

BATTLE ON THE GREEN

The Event Planner vs. The Grounds Keeper



MEET Ryan McGillivray

Vice President of Operations, DMSE Sports

Responsible for Business Development, Design, Build, Permits, Logistics

5 Years in Events Industry

19 Years Experience in Green Industry

Associate & Bachelor Degrees in Turf Grass Management & Soil Science



About DMSE Sports

Founded in 1981 by Dave McGillivray

Managed over 1400 events worldwide

Mass Participatory Event Management

Iconic Events & Clients:

B.A.A. Boston Marathon

TD Beach to Beacon 10K

Mount Washington Road Race

lululemon



The Event Planner(s)



Conceptualization

Permitting

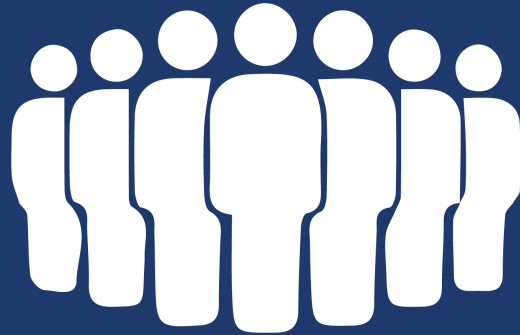
Relationships + Partnerships

Public Safety

Execution

Follow Up

Who is on your event permitting
committee?



THE PLANNING & PERMITTING COMMITTEE



City/Town/State/Venue Admin Representative



City/Town/State/Venue Events Administrator



The Grounds Keeper = Jack of all Trades

Routine Maintenance of Facility, Grounds, Fields, Landscape & Surrounding Areas

Construction & Renovation of Grounds

+

Parking, Waste, Transportation, Shipping & Receiving, Carpentry

+

EVENT MANAGEMENT

As the Event Planner, what am I looking for?

1. Safety
2. Accessibility
3. Venue Capacity
4. Weather Conditions
5. Available Parking
6. Venue Staffing
7. Onsite vs. Temporary Infrastructure
8. Onsite Restrooms
9. Waste & Recycling
10. Audio & Lighting

PERMISSION FROM
THE GROUNDS KEEPER

Common Permit + Permissions Requirements

Special Event Permit

- Entertainment License
- Street Occupancy Permit
- Road Race/ Parade Permit
- Fire Permit
- EMS Permit
- Building Permit
- Electrical Permit
- Health Permit

Speciality Permits

- Fuel/ Generator Permit
- Sound Ordinance
- Portable Restroom Permit
- Engineered Stamped Drawings
- Temporary Heat Permit
- Food Service Permit
- One Day Alcohol License
- Traffic Management Permit

WHAT IS MISSING FROM THESE LISTS?

THE GROUNDS KEEPER PERMIT!

What determines a
Grounds Keeper Permit?

What's Allowed vs. Not Allowed?

Tenting

Staking

Pros:

Cost Savings for Event

Installation Timeline

Cons:

The Swiss Cheese Effect

Ground Conditions

Weighting

Minimal Damage

Optimal Engineering

Massive Cost Increase

Increased Equipment Traffic

What's Allowed vs. Not Allowed?

Vehicles

- Can you drive trucks, cars, buses on your field or park surface?
- Does every piece of equipment need to be “hand-loaded” onto field?
- Do you require turf-type equipment?
- Do you require turf flooring?



What's Allowed vs. Not Allowed?

Restrooms

- Rule of Thumb: 1 unit per 100 people
 - Road Races - 1 unit per 65 people
 - IBC Requires: 1 unit per 30 Males + 1 unit per 60 females
- Is there anything onsite to utilize?
- Placement of Portable Restrooms
- Servicing + Pumping Portable Restrooms



What's Allowed vs. Not Allowed?

WEATHER

- Weather can change in a moments notice.
- What kind of shelter is on site?
 - Protect from Rain, Lightning, Wind, Snow, High Temperatures
- How well does the site drain?
- Is there anything not permitted on site after harsh weather conditions?
- Do you permit rain dates?
- Grounds Keeper should be involved in all weather meetings.

Additional Considerations

Timeline

- How many hours, days, or weeks will your venue support the installation & removal of an event?
- Do you require a staff member to be onsite for installation & removal?
- Extreme circumstances:
 - Overnight installations & removals
 - Piggybacking events
 - Wild Weather

Event Requirements

Pre-Event

- Site Visit(s) → With Grounds Keeper
- Approval of Production Timeline & Event Layout → By Grounds Keeper
- Routine Maintenance (mowing/grooming) → By Grounds Keeper
- Additional Tasks → By Grounds Keeper
 - TAKE PHOTOS
 - Mark Irrigation/ Utilities
 - Preventative Fungicide App
 - Block off areas not to be utilized
 - **Quote & Schedule post event maintenance → OR RENOVATION!**

Event Requirements

Post-Event

- Site Visit immediately following load out → With Grounds Keeper
- Take Photos! → With Grounds Keeper
- Sweeping for Nails, Bolts, Trash → By Grounds Keeper
- Irrigate! → By Grounds Keeper
- Aerate, Topdress, Overseed → By Grounds Keeper
- Renovate → By Grounds Keeper

EVENT: BAA Boston Marathon - Athletes Village

Location: Hopkinton Middle School

Date: April 17, 2023

Event Specifics: 30,000 person world class running event

Grounds Keeper: Tim Persson



EVENT: BAA Boston Marathon - Athletes Village

Grounds Keeper included on Hopkinton Marathon Committee & Start Captains Committee

Frequent Site Visits + Meetings throughout the year

Post Event Renovations - Aeration, Topdressing, Overseeding



EVENT: 25th Annual TD Beach to Beacon 10K

Location: Fort Williams Park, Cape Elizabeth, ME

Date: August 5, 2023

Event Specifics: 10,000 person world class running event finishing on the grounds of Fort Williams Park

Grounds Keeper: Scott Smart



EVENT: 25th Annual TD Beach to Beacon 10K

Grounds Keeper included on Event Organizing Committee

Frequent Site Visits throughout the year

2023 Finish Line Renovation

Tailoring Maintenance Program around event



EVENT: Eversource Boston Children's Hospital Walk

Location: DCR Hatch Memorial Shell, Boston, MA

Date: June

Event Specifics: 5,000 person Charity Walk

Grounds Keeper: Department of Conservation & Recreation



EVENT: Eversource Boston Children's Hospital Walk

Required Site Visit with Grounds Manager, Event Manager & Operations Staff Months in Advance

Required Production Schedule + Site Layout Submitted 60 Days in Advance

No vehicles, golf cars or machinery allowed on lawn

No staking of tents permitted on site

All structures required on outskirts of lawn

No helium balloons allowed on site

Waste, Recycling, Restrooms must be provided by event

State Police Detail required for event

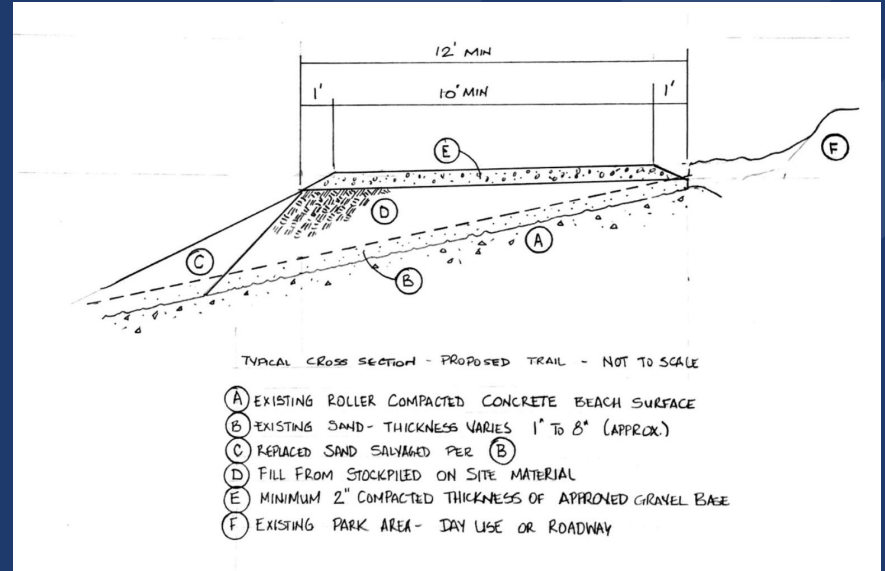


EVENT: The Desert

Current Project set for 2024 (undisclosed location)

Building a 2.5 Mile Track around a Lake for research project

Track will be donation to venue following event



Lessons Learned

Involve the grounds keeper in all planning meetings!

Have a plan for renovations! Make the event PAY!

Give Back - Invest in the Facility, the Staff, and the Equipment

Most importantly - Ask the Grounds Keeper FIRST!





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