the tents only.

**\*\* All event tents will meet all health and fire code requirements. Fire regulations will be posted in every tent. All tents will be secured with water barrels or sandbags. A final list of sponsors/exhibitors and their assigned locations will be provided two weeks before the event. \*\***

### **Electrical**

All electrical needs will be supplied by Margarita Madness 5k Run

### **Parking and Transportation**

Parking: Participants will park at spots in the park

Restrooms

(12) Standard and three (2) ADA Wheelchair accessible portable restrooms will be placed on site with two (2) hand wash stations (see site map for locations). The portable restrooms will be dropped off on Friday, January 19th, 2019. The portable restrooms will be locked when dropped off on Friday until the start of the event on Saturday. The portable restrooms will be picked up Monday January 19th.

Dumpsters/Trash Bins One (1) trash and one (1) recycling dumpster will be placed by Site Location A total of fifteen (15) recyclable trash cans will be placed throughout the event site. Volunteers will assist in maintaining the event site free of all event related debris. First Aid will be provided by a EMT company. The staffed Emt workers will have a pop tent with a first aid kit and standard supplies at the event site (see site map for location). Security We will have two (2) Security staff workers on site. We are requesting the security officers be on site from 2:00PM – 7:00PM. Both will provide security to our registration and Festival Area to prevent alcohol from being taking off festival area (see site map for location).(1) overnight security guards will be hired to watch the event space starting at 6:00 PM on Friday, January 18th, 2019 until 8:00 AM on Saturday, January 19th, 2019. Additional private security may be hired to assist on event day as needed.

Insurance

MM5k Festival carries an ample amount of insurance coverage that includes outside events they produce. A Certificate of Insurance naming the City of Cincinnati as additional insured will be provided no less than two (2) weeks before the event date.

### **Route**

There will be three (3) distances (1 – mile, 2 – mile or 3 – mile) that participants can either walk or run along the route. All distances are non-competitive and participants will be told to follow all rules of the

road. Route markers will be placed along the route (some will be placed the evening before the event) all route markers will be removed immediately following the event. We will use H-frame route markers. Water station will available at the festival area with tent marked with water.

#### Community Outreach and Advertising

Margarita Madness 5k Run organization will advertise the event months before letting residents and community members know that the event is coming and how to register. Advertising will include our website, local Facebook page, TV, radio, PSAs, newspaper articles, local event calendars, word of mouth, save-the-date cards (distributed to the community) and targeted mail campaigns. One (1) week before we will post our City of Sacramento providing the event specifics (including the name of the event, date/time, location and event contact). Due to amplified sound and the possible traffic impacts to the area, we will let any residents and/or businesses within 300 feet of the park know of the upcoming event.

#### Food

Food will be provided by local food trucks at event.

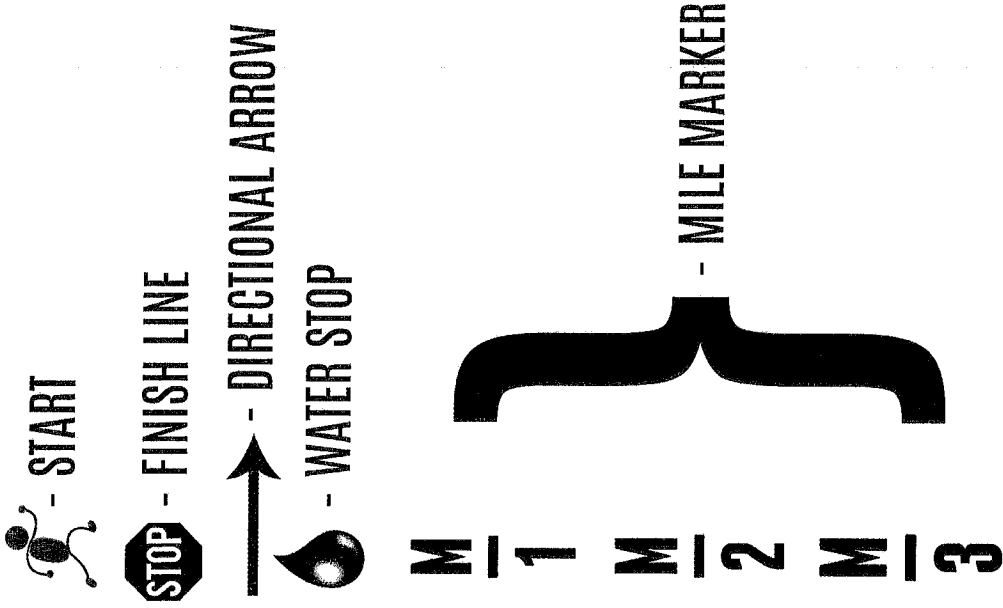
#### Cleanup Plan

Clean up will be handled by Margarita Madness 5k Run Organization staff and volunteers.

#### Special Requests

Sprinklers: We are requesting the City of mark irrigation heads with small flags and stop watering the lawn a minimum of three (3) days before event load in. Onsite Parking: We are requesting the City to provide onsite parking permits for twenty (10) vehicles.

# SAN DIEGO COURSE MAP



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**NOT DRAWN  
 TO SCALE**  
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