



HISTORIC
FRANKLIN
TENNESSEE

ITEM #3
WRKS
02/25/14

MEMORANDUM

February 18, 2014

TO: Board of Mayor and Aldermen

FROM: Eric Stuckey, City Administrator
Special Events Advisory Team

SUBJECT: Mellow Mushroom Concert Series 2014

Purpose

The purpose of this memo is to outline recommendations for a concert series sponsored by Mellow Mushroom.

Background

Mellow Mushroom is requesting to hold a monthly concert series on the Square. Last year, they utilized the parking quadrant in front of their building. The concerts are held on the second Saturday of each month from March to October and feature live music by the Sixty Four (a Beatles tribute band). The band will play from 7 p.m. until 10 p.m. They typically have 200 – 400 people attend the events.

This year, the applicant requested to close a portion of the Square (see attached application). Staff recommends, at this time, to continue the closure of the parking quadrant as was done last year including the pedestrian walk-way to keep pedestrians out of the lane of traffic. The applicant has agreed to work with staff to continue to monitor attendance at the event and, over the next couple of months, determine other ways to expand the footprint while avoiding possible inconveniences to motorists. Options include utilizing the alley behind Mellow Mushroom and/or working with Williamson County on the feasibility of using their property (courtyard of Historic Courthouse). If the attendance continues to grow and these options are not feasible, the applicant will re-submit a request for the closure of the Square (from Second Avenue to the Fourth Avenue).

Recommendation

Staff recommends approval with the following conditions:

- Applicant will provide a \$1,000 refundable damage deposit to City prior to event.

Risk Management:

- Applicant will provide certificate of insurance with alcohol liability coverage naming the City as additional insured.

Police Department:

- Applicant will hire three extra-duty Franklin Police Officers for each of the concerts.
- Applicant will utilize staff or private security to identify and serve patrons 21 and over.
- Applicant has requested amplification for the band. Pursuant to Franklin Municipal Code Section 11-403(3), this is the only location at which amplified sound will be permitted during this event.

Sanitation and Environmental Services Department:

- Department will provide 10 rollout containers at a charge of \$5 per container. Applicant will leave containers in the alley behind Mellow Mushroom.
- Applicant will provide volunteers to pick-up any trash associated with the event.



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Building & Neighborhood Services Department:

- Special Event BNS permit will be required

Revenue Management:

- Applicant will obtain a permit from the City's Beer Board if required.

Streets Department:

- Department will close quadrant at 5 a.m. on the day of the concerts.

OFFICE USE ONLY:
Permit No:



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
___ Fieldstone Farms
___ Jim Warren Park

___ Liberty Park
___ Pinkerton Park
___ Harlinsdale Farm

___ Eastern Flank Battlefield Park

Other: Downtown Franklin Square
3rd Ave South, Main St.

2) Name/purpose of event: Sixty Four Band "Live on the Square"

3) Date or dates of event: 3/8, 4/12, 5/10, 6/14, 7/12, 8/9, 9/13, 10/11

4) Time of Event: 6:30 pm - 10 pm

5) Time of Street Closure (if applicable): _____

Set-Up Date/Time: 6 pm

Tear-down Date/Time: 10 pm

*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:

Daryl Stone w/ Mellow Mushroom Pizza

a) Address: 317 Main St. Suite 100 Franklin 37064

b) Phone: 615-628-0181 c) Cell: 615-423-8845 d) Fax: _____

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

7) Person in charge on day of event: Daryl Stone

Cell: 615-423-8845 E-mail address: mellowdaryl@gmail.com



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

Name: Joey Clark Cell: 615/934-0413 E-mail address: joeyclark37064@gmail.com

Name: Mark Clark Cell: 615/668-3759 E-mail address: mclark37064@gmail.com

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

- Monthly concert with a Beatles Tribute Band. Second Saturday of the month running March - October. We will be having music from 7pm - 10pm.

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:

200-400

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.

16) Will you charge an admission/participation fee (including vendors)? If yes, please specify how much per person/vendor. no

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? _____

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



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- 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.)?
- music
- 22) What type of sound amplification will be provided (DJ, Band, etc.)? Please list all that apply.
- Band
- 23) During what time period is sound amplification requested? 7pm - 10pm
- 24) If for entertainment, give details of entertainment being provided (i.e. number of musicians, type of music, amp wattage, etc.). - 5 person band playing Beatles Music
- 25) Will any stages, amusement attractions, or amusement rides, including inflatables, be erected for the event? Circle 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.
- 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. - Mellow Mushroom will be responsible for clean up
- 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.



- 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.*

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: [Signature] Marketing Manager Date: 1/2/14
 (Signature and title – must be officer of organization)

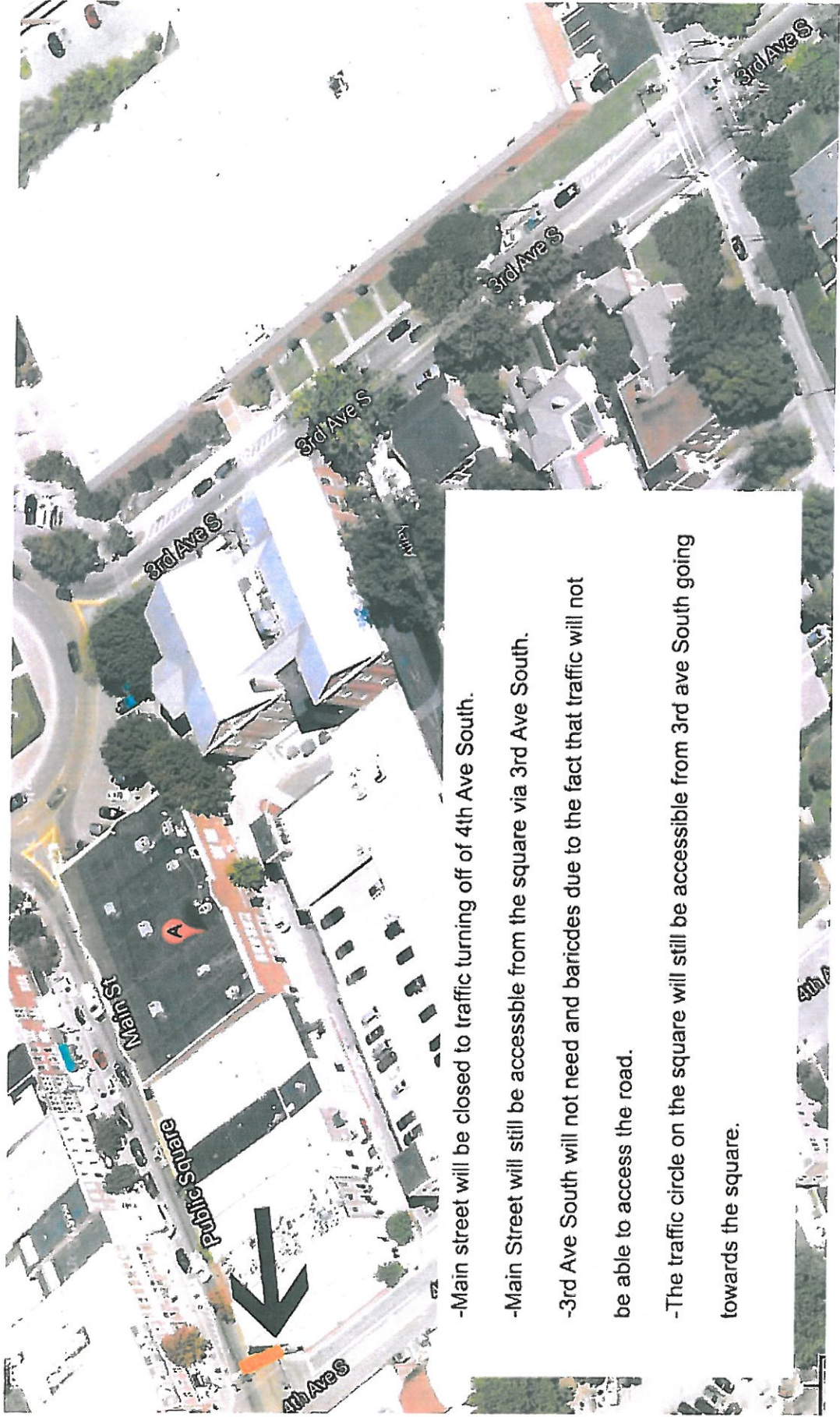
Approved by the Board of Mayor and Aldermen on _____, 20__.

 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) *
 * *

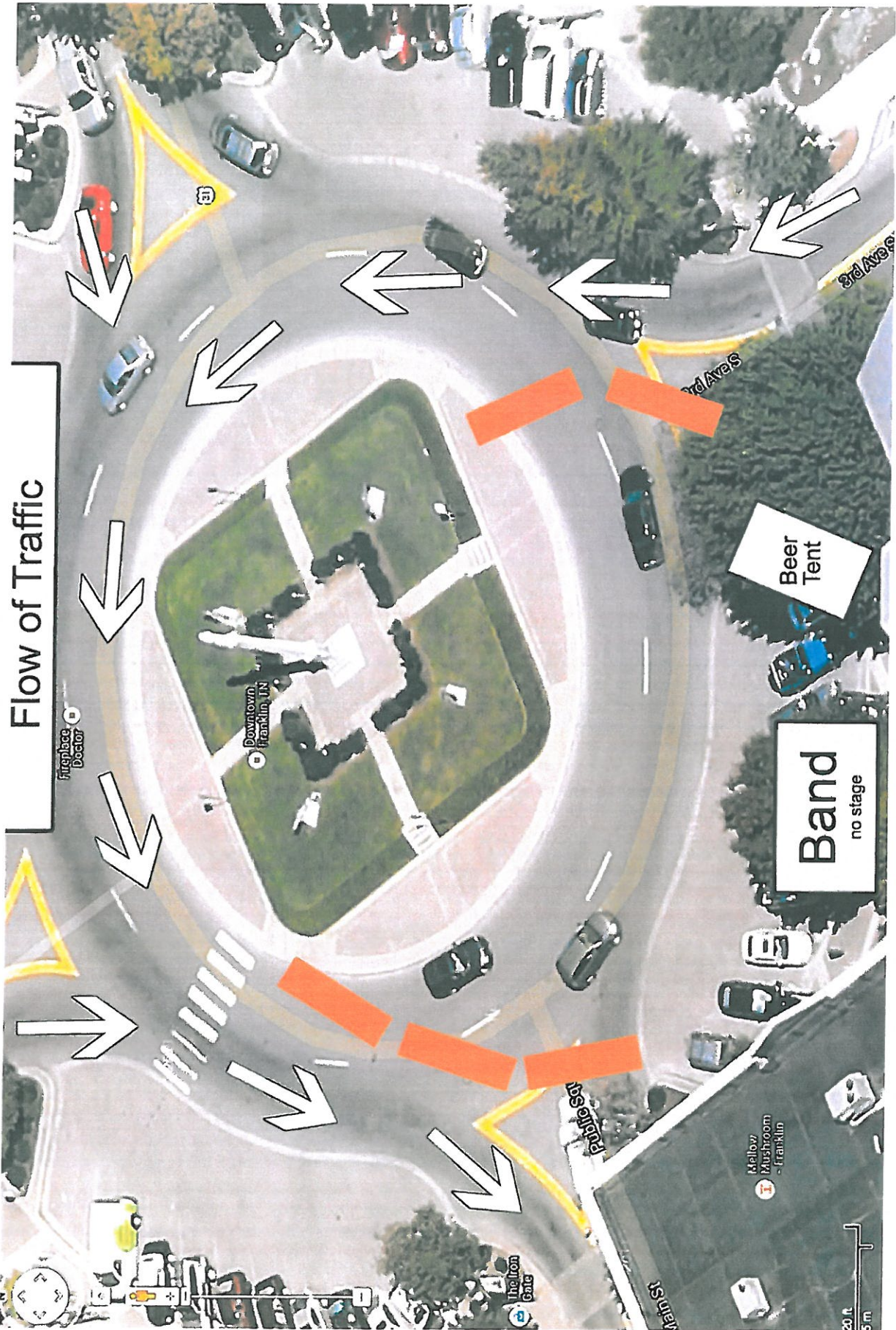


-Main street will be closed to traffic turning off of 4th Ave South.

-Main Street will still be accessible from the square via 3rd Ave South.

-3rd Ave South will not need and barricades due to the fact that traffic will not be able to access the road.

-The traffic circle on the square will still be accessible from 3rd ave South going towards the square.



Flow of Traffic

Fireplace Doctor

Downtown Franklin TN

Beer Tent

Band
no stage

Mellow Mushroom - Franklin

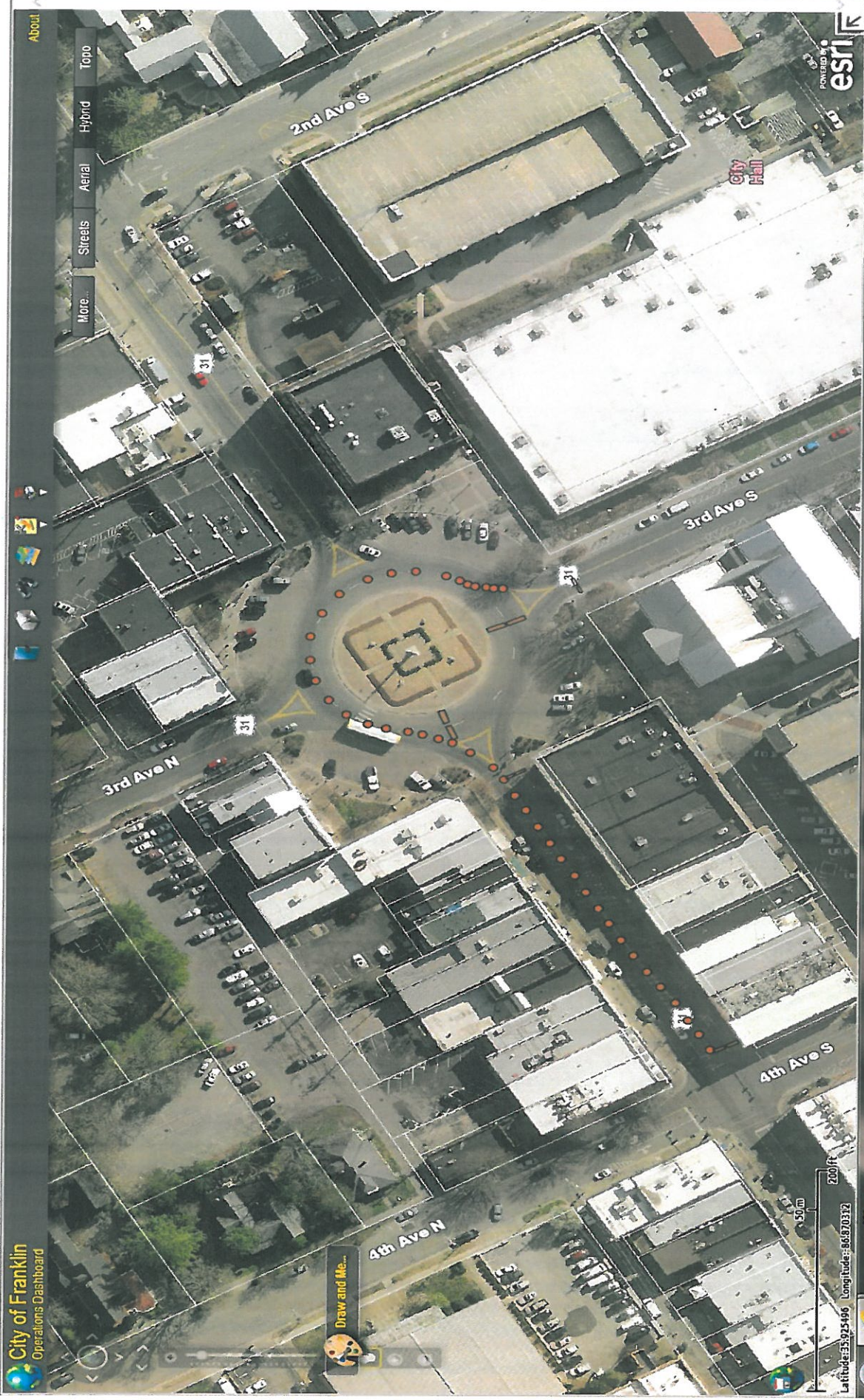
The Iron Gate

The Strand

3rd Ave S

4th Ave S

20 ft
5 m



City of Franklin
Operations Dashboard

200 ft
50 m
Latitude: 39.25496 Longitude: -86.870312