



## Virginia Key Beach Park Trust Special Events After-Action Report

Date Submitted: 5/31/14

Department: SPECIAL EVENTS DEPT

Representative: MICHELLE SWABY-SMITH

Name of Event: THE XRUN

Date of Event: 5/31/14

Location of Event: ENTIRE PARK

Estimate # of Attendees: (If Applicable) 600-650

Financial Obligation Statuses:  Satisfied  Not Satisfied

Issues/Concerns: (If Applicable)

- NO ARROWS ON ROUTE PATH
- NOT ENOUGH VOLUNTEERS/STAFF TO DIRECT AND ENCOURAGE PARTICIPANTS
- PATHS NEED TO BE DEFINED BETTER
- Food Trucks probably left too early
- Food and refreshment for the fitness crowd was needed, organic/fresh/fruit smoothies/etc.

Comments: The event was a success financially for the event organizer.

- ENTERTAINMENT WAS GREAT!
- MOST PEOPLE SEEMED TO HAVE FUN
- OBSTACLES WERE REALLY GOOD
- Stage and sound was very good
- The DJ's MC's were great
- Great entertainment – maybe something interactive for the crowd waiting to start their run or for those who finished could participate and stay involved with the stage and show.
- Great obstacles at the front/entrance of the park – maybe add additional sound or music at the front of the park.

**HVKBP**

EVENT FEE:	\$15000	
PARKING:	\$	
SURCHARGE:		N/A
MISC FEE:		N/A

**\$15000**

**CITY OF MIAMI**

POLICE:  
FIRE:  
SOLID WASTE:  
ZONING:

FINANCE (BTR):  
PUBLIC WORKS:

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