




HISTORIC
FRANKLIN
TENNESSEE

ITEM #10
WRKS
03/25/14

MEMORANDUM

March 18, 2014

TO: Board of Mayor and Aldermen

FROM: Eric Stuckey, City Administrator 
Special Events Advisory Team

SUBJECT: Viva la Diva Event Application

Purpose

The purpose of this memo is to outline recommendations for approval of the Viva la Diva Event application.

Background

The Viva la Diva Run is an event sponsored by Fifty Forward. The event is hosted by Nissan and will begin and end at their corporate headquarters on November 15th. The event includes a 5K and 10K runs. The first run begins at 8 a.m. Estimated attendance is 1,300.

Recommendation

Staff recommends approval of the event application with the following recommendations:

- Applicant will provide a \$1,000 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 fifteen Franklin Police Officers to provide traffic control.
- **Building & Neighborhood Services Department:**
 - Electrical permit may be required.
- **Solid Waste Department:**
 - Volunteers will provide cleanup along the route and at water stations.
 - Applicant will meet with department to determine if assistance needed at Nissan.

OFFICE USE ONLY:
Permit No:



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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:
- | | |
|--|--|
| <input type="checkbox"/> street closure | <input type="checkbox"/> parade |
| <input type="checkbox"/> other special event | <input type="checkbox"/> beer served (<i>separate permit required</i>) |

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):

- | | | |
|---|---|---|
| <input type="checkbox"/> Aspen Grove Park | <input type="checkbox"/> Liberty Park | <input type="checkbox"/> Eastern Flank BattleField Park |
| <input type="checkbox"/> Fieldstone Farms | <input type="checkbox"/> Pinkerton Park | |
| <input type="checkbox"/> Jim Warren Park | <input type="checkbox"/> Harlinsdale Farm | Other: <u>See Attachment "A"</u> |

2) Name/purpose of event: Viva la Diva Run

3) Date or dates of event: Saturday, November 15, 2014

4) Time of Event: 8:00am – 10:30am

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

Set-Up Date/Time: 11/15 5:30am – 7:00a Tear-down Date/Time: 11/15 11:00am – 1:00pm

*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:

Gail Sonia on behalf of FiftyForward

a) Address: 174 Rains Ave. Nashville, TN 37203

b) Phone: 743-3404 (Janet Jernigan) c) Cell: 397-0978 (Gail Sonia) d) Fax: 743-3480(FiftyForward)

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

7) Person in charge on day of event: Gail Sonia

Cell: 397-0978 E-mail address: gailsonia@gmail.com



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

Name: Janet Jernigan Cell: 218-9897 E-mail address: jjernigan@fiftyforward.org

Name: Anna Claire Hoffman Cell: 305-6624 E-mail address: achoffman@fiftyforward.org

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

Please see attachment "B"

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. Please see attachment "C"*

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

Estimated participants: 1000 Volunteers: 150 Spectators: 200

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. **Please see attachment "D"**

13) Is your organization based in Williamson County? Circle Yes or No
(if no, please state where: Nashville – with services in Williamson County – Attachment "E")

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. Yes – see attachment "B"

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? FiftyForward 100%

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, Awards presentation, Entertainment – all sound will be on Nissan property.
-
- 22) What type of sound amplification will be provided (DJ, Band, etc.)? Please list all that apply.
DJ, Band, Event Emcee
-
- 23) During what time period is sound amplification requested? *6:30 am – 11:30am*
- 24) If for entertainment, give details of entertainment being provided (i.e. number of musicians, type of music, amp wattage, etc.). *tbd*
-
- 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.
Please see attachment "C" for location of tents and stage.
- 26) What, if any, vendors will be present at event? (i.e medical related, shirts, arts, etc.) **Please provide detailed list.** Use additional sheets. *To be determined.*
- 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. *Volunteers will be responsible for clean-up under the supervision of Volunteer Coordinator, Robin Johnson 615-210-4557 (mobile)*
-
- 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. See attached.*

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.

Viva la Diva Run – City of Franklin Race Application

Attachment A:

1.) Location Requested

Viva la Diva 10k Route Directions – turn by turn:

- Start on Nissan Campus (existing start line) to Carothers
- Cross Carothers at light & left (north) on Carothers to Healthways entrance
- Healthways road to Cool Springs Blvd.
- Rt. (east) on Cool Springs Blvd. to McEwen
- Rt. (west) on McEwen to Carothers
- Rt. (north) on Carothers to Nissan Employee Drive (cross Carothers here)
- Follow Nissan Employee Drive around building to Carothers
- Rt. (south) on Carothers to McEwen
- Rt. (west) on Carothers to Old Liberty Pike (closed service road)
- Follow Old Liberty Pike to end at Crescent Centre Dr. (South)
- Rt. To Carothers
- Rt. (south) to Nissan entrance to finish line (existing)

Benefits of this route:

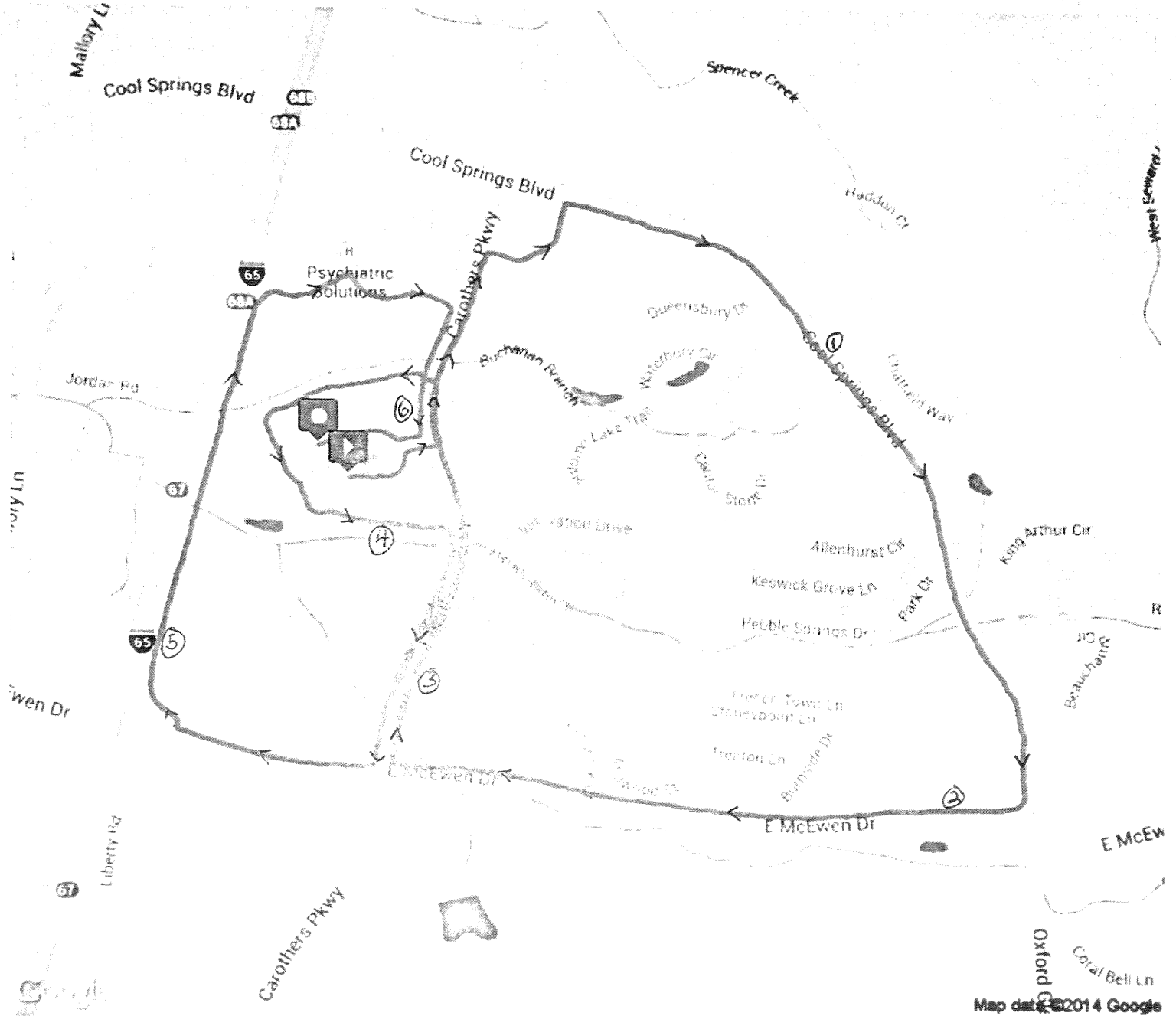
- This route uses the more heavily traveled residential roads (Cool Springs Blvd. & McEwen Dr.) at the beginning of the race allowing roads to open quickly.
- The majority of the 2nd half of the race is on private or closed roads and will not impact traffic.
- The Race Route moves with traffic on public roads so police and pace car may move with participants for safety.
- The use of HealthWays road allows participants to avoid the Carothers/Cool Springs intersection for safety and less impact on traffic flow.



Route from file (2013-12-11
15:57:49+00:00)
Distance: 6.21 mi

Viva la Diva 2014 10k Route

mapmyrun



There are no notes to display for this route.

MapMyRun • <http://mapmyrun.com/routes/view/334130233>

5K & 1 Mile Routes



Viva la Diva Run – City of Franklin Event Application

Attachment B:

9.) Detailed description of the event:

Saturday, November 15, 2014 will be the 4th annual Viva la Diva Run for Diva's and Dude's in the Cool Springs area of Franklin, Tennessee. This race is presented by FiftyForward as an event to promote and benefit health, wellness and safety programs for women and girls of all ages. It is one of five (5) events (Girls on the Run, Girls Tri it On, Femme Fondo, Susan G. Komen Race for the Cure and Viva la Diva) marketed in the Making a Move series to promote health and wellness in Middle Tennessee.

It is the intention of FiftyForward that Viva la Diva benefits the residents and businesses of Franklin and Williamson County. It is an integral part of Nissan's employee health and wellness program with a large number of employees participating as volunteers and/or race participants.

In 2013, over 750 registered participants ran/walked in the 5k or 10 mile certified courses or the 1 mile fun run. Participants, spectators, volunteers and sponsors enjoyed entertainment and appearances by local officials on the Nissan campus. Nashville Striders will again be providing race management services and Williamson Medical Center will provide medical services.

Proposed changes for the 2014 Viva la Diva Run:

- Eliminate the 10 mile race course
- Add a 10k race (5k race will begin at 8:00am and the 10K race will start at 9:00am)

16) Participation Fees:

Event	Fee by 10/27	10/28 – 11/15	Race Day
5k	\$30.00	\$35.00	\$40.00
10k	\$35.00	\$40.00	\$45.00

Viva la Diva Run – City of Franklin Race Application

Attachment D:

12.) List of individuals in management/control of organization and/or committee

Executive Committee:

Gail Sonia
4038 Clovercroft Rd.
Franklin, TN 37067
gailsonia@gmail.com
615-397-0978

Race Director

Anna Claire Hoffman
174 Rains Ave.
Nashville, TN 37203
achoffman@fiftyforward.org
615-305-6624

Assistant Race Director

Janet Jernigan
174 Rains Ave.
Nashville, TN 37203
jjernigan@fiftyforward.org
615-743-3404

Executive Director, FiftyForward

Robin Johnson
174 Rains Ave.
Nashville, TN 37203
rjohnson@fiftyforward.org
615-743-3424

Volunteer Coordinator

Linda Chabot
174 Rains Ave.
Nashville, TN 37203
lchabot@fiftyforward.org
615-743-3412

Registration Coordinator

Race ChampionChip Timing:

Peter Pressman
4035 Trail Ridge Dr.
Franklin, TN 37067
Pasta4run@aol.com
615-293-8862

President, Nashville Striders

Viva la Diva Run – City of Franklin Event Application

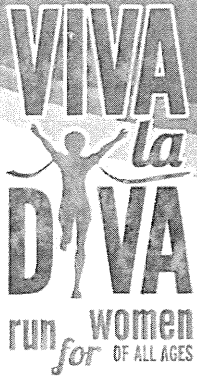
Attachment E:

13.) Is your organization based in Williamson County?

FiftyForward formerly Senior Citizens, Inc. is a private, nonprofit organization with the mission of enriching the lives of adults 50+ by providing opportunities for health, well being and lifelong learning. Our corporate offices are based in Nashville, Davidson County. We own and operate two lifelong learning centers, FiftyForward Martin Center and FiftyForward College Grove, in Williamson County.

Services provided to Franklin residents include:

- In-home care management services for frail, low income, homebound older adults through our Living at Home Program. Approximately, 40 individuals benefit from these services annually.
- Social, recreational, educational, health/wellness and volunteer activities, classes and events are implemented for active older adults at the FiftyForward Martin Center and FiftyForward College Grove centers. In 2013, the two centers served more than 2,200 Williamson County and Franklin city residents. Additionally, several hundred other Williamson County residents of all ages participate in our community events. Some signature events include Martin Music and Memories at the Franklin Theatre, Martin Masters Art Show at the FiftyForward Martin Center and the Viva la Diva Race at Nissan America's Headquarters.
- FiftyForward's Retired Senior Volunteer Program (RSVP) members regularly provide volunteer service within Williamson County. FLIP (Friends Learning in Pairs) serves four of the eight elementary schools in FSSD and additionally serves seven schools within the Williamson County school system. In 2013, 268 Williamson County students received aid from the program. This intergenerational tutoring program serves students (K – 4th grade) who are struggling with basic reading and arithmetic skills through weekly one-on-one guidance and mentoring during the school day. RSVP volunteers also serve with Graceworks Ministries and the Harpeth River Watershed Association, both Williamson County agencies.



November 6, 2014

Dear Resident;

The 4th Annual Viva la Diva Run will take place on Saturday, November 15, 2014 from approximately 8:00am – 10:30am. Viva la Diva is an event to benefit FiftyForward programs that support the health, wellness and safety of women, men, girls and boys of all ages.

A 5k race will start at 8:00am and a 10k race at 9:00am at the Nissan Headquarters on Carothers Parkway. Participants may run or walk one or both races. Portions of Cool Springs Boulevard, McEwen Drive, and Carothers Parkway will experience temporary lane closures under the direction of course monitors and the Franklin Police Department. If your road is impacted, it should be only for a short period of time, and we have taken every precaution to keep any traffic issues to a minimum. All roads will be open by 10:30am.

Impact to Cool Springs Blvd. (between Carothers & McEwen Dr.)
Runners will be using one lane from approximately 9:05 – 9:25am

Impact to McEwen Dr. (between Cool Springs Blvd. & Carothers)
Runners will be using one lane from approximately 9:10 – 9:40am)

We apologize for any inconvenience, and we sincerely appreciate your cooperation and support of this event. We hope you will join us by participating in Viva la Diva as a runner, walker or volunteer.

If you have any questions or concerns, please visit the Viva la Diva website at: www.vivaladivaron.org for event information and a detailed map of the race routes with anticipated road closure times.

Sincerely,

Gail Sonia, Race Manager
4038 Clovercroft Rd.
Franklin, TN 37067
615-397-0978

City Administrator's Office
City Hall
109 Third Ave. South
Franklin, TN 37065
615-791-3217

*Fifty
Forward*

Viva la Diva Run – City of Franklin Race Application

Good Neighbor Letter Contact List 2014

- Businesses along Carothers (Quail Hollow to Cool Springs Boulevard)
- Business along Carothers (Liberty Pike to Quail Hollow)
- Businesses along Cool Springs Blvd. (Carothers to McEwen)
- Neighborhoods on Cool Springs Boulevard:
 - Carronbridge Subdivision
 - The Enclave of Carronbridge
 - Ashton Park
 - Avalon

- Neighborhoods on McEwen Dr.
 - The Venue of Cool Springs

Neighborhood Associations of the above have been very helpful in getting the word out about Viva la Diva by sending out email notification to residents along with our Good Neighbor letter.

Lane closure signs are posted along the route approximately 7 days prior to race day.