



HISTORIC  
FRANKLIN  
TENNESSEE

ITEM #4  
WRKS 12/11/2012

## MEMORANDUM

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December 3, 2012

**TO:** Board of Mayor & Aldermen

**FROM:** Eric Stuckey, City Administrator *ES*  
Special Events Advisory Team

**SUBJECT:** WillPower 5K Event Application (April 6, 2013)

### **Purpose**

The purpose of this memorandum is to outline conditions for the approval of the WillPower 5K benefitting the WillPower Foundation.

### **Background**

WillPower 5K Foundation is a local organization founded by the friends and family of Will NeSmith, a young Franklin resident who suffered a massive brain tumor in 2012. The purpose of the run is to raise funds for Will's rehabilitation and to raise awareness of the disease that caused his brain injury. The original route requested was the route used by the Franklin Classic. However, due to construction projects, the route has been adjusted as follows: Main Street/West Main; North Petway; Culberson; Boyd Mill Pike; Old Boyd Mill Pike; 11<sup>th</sup> Avenue; Fair Street; 7<sup>th</sup> Avenue; West Main/Main. Closure of the Square is requested from 7 a.m. until 10 a.m. Other roads involved in the run will only be closed when a large group of runners/walkers are present. Estimated attendance/participation is 500 - 700.

One hundred percent (100%) of the proceeds will go to the WillPower 5K Foundation. Ninety percent (90%) will go towards Will NeSmith's rehabilitation. The other ten percent (10%) will be donated to [www.hht.org](http://www.hht.org) (Hereditary Hemorrhagic Telangiectasia).

### **Recommendation**

Staff recommends the following conditions:

- Applicant will provide a \$1000 refundable damage deposit to City prior to event.
- Applicant will provide a Good Neighbor letter which will be distributed to affected neighborhoods.

#### ***Risk Management:***

- Applicant will provide certificate of insurance naming the City as additional insured.

#### ***Police Department:***

- Applicant will hire the recommended extra-duty Franklin Police Officers to provide security and traffic control. Runners must utilize ALL available sidewalks (where possible).
- Applicant has requested amplification at the stage located in the City Hall Quadrant of the Square.
- Pursuant to Franklin Municipal Code Section 11-403(3), this is the only locations at which amplified sound will be permitted during this event.



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***Building & Neighborhood Services Department:***

- Small stage will be located in the City Hall quadrant of the Square.
- 10X10 tents must be weighted down
- Electrical cords must be covered

***Solid Waste Department:***

- Department will provide extra roll-outs and recycling bins/bags for the applicant to use.
- Applicant shall return all roll-outs (full or empty) and all recycling bags and frames to the alley behind Mellow Mushroom.

OFFICE USE ONLY:  
Permit No:  
\_\_\_\_\_

received  
8/27/2012



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## 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 (square)

2) Name/purpose of event: WillPower 5K - road race

3) Date or dates of event: April 6, 2013

4) Time of Event: ~~7:00am~~ 7:30am

5) Time of Street Closure (if applicable): \_\_\_\_\_

Set-Up Date/Time: April 6 / 6am      Tear-down Date/Time: April 6 / 9:30am

\*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:

WillPower 5K Foundation

a) Address: 123 Sturbridge Drive

b) Phone: 615-440-2468      c) Cell: 615-440-2468      d) Fax: \_\_\_\_\_

e) E-mail address: willpower5k@gmail.com

7) Person in charge on day of event: Brian NeSmith

Cell: 407-719-6491      E-mail address: brian@racetimesports.com



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

Name: Steve NeSmith Cell: 615-440-2468 E-mail address: steve.nesmith@gmail.com

Name: Jim Cumbee Cell: 615-390-9966 E-mail address: jimcumbee@gmail.com

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

This event was founded by friends & family of 12 yr old Will NeSmith. Will is a Franklin resident, who suffered a massive brain hemorrhage in 2012. The event is designed to raise funds for Will's rehabilitation and awareness for the disease that caused the brain injury.

- 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.**

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

500 - 700 runners

- 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.

- 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. Not currently, but we are applying under the Road Runners Club of America "umbrella" to be a nonprofit race.

- 16) Will you charge an admission/participation fee (including vendors)? If yes, please specify how much per person/vendor. Runners will be charged \$25/per person to enter.

- 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? The WillPower 5K Foundation will receive

100% of funds and then allocate 90% towards Will's rehabilitation expenses + donate remaining 10% to HHT.org

- 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 and a little pre-recorded music to create a festive atmosphere.
- 22) What type of sound amplification will be provided (DJ, Band, etc.)? Please list all that apply.  
Basic sound system at the race starting line.
- 23) During what time period is sound amplification requested? 7-9 am
- 24) If for entertainment, give details of entertainment being provided (i.e. number of musicians, type of music, amp wattage, etc.). NA. We may have a few drummers from a local high school band, playing at the starting line, but they will not need amplification or power.
- 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. Attached.
- 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. Our Director of Volunteer Relations, Paula Nelson, is organizing a clean-up crew. 615-521-9476
- 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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**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: Steve N. Smith Date: 8/22/12  
(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.*

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

## **WillPower 5K Race -- Organizing Committee**

### **Chair**

Stephen W. NeSmith  
123 Sturbridge Drive  
Franklin, TN. 37064  
615-440-2468

### **Co-Chair**

Jim Cumbee  
1422 Devens Drive  
Brentwood, TN. 37027  
615-390-9966

### **Director, Marketing & Promotion**

Michael Brown  
1146 Glenbrook Drive  
Franklin, TN. 37064  
615-403-3626

### **Director, Volunteer Relations**

Paula Nelson  
6307 Tupper Place  
Brentwood, TN. 37027  
615-521-9476

### **Director, School Outreach**

Patrick Jordan  
4904 Lambert Drive  
Nashville, TN. 37220  
615-373-9550

### **Director, Church Outreach**

John Duval  
8208 Maryland Lane  
Brentwood, TN. 37027  
615-516-8705

### **Director, Social Media Technology**

Josh Holloway  
5317 Ashlawn Drive  
Nashville, TN. 37211  
615-604-2234

### **Race Day Administrator**

Brian NeSmith  
815 Arlington Drive  
Altamonte Springs, FL.  
407-719-6491

## WillPower 5K -- Vendor List

The WillPower 5K Organizing Committee does *not* plan to allow vendors into the event. Our organization defines a "vendor" as anyone that will be selling goods or services to our runners. This event is designed to raise funds for a charitable cause and allowing vendors to sell goods on site would not facilitate an environment favorable to our goal.

The committee is soliciting event sponsors and will encourage those sponsors to have a presence on race day. In an event of this type, sponsors do not sell goods, but instead provide free samples of product, food, coupons, etc. At this early stage, we do have a list of event sponsors.

We do plan to provide medical support in the form of an EMT crew from Williamson Medical Center.

Questions can be directed to event chair, Steve NeSmith, at 615-440-2468.



## WillPower 5K -- Sample Good Neighbor Letter

WillPower 5K Foundation  
123 Sturbridge Drive  
Franklin, TN. 37064

[Insert business or resident name]  
100 Main Street  
Franklin, TN. 37064

Dear [Insert business or resident name],

My name is Steve NeSmith, a longtime Franklin resident and your neighbor. Earlier in 2012 my son, 12 year old Will NeSmith, suffered a massive hemorrhage -- a rare event in children. His recovery and rehabilitation has grown into a community cause with residents approaching me, asking how they can help Will one day return to a normal life.

As a result, we've launched plans for the WillPower 5K race. This event, scheduled for April 6, 2013, will start and finish at The Square in downtown Franklin. Our course is modeled after the route used by the popular Franklin Classic road race. Like most road races, our event will start early, at 7:30am, and end early, by 9:30am. Most runners will finish the race by 8:00 am and roads outside of The Square will be blocked only until 8:30am.

For downtown Franklin businesses, we are offering you an opportunity to place an advertisement in our runner's "goody bags", free of charge. We offer this to say 'thanks' for letting us hold our event in your area. For details on how to get your coupon or ad to our event organizer, simply email us at [WillPower5K@gmail.com](mailto:WillPower5K@gmail.com).

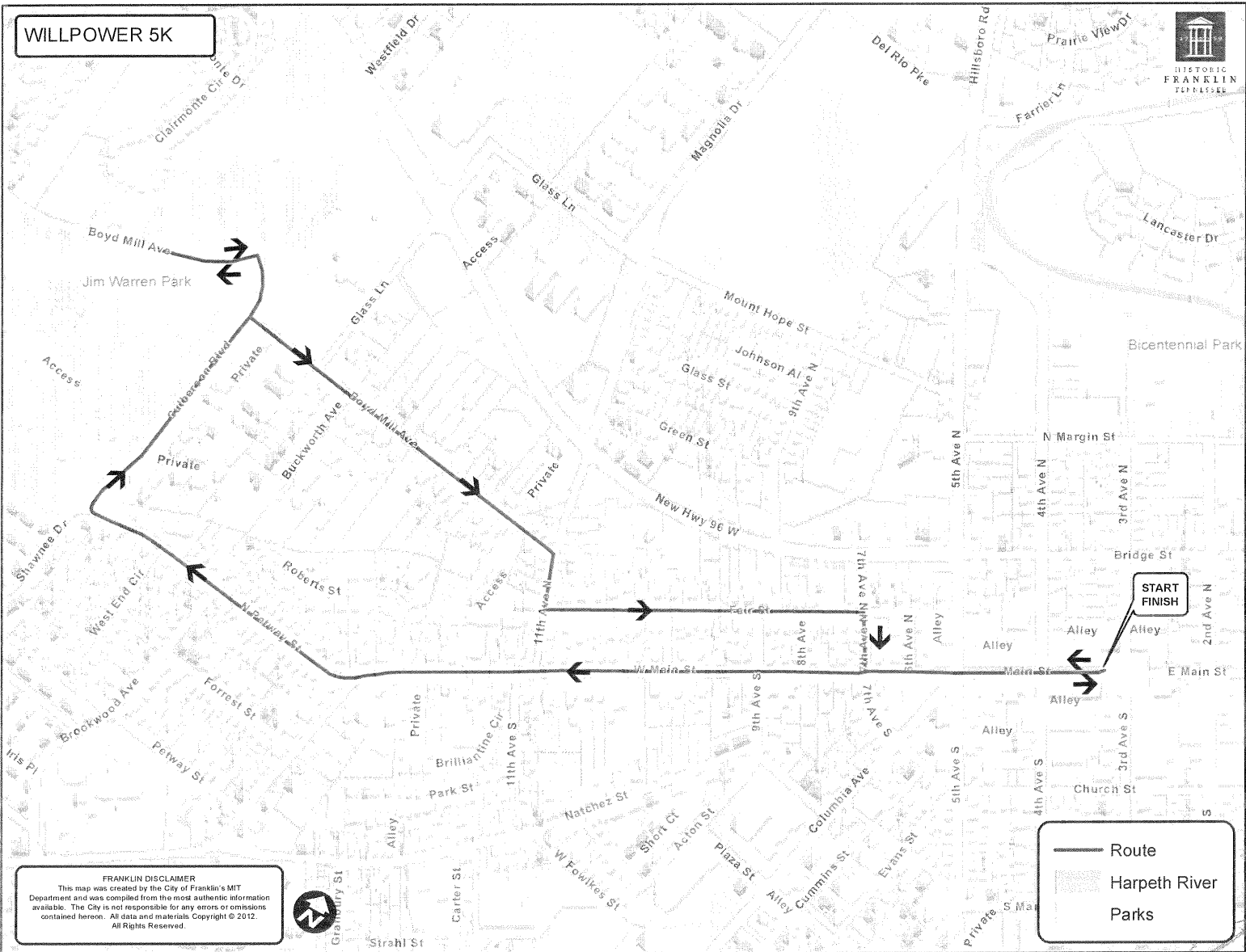
For residents, be assured that we will have all the required law enforcement support on hand the day of the event to direct traffic and protect your rights as a resident of downtown Franklin.

We believe the WillPower 5K will bring a quality event to downtown Franklin and hope that you will join us on April 6, 2013. If you have further questions, feel free to contact us or the City Administrator's office at 615-791-3217 located at 109 3rd Ave #103 Franklin, TN 37064.

Sincerely,

Steve NeSmith  
Chair, WillPower 5K

**WILLPOWER 5K**



**FRANKLIN DISCLAIMER**  
 This map was created by the City of Franklin's MIT Department and was compiled from the most authentic information available. The City is not responsible for any errors or omissions contained herein. All data and materials Copyright © 2012. All Rights Reserved.



Route  
 Harpeth River Parks  
 Parks