

OFFICE USE ONLY:

Permit No:

received
4/17/2012



HISTORIC
FRANKLIN
TENNESSEE

CITY OF FRANKLIN EVENT PERMIT APPLICATION

*Application is Due 90 Days Prior to Scheduled Event.
Please read application carefully and fully complete each section.
A non-refundable application fee of \$100 is due at time of filing.*

Note: Filing this application does not guarantee that your request will be granted.

Please check
all that apply:

street closure

parade

other special event

beer served (*separate permit required*)

Please supply the following information. For additional space, use separate sheets of paper and attach to the application.

1) Location requested (if Temporary Street Closure only, list major roads to be closed):

____ Aspen Grove Park

____ Liberty Park

____ Eastern Flank BattleField Park

____ Fieldstone Farms

____ Pinkerton Park

____ Jim Warren Park

____ Harlinsdale Farm

Other: Downtown Franklin / See Attachment A.

2) Name/purpose of event: The Battle of Franklin Criterium/ USA Cycling sanctioned criterium race.

3) Date or dates of event: July 21st, 2012

4) Time of Event: 8:00 AM – 5:00 PM

5) Time of Street Closure (if applicable): 6:00 AM – 7:00 PM

Set-Up Date/Time: 7/21/12, 6:00 AM – Course

Tear-down Date/Time: 7/21/12, 7:00 PM

7/20/12, 10:00 PM – 4th Ave Vendor Tent Only

**Note: Two (2) hours will be added before set-up time and two hours (2) will be added after tear-down to allow time for clean-up. Event is responsible for payment of Franklin Police Officers during this time. Read Additional Requirements section for more information.*

6) Name of Applicant and Organization Requesting Permit:

Harpeth Bicycles Racing Team

a) **Address:** 330 Mayfield Drive, Franklin, TN 37067

b) **Phone:** 615-428-9940

c) **Cell:** N/A

d) **Fax:** N/A

e) **E-mail address:** team@harpethbikes.com

7) Person in charge on day of event: David Collins

Cell: 615-498-9069

E-mail address: David.E.Collins@gmail.com



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8) Name and Cell Number of at least two others available on day of event:

Name: Preston Gibson Cell: 615-945-3775 E-mail address: gibsongp@mail.libscomb.edu

Name: Nathan Taylor Cell: 615-428-9940 E-mail address: Nathan.R.Taylor@gmail.com

9) DETAILED description of event (use additional sheets):

A criterium is a bike race held on a short course, often run on closed-off city center streets. Race length is determined by number of laps or total time. Races contain prizes for winners of individual laps as well as the winners of each race. Criteriums draw many live spectators as they allow them to see the racers pass by many times. They are the most common type of bicycle racing in the continental United States.

10) **ENCLOSE A DETAILED MAP** of event site, detailing any temporary or permanent structures, street closures, parking, etc. If applicable, list the location, blocks, streets, and/or intersections in which such event will occur. *For large-scale events, map should be obtained from the City's GIS division. See Attachment A.*

11) An estimated number of participants and an estimated number of attendees expected to attend during the course of the event:

300-500 Racers / 500-2000 Festival Participants / 500-2000 Spectators

12) Please **attach a list** containing the names, addresses, and phone numbers of the Chairperson of the organization and all other persons involved in the management or control of organization and/or committee. *See Attachment B.*

13) Is your organization based in Williamson County? Circle Yes or No
(if no, please state where: _____)

14) Is your organization authorized to do business in Tennessee? Circle Yes or No

15) Is your organization a tax-exempt organization as described by the Internal Revenue Code Section 501(c)(3) or a not-for-profit organization? Circle Yes or No. If yes, please attach copy of IRS tax exemption letter providing proof of status. 501(c)(7) filing is in process.

16) Will you charge an admission/participation fee (including vendors)? If yes, please specify how much per person/vendor. Race entry fee will be \$5 or \$35 dependent upon race category.

17) Will any charity, gratuity, or offers be solicited or accepted during the event? Circle Yes or No.

18) Is this event a fundraiser? Circle Yes or No. If yes, what organization will be benefactor of event? What percentage of funds will they receive? _____

Several organizations are still under consideration, including the Downtown Franklin Association.

19) Will parking in the area of the event need to be restricted or prohibited? Circle Yes or No.



- 20) Will any sound amplification equipment be used during the event? Circle Yes or No. If no, please skip to Question #22.
- 21) For what purpose will sound amplification be used (i.e. announcements, entertainment, etc.)?
Announcements, Race Commentary, Awards, DJ

- 22) What type of sound amplification will be provided (DJ, Band, etc.)? Please list all that apply.
Public address systems.

- 23) During what time period is sound amplification requested? 7:00 AM – 7:00 PM

- 24) If for entertainment, give details of entertainment being provided (i.e. number of musicians, type of music, amp wattage, etc.). N/A

- 25) Will any stages, amusement attractions, or amusement rides, including inflatables, be erected for the event? Circle Yes or No. If yes, Applicant must give specific details as to the location and type of games/activities, i.e. inflatables, Horseshoes, relay races, etc. along with the name of the company providing the stages and/or activities. Applicant must also include a copy of that company's insurance certificate indicating coverage and listing the City of Franklin as additional insured. ***For stages, tents, inflatables, etc. constructed on site prior to the event, that date must be included on Certificate of Insurance provided to the City of Franklin. Stages MUST be removed from site at end of event. ***Rented inflatables/interactives that are set-up and manned by applicant must be included specifically in applicant's Certificate of Insurance.
- 26) What, if any, vendors will be present at event? (i.e medical related, shirts, arts, etc.) Please provide detailed list. Use additional sheets. N/A
- 27) Will food, beverages, or merchandise be sold or given away? Circle Yes or No. If yes, clean-up is required. Please provide name of clean-up provider, contact, and phone number of person on-site during event. See Question #28. _____
Harpeth Bicycles Racing Team, Preston Gibson, 615-945-3775

- 28) Events under 200 participants require a \$250 refundable security deposit at the time of approval. For events over 200, a \$1000 security deposit is required upon approval. If clean-up is not done properly, the organization requesting the permit will be fined (See Attachment A). Applicant's event coordinator or representative and a City of Franklin representative will conduct a Pre-Event meeting prior to event date for Pre-Event Check List Site Review. *At the end of the event, a Post-Event Check List shall be completed by the Applicant's event coordinator, or representative, and a City of Franklin representative to re-assess the site for trash and damage, and to secure with caution tape and signage (provided by event group) any tents left for removal.* Damage deposit will be refunded after a satisfactory Post Event Check List has been completed and signed off on by both the City of Franklin and organization requesting event.



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- 29) **NOTE: Events that include deep frying cooking oil operations are required to have a grease pit on-site and contract with a grease waste hauler to handle the grease waste and removal of the grease pit. A copy of this agreement shall be filed along with this application. The primary event sponsor is required to remove all cooking grease from the site immediately after the event. Illegal dumping of cooking grease will be prosecuted. Please read Additional Requirements section of this application for more information.*
- 30) Will you require a temporary water tap? Circle Yes or No. If yes, please list exact locations:

- 31) Will alcohol, beer, and/or wine be given away or sold? Circle Yes or No. If yes, a permit from the relevant board is required. Please read Additional Requirements section of this application for more information.
- 32) Will your event include tents or other temporary structures, ~~propane use, or open flames~~? Circle yes or no. Events using tents of size 20 x 10 or larger require permitting from Franklin Fire Department. Safety measures must be provided on all tents, especially those set-up prior to the actual event. Tents should be taken down the date the event has ended. Please read Additional Requirements section of this application for more information.
- 33) Attach Good Neighbor Letter and Mailing List used. Please read Additional Requirements section of this application for more information.

Good Neighbor Letter: See Attachment C.

Mailing List: To be developed in conjunction with City of Franklin after approval.

TITLE VI OF THE 1964 CIVIL RIGHTS ACT

"No person in the United States shall, on the ground of race, color, or national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance."

The City of Franklin does not discriminate based on race, color or national origin in federal or state sponsored programs, pursuant to Title VI of the Civil Rights Acts of 1964 (42 U.S.C. 2000d). For more information or to file a complaint against the City of Franklin under Title VI of the 1964 Civil Rights Act, contact the Title VI Coordinator:

Rodney Escobar
Risk Manager
City of Franklin
109 Third Avenue South
Franklin, Tennessee 37064
615.791.3277

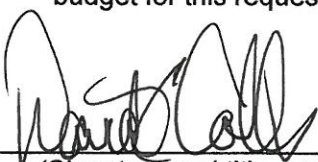
The City of Franklin is committed to providing reasonable access and accommodations upon request for people with disabilities. Please call the Risk Management Department at (615)791-3277 for specific requests.



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PLEASE READ ATTACHMENTS BEFORE SIGNING
APPLICATION.

- 1) I/We agree to abide by all ordinances and regulations of the City of Franklin and all conditions placed upon the event by the City Administrator and the Board of Mayor and Aldermen.
- 2) I/We do swear or affirm that all of the information given in this application is true and complete.
- 3) I/We do hereby agree to assume the defense of and indemnify and save harmless the City, its aldermen, boards, commissions, officers, employees and agents, from all suits, actions, damages or claims to which the City may be subjected of any kind or nature whatsoever resulting from, caused by, arising out of or as a consequence of such event and the activities permitted in connection there with, and to submit a certificate of insurance prior to the event in an amount acceptable to the City Administrator.
- 4) I/We agree to provide a copy of this signed Event Application to any vendors, planners, and related parties associated with the event to ensure they are familiar with the guidelines set forth herein.
- 5) I/We understand that I/we assume the responsibility of the actions of any vendors, planners, and related parties for this event.
- 6) I/We understand that granting of Special Event Permit does not imply granting of other permit that is separately required.
- 7) The application for an event permit shall be filed not less than 90 days nor more than 364 days prior to the scheduled date of such event. Suggested filing is at least 180 days prior to scheduled event. Events should not be advertised or promoted until an event permit has been obtained from the City. Failure to file in a timely manner may result in denial of a permit.
- 8) The City reserves the right to require one or more City of Franklin police officers or other emergency personnel be present at any and all events that occur within the city limits. Please budget for this request at a rate of \$30 per hour at a minimum of two (2) hours.

BY:  Director, Criterion Race Date: 17 Apr 12
 (Signature and title – must be officer of organization)

Approved by the Board of Mayor and Aldermen on _____, 20__.

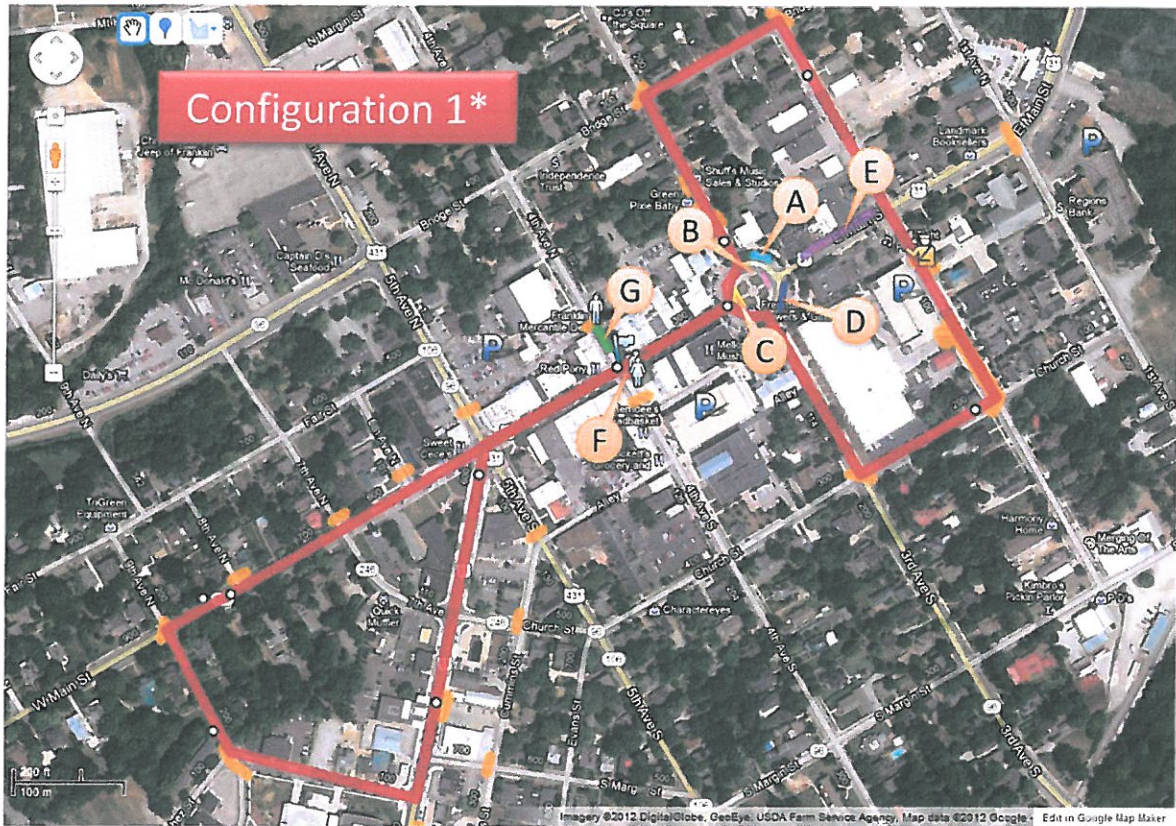
 Dr. Ken Moore, Mayor

 Eric S. Stuckey, City Administrator

If you have questions concerning your request, please call 615-550-6606.

 *
 * **Return application to:** *
 * City Administrator's Office *
 * City Hall *
 * 109 Third Ave South *
 * Franklin, TN 37065 *
 * 615-791-3217 *
 * 615-790-0469 (FAX) *
 *
 *

Attachment A – Proposed Criterium Course



*This is the preferred configuration. Alternate configurations have been developed and are available for discussion if deemed necessary.

- A) Registration B) Podium C) Wheel Pit D) Possible DJ E) Expo Area F) Judge & Commentator G) Beer Garden

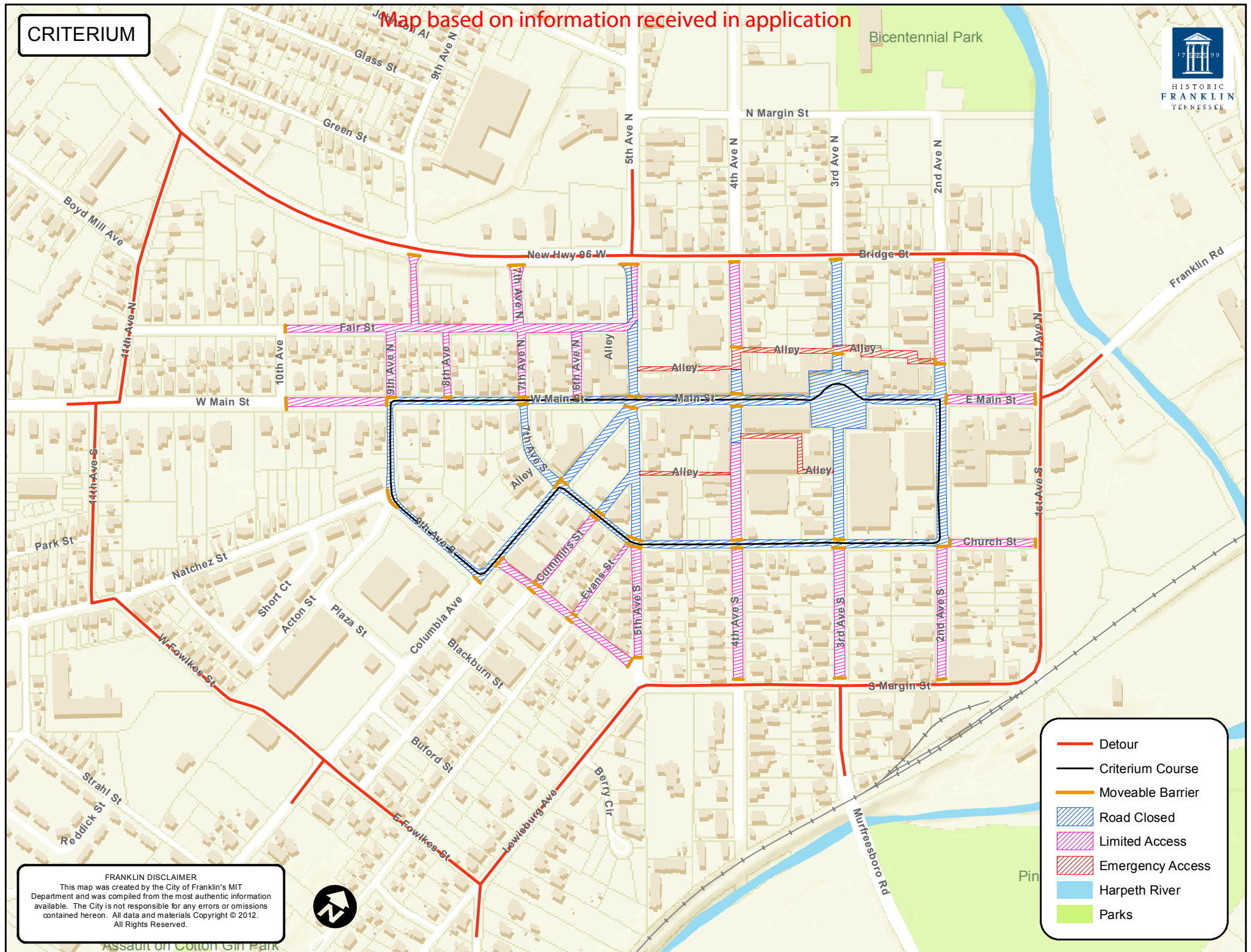
Proposed Street Closures		
Road	From	To
Bridge	2nd	3rd
E. Main	1st	5th
W. Main	5th	9th
Church	2nd	3rd
Church	Cummins	Columbia
S. Margin	Cummins	Columbia
5th	Cummins	W. Main
7th	Cummins	W. Main
9th	Columbia	W. Main
Columbia	Blackburn	W. Main/5th
2nd	Bridge	Church*
3rd	Bridge	Church
4th	E. Main	E. Main

*Southbound closure only from 2nd Ave Garage entrance to Church. Northbound lane open for access to Garage.

Link to Google Maps view: <http://g.co/maps/hh9un>

CRITERIUM

Map based on information received in application



- Detour
- Criterium Course
- Moveable Barrier
- Road Closed
- Limited Access
- Emergency Access
- Harpeth River
- Parks

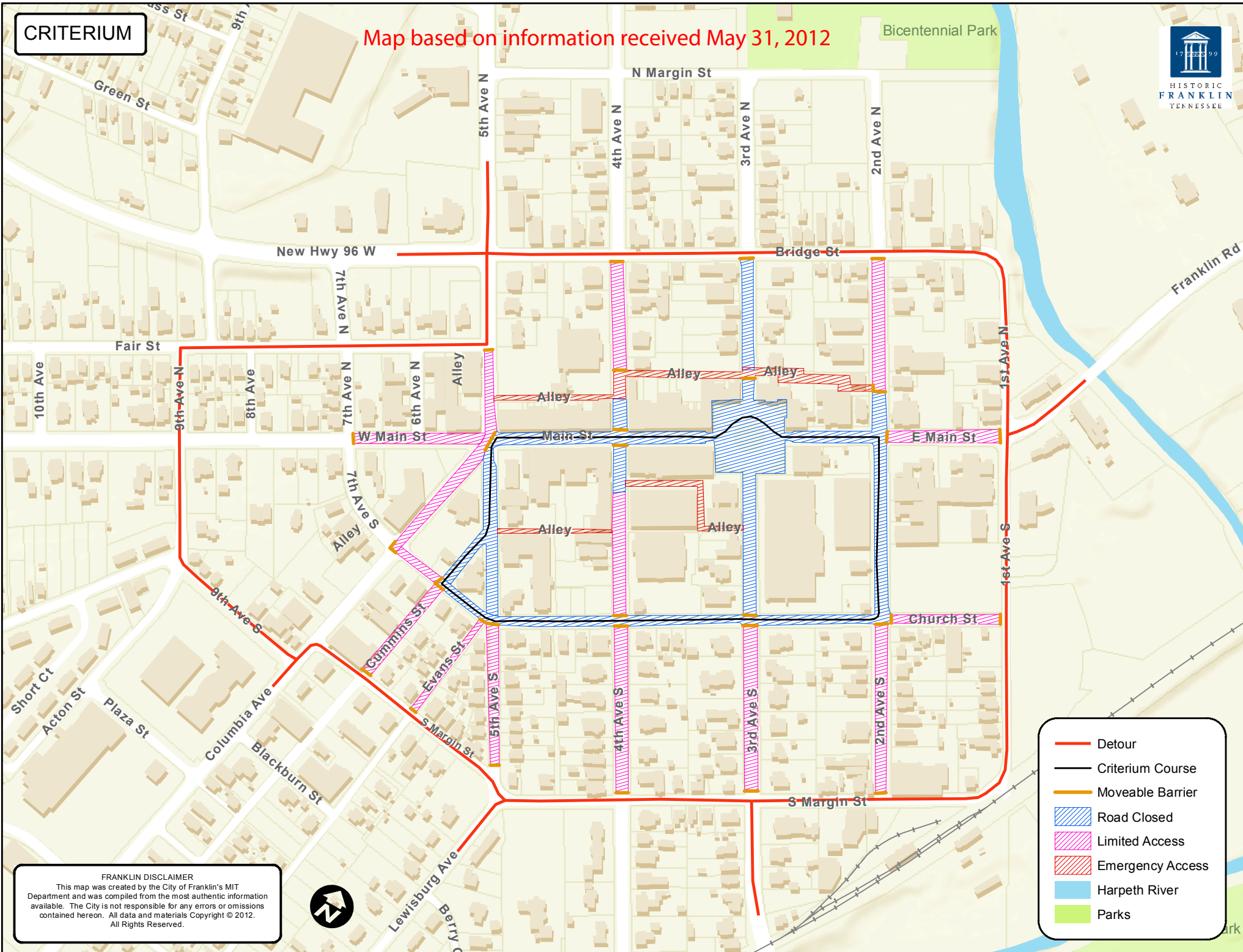
FRANKLIN DISCLAIMER
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Assault on Cotton Gin Park

CRITERIUM

Map based on information received May 31, 2012



- Detour
- Criterium Course
- Moveable Barrier
- ▨ Road Closed
- ▨ Limited Access
- ▨ Emergency Access
- Harpeth River
- Parks

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Attachment B - Management & Sponsor List

Harpeth Bicycles Racing Team Management

Criterion Group

Name	Title	Address	Phone
David Collins	Director - Criterion Race	207 Calgary Ct, Franklin, TN 37067	615-498-9069
Preston Gibson	Asst. Director - Criterion Race	495 Royal Crossing, Franklin, TN 37064	615-945-3775
James Soto	Director - Promotions	3146 Brimstead Dr, Franklin, TN 37064	615-591-2132
Nathan Taylor	Director - Planning & Media	3040 Brookview Forest Dr, Nashville, TN 37211	615-428-9940

Affiliated Management

Name	Title
Jacques Cartier	President
David Farabaugh	Vice President
Mark Horne	Membership Chair
Fred Cothren	Director - MTB
Chris Williams	Asst. Director - MTB
Currey Demetros	Treasurer
Francis Fessler	Coach
Jonathan Woody	Manager

Sponsors - To Date

Criterion Race

Nissan North America
Whole Foods Market
Lightning 100
Yazoo Brewery
Industrial Strength Marketing
Bounty Bev
North Face
Oakley
Cysco Custom Cycles

Beer Festival

Rhizome Productions

Attachment C – Good Neighbor Letter

Dear Neighbor,

On July 21st, the streets of Franklin will be playing host to a first of its kind downtown event, The Battle of Franklin Criterium. Top cyclists from around the region will be converging to compete in this inaugural event. Criterium racing is the most popular form of bicycle racing in the United States. Races typically take place on closed off downtown streets and draw thousands of spectators to the venues. The Battle of Franklin Criterium is anticipated to draw close to 500 racers and 2,000 spectators into Downtown Franklin.

The Battle of Franklin Criterium is a USA Cycling and Tennessee Bicycle Racing Association sanctioned event. The event is being organized by the Harpeth Bicycles Racing Team and sponsorship is coming from some very well regarded local companies such as Nissan North America, Whole Foods Market, Yazoo Brewery, Lightning 100, and Industrial Strength Marketing.

In conjunction with The Battle of Franklin Criterium, Rhizome Productions will be hosting a Beer Festival on 4th Avenue. This event will offer some of the best local and regional craft beers currently available. Rhizome Productions most recently put on the East Nashville Beer Festival, which sold out 2,000 tickets in a matter of hours.

These combined events will run from 8:00 AM to 5:00 PM, with exciting racing action taking place throughout. The race course has been designed to optimize spectator viewing with two-way racing down Main Street. The design also has the added benefit of drawing increased foot traffic into downtown businesses while not impeding access for their existing customer base.

The enclosures provide an overview of the race course, street closures, schedule of events, and contact information for the race organizers and City Administrators.

If you are a local business owner and would like to become an additional sponsor of this event, please contact Jonathan Woody at Jonathan@HarpethBikes.com.

We look forward to sharing this exciting day with you.

Regards,

David Collins
Director, Criterium Race
Harpeth Bicycles Racing Team

Enclosures:

- Course Map
- Contacts
- Race Flyer

Staff Recommended Good Neighbor Letter

Dear Neighbor,

I am writing to let you know of a proposed event coming to your neighborhood this summer. On July 21st we are proposing that the streets of Franklin play host to a first of its kind downtown event, The Battle of Franklin Criterium. Top cyclists from around the region would converge to compete in this inaugural event. Criterium racing is the most popular form of bicycle racing in the United States. Races typically take place on closed off downtown streets and draw thousands of spectators to the venues. The Battle of Franklin Criterium is anticipated to draw close to 500 racers and 2,000 spectators into Downtown Franklin.

Several streets would be affected by the event. The event map is attached to this letter. It highlights the streets which will be closed and those with limited access.

The Battle of Franklin Criterium is a USA Cycling and Tennessee Bicycle Racing Association sanctioned event. The event is being organized by the Harpeth Bicycles Racing Team and sponsorship is coming from some very well regarded local companies such as Nissan North America, Whole Foods Market, Yazoo Brewery, Lightning 100, and Industrial Strength Marketing.

In conjunction with The Battle of Franklin Criterium, Rhizome Productions is proposing a Beer Festival on Third Avenue North. This event will offer some of the best local and regional craft beers currently available. Rhizome Productions most recently put on the East Nashville Beer Festival, which sold out 2,000 tickets in a matter of hours.

These combined events would run from 8 a.m. until 5 p.m. with exciting racing action taking place throughout. With set-up and tear-down, we anticipate having the area closed from 6 a.m. until approximately 7 p.m. The race course has been designed to optimize spectator viewing with two-way racing down Main Street. The design also has the added benefit of drawing increased foot traffic into downtown businesses while not impeding access for their existing customer base.

If you would like to contact someone in the City Administrator's office regarding the event, you may contact Monique McCullough by e-mail at MoniqueM@FranklinTN.gov, by phone at 615-791-3268, or by mail at 109 Third Avenue South, Franklin, TN 37064.

If you or need to contact the event organizer, would like to get involved, or become a sponsor, you may contact Jonathan Woody at Jonathan@HarpethBikes.com.

We look forward to sharing this exciting day with you.

Regards,
David Collins
Director, Criterium Race
Harpeth Bicycles Racing Team

Enclosures:
Course Map
Contacts
Race Flyer



Proposed Good Neighbor Letter 05.31.2012

FELLOW FRANKLIN NEIGHBORS

This letter is to inform you of a pending bicycle race, healthy eating and regional craft beer festival that is being considered by the City of Franklin. With your support this event will occur in and around downtown Franklin on Saturday July 21, 2012 or alternatively Saturday August 18, 2012.

Produced by I am the engine, a Franklin community organization with a mission to connect the joy of cycling to a happier and healthier community, this event will require that certain streets be closed while the racers are on a course which loops in and around Main Street.

The enclosure contained with this letter outlines the details of these events. You will find the race schedule, the course layout, the impacted streets, alternate routes, parking areas, and the locations of festival activities. We recommend that you use this information to help plan ahead for the day of the event.

Nissan North America, Whole Foods Market, Lightning 100, Harpeth Bicycles and Industrial Strength Marketing (ISM) as well as the Tennessee Department of Transportation (TDOT) support this initiative that will bring considerable attention and excitement to Historic Franklin, Tennessee.

This community wellness initiative, I am the engine (IATE), is focused on harnessing and elevating the incredible power of the human body and fueling it properly. It is a celebration of our inherent self-propelled spirit and what drives each of us to better serve our community. It is about seeing people riding bicycles on our city streets, eating well and living zero emissions lifestyles.

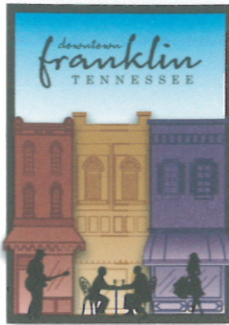
It is our firm belief that The City of Franklin enjoys a unique opportunity to become a destination for people who seek a higher quality of active life. Through your support of this event and by embracing the bicycle you can send a clear message that – takes our children down a path to living a sustainable life. What we eat, how we propel ourselves, what we buy and the decisions we make everyday.

This letter is more than just a notice about an event; it is about future generations of Franklin residents and the world we leave to them.

If you would like to contact someone in the City Administrator's office regarding the event, you may contact Monique McCullough by e-mail at MoniqueM@FranklinTN.gov, by phone at 615-791-3268, or by mail at 109 Third Avenue South, Franklin, TN 37064.

Our event team may be reached by contacting Jonathan Woody via e-mail at Jonathan@HarpethBikes.com, by phone at 615-210-5826, or by mail at 8115 Isabella Lane, Suite 4, Nashville, TN 37027.

I am the engine



May 8, 2012

Monique McCullough
City of Franklin
109 Third Avenue South
Franklin, TN 37064

Dear Monique:

I wanted to give you a report of the Battle of Franklin Bike Race proposed for July 21. The organizers came to the Downtown Franklin Association meeting on May 4 to discuss the event. The meeting was attended by about 35 members, but I have not sent information about the event to our membership of 300 because I don't have much specific information about the street closure yet to send them.

The members attending the meeting listened to the presentation but did not take a vote. The information is still vague about the details, but from what we understand the riders would be on a closed course around the Public Square, Main Street, crossing Five Points, Ninth Avenue and Columbia Avenue? And that this would continue from about 6 a.m. until 7 p.m.


There are serious concerns among the merchants if pedestrians would not be able to cross the street throughout the event, although we're not sure if that is the case. Here is a statement from Sheri Gramer, who is their elected representative on these issues and the owner of Yarrow Acres:

I for one am not in favor of closing Main Street for this Bike Ride. There are many other routes that could go through Franklin without affecting Main Street. As a merchant I am always in favor of promoting Main Street. That being said I do not think this would be good for business. Closing the street on ANOTHER Saturday is offensive to my regular customers who cannot shop during the week. I understand that this is for a good cause, but I vote NO! As a retail business I rely on Saturdays for "cash flow", and any street closures effect that flow. I was unable to attend the last DFA meeting as I have been out of state, so I am not sure how things went down and were stated; but again I say NO.

Also, I know the owner of Shoppes on Main, Dan Godette, expressed his concerns to the organizers and to me about shutting down Main Street for the entire day. Jondie Davis of the boutique Jondie said he would be in favor of a much shorter duration on the street closure, if it is in fact 6 a.m. until 7 p.m. Most members said there simply wasn't enough specific information.

As much as we would like to be supportive, it would not be a fair assessment at this time to say Downtown Franklin merchants were in favor of this street closure.

Thanks for your consideration,


Nancy Williams
Director

P.O. Box 807, Franklin, Tennessee 37065
Phone: 615-591-8500 Fax: 615-591-8502

Monique McCullough

From: Steve Foster
Sent: Monday, May 21, 2012 3:54 PM
To: Monique McCullough
Subject: Criterium Event Concerns

Monique,

I have concerns with the Criterium Bicycle race event. This event will be the largest street closure Franklin has attempted. I have been making the event maps and event layouts for about 2 years. This one is a Huge closure. An event this size would need a strong event coordinator and a large effort on the COF side. Setting up the current closure plan would require close to 50 Rd closed signs and or barricades.

Traffic for this event will require an detour that will effect traffic on Murfreesboro Rd, Franklin Rd, Hillsboro Rd/ 5th Ave, 96 W, W Main St, Columbia, and Lewisburg Ave. This event will have a Course/Route that likely will stay closed for the entirety of the event. This will restrict access to merchants in the downtown area of Franklin.

I believe this event is different from a Main St festival or a Pumpkin fest. Those events draw tens of thousands of people. This Proposed Bicycle Race is estimated to bring 2,000 people out. This would possibly have a negative impact on these downtown merchants.

I like the idea of having a bicycle race in the downtown area. And I have looked at the maps to see if there is another route option in the downtown. I have not found one that doesn't have similar Road closures. I wish the event organizers the best of luck. But I see possible issues too.

Thank you,

Steve Foster, GISP
City of Franklin
GIS Specialist Sr.
615-550-6667
steve.foster@franklintn.gov

This e-mail and any files transmitted with it are confidential and intended only for the individual named. If you have received this e-mail by mistake, please notify the sender immediately by e-mail. If you are not the named addressee you should not disseminate, distribute or take any action in reliance on the contents of this information. If you have received this e-mail by mistake, please notify the sender immediately by e-mail. If you are not the named addressee you should not disseminate, distribute or take any action in reliance on the contents of this information.

Monique McCullough

From: Kevin Comstock
Sent: Tuesday, May 22, 2012 11:01 AM
To: Monique McCullough
Cc: Paul Holzen
Subject: 2012 Battle of Franklin Criterium

After review of the overall traffic control plan and with considerations of the number of closures, plus the number of affected businesses and citizens, I cannot endorse this event for approval.

Specifically the Criterium route affects US 31/SR 6 & SR 246 (West Main St), SR 96 E (Third Ave South & Church St), US 31 (Columbia Ave) and US 431 (Fifth Ave North and Lewisburg. Each of these requires permission from TDOT to close. TDOT will not approve as the City cannot provide alternate state routes to detour traffic to. Other events only close Main St and we have the opportunity to re-route onto other state routes to move traffic.

Businesses in the downtown core will be cut-off from vehicular patronage and severely limited on pedestrian patronage.

Certain residents will not be able to leave home due to the closures.

Emergency responses will be detrimentally effected.

Let me know if you have any questions

Kevin



Kevin E. Comstock | ITS Project Manager

Office 615.791.3218 | Direct 615.550.6672 | Cell 615.290.3402 | Fax 615.791.3293

109 Third Avenue South, Suite 142 | Franklin, TN 37064

Email: kevinc@franklintn.gov

[Franklin TOC \(FranklinTraffic\)](#) on Twitter

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Monique McCullough

From: Joe York
Sent: Thursday, May 31, 2012 1:19 PM
To: Monique McCullough
Subject: RE: recommendations

Due to the extensive road closure that would basically prevent motorists from entering the downtown area of Franklin during the day on July 21st of 2012 it would be my recommendation not to allow the Criterium Cycling event to take place.

From: Monique McCullough
Sent: Thursday, May 31, 2012 12:20 PM
To: Joe York
Subject: recommendations

Hey Joe!

Were you going to e-mail me your concerns regarding the Cycling event?

Thanks!

Monique L. McCullough

Public Outreach Specialist

City of Franklin

109 Third Avenue South • Franklin, TN 37064

615-550-6606 • 615-790-0469 (FAX)

www.FranklinTN.gov



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~~~~~


POLICE DEPARTMENT

David Rahinsky
Chief of Police



Dr. Ken Moore
Mayor

Eric S. Stuckey
City Administrator

May 15, 2012

TO: Eric Stuckey, City Administrator

FROM: *DMR*
David Rahinsky, Chief of Police

BY: *Rose Steagall*
Officer Rose Steagall, Public Affairs

SUBJECT: The Battle of Franklin Criterium Race

I have reviewed the application submitted by David Collins, event coordinator for the Battle of Franklin Criterium Race, downtown on Saturday, July 21, 2012 from 6a-7p. The Battle of Franklin Criterium race is a USA Cycling and Tennessee Bicycle Racing Association sanctioned event. The closures will include Main Street from 1st Street to 9th Avenue and US Hwy 31 from 9th Avenue to Five Points. It will also incorporate Church Street from 2nd Avenue to US Hwy 31. The event coordinator will stop the race to allow access for emergency vehicles, should there be any incident. The event coordinator anticipates an estimated 300-500 participants and 500-2000 spectators. In conjunction with the Battle of Franklin Criterium, Rhizome Productions will be hosting a Beer Festival from 3:00p to 9:00p. The staff of the Public Affairs Office will defer the request to the Police Chief for approval of the restriction to the 9th Avenue entrance/exit to Police Headquarters. Based on the current route, the Public Affairs Office recommends the event coordinator hire eight (8) extra-duty Franklin Police Officers to provide traffic control and route security.

DMR: rs

Attachments

Charles J. Warner
Reviewed/Concurrence
05/18/2012
Sergeant Charles J. Warner Date

THE BATTLE OF FRANKLIN 2012 | AN EVENT PROPOSAL

Submitted by I AM THE ENGINE, LLC.

May 31, 2012



[I am the engine.org](http://iamtheengine.org)

8115 ISABELLA LANE, SUITE 4 BRENTWOOD, TENNESSEE 37027 IAMTHEENGINE.ORG



INTRODUCTION

Industry leaders Nissan North America (Nissan), Whole Foods Market, Harpeth Bicycles (Harpeth) and Industrial Strength Marketing (ISM), in collaboration with Lightning 100 FM and Rhizome Productions (Rhizome) collectively named “I am the Engine” are pleased to submit a ground-breaking event proposal to the Historic City of Franklin, Tennessee.

Effective May 18, 2012, National Bike to Work Day, a collection of Franklin based organizations joined forces to spark an ongoing initiative to inspire active lifestyles, affect positive change, reduce childhood obesity and sedentary related diseases here in The City of Franklin.

The platform to build this community initiative centers squarely on Historic Downtown Franklin with the initiative kicking off with a marquee competitive bicycle race, craft beer festival and a “Shop in Downtown Franklin” merchant promotional event.

The I am the Engine team has designated the Hard Bargain Association of Franklin, Tennessee as our designated event charitable cause along with organizations mutually supported by Nissan, Whole Foods Market and our community partners.

“The mission of Hard Bargain is to impact lives and preserve Franklin’s history by restoring existing homes, building quality affordable housing, and revitalizing generational neighborhoods.”

NISSAN



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I AM THE ENGINE

This community wellness initiative, I am the engine (IATE), is focused on harnessing and elevating the incredible power of the human body and fueling it properly. It is a celebration of our inherent self-propelled spirit and what drives each of us to better serve our community. It is about seeing people riding bicycles on our city streets, eating well and living zero-emissions lifestyles.

It is our firm belief that The City of Franklin enjoys a unique opportunity to become a destination for people who seek a higher quality of active life. Franklin, through its support of this event and by embracing the bicycle, can send a clear message which – takes our children down a path to living a sustainable life. What we eat, how we propel ourselves, what we buy and the decisions we make everyday. This is bigger than a one-day event, it is about setting an example for future generations of Franklin residents to positively impact the world we leave to them.

The time is now for the City of Franklin to more fully become:

- 1. A City that, in thought and in action, believes all humans and bicyclist are created equal.**
- 2. A Community filled with active people embracing the bicycle as a tool for living a healthier and happier life.**
- 3. A Place where government and civil society work together to create a sustainable future.**

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A PERFECT EVENT AT THE RIGHT TIME

Broken down to its simplest parts, this event is quite simply a bicycle race, exposition and beer festival. The bike race and the healthy living exposition is the excitement and awareness draw and the beer festival will attract a critical mass of people. Cycling is in its early stages of awareness with Nissan now centering international marketing strategies on its recent support and sponsorship of Lance Armstrong and current sponsorship of Team Radioshack, Nissan, Trek. Nissan's dedication to this sport is the largest of any corporation in the United States today and it is centered right here in Franklin. Nissan has shared that through this initiative, it hopes it can fully connect its global aspirations cycling as a platform to inspire "an active mobility society". I am the engine to Nissan is a grassroots connection to its international cycling platform.

Date: July 21, 2012 or August 18, 2012 alternate

The Southeast has become a destination for cyclist. With deep roots in the Western US, Texas, Wisconsin and New England, the sport has taken notice of our varying terrain, ideal climate, pristine roads and existing infrastructure. Furthermore, thanks to successful companies like Lightspeed, Lynskey, Maxxis, and Hincapie (to name but a very few) the Southeast is drawing marquee events in cities like Greenville, South Carolina and Chattanooga - who will host the 2013 US Cycling Championships.

Why should Franklin, Tennessee take a backseat to any of these cities?

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Cities like Greenville, SC and Chattanooga are raising the bar for how a community can thrive as a cycling centered communities



BICYCLES + BEER = BIG DRAW FOR THE DFA!

IATE will hold a multi-faceted event that engages community members' young and old, merchants, cyclists as well as food and craft beer enthusiasts. This event requires that a controlled access circuit be created for the race as well as sections of 3rd avenue at the square and 4th avenue be partitioned to accommodate the race, healthy living exposition and craft beer festival.

Unlike the Main Street Festival, this event does not include vendor tents along Main Street, which in effect would create a partition between spectators and downtown merchants. To the contrary this event lines up spectators along the sidewalks of Main Street right at the Merchants doors. This is a free event with the exception of the craft beer festival, affectionately named "Tour de Tap Handle."

In support of local merchants and to facilitate festival attendees to engaging our downtown vendors, a "Shop in Downtown Franklin" promotion will be marketed. This promotion will be included as part of the event marketing campaign complete with a \$5.00 coupon being donated to each paid beer festival attendee (est. 1500-3000) and only valid for the day of the event.

Rhizome's "East Nashville Beer Festival" and "12South Winter Warmer" events both sold out (1500 tix) in under an hour



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With tight corners and speeds over 50mph, The day will quite literally be a blur.



BENEFITS

DOWNTOWN MERCHANTS

Businesses of Franklin will enjoy a captive audience of potential customers. Spectators, craft beer festival goers, fans and racers will line the streets to eat, shop and watch the event.

Unlike other Franklin events, rent paying Franklin city merchants will not be competing with outside vendors to sell food or merchandise. To further excite the support of all the city proprietors inside or touching the race course — proprietors the program will be including \$5.00 coupon to all registered participants redeemable day of the event with all DFA member businesses touching the race course.

FEASIBILITY

This initiative requires investment in time and resources for all involved. Having successfully executed all aspects of this event — including multiple cycling events and beer festivals in Downtown locations — we are confident that this event will be a success.

ECONOMIC IMPACT

The Battle of Franklin Criterium and Festival, if fully supported by the City of Franklin, will grow to become one of the country's most significant cycling events. As a benchmark the City of Athens, Georgia Twilight Criterium consistently draws over 30,000 spectators and some of cycling's hottest starts to their streets annually. With Nissan's continued investment and support in cycling we expect to bring out some stars of our own. Truth be told, this first year will do well to attract 300 racers and 2000-3000 spectators to the sidewalks and designated Festival areas within the Downtown Franklin envelope.

As we work together each subsequent year will bring exponential growth with this event ultimately being included USA Cycling's USA Criterium Series Calendar. Our team estimates it will take 2-3 years of successful events to achieve this milestone. Together, I am the engine, the City of Franklin and Nissan can expedite this process. Once achieved our previous experience shows that numbers in the tens of thousands will be achievable.

I am the engine and its partners firmly believe that The City of Franklin, our city, would stand to benefit significantly from support of this event. Working together we can build awareness to the fact that Franklin, Tennessee is one of the friendliest cities to cycling and active lifestyles.

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From features in regional publications to national media exposure, this event would give the City of Franklin a credible claim as an active lifestyle tourism destination. Further, with the City of Franklin's continued support visitor generated revenue would stand to significantly increase from year to year.

Should the City of Franklin choose to support this event it will make a down payment on an investment which will affect community wellness and quality of life. For the City of Franklin, the time is now to connect the joy of bicycling, healthy eating and zero emissions lifestyles with a happier and healthier Franklin.



CYCLING EVENTS

BATTLE OF FRANKLIN - CRITERIUM

In tribute to and respect to the events of November 30th, 1864 and further in our desire to connect Franklin's rich tradition to a 21st century demographic, we have consulted with key Battle of Franklin stakeholders to introduce this event and its planned name. The Battle of Franklin Criterium was received warmly and has been gaining awareness despite being in the early stages of development.

IATE is proposing to move what is currently the largest one-day racing event in the state of Tennessee known as the 2010 and 2011 Criterium of Brentwood held in Brentwood, TN to Downtown Franklin. The format in Downtown Franklin will attract athletes from all over the region and across the nation in subsequent years.

It is important to note that a key partner and sponsor of this event James Soto, CEO of ISM was an integral planner and participant in the Edgar Soto Memorial Stage Race, which to this day remains the single largest competitive cycling event held in Tennessee. For two of the events four year history a Criterium was successfully held in Downtown Nashville without incident and to the benefit of community members and merchants along First, Second and Broadway. Given our logistic and planning team's experience with downtown Criterium racing, we are confident this event will be successful.

BIKE PARADE

On the morning of November 30th 1864 Union soldiers wrote in their diary about hearing the battle drums but unable to see the marching confederate soldiers to due to the heavy morning dew. Illustrated by re-enactor's leading out the bike parade the Franklin marching and drumming as they did the morning of as the confederate army marched battle. The historic battle at Franklin lasted one day as will this event. In tribute of our rich history we will encouraging community members and their children to ride the course following a procession of civil war enthusiasts. The I am the engine committee feels it important to connect our rich history with this event.

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FESTIVAL EVENTS

TOUR DE TAP HANDLE - CRAFT BEER AND MUSIC FESTIVAL

Located opposite of the racecourse around the rotunda. The accompanying beer festival affectionately named “Tour de Tap Handle” will bring 60 craft breweries and draw thousands of consumers, community members and cycling enthusiasts to Downtown Franklin. Festivalgoers will be able to taste some of the finest locally and regional beverages featuring select brews designated for this very special event. In conjunction with this event Whole Foods Market will hold a community “Health Starts Here” expo featuring local growers and producers. This event component will be held in the partitioned area on 4th Avenue with additional representation in the controlled access beer festival area.

Rhizome Productions will take primary responsibility for the craft beer festival. Rhizome is responsible for the East Nashville Beer Festival, 12 South Winter Warmer as well as the Brews at the Zoo promotion scheduled for June 1, 2012. Rhizome is regarded as one of the most respected craft beer festival promoters in the Southeast. It is the desire of this team to build this festival smartly as Rhizome purposefully limits the ticket numbers to account for attendee experience and event control.

WELLNESS EXPOSITION

The I am the engine expo will feature a Whole Fuel food court, wheel tent and aid station for registered racers and support (sponsored by Whole Foods Market) and a Nissan vehicle showcase. The objective of the exposition is to feature local wellness focused organizations as well as support the event sponsors and community stakeholders. Unlike other events, limited food and beverages will be made available so as to facilitate participants and downtown merchants connecting.

I am the engine.org



EVENT TIMELINE

CATEGORY	START TIME	DURATION	END TIME
OPENING CEREMONIES	9:30 AM	0:30:00	10:00 AM
M5	10:15 AM	0:30:00	10:45 AM
J1014	11:00 AM	0:20:00	11:20 AM
J1518	11:35 AM	0:20:00	11:55 AM
M30+	12:10 PM	0:30:00	12:40 PM
W4	12:55 PM	0:30:00	1:25 PM
KID'S	1:40 PM	0:20:00	2:00 PM
M4	2:15 PM	0:40:00	2:55 PM
M3	3:10 PM	0:50:00	4:00 PM
W123	4:15 PM	0:50:00	5:05 PM
PARADE	5:20 PM	0:30:00	5:50 PM
MP12	6:05 PM	1:10:00	7:15 PM

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THANK YOU.

(CONNECTING THE JOY OF CYCLING WITH A HAPPIER AND HEALTHIER COMMUNITY.)



I am the engine.org

Jonathan Woody

Harpeth Bicycles

James Soto

Industrial Strength Marketing

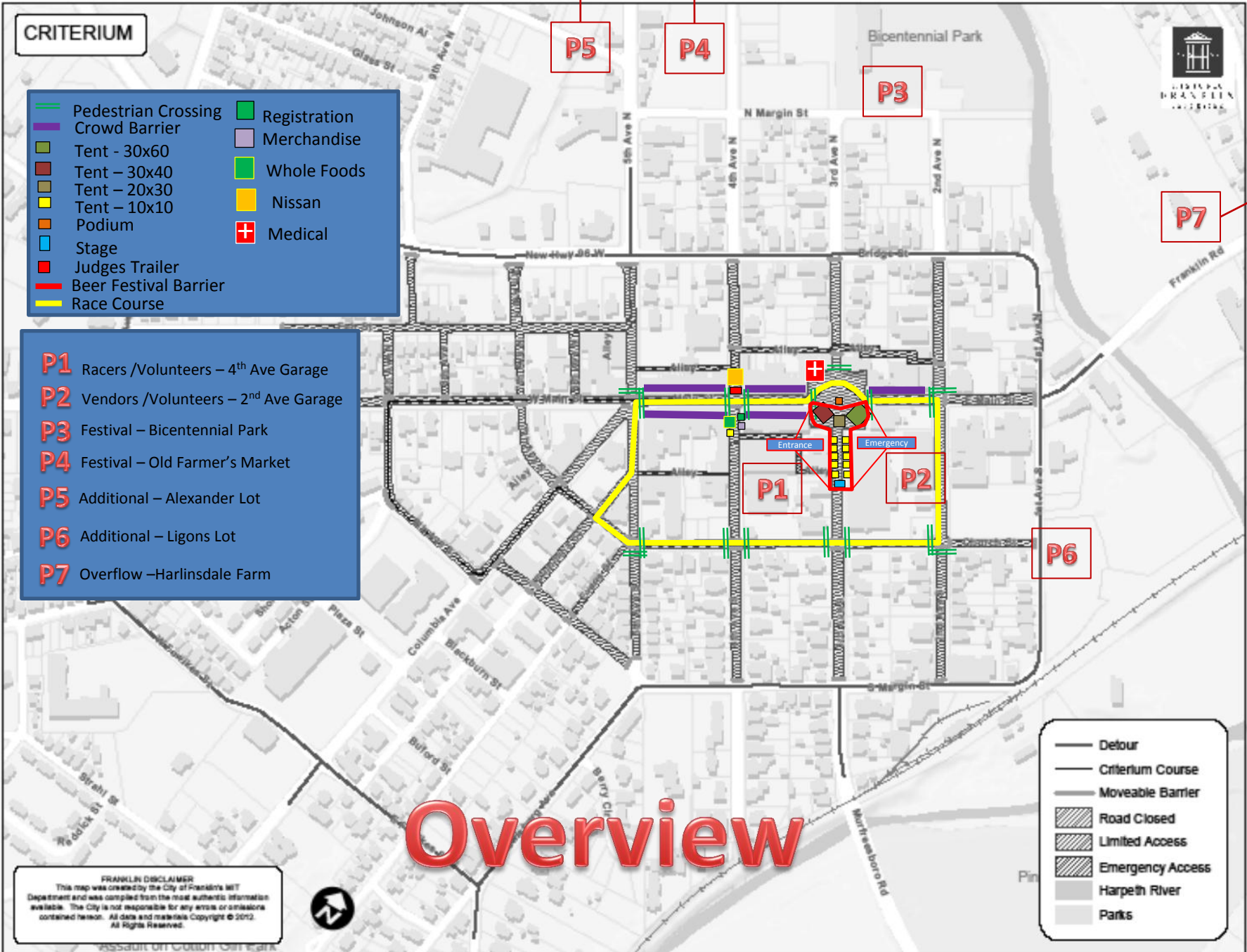
Sharp Emmons

Industrial Strength Marketing

CRITERIUM

- | | | | |
|--|-----------------------|--|--------------|
| | Pedestrian Crossing | | Registration |
| | Crowd Barrier | | Merchandise |
| | Tent - 30x60 | | Whole Foods |
| | Tent - 30x40 | | Nissan |
| | Tent - 20x30 | | Medical |
| | Tent - 10x10 | | |
| | Podium | | |
| | Stage | | |
| | Judges Trailer | | |
| | Beer Festival Barrier | | |
| | Race Course | | |

- P1** Racers /Volunteers – 4th Ave Garage
- P2** Vendors /Volunteers – 2nd Ave Garage
- P3** Festival – Bicentennial Park
- P4** Festival – Old Farmer’s Market
- P5** Additional – Alexander Lot
- P6** Additional – Ligons Lot
- P7** Overflow –Harlinsdale Farm



Overview


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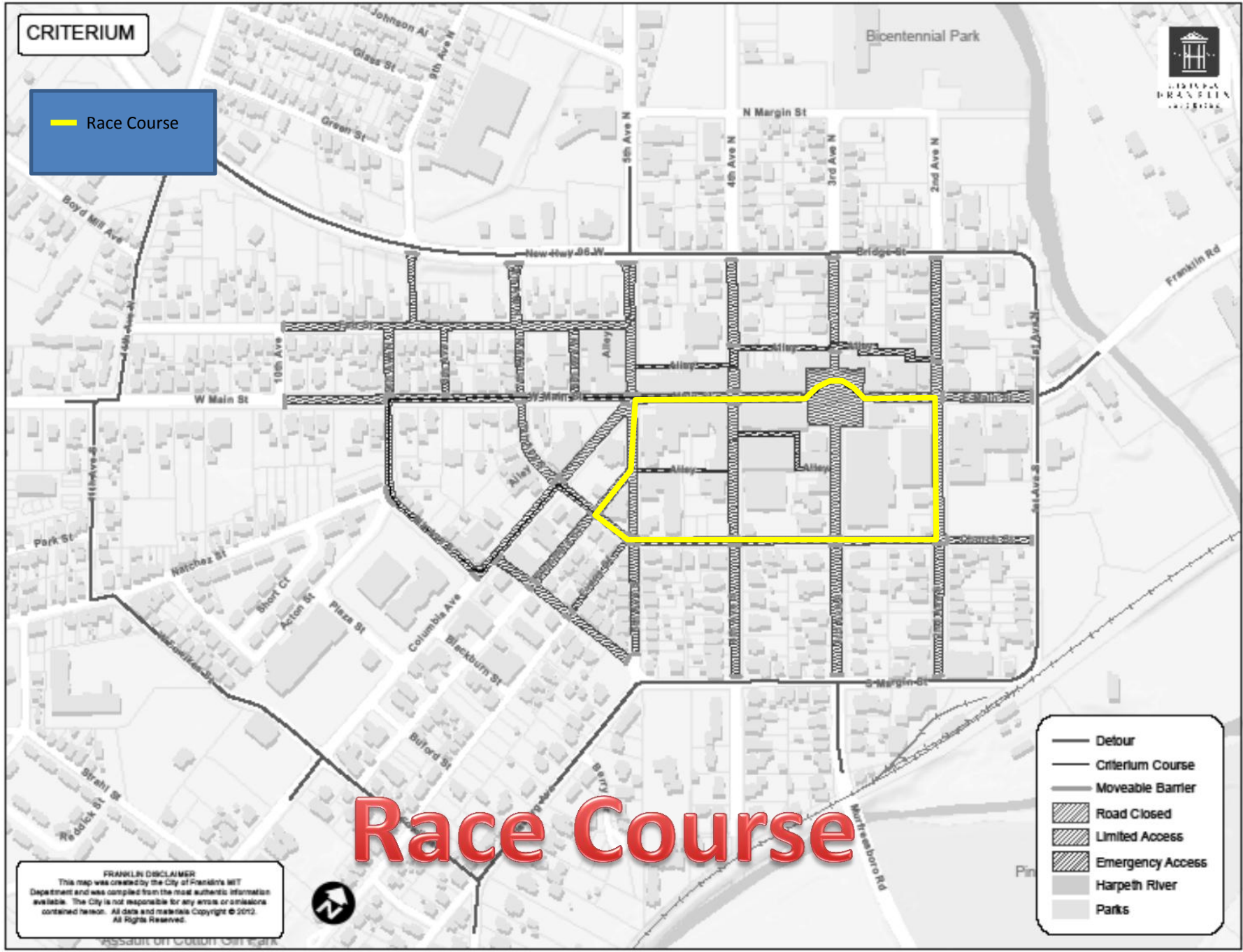


-
- Detour
-
- Criterion Course
-
- Moveable Barrier
-
- Road Closed
-
- Limited Access
-
- Emergency Access
-
- Harpeth River
-
- Parks






CRITERIUM



 Race Course



Race Course

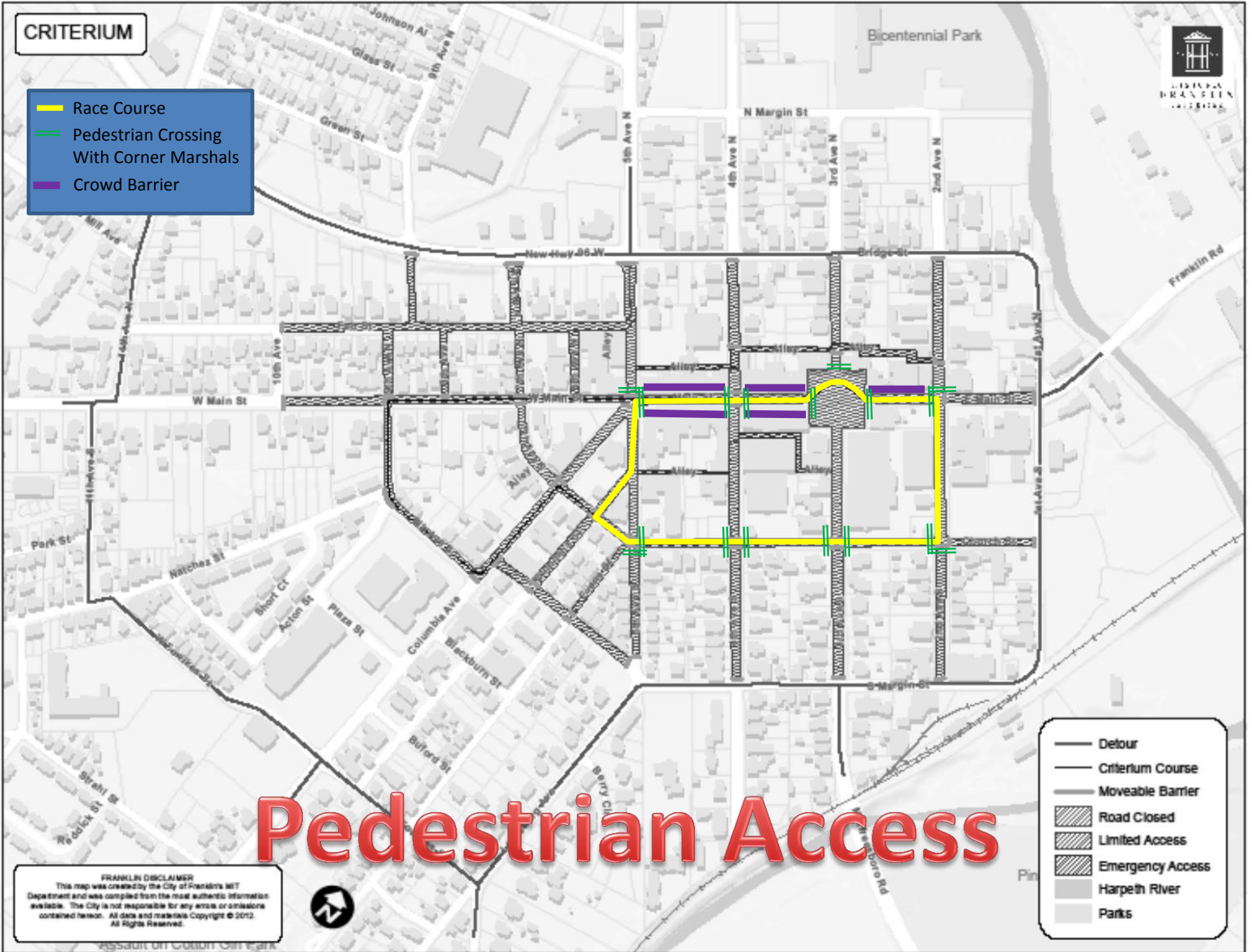
- Detour
- Criterium Course
- Moveable Barrier
-  Road Closed
-  Limited Access
-  Emergency Access
-  Harpeth River
-  Parks

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CRITERIUM

- Race Course
- Pedestrian Crossing With Corner Marshals
- Crowd Barrier



Pedestrian Access

- Detour
- Criterion Course
- Moveable Barrier
- Road Closed
- Limited Access
- Emergency Access
- Harpeth River
- Parks

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CRITERIUM



P5

P4

P3

P7

P1

P2

P6

- P1** Racers /Volunteers – 4th Ave Garage
- P2** Vendors /Volunteers – 2nd Ave Garage
- P3** Festival – Bicentennial Park
- P4** Festival – Old Farmer’s Market
- P5** Additional – Alexander Lot
- P6** Additional – Ligons Lot
- P7** Overflow –Harlinsdale Farm

Parking

- Detour
- Criterium Course
- Moveable Barrier
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CRITERIUM

- | | | | |
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| | Tent - 20x30 | | Medical |
| | Tent - 10x10 | | |
| | Podium | | |
| | Stage | | |
| | Judges Trailer | | |
| | Beer Festival Barrier | | |



Tents/Expo

- Detour
- Criterium Course
- Moveable Barrier
- Road Closed
- Limited Access
- Emergency Access
- Harpeth River
- Parks

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