

Mountain View Retreat Center

# Comprehensive Program Plan

---

Margaret Trame

RPTS 311-500

December 7, 2016



## Mountain View Retreat Center's Annual Movin' Mountain Beer & Wine Festival

Date: July 25, 2016

## Table of Contents

<b>Name of Agency .....</b>	<b>5</b>
Mission, Vision, Values.....	5
Organizing Authority .....	5
<b>Organizational Chart .....</b>	<b>6</b>
<b>Job Descriptions .....</b>	<b>7</b>
President/CEO .....	7
Vice President of Operations .....	8
Other positions in the company .....	9
Vice President of Finance.....	9
Vice President of Marketing .....	9
Graphic Designer/Web Developer .....	10
Public Relations/Social Media Manager .....	10
Travelling Representative .....	10
<b>Venues .....</b>	<b>11-12</b>
<b>Strategic Directions .....</b>	<b>12</b>
<b>Participant Input.....</b>	<b>13-15</b>
<b>Program Development .....</b>	<b>16</b>
Youth Camps .....	16
Obstacle Course 5K .....	17
Beer/Wine Festival.....	18
<b>Extended Program Design for Beer/Wine Festival .....</b>	<b>19</b>
Planning and Performance Objectives.....	19
Framing and Sequencing.....	20
<b>Program Plan .....</b>	<b>23</b>
<b>Venue Arrangement.....</b>	<b>24</b>
<b>Special Arrangements .....</b>	<b>25-31</b>
<b>Inclusion Plan/Registration.....</b>	<b>32</b>
<b>Equipment and Supplies .....</b>	<b>33</b>
<b>Promotion Plan.....</b>	<b>34</b>
<b>Budget.....</b>	<b>35</b>
<b>Price .....</b>	<b>36</b>
<b>Staffing.....</b>	<b>37</b>

<b>Management Plan .....</b>	<b>38</b>
<b>Cancellation Plan .....</b>	<b>39</b>
<b>Set Up.....</b>	<b>40</b>
<b>Risk Management.....</b>	<b>41-42</b>
<b>Animation/Timeline .....</b>	<b>43-44</b>
<b>Program Wrap-Up .....</b>	<b>45</b>
<b>Evaluation .....</b>	<b>46-47</b>
<b>Memo.....</b>	<b>48-49</b>
<b>References .....</b>	<b>50</b>



**Mission Statement:** To form tight community bonds within groups through memorable, fun-filled experiences that will leave an impact for a lifetime.

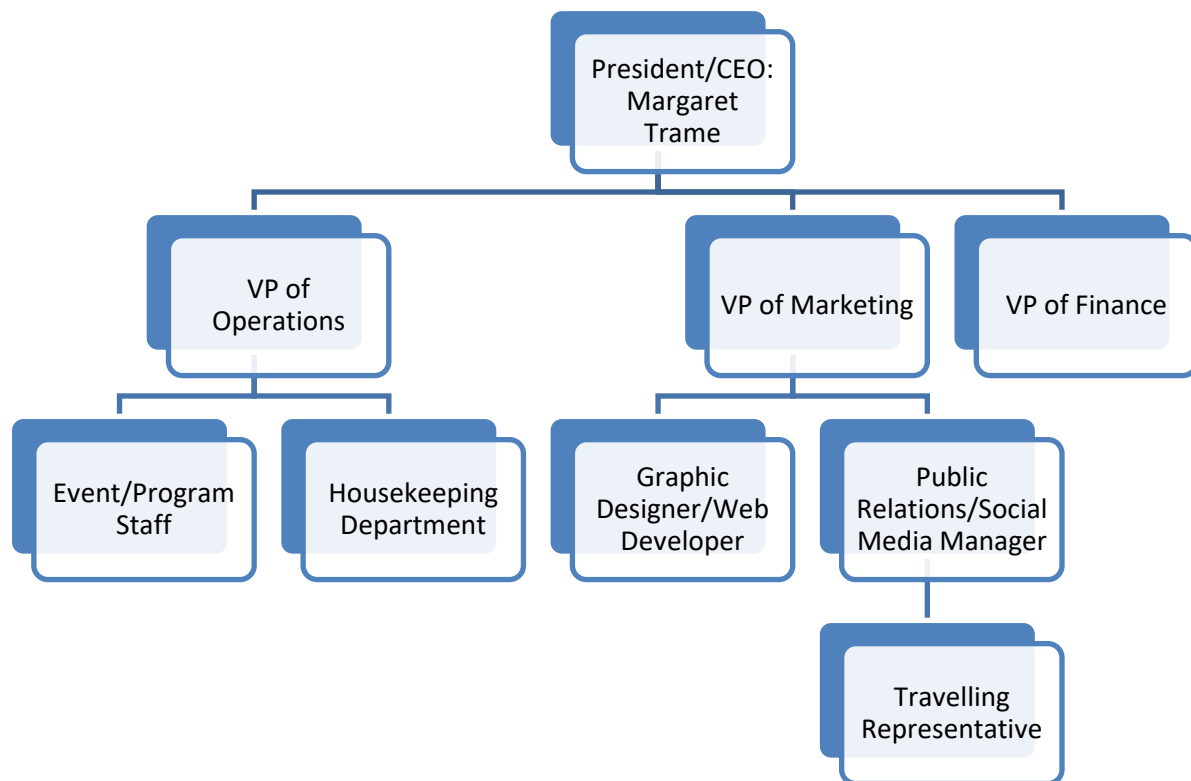
**Vision:** Our vision is to become the go-to retreat center where families, youth camps, companies, and more can grow, create bonds, express creativity, and make memories in an inclusive, free-spirited environment.

**Values:**

- Innovation
- Creativity
- Inclusivity
- Acceptance
- Open-mindedness
- Respect

**Organizing Authority:** Commercial agency

## Mountain View Retreat Center's Organizational Structure



## Job descriptions

### President/CEO:

- The president/CEO will also function as the owner and will not report to anyone since the company is a sole proprietorship.
- Responsibilities:
  - Has overall management accountability, oversees finances, operations, marketing, and daily activities of the organization.
  - Meets with the Board of Vice Presidents for discussion and approval of long-term strategy, program design, and major financial decisions as well as to ensure the logistical details for each event have been handled by the respective department
  - Meets with prospective clients along with the VP of Operations to thoroughly develop and coordinate programs/events as well as ensure the mission and vision are carried out in the day to day activities.
- Qualifications:
  - Bachelors of Business Administration, Hospitality Administration, Event Management, or related field
  - Experience managing a business for a minimum of 3 years
  - Experience in event planning, implementation, hospitality, or other related work.
  - Time management skills
  - Strong communication and negotiation skills
  - Computer skills

**Vice President of Operations:**

- The Vice President of Operations will work alongside the Vice President of Marketing and the Vice President of Finance, and will report to the President/CEO of the company.
- Responsibilities:
  - Leads and manages all hands-on operational aspects of the property.
  - Ensures that the company has the proper operational controls, administrative and reporting procedures, and people systems in place to effectively guide the organization
  - Works with CEO and prospective clients to thoroughly develop and coordinate programs/events as well as ensure the mission and vision are carried out in the day to day activities.
  - Responsible for planning and booking trips for guests.
  - Works with the VP of Finance to maintain and manage the budget for each event/program and to ensure financial strength and operating efficiency
  - Oversees and manages all event staff and the housekeeping department to ensure proper implementation of each event and program.
  - Responsible for hiring and managing contract staff and suppliers as well as keeping inventory of all necessary supplies at all times for the various events.
- Qualifications:
  - Bachelor's Degree in tourism, hospitality administration, event management, or related field.
  - Experience in event planning and management for a minimum of 3 years.



- Time management skills
- Strong communication skills
- Computer skills
- Attention to detail
- Specialized knowledge of budgets, equipment, and professionalism
- Must possess a driver's license, be able to lift over 30 pounds, and be available on weekends.

### **Other positions in the company:**

**Vice President of Finance:** The VP of Finance must provide leadership, vision, safety, security and contingency plans for the overall financial viability of Mountain View Retreats according to Generally Accepted Accounting Principles and governmental regulations.

**Vice President of Marketing:** The VP of Marketing must provide strategic oversight for the department of marketing and public relations. They will be accountable for the teams involved with the creation and development of new marketing strategies, graphic designs, the company's brand, and social media management. The position is also responsible for empowering the travelling representative position to have the ability to stimulate individual and group attendance for Mountain View Retreats by presenting the company to the public in a positive manner, and by discovering new markets.

**Graphic Designer/Web Developer:** This position is within the marketing department under the VP of Marketing. He or she must have strong photography skills, photo/video editing skills, and graphic design experience. They are responsible for capturing photo and video footage of events for our social media pages and website to positively portray our business. They are also responsible for designing flyers, brochures, etc. and developing a company website with a comprehensive and attractive user interface that provides in-depth information on our property, contact information, and online reservation system.

**Public Relations/Social Media Manager:** This position is within the marketing department under the VP of Marketing. They are responsible for managing our social media pages and consistently uploading photos of the property, flyers for events, and other marketing information. They are also responsible for handling all customer complaints, identifying areas in need of improvement, and gathering customer wants/needs data. This position works closely with the graphic designer and must have some level of photographing skills as well.

**Travelling Representative:** This position is marketing department under the PR/Social Media manager. The representative will travel to local schools to speak with students about the summer camps offered, speak to teachers about hosting fine arts camps/events, and speak to coaches about hosting sport camps/events/tournaments. They will travel to companies to give thorough information regarding our property, meeting spaces, and rates for our company retreats. They will also travel to local colleges to advertise our annual beer and wine festival. This position is responsible for distributing flyers, brochures, etc. to our various target markets and providing a positive, personal representation of the company.

## Venues

- Main Building

- Will serve as office for the company
- Will contain two banquet rooms
  - One room shall be reserved for weddings and other upscale events
  - Other room will be reserved for casual events and will serve as an everyday dining room
- Will contain an indoor swimming pool and hot tub



Courtesy of Google images

- 10 Cabins

- Will serve as housing for all guests to the property
- Can be used by individual families or for small groups
- Will leave room for expansion once company grows
- ADA accessible



Courtesy of Google images

- Central Pond

- Will create beautiful central point for property
- Will include paddleboats for guests' use



Courtesy of Google images

- Large greenspace surrounding pond for general outdoor recreation/programming use
- Large campfire pit
  - Sized for large groups
  - Located away from cabins



Courtesy of Google images

- Large Pavilion
  - Will contain numerous long picnic tables for large groups
  - Concrete floor
  - Shaded

## Strategic directions

- Utilize various social media platforms to showcase event possibilities in order to build a positive reputation and gain a larger customer base.
- Remain open-minded and flexible when scheduling unique events in order to use the retreat center in creative ways that may attract different and unexpected target markets.
- In an effort to expand our services, Mountain View Retreat Center will constantly develop new and existing equipment used in team-building and recreational activities.

## Participant Input

Mountain View Retreat Center is located in Boulder, Colorado. Below is demographical information on Boulder according to census.gov. (2016):

- Boulder had a population of 319,372 in 2015.
- The racial/ethnicity makeup of Boulder is 90.6% white, 1.2% African American; 13.9% Hispanic; 4.6% Asian and .9% Native American, multiracial 2.7%
- Approximately 20% of the population is under 18 years old.
- High school graduates are 94% of population, 58.2% have a bachelor's degree or higher
- Median household income in 2014 was \$69,407
- Boulder is considered the "most active" city in the United States according to healthgrove.com and others.

Situated only 35 minutes from the city of Denver, Boulder is located in the highest populated metroplex in Colorado with a total of 2.4 million residents in 2000 ("Denver Colorado", 2016).

With so many college graduates, the Denver area prides itself as a strong business region. The Denver/Boulder area has 10 total companies that made the 2016 Fortune 500 list (Chuang, 2016). The top companies are Arrow Electronics, DISH Network, DaVita Healthcare, Liberty Interactive, and Level 3 Communications (Chuang, 2016).

An analysis of the current recreational facilities and opportunities in the area would give my company a general idea of what is provided and what is missing. To get more specific, issuing a mass online and mail survey to random residents of Boulder as a needs assessment would

gather results much more directly applicable to the city of Boulder and what the residents want to see in terms of leisure.

Common benefits of retreats include team-bonding, exposing hidden talents, improving teamwork skills, and stress relief. With numerous major companies and several area colleges nearby, Boulder is an excellent location for corporate, organization, and youth retreats. As the “most active” city in the U.S. (Morin, 2016), Boulder residents are also more likely to be interested in the many physical recreation activities offered at Mountain View Retreat Center.

Our mission is to form tight community bonds within groups through memorable, fun-filled experiences that will leave an impact for a lifetime. These goals can certainly be accomplished in Boulder. Our large facility can accommodate a variety of groups with an array of recreational activities and equipment. The location at the foot of the Rocky Mountains provides a relaxing, eye-opening environment for participants to de-stress and get away from life.

As an ideal location for relaxation and recreation, there are numerous other retreat centers in Boulder, Colorado. The majority of these facilities identify as peaceful, spiritual retreats that offer activities such as yoga and meditation. Three major retreat centers around Boulder are:

Peaceful Meadow Retreat, Shoshoni Yoga Retreat, and the Shambhala Mountain Center.

Peaceful Meadow, located in Boulder, offers 12 rooms that can accommodate up to 30 people, a small chapel for 30-40 people, and meeting rooms that can hold up to 50 people. Shoshoni Yoga retreat is 40 minutes from Boulder and focuses heavily on yoga and meditation activities with accommodations fit for small groups.

Covenant Heights is our top competition. Located 1 hour from Boulder in Estes Park, the retreat center is deep in the Rocky Mountains, making it much more difficult to access. With multiple lodges and large meetings spaces, the center can accommodate hundreds of guests. Their property includes two ropes courses, an archery range, a climbing wall, basketball court, zip line, a lake, 3 fire pits, 3 chapels, and more. As an eyesore, there is a sewer plant located in the center of their property.

Mountain View Retreat Center distinguishes itself as a center focused on inclusivity. Covenant Heights heavily focuses on Christianity and spirituality. Our company is unaffiliated with any religion and focuses primarily on creativity, leisure, team-building, and fun. Our business also offers the option for organizations to host their own retreats/events on our property, an option Covenant Heights lacks.

## Youth Camps

**Statement of need:** The need for a safe environment for children to learn, grow, and play amongst their peers in an environment that encourages inclusivity, recreation, and fun.

**Target Market:** Children ages 8-12; may include existing camp programs or Mountain View Retreat Center may host an original summer camp program

**Strategic Direction:** In an effort to expand our services, Mountain View Retreat Center will constantly develop new and existing equipment used in team-building and recreational activities.

**Management Goals:**

- By the first summer of operation, we will install one zip line course with 3 total lines on the west end of the property.
- Within the first three years of operation, we will build one large ropes course on the northwest corner of the property.
- After the fifth year of operation, we will purchase 5 pieces of water obstacle equipment to build an obstacle course/water playground in our pond.

**Program Format:** Youth programming



Courtesy of Google images



Courtesy of Google images



Courtesy of Google images



## Obstacle Course 5K

**Statement of need:** The highly active population in Boulder holds an interest in physical activities. This 5K would offer an organized physical event to attract the community and those who may not fall in our typical youth/company target market.

**Target Market:** Teenagers and young adults ages 16-25 interested in physical activity

**Strategic Direction:** Remain open-minded and flexible when scheduling unique events in order to use the retreat center in creative ways that may attract different and unexpected target markets.

**Management Goals:**

- Within the first month of operation, our graphic designer will design three official flyers, one brochure, and an official business card format for use by our company.
- After 6 months of operation, our company will have built a network list with approximately 30 potential clients. This list will be built by connecting to various guests at our events to stimulate ideas on how to use the facility. Ex.) Speaking to high school coaches about hosting a summer sport camp. Speaking to business men/women about company retreats, etc.
- After the first 3 years of operation, 10 unique events will be hosted at the property to photograph and showcase on our social media and website to show flexibility and inspire potential customers. Unique events are defined as any event other than traditional summer camps and corporate retreats.

**Program Format:** Sporting competition

## Beer/Wine Festival

**Statement of need:** Engage the young adult/college population by showcasing the local Denver brewing companies' exclusive beers and other local establishments in an annual beer/wine festival. The Retreat center will accommodate guests in our cabins and provide a busing system to prevent drunk driving.

**Target Market:** Young adults ages 25-30

**Strategic Direction:** Utilize various social media platforms to showcase event possibilities in order to build a positive reputation and gain a larger customer base.

**Management Goals:**

- Before our first event, our marketing team will hire one graphic designer/web developer position as our photographer to be present at 90% of events to capture pictures for use on the Mountain View Retreat Center social media pages.
- Within the first year of operations, the PR/Social Media manager will upload 15-25 high quality images and an illustrative description of the retreat center to review sites such as Google Maps and Yelp to effectively portray our company in a positive light.
- After 1 month of operation, the Web Designer will create a page on the company's website to showcase the various events held at the property as well as customer testimonies for these events. This page should be the primary focus of the Web Designer for the first year of operation and must be constantly updated throughout each year.

**Program Format:** Special event

## **Planning and Performance Objectives:**

Local wineries, breweries, and other local businesses will supply their own products for sale to festival participants and volunteers will make up the primary workforce.

- The festival will greatly increase awareness and revenues for these local businesses which will encourage loyalty for the businesses to return to the festival year after year.
- The cost for running the festival will be greatly reduced by utilizing the local college population as volunteers. This will also make the college population more aware of the festival.

We will hire busses to transport festival goers safely to and from the festival.

- 100% of festival goers will have access to a safe ride home
- The busing system's excellent service will build a positive reputation and the customer base that utilizes these busses will grow 10% annually for the first 5 years.

We will have a Graphic Designer/Web Developer with strong photography skills to photograph the event as well as a photo booth and multiple backdrops for photo taking.

- 80% of festival goers will utilize either one of the photo backdrops provided or the photo booth throughout the event.
- 15% of participants will post the picture on their personal social media with a hashtag or location tag related to the festival.

Time (approximate)	Frame (Encounter)	Action(s)	Emotional Impact
11:45 pm	Doors open	Guests begin arriving and volunteer parking attendants assist in parking arrangements. First shuttle busses bring first load of passengers.	Anticipation is built for guests that are arriving to the venue.
Transition #1: Guests wait in line for entry			
12:00 pm	Entry to Festival	Guest goes through ticket line and enters festival. First musical performance begins. Arts & crafts and food vendors begin sales. Bartending services open. Climbing wall, zip line, ropes course, and obstacle course are opened. Giant Beer pong activity is open.	Guests are exposed to the large number of events and activities occurring. They enjoy free choice in the events they participate in.
Transition #2: Attention is called to the Steak Cook-off			
1:00 pm	Steak Cook-off Commences	Guests gather to watch the steak grilling competition and hear the judges crown the winner.	Competitors experience excitement and adrenaline as they participate in the competition. Spectators enjoy the smell of the food which builds anticipation for the meal to come.
Transition #3: Guests are shown to serving lines			
2:00 pm	Steak Cook-off competitors begin serving to the public	Guests choose their competitor of choice and are served meals. Event staff is continuously monitoring	Guests sit down to relax and enjoy their meal of choice. They have a good time socializing with one another.

		cleanliness of dining area and clean up after guests immediately after the group departs their table. Second musical performance begins.	
Transition #4: Majority of guests finish their meals			
4:00 pm	Grape Stomping Activity begins	Wineries host grape stomping activities which are open for viewing. Event staff helps with set up and clean-up of the events. Third musical performance begins.	Participants are excited trying this activity and spectators enjoy watching friends and family have a fun experience.
Transition #5: Pedal Boat Jousting teams are called to the pond			
5:30 pm	Pedal Jousting Tournament preparations	Pre-registered teams are prepared for the competition. Participants are administered a breathalyzer test to ensure sobriety prior to entering the boats, life jackets are secured on each participant by event staff, and rules are gone over to the teams.	Teams become serious when listening the rules and regulations. Other festival goers continue enjoy the festival activities until the Jousting competition is called.
Transition #6: Spectators are called to the pond for the Pedal Boat Jousting Tournament			
6:00 pm	Pedal Boat Jousting Tournament begins	Teams row out 100 feet from shore and begin the jousting tournament. Event staff closely monitors the competition for risk management. Spectators watch from bleachers on shore and cheer for	Teams have a great time participating in a fun, unique activity. Spectators enjoy laughing and excitement watching their favorite teams compete.

		their favorite team. Climbing wall, zip line, ropes course, and obstacle course are closed. Fourth musical performance begins.	
Transition #7: Final Musical Performance is announced following end of Jousting Tournament			
8:30 pm	Final musical performance begins	Final musical performance begins. Dance floor is opened. Arts & craft vendors close and begin packing up booths. All minor activities are closed and begin clean up.	Guests begin to wind down and enjoy a personal dance with friends, family, or a significant other. The major performer is highly recognizable and many guests sing along to a memorable performance.
Transition #8: Musical performer announces end of festival			
10:00 pm	Festival closes	Bartending and food services close and volunteers begin clean-up process. Guests begin to clear out and leave festival. Bus system begins loading passengers.	Overall, guests are thrilled with the experience and look forward to next year. Everyone is tired and prepare to go home. Company feels accomplished after the event draws to a close.

## Program Plan

### Beer/Wine Festival

**Mission statement:** Our mission is to engage the local community in a fun, social, carefree environment while exposing attendees to the numerous local food, beverage, and crafts vendors in the area in a safe manner.

**Statement of need:** Engage the young adult/college population by showcasing the local Denver brewing companies' exclusive beers and other local establishments in an annual beer/wine festival. The Retreat center will accommodate guests in our cabins and provide a busing system to prevent drunk driving.

**Strategic Direction:** Utilize various social media platforms to showcase event possibilities in order to build a positive reputation and gain a larger customer base.

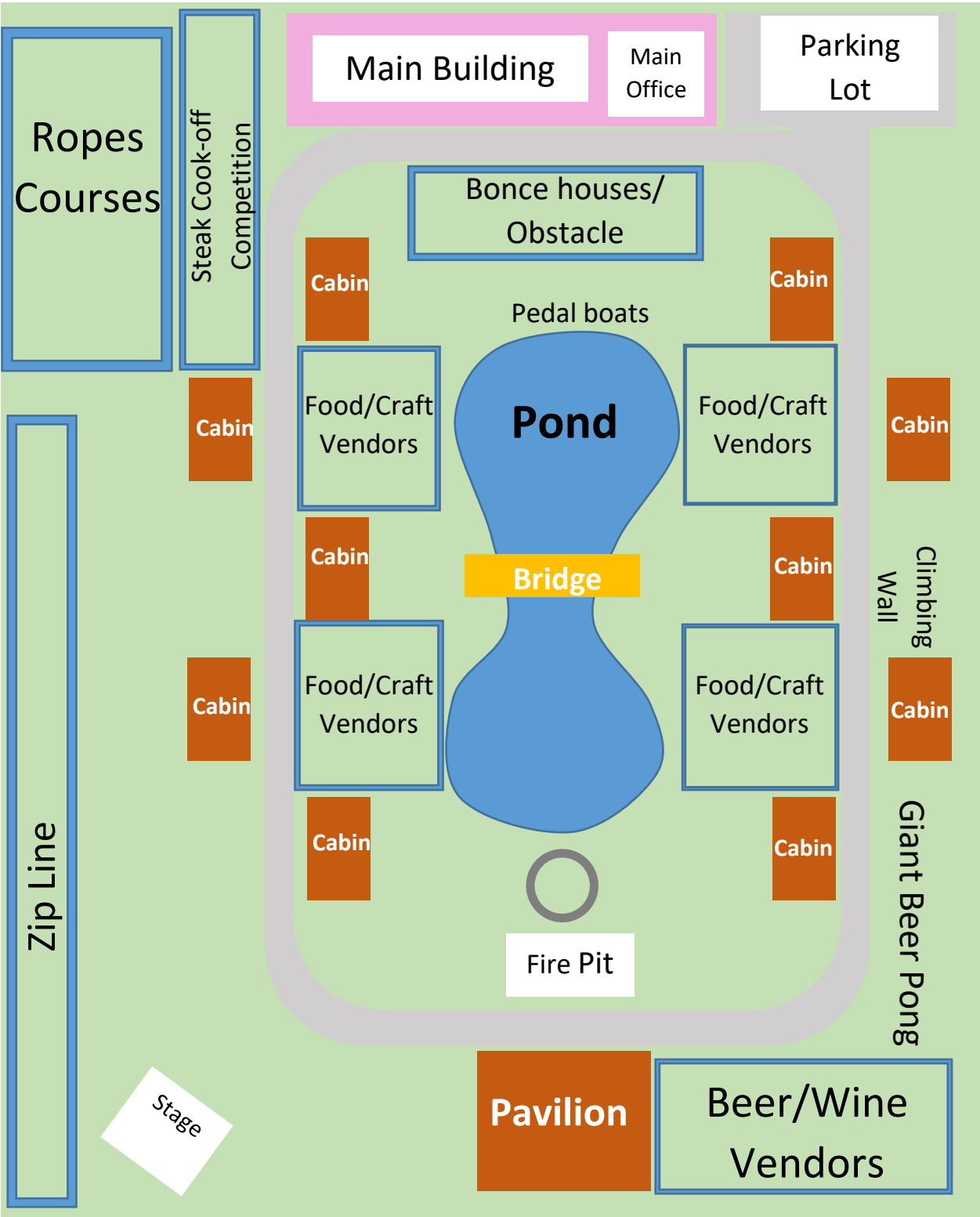
**Planning and Performance Objectives:** Local wineries, breweries, and other local businesses will supply their own products for sale to festival participants and volunteers will make up the primary workforce.

- The festival will increase awareness and revenues for these local businesses by 10% which will encourage loyalty for the businesses to return to the festival year after year.
- The cost for running the festival will be reduced by approximately 25% by utilizing the local college population as volunteers. This will also make the college population more aware of the festival.

We will hire busses to transport festival goers safely to and from the festival.

- 100% of festival goers will have access to a safe ride home.

Venue Arrangement





## Special Arrangements

### Colorado Food Handler's Certificate

All food vendors must complete food handler training and possess a Colorado Food Handler's Certificate at <http://colorado.foodhandlerclasses.com/>

### Vendor's Rental Contract

All persons participating in the festival must sign a legal contract three (3) days prior to the event.

1. "Persons" is being defined as the renters or employees.
2. Mountain View Retreat Center holds no responsibility for any injuries, theft, or damage to any persons or property. The renter holds sole responsibility for any of these occurrences.
3. The renter is responsible for any damage to furnishings, grounds, and/or buildings within their designated section on the Mountain View Retreat Center property, caused by themselves, guests, employees, and customers.
4. The renter and Mountain View Retreat Center have discussed and designated section #\_\_\_\_ to be the rental area spoken about in this contract.
5. The renter shall submit full rental payment within 24 hours of the event. Installment plans may be discussed and written into this contract if used.

I, the renter, have read and agree to abide by all of the rules and regulations listed in this contract.

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_

## Bounce House Agreement:

Bounce houses and obstacle courses will be rented from Bounce Houses "R" Us in Denver, Colorado. The following rental agreement must be signed.

Bounce Houses "R" Us – [www.BounceDenver.com](http://www.BounceDenver.com) – 720.628.7954 – 720.620.4662

### Bounce Houses "R" Us | BounceDenver.com

#### Rental Agreement & Terms of Hire

These are the Terms and Conditions of Hire for Bounce Houses "R" Us. The company accepts no responsibility for damage or injury whilst our equipment is under hire to you.

1. Rental times are arranged and agreed upon before transaction.
2. Please ensure the delivery driver has free and easy access to erect the bounce house onto a clean flat lawn. Please ensure the area is clear of garden furniture, toys and dog waste. All payments must be in cash and paid on delivery.
3. At all times the equipment is the property of Bounce Houses "R" Us and we reserve the right to collect the equipment at any time we feel necessary.
4. In the unlikely event that Bounce Houses "R" Us cannot deliver the equipment due to events beyond our control then we will not be held responsible for any liabilities that this may cause.
7. Footwear, dangerous objects - such as pens, buckles, purses etc. - must be removed. Spectacles are better removed.
8. Do not allow people to bounce on the front step.
9. Do not allow people to climb, sit or hang off the walls.
10. Do not allow animals on or near the equipment.
11. No food, drink or smoking is allowed on the inflatable.
12. No somersaults or other maneuvers that may risk causing damage to the persons head / neck / back or any other part of any person's body are allowed on the inflatable.
13. An adult supervisor should watch the inflatable constantly and any children playing in a dangerous manner must be dealt with and removed immediately.
14. Larger children must be segregated from the smaller ones, to prevent damage to the children and the inflatable.
15. The inflatable must not be overloaded and an adequate bouncing space must be available for each person whilst on the inflatable so as not to cause contact to others whilst bouncing.
16. The inflatable must not be deflated while in use and the anchor points must not be tampered with. Please ensure all crash mats remain against each other and stay in touch with the front step.
17. Party poppers, hair dye, face paint, silly string, spray foam, cleaning liquid and any other liquids must not be used on the inflatable. (These substances cause permanent damage to the inflatable and the cost of this damage may be charged to the hirer.)

18. Any vandalism or willful damage must be paid for in full by the hirer. The hirer will be responsible for the cost of any repairs needed, including carriage to and from the repairers, for any damage caused by misuse of the equipment, normal wear and tear excluded.

19. The inflatable is not to be used by persons over 14, and no more than 6 people are permitted on the inflatable at one time. Any child taller than the inside wall is not permitted to use it. Under NO CIRCUMSTANCES should adults enter onto the castle as this may result in damage to the inflatable.

20. The inflatable must be switched off if the wind rises to a dangerous level.

21. In the event of rain, it is strongly recommended that the equipment be switched off at the socket until the rain has passed. Once inflated again, the castle bed and front step should be towel dried thoroughly before further use. Also ensure that the extension reel is kept dry at all times.

22. Bounce Houses "R" Us take no responsibility or liability once the inflatable has been left in the supervision of the hirer. Bounce Houses "R" Us must also warn the hirer that if any accident occurs from the hirers neglect to supervision then the hirer will be responsible and not Bounce Houses "R" Us.

23. In the unlikely event of a problem with the hired equipment during the hire period the hirer MUST NOT attempt to fix the problem unless it is minor i.e. the blower detaches from the castle. Instead the hirer should CONTACT US at 720.628.7954 or 720.620.4662.

24. Only our delivery driver is authorized to collect the equipment and under no circumstances should any of the equipment be handed over to anyone other than our delivery driver.

Please note that all persons using this Bouncy Castles do so at their own risk. The person(s) or organization hiring this inflatable equipment will be responsible and liable for any damage or injury occurring from or as a result of misuse or reckless use. These guidelines are for the safety of all people using this equipment and it is the sole responsibility of the hirer to ensure that they are fully adhered to at all times. Bounce Houses "R" Us cannot accept any responsibility for any injury caused to anyone using the equipment.

I have read the above agreement and fully understand and accept the conditions as above. I am aware that whilst in my care I am fully responsible for the inflatable and will pay for any loss or damage that may occur, this will include the inflatable being returned in an unacceptable condition i.e. if it is in a dirty or muddy condition, I will be expected to pay an additional cleaning charge.

Print Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

Driver's License #: \_\_\_\_\_

Customer Signature: \_\_\_\_\_

Bounce Houses "R" Us – [www.BounceDenver.com](http://www.BounceDenver.com) – 720.628.7954 – 720.620.4662

**Colorado Liquor License:** All alcohol vendors must possess a Colorado liquor license.

DR 8404 (05/07/09) Page 4

<b>10. If applicant is a corporation, partnership, association or limited liability company, applicant must list ALL OFFICERS, DIRECTORS, GENERAL PARTNERS, AND MANAGING MEMBERS. In addition applicant must list any stockholders, partners, or members with OWNERSHIP OF 10% OR MORE IN THE APPLICANT. ALL PERSONS LISTED BELOW must also attach form DR 8404-I (Individual History record), and submit finger print cards to their local licensing authority.</b>				
NAME	HOME ADDRESS, CITY & STATE	DOB	POSITION	% OWNED*
<small>*If total ownership percentage disclosed here does not total 100% applicant must check this box  <input type="checkbox"/> Applicant affirms that no individual other than these disclosed herein, owns 10% or more of the applicant         </small>				
<b>Additional Documents to be submitted by type of entity</b>				
<input type="checkbox"/> <b>CORPORATION</b> <input type="checkbox"/> Cert. of Incorp. <input type="checkbox"/> Cert. of Good Standing (if more than 2 yrs. old) <input type="checkbox"/> Cert. of Auth. (if a foreign corp.) <input type="checkbox"/> <b>PARTNERSHIP</b> <input type="checkbox"/> Partnership Agreement (General or Limited) <input type="checkbox"/> Husband and Wife partnership (no written agreement) <input type="checkbox"/> <b>LIMITED LIABILITY COMPANY</b> <input type="checkbox"/> Articles of Organization <input type="checkbox"/> Cert. of Authority (if foreign company) <input type="checkbox"/> Operating Agrmt. <input type="checkbox"/> <b>ASSOCIATION OR OTHER</b> <input type="checkbox"/> Attach copy of agreements creating association or relationship between the parties				
Registered Agent (if applicable)		Address for Service		
<b>OATH OF APPLICANT</b>				
<i>I declare under penalty of perjury in the second degree that this application and all attachments are true, correct, and complete to the best of my knowledge. I also acknowledge that it is my responsibility and the responsibility of my agents and employees to comply with the provisions of the Colorado Liquor or Beer Code which affect my license.</i>				
Authorized Signature		Title		Date
<b>REPORT AND APPROVAL OF LOCAL LICENSING AUTHORITY (CITY/COUNTY)</b>				
Date application filed with local authority		Date of local authority hearing (for new license applicants: cannot be less than 30 days from date of application 12-47-311 (1)) C.R.S.		
<b>THE LOCAL LICENSING AUTHORITY HEREBY AFFIRMS:</b>				
That each person required to file DR 8404-I (Individual History Record) has:				Yes    No
<input type="checkbox"/> Been fingerprinted .....				<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/> Been subject to background investigation, including NCIC/CCIC check for outstanding warrants .....				<input type="checkbox"/> <input type="checkbox"/>
That the local authority has conducted, or intends to conduct, an inspection of the proposed premises to ensure that the applicant is in compliance with, and aware of, liquor code provisions affecting their class of license .....				<input type="checkbox"/> <input type="checkbox"/>
(Check One) <input type="checkbox"/> Date of Inspection or Anticipated Date _____ <input type="checkbox"/> Upon approval of state licensing authority.				
The foregoing application has been examined; and the premises, business to be conducted, and character of the applicant are satisfactory. We do report that such license, if granted, will meet the reasonable requirements of the neighborhood and the desires of the adult inhabitants, and will comply with the provisions of Title 12, Article 46 or 47, C.R.S. <b>THEREFORE, THIS APPLICATION IS APPROVED.</b>				
Local Licensing Authority for		Telephone Number	TOWN, CITY COUNTY	
Signature		Title	Date	
Signature (attest)		Title	Date	

**Photo Release Form:** Participants photographed may or may not sign a photo release form to have their photographs featured on our website, social media, and other promotional materials. Our release form will look similar to the one below.

### Model Release

For valuable consideration received, I hereby grant to **JUSTIN HICKS** (photographer), and his legal representatives and assigns, the irrevocable and unrestricted right to use, sell and publish photographs and video of me, or in which may be included, for editorial trade, advertising, within the context of a book or video, and any other purpose and in any manner and medium; and to alter the same without restriction. I hereby release **JUSTIN HICKS** and his legal representatives and assigns from all claims and liability relating to said photographs and video.

I am also aware that these terms are subject to negotiation, deletion or addendum, which may be valid if handwritten on this release and initialed and dated by both parties (The Photographer and Undersigned) next to the modification or any modification that is typed and signed by both parties. Modifications may be implied by any releases/contracts with my employer without my notice by the Photographer.

Notes:

- ☐ Restricted private use granted to the model including personal web and social media.
- ☐ There is a shared limited use agreement between the photographer and model. The photographs can be used by the model in their portfolios, web or print, to promote their services. The photographer's right are stated in the main body of this "model release" agreement. Watermarks, names, and branding must not be removed. Both parties shall always be credited with the work completed. None of the photos can be sold or used by the model for direct financial gain. This can be amended with the expressed written permission from the photographer.
- ☐ Other:

Model's Name	Signature
Address: _____	
City: _____	State: _____ Zip: _____
Phone: _____	
Email: _____	
Date: _____	Time: _____

Photographer	Signature
--------------	-----------

**Pedal Boat Jousting Registration/Waiver:** Registration for pedal boat jousting will include a waiver and will be similar to the following form.

### Registration Form for 2015 July 4th Canoe Joust

**Team Name:** \_\_\_\_\_

1. Participant's Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ Birth Date: \_\_\_\_\_  
 Physical Address: \_\_\_\_\_ Mailing Address: \_\_\_\_\_  
 List any allergies or medical problems: \_\_\_\_\_

2. Participant's Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ Birth Date: \_\_\_\_\_  
 Physical Address: \_\_\_\_\_ Mailing Address: \_\_\_\_\_  
 List any allergies or medical problems: \_\_\_\_\_

**Complete the following if under age 18.**

Mother's Full Name: \_\_\_\_\_ Home phone: \_\_\_\_\_ Work phone: \_\_\_\_\_  
 Address if different from youth: \_\_\_\_\_

Father's Full Name: \_\_\_\_\_ Home phone: \_\_\_\_\_ Work phone: \_\_\_\_\_  
 Address if different from youth: \_\_\_\_\_

**INDEMNITY AGREEMENT**

I, the undersigned, agree to indemnify and hold harmless the City of Valdez from all cost, expense and liability arising from our participation in these Parks and Recreation activities. I hereby waive all claims for damages to our person or property which may be caused by any act by the City of Valdez, it's officers, agents, or employees, rising directly or indirectly from our participation in any of these activities; and I hereby assume all liability and responsibility for any and all injury, loss, or damage we might receive as a result of our participation in any of the activities.

\_\_\_\_\_  
 \_\_\_\_\_  
 (Signature of participant or parent/guardian if under 18 years of age)

Date: \_\_\_\_\_  
 Date: \_\_\_\_\_

### MEDICAL INFORMATION

Please state any medical information about the participants which may help in an emergency situation or may help to prevent such a situation from arising, such as; (allergies, medications, chronic health problem, respiratory or circulatory problem, family physician etc.)

Name	Age	Physician

### Medical Information

Name	Age	Physician

## Canopy Rental:

### BENSON TENT RENT – TENT RENTAL CONTRACT – TERMS & CONDITIONS

#### RESERVATIONS

Quotes and proposals do not guarantee availability of rental equipment. Equipment will be reserved upon receipt of this signed rental contract and a 30% deposit. Final payment is due the day of installation.

#### CANCELLATIONS (Non- refundable 30% deposit)

When you reserve a tent and any accessories, we immediately remove them from our inventory and schedule a crew. Therefore, any cancellation received will be charged 30% of the total order.

#### CREDIT CARD REQUIREMENTS

All information must be included and signature filled out at the bottom of this rental contract. Charges billed to the credit card may consist of a deposit, full payment or charges for replacement cost of missing or damaged equipment. Client hereby authorizes BENSON TENT RENT LLC to charge this credit card.

#### WEATHER

Client understands that tents are temporary structures designed to provide limited protection from weather conditions; however, there may be situations that become unsafe such as high winds or lightning. Evacuation of tents is recommended in these or other unsafe conditions. Tents are not guaranteed to be completely waterproof.

#### TENT INSTALLATION

Installation of a tent must be done correctly for the protection of the users, the tent and ultimately the success of your event. Therefore, it is our strict policy that all installations and takedowns are done by our crews. All prices quoted will include these services.

#### PREPARATION FOR INSTALLATION & TAKEDOWN

Please be sure your site is ready (LAWNS MOWED, FURNITURE MOVED, PET DROPPINGS PICKED UP, ETC.) BEFORE we arrive at the job site. In like manner, the tent must be totally empty before we can take it down.

IT IS THE RESPONSIBILITY OF THE CLIENT TO IDENTIFY, MARK AND NOTIFY BENSON TENT RENT OF ANY UNDERGROUND UTILITIES! (Phone lines, cable lines, pet fences, sprinkler systems, water lines, gas lines, electric lines, septic system etc.) Client will assume responsibility for all damages to underground utilities in absence of notice or incorrect location of utilities. BENSON TENT RENT WILL NOT BE LIABLE FOR ANY DAMAGES OR INJURY AT AN EVENT.

#### DELIVERY & SET UP

BENSON TENT RENT will strive to accommodate Client delivery request; however, delays and changes in the schedule are unavoidable. We try to communicate any schedule changes as they occur. All equipment will be delivered and picked up at a designated location. The Client must be available to count all items upon delivery and pick up; otherwise BENSON TENT RENT counts will be considered accurate.

#### CLEAN UP & PICK UP

All trash and decorations of any kind should be removed from the tent after your event. There will be additional charge for extra cleaning or damage from decorations. SUMMARY: RESPONSIBILITY OF THE EQUIPMENT REMAINS WITH THE CLIENT FROM THE TIME OF DELIVERY TO THE TIME OF PICK UP. Please be sure all equipment is secured when not in use and protected from weather. All collection fees, court costs, or any expense involved in the collection of rental charge will be the Client's responsibility. Be sure all equipment is returned according to these terms and conditions. The Client is solely responsible for any additional charges incurred as a result of failure to meet these conditions.

I have read and agree to the above terms and conditions and acknowledge receipt. This contract is valid for all rentals purchased by this Client, and supersedes all prior contracts.

Event Date \_\_\_\_\_

Client Name (please print) \_\_\_\_\_

Client Signature \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Home phone \_\_\_\_\_ Mobile phone \_\_\_\_\_

Tent Event Location (if different)

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Billing information

M/C, Visa, Discover Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ 3 Digit security code (on back) \_\_\_\_\_

Name and billing address for the credit card

Name (print) \_\_\_\_\_

Credit card Signature \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

# **Climbing Wall/Ropes Course/Zip Line Waiver form:**

One waiver form will be used for all three of these facilities. Any attendee who signs a waiver form is eligible to engage in all three of these activities. The waiver form will be similar to the one below.

## **CLAS Ropes Course – 801.373.8897 WAIVER AND ASSUMPTION OF RISK**

I voluntarily make and grant this Waiver and Assumption of Risk in favor of CLAS Ropes Course as consideration for the opportunity to use the facilities, equipment, materials, and/or other assets of Seller; and /or to engage in the activities, events, sports, festivities, and/or gatherings sponsored by Seller. I do hereby waive and release any and all claims whether in contract or of personal injury, bodily injury, property damage, damages, losses, and/or death that may arise from my aforementioned use or receipt, as I understand and recognize that there are certain risks, dangers, and perils connected with such use and/or receipt, which I hereby acknowledge have been fully explained to me and which I fully understand, and which I nevertheless accept, assume, and undertake after inquiry and investigation of extent, duration, and completeness wholly satisfactory and acceptable to me. I further agree to use my best judgment in undertaking these activities, use, and/or receipt and to adhere to all safety instructions and recommendations, whether oral or written. I hereby certify that I am a competent adult assuming these risks of my own free will in behalf of myself and/or my children. This Waiver and Assumption of Risk is effective January 1, 2013, and may not be revoked, altered, amended, rescinded, or voided without the express prior written consent of Seller.

Print Name \_\_\_\_\_ Phone \_\_\_\_\_

E-mail (for monthly newsletter) \_\_\_\_\_

Participant Signature \_\_\_\_\_

Parent Signature for Minors \_\_\_\_\_

## **Inclusion Plan/Registration**

Registration for the event will be opened eleven (11) months prior to the event. Registration will be implemented exclusively through our company website. There will be a registration team dedicated to the organization and comprehension of the data collected through registration.

Registration will collect the following data from participants:

- Name
- Date of Birth
- Food allergies
- Payment information
- Shipping Address
- T-shirt Size (All participants will receive a t-shirt along with the purchase of their ticket)
- An option to reserve a cabin
- An option to register a team for the Pedal Boat Jousting Competition
- Information on the free bus system

Accommodations:

- All ADA accessibility requirements will be fulfilled
- Sign language translators will be available at the music stages
- A range of food vendor will be in attendance, fulfilling any dietary needs



## Equipment and Supplies

### Equipment:

- Stage Equipment:
  - Speakers (10)
  - Microphone and stand (2)
  - 2 rectangular 72" x 30" folding tables for DJ/musicians
  - Musicians and team will provide additional stage and lighting equipment
- 30 large black/grey trashcans
- Activities:
  - 20 large red trashcans (for Giant Beer Pong)
  - 6 white volleyballs
  - Water jousting poles (10)
  - Corn hole (3 sets)
  - Ladder ball (3 sets)
  - Inflatables: 6 varying inflatables rented from Bounce Houses "R" Us
- Vendor Equipment:
  - 2 rectangular 72" x 30" folding tables per vendor booth (approx. 48)
  - 2 rectangular 72" x 30" folding tables per Steak Cook-Off competitor (approx. 8)
  - 20 rectangular 72" x 30" folding tables in Beer/Wine section
  - 1 pop-up canopy 10' x 10' per vendor booth (approx. 24)
  - 2 large 40' x 60' canopies: used for steak cook-off and Beer/Wine vendors
  - Vendor will provide all other materials needed for booth
- Equipment owned by Mountain View Retreat Center
  - Pedal Boats (10)
  - Tables inside of Main Building banquet halls
  - Picnic tables under the Pavilion
  - Climbing Wall
    - Climbing equipment
  - Ropes course and Zip Line equipment

### Supplies:

- Utensils:
  - Paper Plates: dependent on number of tickets sold (approx. 500)
  - Plastic wear sets: dependent on number of tickets sold (approx. 500)
  - Vendors will provide all persona booth supplies



## Budget

The following table breaks down how much this event will cost our company to produce.

Stage Equipment			
Equipment:	Units needed:	Price/unit:	Total price:
Large Sound System (includes speakers, mic & stand, and channel mixer)	1	\$295	\$295
P.A. System	1	\$135	\$135
72"x30" folding tables	2	\$9	\$18
Small Local Musicians	3	\$2000	\$6000
Final Musician	1	\$5000	\$5000
Activities			
Red trashcans	20	\$15	\$300
White volleyballs	6	\$20.29	\$121.74
Water jousting poles	10	\$11.99	\$119.90
Corn hole	3 sets	\$45.59	\$136.77
Ladder Toss	3 sets	\$29.50	\$88.50
Inflatables	6	\$100-140	\$600-840 (avg. \$720)
Vendor Equipment			
72"x30" folding tables	76	\$9	\$684
Small 10' x 10' pop-up canopy	24	\$60	\$1440
Large 40' x 60' canopy	2	\$1000	\$2000
Black/grey trash container	30	\$17.25	\$517.5
Supplies			
Paper plates	500 (1 case)	29.32	\$29.32
Plastic forks	600 (1 case)	21.05	\$21.05
Plastic Knives	600 (1 case)	23.43	\$23.43
Plastic Spoons	600 (1 case)	22.44	\$22.44
Miscellaneous			
Event staff	6	\$183.33	\$800
Bus rental	2	Already owned	
Grand Total Cost of Event:			\$18,172.65

## Price

The following table details how much our company would charge vendors/participants to rent out a vendor slot or join a competition.

Attractions			
Type:	Number of Spots:	Price to rent spot:	Total earned (if all are sold):
Food/Craft	24 available	\$300	\$7,200
Beer/Wine	6 available	\$500	\$3,000
Steak Cook-Off Competitor	4 available	\$500	\$2,000
Pedal Boat Jousting Team	10 teams (20 people)	\$20	\$200
Amount earned (If all slots are filled):			\$12,400
Remaining cost of event:			\$6,372.65

## Tickets:

This event anticipates having 500 festival attendees.

To break even, all festival attendees will have to pay approximately \$12.75 for an individual ticket.

To make a profit of \$10,000, tickets must sell for approximately \$32.75.

## Staffing

The planning stages of this event will include current employees of Mountain View Retreat Center: CEO, VP of Operations, VP of Finance, VP of Marketing, Graphic Designer/Web Developer, Public Relations/Social Media Manager, and our Travelling Representative. All time spent planning will be conducted during normal work hours and will be paid by employees' normal wages. Therefore, no additional wages will be paid for the planning of this event.

The implementation of the event will be conducted by the CEO, VP of Operations, VP of Finance, and the PR/Social Media Manager. These workers will not receive any additional wages. However, bonuses are guaranteed to these employees. Amount of bonuses are dependent on profit earned from event and is determined by the CEO and VP of Finance.

Six (6) part-time event staff will be needed the day of the festival to manage the climbing wall, ropes course, zip line, and pedal boats/jousting competition. These employees will be given the additional wages indicated on the budget sheet.

The rest of the staffing will entirely consist of un-paid volunteers. A full list of volunteer positions and the training they undergo is as follows:

- Bounce House attendants: arrive 15 minutes before shift for brief explanation of position.
- Parking Attendant: arrive 15 minutes before shift for brief explanation of position.
- Beer/Wine server: must possess TABC certification. Training will occur in the week leading up to the event. It will last approximately 1 hour.
- Set-up/Take-down assistants: No training needed
- Dining Area clean-up staff: no training needed
- Floaters: No training needed

## Management Plan

Major Function:	Task:	Deadline:
Program Design	Plan Festival	November 30
Promotion	<ul style="list-style-type: none"> <li>Develop online promotional materials</li> <li>Gain CEO approval for promotional items</li> <li>Update website promotions</li> <li>Develop paper promotional materials</li> <li>Begin flyer promotions</li> <li>Send out email promotions to attendees</li> </ul>	December 30  January 3  January 5  January 30  February 5  Periodically from registration to day of event
Registration	<ul style="list-style-type: none"> <li>Design registration webpage</li> <li>Open registration</li> <li>Close registration</li> </ul>	December 1  February 1 July 18
Equipment, Supplies, Musicians	<ul style="list-style-type: none"> <li>Research suppliers</li> <li>Order/rent equipment, supplies, etc.</li> </ul>	December 30 January 15
Set-Up	<ul style="list-style-type: none"> <li>Set up tents &amp; tables</li> <li>Set out trash cans</li> <li>Set up stage</li> <li>Lay out games</li> <li>Set out recreation equipment</li> <li>Set-up vendors</li> </ul>	July 24  July 24 July 24 July 25 (11 AM)  July 25 (11 AM)  July 25 (11 AM)
Festival Operation	Beer/Wine Festival	July 25
Evaluation	<ul style="list-style-type: none"> <li>Plan evaluation method</li> <li>Send out email evaluation form to attendees</li> <li>Collect and analyze data</li> </ul>	May 30  July 26  August 25

## **Cancellation Plan**

If cancellation is due to:

- **Weather**

- Rain:

- If heavy rain is predicted before the event, the event may be postponed to a later date and all tickets already sold must be honored at this later date.
    - If heavy rain occurs day of event, both P.A. systems will be used to notify attendees of the cancellation. Bus system will provide transportation to attendees. Tickets will NOT be refunded.

- **Financial Reasons**

- If finances prevent the event from occurring, the event must be cancelled as soon as possible. The information will be distributed on our website, through emails, and in our main office. The cancellation notice will also include information about how tickets will be refunded.

## Set Up

For event set-up, please refer to the venue page.

- **Tables:**
  - 2 per vendor slot
  - 10 in Beer/Wine section
  - 8 in Steak Cook-Off section
    - 2 per competitor
  - 2 for DJ/musicians near stage
- **Canopies**
  - 1 small 10' x 10' pop-up canopy per vendor slot
    - 4 vendor sections
    - 6 vendor slots per section
  - 1 large 40' x 60' canopy for Steak Cook-Off Section
  - 1 large 40' x 60' canopy for Beer/Wine Section
- **Stage equipment**
  - P.A. system
    - Speakers
    - Microphones & stands
  - Any equipment musicians bring
- **Activities:**
  - Giant Beer Pong game
    - 20 red trashcans
    - 6 volleyballs
  - Pedal Boat jousting
    - Pedal boats
    - Jousting sticks
  - Corn hole sets
  - Ladder ball sets
  - Inflatables (in bounce house section)
  - Equipment for zip line, climbing wall, and ropes course
- **Miscellaneous:**
  - Trash cans: 30 distributed throughout venue



## **Risk Management**

### **Participant Safety:**

- Before children are allowed to jump in the bouncy house, parents will sign a liability waiver releasing the company from which the inflatable was rented, and Mountain View Retreat Center in its entirety.
  - Bounce House attendants will confirm form is signed prior to children entering.
- All employees will be trained to properly fill out all forms and risk management reports
- Waivers must be signed by all participants in the Pedal Board Jousting Competition prior to the competition.
  - All participants must undergo a breathalyzer test to ensure sobriety prior to participating in competition.
  - All participants will be thoroughly informed of all rules and regulation.
  - Breaking of any rules will result in immediate removal from the competition.
- Waivers must be signed by all attendees utilizing the zip line, ropes course, or climbing wall.
  - Any misuse of the facilities will result in immediate removal from the area and loss of privileges.

### **Facilities inspection and Hazard Abatement:**

- Before the event begins, staff will inspect their areas to ensure the safety of our guests
- Problems are identified and handled immediately; problems can/will be taken up with the CEO or VP of Operations.

- Routine maintenance and inspections will be completed no later than an hour before the event begins.

**Participant Safety Briefing:**

- All attendees will be given information upon arrival of the various food options. Those requiring special dietary needs may location which vendors accommodate their needs.
- Participants will be notified of the potential dangers of alcohol and will assume all risk associated with it.

**Staff Supervision:**

- Owner and event planner should ensure that all areas of the event are adequately staffed

**Emergency Procedures:**

- Managerial staff and event staff are all CPR certified
- Official Company Emergency procedures must be reviewed prior to the festival occurring
- First Aid stations will be available
- EMS will be on call

### Animation/Timeline

Time (approximate)	Frame (Encounter)
July 24 <sup>th</sup> , 12 p.m. (day before event)	Begin set-up of venue
July 24 <sup>th</sup> , 6 p.m.	All tables, canopies, the stage, and trashcans will be put in place for the festival. Venue will be thoroughly cleaned. All equipment and supplies will be prepared for set-up the following day. Weather will be monitored one last time.
July 25 <sup>th</sup> , 8 a.m. (day of event)	Vendors begin arriving to set up slots. First musical performers' team begins set up of audio and lighting equipment. Activities, game, and recreation equipment are set out. Waiver forms are distributed to the climbing wall, zip line, and ropes course.
10:30 a.m.	Set Up is completed
10:45 a.m.	Final walkthrough is conducted to ensure safety of venue and appropriate set-up.
11:30 a.m.	All staff and volunteers report to stations to prepare for opening. Bus system brings guests.
11:45 a.m.	Doors open, guests enter venue, a timeline of activities are given to attendees, vendors begin sales, first performer warms up for performance, announcement of the opening are posted on the company's social media sites.
noon	First performance begins. PR/Social Media manager posts picture of giant beer pong on social media.
12:45 p.m.	Grills for steak Cook-Off competition are prepared. First announcement of the event is given. Musical performer wraps up show.
1 p.m.	Steak cook-off begins. Staff ensures crowd remains at a safe distance from grills. Competition is monitored. PR/Social Media manager posts picture of competition.
1:30 p.m.	Judges begin tasting steaks and giving ratings.
1:50 p.m.	Steak Cook-Off Champion is crowned. Photo is taken of winner with the CEO and posted to the company's social media pages.
2:00 p.m.	Volunteer staff serves steak to festival goers. VP of Operations supervises event. PR/Social Media manager posts picture of ropes course, zip line, OR climbing wall to social media
3:00 p.m.	Volunteer staff cleans dining areas after steak cook-off
3:00 p.m.	Vendors and volunteers host grape stomping activity.
5:30 p.m.	Pre-registered teams are prepared for the Pedal Boat Jousting competition. Participants are administered a breathalyzer test to ensure sobriety prior to entering the boats, life jackets are secured on each participant by event staff, waivers are double-checked, and rules are gone over to the teams.

5:45 p.m.	The Pedal Boat Jousting competition is announced to the festival goers to gather a crowd.
6:00 p.m.	The Pedal Boat Jousting competition begins. VP of Operations supervises this and looks closely for risk management. First aid kits are available as well as CPR certified staff members. During competition, staff members close down the climbing wall, ropes course, and zip line. PR/Social Media manager posts picture of competition.
8:00 p.m.	Final musical performer warms up. Designated dance floor is opened up near stage. PR/Social Media manager posts picture of final performer and full dance floor on social media. Food/craft vendors begin shutting down booths. Beer pong, corn hole, ladder toss, and all other minor activities are closed and cleaned up.
8:30 p.m.	Final musical performance begins.
9:30 p.m.	CEO gives closing speech and announces end of festival. Bus drivers prepare for last shift.
9:45 p.m.	Take-down volunteers, staff, and vendors all begin take-down and clean-up process. Bus system begins loading passengers.
10 p.m.	Festival is closed and all attendees must be out.
Midnight	Festival concludes clean up and workers go home.
July 26 <sup>th</sup> , 9 am (following day)	Public Relations/Social Media manager sends out emails to festival goers asking them to evaluate the event.
August 25 <sup>th</sup>	Survey result are collected and analyzed
September 1 <sup>st</sup>	Evaluation Result report is presented to CEO

## **Program Wrap-Up**

### **Closing Events:**

Upon completion of the final musical performance, the CEO will give a final speech thanking everyone for their attendance, informing the crowd of the free busing system, encouraging attendees to fill out the evaluation form they'll receive in their email, and wishing everyone a good night.

### **Equipment take-down:**

All vendors, musicians, etc. will be responsible for cleaning up their respective areas. Volunteer take-down staff will be there for assistance. Volunteer staff will mainly be concerned with the take-down of canopies and tables, and the clean-up of trash, equipment, and supplies. Managerial staff will be responsible for the collection of all rental equipment, to be stored in the main building ballrooms and office until rental company pick-up.

### **Promotional:**

Public Relations/Social Media Manager will be responsible for updating every company social media page and our company website with pictures and accounts from our event.

## Evaluation

**How:** After the festival has concluded, emails must be sent out to all ticket purchasers. Emails of all purchasers will have been collected during registration for the event. Via email, evaluation forms created through Google Forms will be sent out to collect attendee's thoughts on the event. The evaluation forms will also be available on the company website in order to receive suggestions from persons who plan on attending the festival in the future. The following is an example of a survey:

The evaluation form must include both multiple choice and open answer questions to allow the participants to effectively and efficiently communicate their thoughts and suggestions to us.

It is important to keep the evaluation form brief and concise to avoid scaring off participants from completing the form.

You may offer some incentive for participants to complete the survey in the email.

Ex.) 20% off a t-shirt available on our website

**Movin' Mountain Beer & Wine Fest Survey**

Mountain View Retreat Center thanks you for attending our Movin' Mountain Fest this year! We'd like to know what you thought about your experience so we can constantly improve our event to keep you groovy guys and gals coming back.

\* Required

**Name \***

Your answer

**Did you enjoy the Pedal Boat Jousting activity?**

☐ Loved it!

☐ Pretty neat

☐ Okay

☐ Could be better

☐ Hated it

**Please explain your favorite and least favorite parts of the Pedal Boat Jousting Competition.**

Your answer

**Are there any other unique activities you'd like to see next year?**

Your answer

**Please tell us your opinion on the food options and quality. \***

Your answer

**How friendly and attentive were the staff members? \***

☐ Great!

☐ Good

☐ Okay

☐ Bad

☐ Horrible

**Did you encounter any rude staff members, musicians, or competitors? Please explain.**

Your answer

**What musical performers would you like to see in future years?**

Your answer

**What was your overall satisfaction level with our event? \***

☐ Very Satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Very Dissatisfied

**SUBMIT**

**Summarize and analyze:**

The data collected from the surveys will all be recoded digitally. This information will be organized into an Excel sheet and thoroughly analyzed by the VP of Operations, VP of Marketing, and VP of Finance. These 3 managerial positions will then discuss the findings and the VP of Marketing will be responsible for creating a Research Report to present to the CEO of the company. Based on the findings, the 3 Vice Presidents and the CEO will conduct a meeting to determine what information should be used and implemented in next year's festival.

# Memo

To: Margaret Trame, Chief Executive Officer of Mountain View Retreat Center

From: John Doe, Vice President of Marketing

Date: 22 November, 2016

Subject: Movin' Mountain Beer & Wine Fest Evaluation Results

---

The purpose of this memo is to communicate the results of the evaluations conducted following the 2<sup>nd</sup> Annual Movin' Mountain Beer & Wine Fest to you, the CEO of Mountain View Retreat Center, in order to begin the planning process for next year's festival.

## Summary

The festival was overall a great success. The average satisfaction rating was a 4.42 out of 5. However, we missed points due to a number of reasons. The reasons include: unpopular musical performers, rude Steak Cook-Off competitors, and the length of the Pedal Boat jousting competition. While the improvement of the musical performers appears unattainable at this time, there are two changes that can be made to improve our festival: limiting Steak Cook-Off competitors from alcoholic beverages prior to the competition and conducting multiple jousting competitions at once.

## Discussion

### Musical Performers:

Survey participants frequently suggested to hire musicians costing upwards of \$10,000 per performance. According to our Vice President of Finances, it is unrealistic to improve our



musical performers for next year's festival due to financial reasons. The company simply cannot afford this expense. However, improvement in this area seems likely within three years' time.

**Rude Steak Cook-Off competitors:**

An overwhelming 72% of survey participants indicated what they were unsatisfied with the attitudes of a specific Steak Cook-Off competitor. Both participants and staff have reported that this competitor appeared heavily intoxicated and was behaving aggressively competitive. I suggest we introduce a new rule in the competition that limits competitor's consumption of alcohol prior to the competition to ensure rational behavior. After the competition is conclude, this limitation will be lifted.

**Pedal Board Jousting Competition:**

Approximately 47% of survey participants were unsatisfied with the Pedal Boat Jousting Competition due to the "excessive length" of the event. This year, we held one jousting (2 teams) at a time during the tournament. To expedite the process, I propose we hold two joustings at a time during the tournament to cut the time nearly in half.

## References:

Boulder County, Colorado QuickFacts - Census.gov. (n.d.). Retrieved October 24, 2016, from

<http://www.census.gov/quickfacts/table/PST045215/08013>

Chuang, T. (2016, June 6). Ten big Colorado firms make Fortune 500 list – The Denver Post.

Retrieved October 24, 2016, from <http://www.denverpost.com/2016/06/06/arrow-electronics-is-colorados-top-fortune-500-firm-again/>

Denver Colorado Demographics and Population Statistics. (n.d.). Retrieved October 24, 2016,

from [http://www.hometodenver.com/Stats\\_Denver.htm](http://www.hometodenver.com/Stats_Denver.htm)

Manga, G. (n.d.). *Mountain background* [Photograph].

Morin, N. (n.d.). The Most Active Cities in America. Retrieved October 24, 2016, from

<http://conditions.healthgrove.com/stories/9856/the-most-active-cities-in-america#50-Boulder-CO>

Images retrieved from:

- Main building: [https://www.google.com/search?q=lodge&source=lnms&tbn=isch&sa=X&ved=0ahUKEwiJxo-rv-XQAhUqqFQKHTntBmMQ\\_AUICSgC&biw=838&bih=900#imgsrc=\\_](https://www.google.com/search?q=lodge&source=lnms&tbn=isch&sa=X&ved=0ahUKEwiJxo-rv-XQAhUqqFQKHTntBmMQ_AUICSgC&biw=838&bih=900#imgsrc=_)
- Cabins: [https://www.google.com/search?q=cabins&source=lnms&tbn=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ\\_AUICSgC&biw=838&bih=900](https://www.google.com/search?q=cabins&source=lnms&tbn=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ_AUICSgC&biw=838&bih=900)

- Pedal boats:[https://www.google.com/search?q=cabins&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ\\_AUICSgC&biw=838&bih=900#tbm=isch&q=pedal+boats+pond](https://www.google.com/search?q=cabins&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ_AUICSgC&biw=838&bih=900#tbm=isch&q=pedal+boats+pond)
- Fire pit:[https://www.google.com/search?q=cabins&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ\\_AUICSgC&biw=838&bih=900#tbm=isch&q=fire+pit](https://www.google.com/search?q=cabins&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ_AUICSgC&biw=838&bih=900#tbm=isch&q=fire+pit)
- Inflatables:[https://www.google.com/search?q=cabins&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ\\_AUICSgC&biw=838&bih=900#tbm=isch&q=lake+inflatables](https://www.google.com/search?q=cabins&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ_AUICSgC&biw=838&bih=900#tbm=isch&q=lake+inflatables)
- Steak:[https://www.google.com/search?q=cabins&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ\\_AUICSgC&biw=838&bih=900#tbm=isch&q=steak](https://www.google.com/search?q=cabins&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ_AUICSgC&biw=838&bih=900#tbm=isch&q=steak)
- Wine glasses:[https://www.google.com/search?q=cabins&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ\\_AUICSgC&biw=838&bih=900#tbm=isch&q=wine+glasses](https://www.google.com/search?q=cabins&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjmpvyDwOXQAhWE7SYKHSV8AfMQ_AUICSgC&biw=838&bih=900#tbm=isch&q=wine+glasses)
- Giant Beer Pong:[https://www.google.com/search?q=giant+beer+pong&source=lnms&tbm=isch&sa=X&ved=0ahUKEwihpPaLweXQAhWJxVQKHQSgD2AQ\\_AUICSgC&biw=838&bih=900](https://www.google.com/search?q=giant+beer+pong&source=lnms&tbm=isch&sa=X&ved=0ahUKEwihpPaLweXQAhWJxVQKHQSgD2AQ_AUICSgC&biw=838&bih=900)

Prices for budget borrowed from:

- Jousting poles:  
[http://www.ebay.com/itm/like/170740932018?lpid=82&chn=ps&ul\\_noapp=true](http://www.ebay.com/itm/like/170740932018?lpid=82&chn=ps&ul_noapp=true)

- Canopies: <http://bensontrent.com/party-rentals-denver/>
- Tables: <http://partytimerental.com/wp-content/uploads/2015/04/Party-Time-Price-Guide-2015.pdf>
- Plasticware: <http://www.webstaurantstore.com/665/heavy-weight-plastic-flatware.html>
- Recycling cans: [http://www.globalindustrial.com/p/outdoor-grounds-maintenance/garbage-recycling/containers-plastic/trash-container-garbage-can-32-gallon?infoParam.campaignId=T9F&gclid=CjwKEAiA9s\\_BBRCL3ZKWsfbgS8SJACbST7Di3m8XjIAcCS\\_Q7LU4374GXBeO96R-9yaCGW3qSLSBBoCfEbw\\_wcB](http://www.globalindustrial.com/p/outdoor-grounds-maintenance/garbage-recycling/containers-plastic/trash-container-garbage-can-32-gallon?infoParam.campaignId=T9F&gclid=CjwKEAiA9s_BBRCL3ZKWsfbgS8SJACbST7Di3m8XjIAcCS_Q7LU4374GXBeO96R-9yaCGW3qSLSBBoCfEbw_wcB)
- Trashcans: [http://www.medicus-health.com/waste-containers-round-brute.aspx?gclid=CjwKEAiA9s\\_BBRCL3ZKWsfbgS8SJACbST7DG1INx8FYyTcrfyn7TvHUVSIVYj14BkHKMamYuSEGhxoCWLbw\\_wcB](http://www.medicus-health.com/waste-containers-round-brute.aspx?gclid=CjwKEAiA9s_BBRCL3ZKWsfbgS8SJACbST7DG1INx8FYyTcrfyn7TvHUVSIVYj14BkHKMamYuSEGhxoCWLbw_wcB)
- Inflatables: <http://www.bouncedenver.com/>
- Volleyballs: <http://volleyball.epicsports.com/prod/3886/tachikara-vb7500-super-soft-beach-volleyballs.html>
- Cornhole: <https://www.walmart.com/ip/Wooden-Tailgate-Toss-Cornhole-Set-Maple-Stained/27608863?wmlspartner=wlp&selectedSellerId=1172&adid=2222222227018944678&wl0=&wl1=g&wl2=c&wl3=55368116769&wl4=pla-87874422249&wl5=9027902&wl6=&wl7=&wl8=&wl9=pla&wl10=8453398&wl11=online&wl12=27608863&wl13=&veh=sem>
- Ladder Toss: <https://www.walmart.com/ip/S-S-Worldwide-Ladder-Toss-Game/55037290>

- Audio equipment: <http://soundtown.us/wp-content/uploads/2016/05/Sound-Town-Catalog.pdf>

Waiver forms borrowed from:

- <http://bensontrent.com/rental-agreement/>
- <http://clasropes.com/waivers.php>
- <http://colorado.foodhandlerclasses.com/>
- <http://www.bouncedenver.com/>
- [https://www.colorado.gov/pacific/sites/default/files/DR%208057\\_e.pdf](https://www.colorado.gov/pacific/sites/default/files/DR%208057_e.pdf)
- <http://www.ci.valdez.ak.us/DocumentCenter/View/2478>