



**2020 COVID-19  
OPERATIONAL  
OVERVIEW**

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# CRANDON INTERNATIONAL OVERVIEW

Known as the “Big House,” Crandon International Raceway is the largest purpose-built facility of its kind in the world. Located in the Wisconsin Northwoods in the small city of Crandon, which has hosted short-course off-road racing since 1970.

Originally a local farm, Crandon International has grown from these humble roots to a massive, world-class motorsports icon that hosts two major events each year. The track is supported by an impressive list of local, national and international corporate partners, but is run as a not-for-profit club that provides over \$100,000 in donations and scholarships to help its local community.

**ADDRESS:** 10104 US Highway 8 | Crandon, WI 54520

**FACILITY SIZE:** 400 + Acres

**CAMPING:** 2,100 Large Grass Camp Sites

**SEATING:** Large Grass Areas and Grandstands

## 2020 MARQUEE EVENTS:

### **POLARIS WORLD CHAMPIONSHIP OFF-ROAD RACES® –**

A Labor Day weekend tradition

September 3<sup>rd</sup> – 6<sup>th</sup>

### **FCP COMMUNITY BRUSH RUN RACES –**

Normally our summer kick-off, now rescheduled

September 26<sup>th</sup> – 27<sup>th</sup>



**CRANDON**  
INTERNATIONAL RACEWAY

# 2020 POLARIS WORLD CHAMPIONSHIP OFF-ROAD RACE® OVERVIEW

The Polaris World Championship Off-Road Race® weekend is the sport's oldest and most prestigious short-course off-road race. Traditionally run on Labor Day weekend, the event celebrated its 50th anniversary in 2019. A generational family tradition, the event now includes the Crandon World Cup races on Sunday, the richest race of its kind in the sport that draws all of the top professional racers from around the country. This event is one stop on a five-race series where drivers compete for season championship points.

This single event generates 65% of Crandon's annual revenue, and without it, the facility likely cannot maintain its financial stability. The event also has a large financial impact on the Crandon community and the entire Forest County region, including local spend at hotels, restaurants, gas stations and grocery stores.

**EVENT TYPE:** Outdoor off-road races

**SANCTIONING BODY:** Champ Off-Road, Ultra4 and SST

**RACE PARTICIPANTS:** 275-300 race teams from around the country

**RACE CLASSES:** 19 classes (Pro and Amateur)

**AREA ECONOMIC IMPACT:** At least \$5M

**FAMILY-FRIENDLY WEEKEND ACTIVITIES:**

- > Overnight camping
- > Track rides



**CRANDON**  
INTERNATIONAL RACEWAY

# 2020 FCP BRUSH RUN OVERVIEW

The Forest County Potawatomi Community Brush Run weekend represents a large and influential event on the annual off-road motorsports calendar. Traditionally run on Father's Day weekend (in mid-June), in 2020 local officials and track management agreed to reschedule the event for September 26-27.

Also, a generational family tradition, in 2020 the FCP Brush Run event will also represent the final championship rounds of the inaugural Champ Off-Road series. The weekend is expected to draw top professional racers from around the country. This event is one stop on a five-race series where drivers compete for season championship points.

This single event generates 35% of Crandon's annual revenue, and without it, the facility likely cannot maintain its financial stability. The event also has a large financial impact on the Crandon community and the entire Forest County region, including local spend at hotels, restaurants, gas stations and grocery stores.

**EVENT TYPE:** Outdoor off-road races

**SANCTIONING BODY:** Champ Off-Road

**RACE PARTICIPANTS:** 200-250 race teams from around the country

**RACE CLASSES:** 19 classes (Pro and Amateur)

**AREA ECONOMIC IMPACT:** At least \$3.5M

**FAMILY-FRIENDLY WEEKEND ACTIVITIES:**

- > Overnight camping
- > Track rides



**CRANDON**  
INTERNATIONAL RACEWAY

# STATEMENT OF PURPOSE

This Plan is intended to create a full understanding of necessary safe practices, including safe distancing and Personal Protective Equipment (PPE) requirements; local, state and federal guidelines; and the generally accepted attention to public health that will be expected of every commercial entity planning to conduct business activities in this COVID-19 changed environment.

According to the World Health Organization (WHO), event organizers should consider the following three phases in planning appropriate preparedness health measures for sporting events:

## **A. PLANNING PHASE –**

The period before the event when operational plans for health and security services during the event are developed, tested, and revised;

## **B. OPERATIONAL PHASE –**

The period after plans are finalized and event services are implemented; and

## **C. POST-EVENT PHASE –**

The period after the event finishes, when participants are returning home, and organizers are reviewing the event results and any follow-up actions that may be necessary, including reviewing lessons learned.

These guidelines and best practices are consistent with current health and safety standards for social distancing to enable off-road racetracks (outdoor recreation facilities) to resume limited operations. These limited operations will be conducted with full regard to public safety guidelines regarding social distancing and proper health measures to limit or eliminate exposure to possible respiratory illness.



# PLANNING PHASE

During our Planning Phase, Crandon International Raceway will develop health plans we feel will meet the current recommendations as set forth by the Center of Disease Control and Prevention (CDC), as well as interacting with local health authorities and officials.

## 1. CONTACT WITH LOCAL AUTHORITIES

Crandon International Raceway's Board of Directors will appoint a liaison person to be the key contact with these officials. Regular contact should be maintained throughout the planning period to share information, risk assessments, and plans. Furthermore, Crandon may also appoint a health manager who shall be both knowledgeable of all aspects of the recommendations and responsible for implementation of these guidelines at Crandon.

## 2. RISK ASSESSMENT:

The decision to host any event of any size should be based on a thorough risk assessment. The World Health Organization (WHO) recommends organizers take into account specific features when assessing the risks of their event. These include:

- Crowd density
- Nature of contact between participants
- Indoors vs. outdoors
- Registered vs. non-registered participants
- Age of participants and their potential to be in a high-risk group
- Profession of the participants and their possible previous exposure

Off-road racing at Crandon is an activity conducted at an outdoor, well-ventilated, fresh-air facility situated on 400-plus acres. For the most part, Crandon provides non-designated, festival-type seating that can accommodate some physical distancing guidelines. We can also provide safety measures in our permanent grandstand facilities as well.

Drivers arrive in their personal transport vehicles, including but not limited to pick-up trucks, vans, motorhomes or campers. Accompanied mostly by family members, they park and pit as a family unit, spread out through-out the facility. The same holds true for Crandon's dedicated spectator camping areas.

Registration is required in order to participate and falls under the operational plans for the various sanctioning bodies with series that compete at Crandon. Drivers bring their own race vehicles and protective gear (driving suits, full-face helmets, gloves, shoes). They do no share equipment.

Most drivers are young, healthy and athletic. Almost all are not in the COVID-19 high-risk community. Many are students, blue-collar professionals or business owners, and generally live within a 150-mile radius of the racetrack they are attending.

One key consideration for hosting a sporting event in the context of the current COVID-19 outbreak is whether the sport could be considered a lower or higher risk. Lower risk sports are those where physical distancing is possible. High risk sports include physical contact sports among players, which is not the case when racing at Crandon.

# **PLANNING PHASE** (CONTINUED)

### **3. MEDICAL ACTION PLANNING AND EXECUTION:**

To the best of its abilities, Crandon International Raceway will implement and update its 2020 COVID-19 Action Plan to accommodate in the event a person feels unwell/shows symptoms of an acute respiratory infection during an event. The Medical Action Plan we are developing recommends the following in the event of a suspected COVID-19 case during a large or multi-day event:

- We will clearly identify whom to contact and where to go if someone gets sick
- Crandon's event medical staff and transportation services will be equipped to support patients with respiratory issues.
- If anyone becomes sick at the facility, we will arrange a way to separate them from others as soon as possible, and provide them with clean, disposable facemasks to be placed immediately.
- In addition, Crandon will designate an isolation room or mobile isolation space in an area separate and apart from any other facilities or medical treatment areas, to isolate the sick person. This area will have chairs, a table and PPE to protect the sick person and medical staff.
- Official Crandon medical staff will assess the sick person and determine the level of medical treatment, if any, necessary and whether the person requires emergency medical care.
- Any person found symptomatic must leave the Crandon facility immediately. Transportation can be provided by private means or medical transport, as determined by event medical staff.
- Event medical staff will determine if transportation to a medical facility is necessary, or whether self-quarantine at home is sufficient.
- Symptomatic persons should be suspended from further participation, no matter their role at the event (driver, track crew, medical personnel, etc.).

# OPERATIONAL PHASE

## 1. MESSAGING & RISK COMMUNICATION:

Regular communication between Crandon International Raceway, public health officials, participants and the local community, before, during and after the event is crucial. Crandon International Raceway will make sure that key messaging be coordinated and consistent with the Champ Off-Road series and the Ultra4 series.

### THIS COMMUNICATION WILL INCLUDE:

- Sharing information with public health officials;
- Sharing information with participants on how to access health advice; and
- Sharing information with local population to alleviate health fears and concerns.

### CRANDON'S PRE-EVENT COMMUNICATION CHANNELS INCLUDE:

- Numerous posts on Crandon's social media platforms
- Updating Crandon's website with news and all COVID-19 plans
- Numerous Crandon press releases to racers, fans, sponsors and VIPs
- Providing media information to local and regional Crandon email lists

### CRANDON'S MESSAGING DURING AN EVENT WILL INVOLVE:

- On-site signage
- On-site public address (PA) system (includes Jumbotrons and other monitors)
- Working with series' officials in text messaging to registered participants

Messaging should will include information and advice to help ensure public awareness and instill confidence in participants and the local community that good hygiene practices are in place.

Crandon is creating a professional well-designed signage package with appealing graphics and informative content, placed in prominent locations throughout the facility. We will be supporting this effort with friendly and informative PA announcements throughout the event.

# OPERATIONAL PHASE (CONTINUED)

## 2. STAFF HEALTH AND SAFETY

- Prior to opening all staff will receive a safety briefing via email and in writing on the proper conduct of personal safety measures, including use of Personal Protective Equipment (PPE) and the social distancing policy for each functional area of the facility for both themselves and for participants.
- PPE will be issued to all event staff based on their work location and function. Front gate, cleaning crews, concession staff and trash-handlers will be required to wear facemasks and protective gloves at all times. Remaining staff (i.e., equipment operators, track crew, flaggers) will be required to wear facemasks anytime they are within six feet of the public or each other. All staff will have ready access to hand sanitizer at or near their workstations, which will be sanitized frequently. There will be a ready supply of PPE, sanitizing wipes, hand sanitizer, soap maintained throughout the event.
- Upon reporting to work, all staff will have their forehead temperature taken. Any staff demonstrating an elevated temperature will be sent home. Additional temperature checks will be required if staff start to feel ill.
- Shared equipment, tools, golf carts, microphones, radio equipment, etc., will be sanitized before and in-between use as much as possible.
- Working staff will be limited to a minimum needed to safely conduct the limited operations of the facility.
- The Emergency Medical Technicians (EMTs) will have the appropriate PPE as is now best practice in the medical field.



# OPERATIONAL PHASE (CONTINUED)

## 3. PARTICIPANT HEALTH AND SAFETY

(drivers, crew members, guests and spectators)

- Crandon International Raceway is working with Championship Off-Road and Ultra4 series to insure mutual integration of best practices at the facility.
- Crandon International is working to institute online ticketing and electronic waivers for hands-free registration will be adopted where possible.
- Signs will be displayed at entry gates and throughout the facility regarding proper safe health practices and use of facemasks.
- To assist in keeping social distancing guidelines, participant admissions will be limited to a percentage capacity within given sections of the facility, e.g., the larger the area the larger the number of admissions. This number to be determined.
- A new Primary First Aid Station will be provided at all events (see below)



# **CRANDON INTERNATIONAL: SPECIFIC EVENT MEASURES**

As addendum items to the best practice procedures listed above, Crandon International Raceway will also be implementing a comprehensive list of facility-specific changes and updates beginning with the 2020 Off-Road World Championship Off-Road Races®

- Naming of safety and best practices contact for the event and a separate manager/contact for help during the race weekend.
- Crandon will create a larger and enhanced “Primary First Aid Station” medical center near the main pit and grandstand facility staffed by qualified medical professionals.
- High-traffic worker, concession and other positions will be issued proper PPE including nitrile gloves (preferred over latex due to allergies).
- The issuance of printed safety procedures, hand sanitizer bottles and facemasks (if needed at the spectator and camping entrances).
- The installation of new ticket and ATM kiosks near concession areas to minimize contact points as much as possible.
- An increased emphasis on purchasing tickets and camping reservations online for contactless scanning at the gates.
- The installation of 20 new hand sanitizing stations near high density locations.
- Contactless payment options at primary entrance gates and concession areas.
- Installation of protective sneeze guards in concession areas and food distribution locations throughout the track.
- Establishment and communication of attendance restrictions and maximum capacity levels to insure adequate social distancing space.
- Permanent and portable restrooms will be operated in accordance with community health standards. Portable restrooms will be spaced out through the facility, sufficient in number for the capacity expected. Each restroom will be sanitized on a regular basis and be equipped with a self-contained hand sanitizer.
- Elimination of all official concerts during event weekend.
- Elimination of non-essential printed materials from track and onsite corporate activation.
- Reduction of as much racer-to-public interaction as possible, including autographs, podium ceremonies and souvenir merchandise sales in the pit area.
- Institution of specific best practices for camping areas including prohibiting large gatherings, erection of large “party” tents etc. This will also include ability for campers to move their reservation to Crandon Camp 3 for additional distancing.
- Any driver’s/corner worker meetings normally held in the Tech Barn are to be conducted outside utilizing the public address system in our grandstand complex.
- Event attendees and staff will be encouraged to practice social distancing (maintain six-foot distance between one another) and minimize direct, physical contact as much as possible while all social functions are discouraged.

# CREATION OF CRANDON PRIMARY FIRST AID STATION

## PRIMARY FIRST AID STATION

- Crandon International is creating a unique, on-site Primary First Aid Station for both race weekend in the 2020 season.
- Primary First Aid Station will be located across from Crandon R/C track facility in secure, covered and easy to access area (see map).
- Primary First Aid Station will contain professional medical personal and will be staffed during all race days.
- Primary First Aid Station will include proper PPE, hand sanitizer supplies, temperature checking equipment and a separate isolation tent.
- Access and aid to be provided at no cost for all spectators, participants and staff.

## PRE/IN-EVENT COMMUNICATION

- Crandon International will communicate creation of new Primary First Aid Station to spectators, participants and staff via press release and social media platforms.
- Reminders of Primary First Aid Station will be included in all in-event public service announcements and on Jumbotron/VIP monitor feeds.



# **SPECTATOR** **OPERATIONAL PROCEDURES**

## **PRE-EVENT MESSAGING • HEALTH**

- If Participant is sick or displays symptoms of COVID-19, **STAY HOME.**
- COVID-19 Symptoms include: Fever, Muscle Pain, Cough, Headache, Shortness of breath or difficulty breathing, Sore Throat, Loss of Taste or Smell, Chills or Repeated Shaking with Chills.

## **PERSONAL HYGIENE**

- Participants should wash hands with soap and water as much as possible throughout the day.
- Participants should wash hands after being in a public place, after blowing nose, coughing, or sneezing, preparing and/or consuming food.
- Participants should avoid touching their face.

## **PREPARATION**

- Pre-purchased tickets are strongly encouraged via new [www.crandonoffroad.com](http://www.crandonoffroad.com) website.

## **SOCIAL DISTANCING**

- Attendees should adhere to pre-marked lines indicating six-foot spacing at the gate and concessions.
- Attendees should **NOT** congregate in groups larger than ten (10) and should practice social distancing and are encouraged to wear a face mask.
- Crandon International will have crowd monitors who will look for social-distancing violations and give a gentle reminder of our policy.

## **SEATING**

- ALL seating is General Admission with the exception of Crandon Hospitality Grandstand.
- Attendees will be advised to sit six feet from other spectators unless they are household contacts.
- For grandstand seating, face mask protection will be strongly recommended.
- We encourage spectators bring their own lawn chair(s) for seating on our grassy hills.
- Crandon International will have crowd monitors who will look for social-distancing violations and give a gentle reminder of our policy.

# **PARTICIPANT OPERATIONAL PROCEDURES**

## **GENERAL EVENT PROCEDURES**

- Crandon International Raceway will work with each of the race series' sanctioning groups to confirm and post all official COVID procedures for participants.
- These sanctioning groups include Champ Off-Road (COR), Ultra4 and Stadium Super Truck (SST).
- These official COVID procedures will provide additional event best practices for racers, race teams and series officials.

## **PRE-EVENT MESSAGING • HEALTH**

- If Participant is sick or displays symptoms of COVID-19, STAY HOME.
- COVID-19 Symptoms include: Fever, Muscle Pain, Cough, Headache, Shortness of breath or difficulty breathing, Sore Throat, Loss of Taste or Smell, Chills or Repeated Shaking with Chills.

## **PERSONAL HYGIENE**

- Participants should wash hands with soap and water as much as possible throughout the day.
- Participants should wash hands after being in a public place, after blowing nose, coughing, or sneezing, preparing and/or consuming food.
- Participants should avoid touching their face Cleaning.
- Participants shall clean and disinfect all equipment prior to arrival at the facility.
- It is highly recommended that all trucks, trailers, motorhomes and personal vehicles be actively disinfected prior to arrival at the event.

## **PARTICIPANT SOCIAL DISTANCING**

- Essential team members only in pit areas.
- At times when outside teams need to communicate, they should wear a mask to do so and maintain a six-foot social distance.
- Crew members must maintain social distancing where feasible.
- Times when it may not be feasible would be in the instance of a race vehicle repair that would require more than one person.
- Team pits must maintain 12-foot distance between vehicles.

## **COMPETITION/WINNERS CIRCLE**

- Only team members allowed in restricted areas and with safe social distancing measures in place.
- In-field podiums and interviews will be held with social distancing and to eliminate spectator gathering.

# SANITATION AND PERSONAL HYGIENE INITIATIVES

## FACE COVERINGS

- Event organizers and staff will be required to wear a face mask at all times, where practical.
- Face coverings will be made available to all spectators upon entry at the gate.

## CLEAN TEAM

- Crandon International will have an on-staff a Safety Team who will be responsible for frequent cleaning and stocking of all restrooms, per CDC Guidelines.
- The Safety Team will also be responsible for frequent cleaning and disinfecting of hard surface areas throughout the facility.

## HAND-WASHING STATIONS (SEE PHOTOS)

- Crandon International will secure 20 permanent and portable hand-washing stations. These stations will be located at:
  - Facility access points
  - Restroom facilities
  - Food truck locations
  - Staff check-in areas
- Crandon International will have signs posted at hand-washing stations recommending washing hands for at least 20 seconds, especially after blowing your nose, coughing, or sneezing.
- Crandon International will have additional hand-sanitizer supplies on-site and in the main office.



# **CONCESSION** **OPERATIONAL PROCEDURES**

## **IMPROVED VENDING DESIGN TO ALLOW FOR SPECTATOR SOCIAL DISTANCING**

- Increased number of lines and barrier implementation
- Markings to indicate six feet of separation in lines.

## **SPECTATOR AND CONCESSIONS BARRIERS**

- Plexiglas protection barriers in vending areas.
- Required face masks and gloves for all concession employees
- Cleaning and disinfecting of frequently touched surfaces such as workstations, cash registers, payment terminals, door handles, tables and countertops on a routine basis.

## **IMPLEMENT CONTACTLESS PAYMENT OPTIONS FOR ALL PURCHASED ITEMS**

- Crandon International will eliminate most ticket purchase personal needed for transactions within the facility via installation of cash ticket machines.

## **ELIMINATE FOOD COURT AREAS – ENCOURAGE DINING IN VIEWING SEAT**

- Crandon International will close primary guest eating area (concession area will still be open) in main Yokohama Barn to eliminate inside dining and dining on outside barn deck.



# **SPECIAL EVENT** **CAMPING GUIDELINES**

## **CAMPING RESERVATIONS IF PURCHASED IN ADVANCE**

- Contactless ticket scanning option for pre-purchased reservations.
- Contactless payment options for onsite ticket purchases.

## **VISITOR CAMPING COMMUNICATION PRIOR TO CHECK-IN**

- Campers are encouraged to bring their own hand sanitizer, cleaning wipes, paper towels, toilet paper and other supplies. However, Camp Crandon will have supplies available for purchase at check-in so that campers do not have to leave the park to buy essential items.
- Visitors should maintain a distance of at least six feet from members of other households or family groups.
- Crandon International will have food, ice and other supplies available at Camp Crandon store to eliminate the need to leave and return to facility.
- Crandon International will suggest campers refrain from overcrowding in individual sites.

## **CAMPSITES**

- Crandon International will not allow large gathering tents or temporary bars in sites.
- Crandon International will not allow large public or private gatherings.
- Crandon International will not allow bands, DJs or other loud music in Camp Crandon.

# COVID-19 AWARENESS

## FACILITY SIGNAGE\*

- Signage will be placed at entry points and displayed visibly in spectator areas communicating the risk of spreading infectious diseases and how to minimize this.

## PRE-EVENT COMMUNICATION

- Communication will be posted to website, social media and in an e-blast to ticket purchasers one week prior to event:
- Take your temperature before you leave home. If you have a temperature of at least 100.4 you have a fever and need to stay home.
- If you know you have had contact with someone diagnosed with having COVID-19 in the last 14 days, please stay home.
- Respect our local community – wear a mask and practice good hygiene if supporting our local businesses.
- All spectators planning on attending the event and living with someone over the age of 65, and/or who have underlying medical conditions, should consider staying home or be prepared to self-quarantine.

## IN-EVENT COMMUNICATION

- Crandon International will prepare and execute public service announcements on PA system many times throughout each race day with safety reminders.
- Crandon International will work with race series to prepare and execute safety reminders to be broadcast on track's Jumbotrons and on VIP-area monitors.



# CRANDON INTERNATIONAL RACEWAY

## EVENT CONTACTS

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PREPARED BY:



AUGUST, 2020

**CRANDON**  
INTERNATIONAL RACEWAY