



Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: December 4, 2017

Re: Agreement to host 2018 Tough Mudder Missouri Event at Gans Creek Rec Area

## Executive Summary

The Columbia Parks and Recreation Department is requesting City Council approval of the legislation authorizing the City Manager to sign an agreement with Tough Mudder Event Production Incorporated for the purpose of hosting a Tough Mudder event at the Gans Creek Recreation Area on August 18-19, 2018. Tough Mudder will be responsible for all course construction, maintenance, concessions, permits and operation of the event and will pay \$45,000 for the use of the Gans Creek Recreation Area and Philips Park. Park planning staff will work with Tough Mudder officials on the specific course layout.

## Discussion

Tough Mudder is an endurance event series in which participants attempt three to twelve mile-long obstacle courses that tests mental, as well as physical strength. The main principle of the Tough Mudder revolves around teamwork. As stated on their website, the Tough Mudder organization values camaraderie throughout the course, designing obstacles that encourage group participation. Participants must commit to helping others complete the course, putting teammates before themselves, and overcoming fears.

Sedalia hosted the 2017 Tough Mudder Missouri event, and it consisted of 20 obstacles over a 12-mile-long course. Tough Mudder officials, wanting to be more centrally located in Missouri, reached out to the Columbia Convention & Visitors Bureau, who was instrumental in negotiating a proposal and subsequent meetings for bringing the 2018 event to Columbia. After nearly 14 months of negotiations between staff from Parks & Recreation, Legal and Tough Mudder officials, staff believes the attached one year agreement represents a consensus for both Tough Mudder and City of Columbia.

Key terms of the agreement between the City of Columbia (Venue or City) and Tough Mudder include:

1. The Venue will consist of the Gans Creek Recreation Area for the course and participant staging; and the A. Perry Philips Park for additional parking. There are off-limit sections around Gans Creek in order to protect the stream corridor.
2. This is a one-year agreement for the event August 18-19, 2018 Tough Mudder Missouri event. Pending successful operation of the event, Tough Mudder and the City may choose to negotiate the agreement for future events in Columbia.



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

3. The City agrees to not host or contract with similar obstacle course organizations, such as Spartan Race, Rugged Races, Save Race, Red Frog Events, Battlefrog or MuckFest. The City's own Splat! Junior Mud Obstacle Course is permitted.
4. Tough Mudder shall pay a total of \$46,000 to the Parks & Recreation Department for hosting this event. This shall include payment as follows:
  1. One thousand dollars (\$1,000.00) non-refundable Venue Fee for the option of holding the event in Columbia payable within 30 days of execution of agreement.
  2. Four thousand five hundred dollars (\$4,500.00) non-refundable Event Fee deposit within 30 days of execution of agreement.
  3. Eleven thousand two hundred and fifty dollars (\$11,250.00) refundable Event Fee installment payment within 30 days of the event and receipt of invoice from City.
  4. The balance of the Event Fee in the amount of twenty nine thousand two hundred and fifty dollars (\$29,250.00) within 30 days of the completion of the event and receipt of invoice from the City.
5. Tough Mudder may begin course construction up to four weeks in advance of the event and shall have one week after the event for obstacle removal, clean-up and site restoration.
6. City shall prohibit any reservations of the Gans Creek sports fields or amenities beginning five days prior to the event and one day after the event.
7. Tough Mudder may store up to three fifty-three foot storage trailers in a reasonable accessible location and on the property during the construction of the course obstacles. This may occur four weeks before and three weeks after the event.
8. Tough Mudder is responsible for securing all required permits including a City Special Events Permit prior to the event.
9. Tough Mudder, upon securing appropriate permits, has all concession and retail sales during the event. This includes the sale and giveaway of alcohol.
10. Marketing and sponsorships are the responsibility of Tough Mudder and City agrees to allow sponsorship signs and promotions on site at the event.

## Fiscal Impact

Short-Term Impact: Revenue of \$46,000.

Long-Term Impact: None, but this contract opens the door for potential revenue in future years.



## Strategic & Comprehensive Plan Impacts

### Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

### Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Livable & Sustainable Communities, Tertiary Impact: Not Applicable

## Legislative History

Date	Action
N/A	N/A

## Suggested Council Action

Approve the legislation authorizing the City Manager to sign the agreement with Tough Mudder Event Production, Incorporated.