



# EVENT HOST PROPOSAL

## Pendleton, Oregon



**TOUGH MUDDER**  
**OREGON TRAIL**

Presented by:

**TRAVEL**  
**PENDLETON**

Rich tradition. Fine craftsmanship.  
Legendary reputation.



# THE PERFECT BLEND OF WESTERN TRADITION AND SCENIC BEAUTY...

Pendleton, Oregon extends a warm western welcome to the Tough Mudder series of exceptional events!

Our vibrant community, nestled along the Umatilla River and a historic stop on the Oregon Trail, offers the urban amenities, small-town hospitality, easy accessibility and scenic splendor that are features of the Tough Mudder brand.

We look forward to becoming a host venue on the 2019 calendar, and to building a successful partnership that will elevate the brands and the reputations of both Tough Mudder and Travel Pendleton!



***[WWW.TRAVELPENDLETON.COM](http://WWW.TRAVELPENDLETON.COM)***

# STATEMENT OF INTEREST

*Pendleton would love to host an edition of the Tough Mudder series!* Our community has all of the elements of a successful Tough Mudder venue, and a strong desire to welcome new, active visitors to our area.

We meet and exceed all of the requirements of a Tough Mudder venue, including:

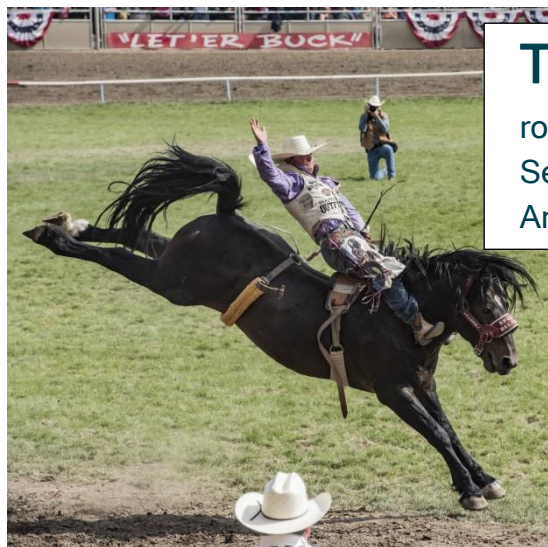
- Sufficient lodging at various luxury and price levels for participants, media and staff
- An excellent, easily accessible venue of 520 acres with elevation changes and ample vehicle parking.
- Municipal services ready to accommodate events, with easy permitting and a demonstrated history of supporting large events.
- A professional, dedicated staff at Travel Pendleton that will be invested in the success of this event, and who will form and develop a local organizing committee to assist with:
  - Marketing
  - Media Relations
  - Recruitment of local corporate sponsors
  - Provision of volunteers
  - Provision of equipment (rentals or municipal donations) for event
- We have the support of local politicians and business leaders, and a proven track record of hosting large, successful events.





# A HISTORY OF HOSTING LARGE EVENTS

*Pendleton punches above its weight as a host of large events!* We are a smaller community that hosts several events that have attendance levels seen at events in large metropolitan areas. Among our marquee events are:



**The Pendleton Round-Up:** This world-famous rodeo event attracts 55,000 out-of-area guests the second week of September, and has a great tradition of partnership with Native Americans from the region.

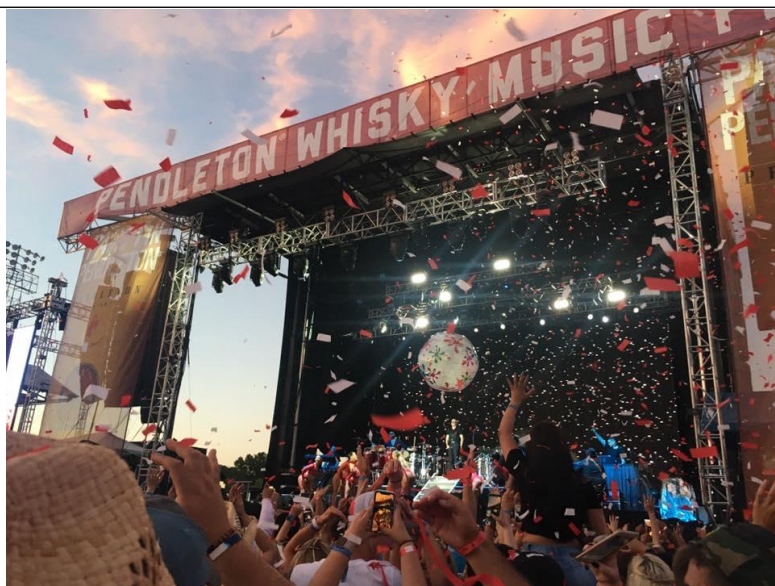
*The first Pendleton Round-Up was to be "a frontier exhibition of picturesque pastimes, Indian and military spectacles, cowboy racing and bronco busting for the championship of the Northwest." It turned out to be that and more!*

[www.pendletonroundup.com](http://www.pendletonroundup.com)

**Whisky Music Fest:** A multi-day tradition in July that sees over 20,000 attendees, world-famous performers, and international ownership by Proximo (parent company of Jose Cuervo).

*Another sell-out crowd in July 2018 experienced performances by Blake Shelton, the Zac Brown Band and Pitbull. The Woodstock or Coachella of the Pacific Northwest!*

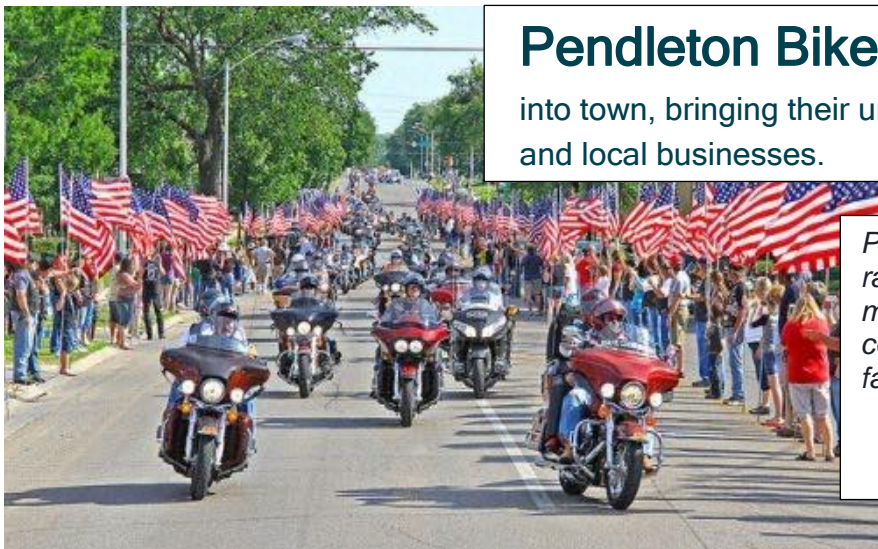
[www.pendletonwhiskymusicfest.com](http://www.pendletonwhiskymusicfest.com)



**Pendleton Bike Week:** Over 20,000 motorcyclists roar into town, bringing their unique subculture that is welcomed by the city and local businesses.

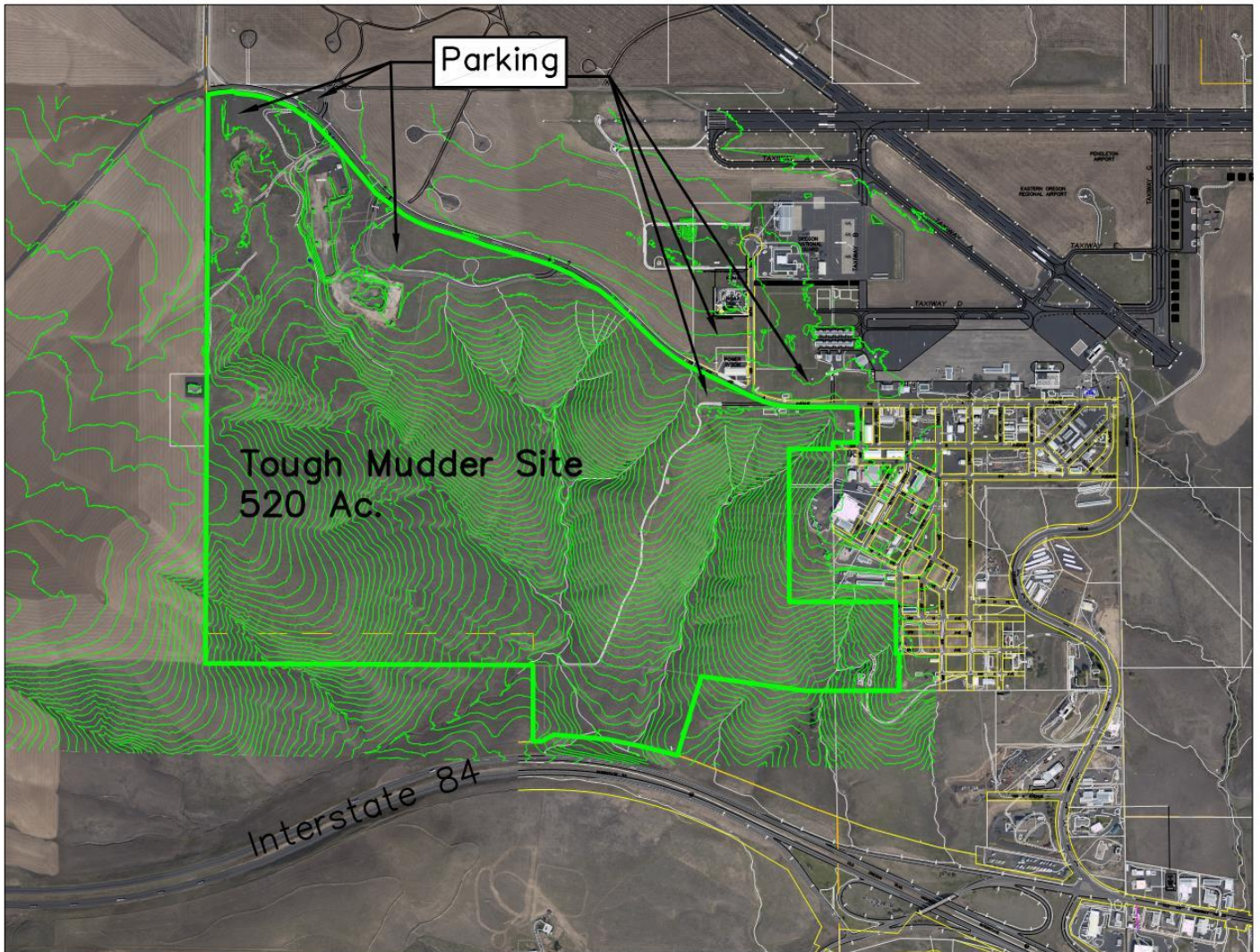
*Pendleton Bike Week is a large motorcycle rally held every July. The event is open to all motorcycles and includes a poker run, nightly concerts, vendor village, epic rides, and the famous Rattlesnake 400.*

[www.pendletonbikeweek.com](http://www.pendletonbikeweek.com)





# EVENT VENUE SITE



The event venue site is a rolling tract of land of 520 acres with elevation change and sufficient parking at five locations along the venue site. It is easily accessible from Interstate 84, and convenient to get to from Pendleton and local lodging. The land is owned by the City of Pendleton, a willing partner who will facilitate special event and alcohol permits.

## Oregon



## Pendleton: Easy to get to!

Pendleton is located in northeastern Oregon, not far from the Washington border and the scenic Columbia River Gorge. Situated along Interstate 84, **Pendleton is an easy 3 hour drive from both Portland and Boise, Idaho.**

Pendleton is under one hour's drive from Tri-Cities, WA, a major metro area of 200,000 people served by Alaska, Delta, Allegiant and United Airlines with connections to eight major hubs. Walla Walla, WA is also just 45 minutes from Pendleton, and is served by Alaska Airlines.

# OUR COMMUNITY

## Municipal Support

With its established history hosting events whose attendance exceeds the city's population, Pendleton's police, fire/rescue and administrative staff is ready to support and grow the Tough Mudder Oregon Trail. We have the experience, knowledge, human resources and flexibility required of successful municipal partners.

## Accommodations Support

A full complement of accommodations, ranging from campgrounds to upscale inns will be available to Tough Mudder Oregon Trail staff and participants. Our lodging capacity exceeds the requirements for Tough Mudder venues. A room rebate program of up to \$7000 total is offered to special event partners.

## Volunteer Support

Pendleton has the human capital to support a large event like the Tough Mudder Oregon Trail. Our local volunteer corps is large in number, experienced and motivated to support events that benefit the city. Our civic pride runs deep!

## Equipment and Rental Support

The City of Pendleton's Department of Public Works has the special event infrastructure needed to support the Tough Mudder Oregon Trail. If we lack equipment that the event requires, local construction rental companies can accommodate.

## Marketing and Sponsorship Support

Travel Pendleton offers \$5000 marketing/advertising grants, and a support staff that will assist in finding local sponsors. Local craft breweries, restaurants, banks and sports medicine/physical therapy practices are plentiful and good candidates for event sponsorships.





# EVENT DATE OPTIONS

Pendleton offers flexibility on date choice for Tough Mudder Oregon Trail. With its mild and dry climate, any weekend from April through October is suitable to hold the event in Pendleton.

Our largest existing events take place in July and mid-September, so May, June, August, late September and October are the best times to hold the event.



## CONTACT INFORMATION

**Kristen Dollarhide**

**Tourism and Hospitality Coordinator**

**Travel Pendleton**

**[kristen@travelpendleton.com](mailto:kristen@travelpendleton.com)**

**(541) 276-7411**

**[www.travelpendleton.com](http://www.travelpendleton.com)**



# THE CASE FOR PENDLETON

There are many communities that meet the requirements to hold a successful Tough Mudder event, and Pendleton is one of them. We believe, however, that Pendleton will reach above and beyond the normal parameters to ensure the success and longevity of the Tough Mudder Oregon Trail for these reasons:

**1. Pendleton is a destination:** Pendleton is a well-known destination area that people from the coastal cities are familiar with. It has a unique and different atmosphere and a drier climate than the population centers on the Pacific coast, making it an attractive weekend getaway.

**2. Pendleton offers many local attractions for the whole family:** We realize that many competitors in the Tough Mudder events have families that won't be in the competition, but whose presence at the venue can increase total participant turnout. Among the local attractions are the Pendleton Aquatic Park, the Pendleton Riverwalk, the Pendleton Bronze Trail, the Prodigal Son Brewery and the Oregon Grain Grower Distillery.

**3. Pendleton already hosts three events that draw visitation in excess of the city's population,** and it has the hotel and restaurant infrastructure to handle the 6,000 guests for the Tough Mudder easily. Pendleton has adequate infrastructure, but it is a smaller community that is focused on hospitality and tourism: permits are easier to obtain, local residents and businesses recognize the importance of event-based tourism for the area, and friendliness abounds.

**4. The Tough Mudder Oregon Trail will be a big fish in a smaller pond.** Having an event right near a big city or metro area is convenient, but media coverage of the event can be hard to facilitate with all of the other newsworthy events competing for airtime or column inches. We have an active local media corps in Pendleton to cover the event, and we plan to bring in specialty sports media to generate news stories during the event weekend, posted at the event news blog and broadcast globally.

***We welcome the Tough Mudder series to Pendleton, and look forward to working with you to build a great event for the entire Pacific Northwest region!***





# LOCAL LODGING



-  Restaurant
-  Complimentary Breakfast
-  Kitchenette
-  Wheelchair Accessible
-  Pool
-  Spa
-  Pets OK
-  Internet

## AMERICA'S BEST VALUE INN

201 SW Court Ave • 541-276-1400  
www.americasbestvalueinn.com



50 Units

## MOTEL 6

325 SE Nye Ave • 541-276-3160  
www.motel6.com



92 Units

## RED LION HOTEL

304 SE Nye Ave • 541-276-6111  
www.redlion.com



170 Units

## BEST WESTERN PLUS/PENDLETON INN

400 SE Nye Ave • 541-276-2135  
www.bestwestern.com



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## MOTEL 6 WEST

620 SW Tutuilla Rd • 541-276-8654  
www.motel6.com



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## RODEWAY INN & SUITES

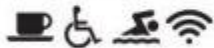
205 SE Dorion Ave • 541-276-3293  
www.rodewayinn.com



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## HAMPTON INN PENDLETON

101 SW Nye Ave • 541-276-3500  
www.pendletonhi.com



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## NEIGHBORS HORSE MOTEL AND B & B

543 NW 21st St • 541-276-6737  
www.neigh-bors.com



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## SUPER 8 MOTEL

601 SE Nye Ave • 541-276-8881  
www.super8.com



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## HOLIDAY INN EXPRESS

600 SE Nye Ave • 541-966-6520  
www.hiexpress.com



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## OXFORD SUITES PENDLETON

2400 SW Court Pl • 541-276-6000  
www.oxfordsuitespendleton.com



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## TRAVELODGE

411 SW Dorion Ave • 541-276-7531  
www.travelodge.com



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## KNIGHTS INN

210 SE Dorion Ave • 541-276-6231  
www.knightsinn.com



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## THE PENDLETON HOUSE B & B

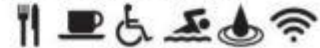
311 N Main St • 800-700-8581  
www.pendletonhousebnb.com



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## WILDHORSE RESORT & CASINO HOTEL

46510 Wildhorse Blvd • 800-654-9453  
www.wildhorseresort.com



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## THE MARIGOLD HOTEL

105 SE Court Ave • 541-276-3231  
www.marigoldhotelbooking.com



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## PENDLETON KOA

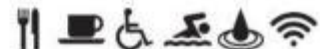
1375 SE 3rd St • 541-276-1041  
koa.com/campgrounds/pendleton



101

## WILDHORSE RV PARK & TIPI VILLAGE

46510 Wildhorse Blvd • 800-654-9453  
www.wildhorseresort.com



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# LOCAL DINING



			BREAKFAST	LUNCH	DINNER	TO GO	CATERING	WINE/BEER	COCKTAILS
BIG JOHN'S HOMETOWN PIZZA	225 SW 9th St	541-276-0550		\$	\$\$	T		🍷	
BURGER KING	601 Southgate	541-276-9413	\$	\$	\$	T			
CADILLAC JACK'S SALOON	1703 SW Emigrant Ave	541-276-9422	\$	\$\$	\$\$			🍷	🍸
DAIRY QUEEN	1415 SW Court Ave	541-276-1472		\$	\$	T			
DAVE'S 12TH ST CHEVRON	220 SW 12th St	541-966-1454	\$	\$	\$	T	C	🍷	
DICKEY'S BARBEQUE PIT	715 Southgate	541-276-6162		\$	\$	T	C	🍷	
EL CHARRITO	212 SW Dorion Ave	541-276-0413		\$	\$	T		🍷	🍸
THE GREAT PACIFIC WINE & COFFEE CO.	403 S Main St.	541-276-1350	\$	\$	\$\$	T	C	🍷	🍸
HAMLEY CAFÉ	30 SE Court Ave	541-278-1100	\$	\$\$		T	C		
HAMLEY STEAKHOUSE	8 SE Court Ave	541-278-1100			\$\$\$	T	C	🍷	🍸
KINSHIP CAFÉ (at Tamastslíkt)	47106 Wildhorse Blvd	541-966-9748		\$					
MCDONALD'S	900 Southgate	541-276-6696	\$	\$	\$	T			
MAC'S BAR & GRILL	1400 SW Dorion Ave	541-276-5531		\$	\$\$	T		🍷	🍸
MAIN STREET DINER	349 S Main St	541-278-1952	\$	\$		T			
NEW YORK RICHIES	370 S Main St	844-742-4437		\$\$	\$\$	T		🍷	🍸
PENDLETON COFFEE BEAN & BISTRO	241 S Main St	541-379-3663	\$	\$\$	\$\$\$			🍷	🍸
PENDLETON GRAIN GROWERS BRAND DISTILLERY	511 SE Court Ave	541-276-0070		\$	\$				🍸
PLATEAU RESTAURANT	Wildhorse Resort & Casino	541-966-1610		\$\$	\$\$\$			🍷	🍸
THE PRODIGAL SON BREWERY & PUB	230 SE Court Ave	541-276-6090		\$\$	\$\$		C	🍷	🍸
RAINBOW CAFÉ	209 S Main St	541-276-4120	\$	\$	\$\$	T		🍷	🍸
QUIZNOS	204 SW 20th St.	541-276-6301		\$	\$	T	C		
RESTAURANT AT RED LION HOTEL	304 SE Nye Ave	541-276-6111		\$\$	\$\$			🍷	🍸
ROOSTERS RESTAURANT	1515 Southgate	541-966-1100	\$	\$	\$\$	T	C	🍷	
THE SADDLE	2220 SE Court Ave	541-276-1075	\$	\$\$	\$\$			🍷	🍸
SHARI'S RESTAURANT	319 SE Nye Ave	541-966-9009	\$	\$\$	\$\$	T		🍷	
STARBUCKS	709 Southgate	541-276-1738	\$	\$	\$	T			
SUNDOWN BAR & GRILL	233 SE 4th St	541-276-8500		\$\$	\$\$	T	C	🍷	🍸
THAI CRYSTAL	210 SE 4th St	541-278-4182		\$	\$\$	T	C	🍷	
TRADITIONS BUFFET	Wildhorse Resort & Casino	541-966-1607	\$	\$\$	\$\$\$			🍷	🍸
VIRGIL'S AT CIMMIYOTTI'S	137 S Main St	541-276-7711			\$\$\$			🍷	🍸
<b>CATERING SERVICES ONLY</b>									
OUTWEST CATERING		541-276-5916	\$	\$\$	\$\$		C	🍷	🍸
PENDLETON HOUSE BED & BREAKFAST		541-276-8581					C	🍷	🍸



## GETTING HERE

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CITY	DISTANCE	TIME
Walla Walla	42 miles	1 hour
Portland	208 miles	3 ¼ hours
Spokane	201 miles	3 ¼ hours
Boise	237 miles	3 ½ hours
Bend	264 miles	4 ¼ hours
Seattle	303 miles	4 ½ hours

**CLIMATE** Mild and dry

**TEMPERATURES** (High/Low °F)

Jan. 49/35 July 92/58

**PRECIPITATION** 10-12 inches per year

**DOWNTOWN ELEVATION** 1,069 feet

**SUNSHINE** 200+ days per year

**GROWING SEASON** 187 Days

## TEN FUN FACTS!

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- **The City of Pendleton** was platted in 1868 and incorporated in 1880.

- **The Chamber of Commerce** (originally called the Commercial Association) was formed in 1893. That's **124 years** of promoting business in Pendleton!

- **The Doolittle Raiders** trained at the Pendleton airport in the 1940's. They just celebrated the 75th anniversary.

- Pendleton has an **underground tunnel system** (and tour).

- **Population of Pendleton triples** during Round-Up each September. (roughly 16,000 people to 50,000+)

- Umatilla County produces the most **wheat** in Oregon, generating more than **\$300 million annually**.

- **Round Up arena** doubles as our high school football field.

- **The Rainbow Café** is the oldest continuously operating business in the same location.

- **We renamed our streets** in the 1940's to be an alphabetical and numerical grid.

- As entertainment capital of Oregon, at one point there were **32 bars and 16 brothels** operating in Pendleton.



## LOCAL SPOTLIGHT



*Harriet Isom*

Ms. Isom is a former U.S. Ambassador and returned to Pendleton after being away for 42 years. She came back to her roots in the Pacific Northwest and finds that there is much to do in Pendleton.

### Where would you take out-of-town company?

- Pendleton Underground Tours
- Pendleton Woolen Mills
- Round-Up Hall of Fame
- Umatilla County Historical Society's Heritage Station Museum
- Tamastlikt Cultural Institute
- Crow's Shadow Institute of the Arts

Note: You will need a full two days!