

Ms. Monique McCullough City Administrator's Office City Hall 109 Third Ave. South Franklin, TN 37065

Thursday, September 18, 2014

Re: City of Franklin Event Permit Application Pilgrimage Foundation, LLC Pilgrimage Music & Cultural Festival/Harlinsdale Farm

Dear Ms. McCullough:

We are hereby applying for an Event Permit under Section 16-503 (*or*, <u>Special</u> <u>Events and Temporary Street Closures</u>) as required by Sections 16-501.–509. of the City of Franklin for the use of Harlinsdale Farm as the venue for the Pilgrimage Music & Cultural Festival on September 26 and 27, 2015.

Relating to the proposal, please find attached the required documents and supplemental materials listed in the Table of Contents on the following page.

Thank you for your consideration of this proposal.

Sincerest regards,

Kevin Griffin Pilgrimage Foundation, LLC



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OFFI	CE US	SE ONLY
	Permi	t 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	□ street closure	□ parade
	all that apply:	☑ other special event	beer served (separate permit required)
Plea	se supply the following i	nformation. For additional space,	use separate sheets of paper and attach to the application.
1)	Location requested	d (if Temporary Street Closu	re only, list major roads to be closed):
	Aspen Grove P Fieldstone Farr Jim Warren Pa	nsPinkerton Pa	ark
2)	Name/purpose of e	vent: <u>Pilgrimage Music & Cult</u>	ural Festival
3)	Date or dates of ev	ent: <u>Saturday. September 26 an</u>	d Sunday, September 27, 2015 (with September 25 as option)
4) 5)	Time of Street Clos	sure (if applicable):n/a	
	*Note: Two (2) hours will be	<u>beginning Thursday, 9/17/15 at 8 a</u> .m. added before set-up time and two hours (2 Franklin Police Officers during this time. F	Tear-down Date/Time: by Friday, 10/2/15 at 8 p.m. will be added after tear-down to allow time for clean-up. Event is Read Additional Requirements section for more information.
6)	Name of Applicant	and Organization Requestin	g Permit:
	Kevin Griffin, Pilgrim	age Foundation LLC	
	a) Address: P.O. Bo	x 570, Franklin, TN 37065	
	b) Phone:	c) Cell: (323) 5	d) Fax:
	e) E-mail address:	Kevin@PilgrimageFestival.com	
7)	Person in charge o	n day of event: <u>W. Brandt Woo</u>	od
	Cell: (214) 952-9663	E-mail add	ress: Brandt@PilgrimageFestival.com

Revised February 2014



Revised February 2014

8)	Name and Cell Numbe	er of at least t	wo others	available on day of event:	
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Name: Kevin Griffin Cell: (323)599-6643 E-mail address: Kevin@PilgrimageFestival.com

Name: Michael Whelan Cell: (504)915-5104 E-mail address: Michael@PilgrimageFestival.com

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

2-day festival featuring local, regional and national music acts; also including food, beverage, crafts, and merchandise.. Please see attachments.

10) <u>ENCLOSE A DETAILED MAP</u> 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:

250 production crew, artists and vendors/15,000-20,000 patrons daily

12) Please <u>attach a list</u> 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. <u>\$75/one-day pass</u>; \$135/two-day pass; \$350/VIP two-day pass
- 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? <u>Pilgrimage Foundation</u>, to benefit the Franklin community,

i.e. Harlinsdale Farm renovations, artist support, local schools.

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, FRANKLIN please skip to Question #22.
- 21) For what purpose will sound amplification be used (i.e. announcements, entertainment, etc.)? Sound amplification will be installed on stages for band sound reinforcement.
- 22) What type of sound amplification will be provided (DJ, Band, etc.)? Please list all that apply. Bands with onstage production
- 23) During what time period is sound amplification requested? <u>10 a.m 8 p.m. each day</u>
- 24) If for entertainment, give details of entertainment being provided (i.e. number of musicians, type of music, amp wattage, etc.). Estimated number of bands: 50 with approximately 200 artists, Americana-roots music. Amp wattage to be determined
- 25) Will any stages, anusement attractions, or amusement rides, including inflatables, be erected for the event? Circle Yes or No. <u>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. <u>Applicant must also include a copy of that company's insurance certificate indicating coverage and listing the City of Franklin as additional insured.</u> ***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.</u>
- 26) What, if any, vendors will be present at event? (i.e medical related, shirts, arts, etc.) <u>Please</u> 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. Yes. Clean-up provider to be determined.
- 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) *<u>NOTE</u>: Events that include deep frying cooking oil operations are required to have a grease pit on-site and contract with a <u>grease waste hauler</u> 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:

Yes - to be determined.

- 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 vestor 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: 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.

Revised February 2014



PLEASE READ ATTACHMENTS BEFORE SIGNING APPLICATION.

- I/We agree to abide by all ordinances and regulations of the City of Franklin and all conditions 1) 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.
- I/We understand that granting of Special Event Permit does not imply granting of other permit that 6) 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.
- The City reserves the right to require one or more City of Franklin police officers or other 8) 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:

Partner, Pilgrimage FoundationLLC Date: 09/15/14 (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)

Revised February 2014



PILGRIMAGE PRODUCTIONS CONTACTS					
Name	Name Role		Email		
Kevin Griffin	Partner	323.599.6643	Kevin@PilgrimageFestival.com		
Michael Whelan Partner		504.915.5104	Michael@PilgrimageFestival.com		
W. Brandt Wood	W. Brandt Wood Partner		Brandt@PilgrimageFestival.com		
Caitlin Salisbury	Caitlin Salisbury Administrator		Caitlin@WoodHouseUS.com		
	OTHE	R CONTACTS			
Name Role		Phone	Email		
John B. Burns	John B. Burns Attorney		JBBurns@Dickinson- Wright.com		
M. Bergeron & Company CPAs	Accountant	985.655.1040	Michael@Mbergeron.net		

MAILING ADDRESS: P.O. Box 570, Franklin, TN 37065

INTERNAL REVENUE SERVICE P. O. BOX 2508 CINCINNATI, OH 45201

Date: MAR 2 1 2007

BETTER THAN EZRA FOUNDATION 326 LAFAYETTE ST HOUMA, LA 70360

Employer Identification Number 20-8014826	:
DLN:	
17053065059007	
Contact Person:	
RENEE RAILEY NORTON	±۲
Contact Telephone Number: (877) 829-5500	- 11
Accounting Period Ending: December 31	
Public Charity Status:	
170(b)(1)(A)(vi)	
Form 990 Required: Yes	
Effective Date of Exemption:	
December 19, 2006	
Contribution Deductibility: Yes	
Advance Ruling Ending Date:	
December 31, 2010	

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)

DEPARTMENT OF THE TREASURY

31172

BETTER THAN EZRA FOUNDATION

Sincerely, Burn of

Lois G. Lerner Director, Exempt Organizations Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3) Statute Extension

Letter 1045 (DO/CG)

							_		
A		ΓIFI	CATE OF LIA	BILI	ty in	SURA	NCE		(MM/DD/YYYY) 1/2014
	THIS CERTIFICATE IS ISSUED AS A	ΜΔΤΤ	FR OF INFORMATION ONLY					TE HO	DER THIS
	CERTIFICATE DOES NOT AFFIRMAT								
	BELOW. THIS CERTIFICATE OF INS								
	REPRESENTATIVE OR PRODUCER, A	ND TH	E CERTIFICATE HOLDER.						
	MPORTANT: If the certificate holder	is an <i>i</i>	ADDITIONAL INSURED, the	policy(ies	s) must be	endorsed.	If SUBROGATION IS W	AIVED	, subject to
	he terms and conditions of the policy			ndorseme	ent. A stat	tement on th	is certificate does not	confer	rights to the
	certificate holder in lieu of such endor	semer	nt(s).						
PR	ODUCER				Holly B	lack			
A	scend Insurance Brokerage	5		PHONE (A/C. No. E	xt): (888)	749-2100	FAX (A/C, No):	(800)5	90-3211
14	850 Montfort Dr.			É-MAIL ADDRESS:					
S	ite 131 LB9					URER(S) AFFOR	DING COVERAGE		NAIC #
Da	allas TX 75	5254			Travel				
INS	URED			INSURER B					
W	ood House LLC								
	21 Southbrook Dr			INSURER C					
15.	21 Southbrook br			INSURER D					-
	- 11			INSURER E					
	allas TX 75			INSURER F					
_			ATE NUMBER:CL1482119				REVISION NUMBER:		
	THIS IS TO CERTIFY THAT THE POLICIES NDICATED. NOTWITHSTANDING ANY R								
	CERTIFICATE MAY BE ISSUED OR MAY								
	EXCLUSIONS AND CONDITIONS OF SUCH						S.		
INS LT	TYPE OF INSURANCE			P (M	POLICY EFF	POLICY EXP (MM/DD/YYYY)	LIMI	тs	
	GENERAL LIABILITY						EACH OCCURRENCE	\$	1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	s	300,000
A	CLAIMS-MADE X OCCUR		3E512664	8/8	8,014	8, 1/2015	MED EXP (Any one person)	\$	5,000
1.							PERSONAL & ADV INJURY	s	1,000,000
								s	2,000,000
							GENERAL AGGREGATE		
							PRODUCTS - COMP/OP AGG	\$	2,000,000
	X POLICY PRO- JECT LOC						COMBINED SINGLE LIMIT	\$	
							(Ea accident)	\$	1,000,000
A							BODILY INJURY (Per person)	\$	
	ALL OWNED SCHEDULED AUTOS AUTOS		251264	8/:	8/2014	8/8/2015	BODILY INJURY (Per accident)	\$	
	X HIRED AUTOS X NON-OWNED AUTOS						PROPERTY DAMAGE (Per accident)	\$	
								\$	
	X UMBRELLA LIAB OCCUR						EACH OCCURRENCE	\$	1,000,000
A	EXCESS LIAB CLAIMS-MADE						AGGREGATE	s	1,000,000
1	DED RETENTION \$	1	CUP-3E765920	8/:	8/2014	8/8/2015		s	
A	WORKERS COMPENSATION						WC STATU- TORY LIMITS ER		
	AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE						E.L. EACH ACCIDENT	\$	1 000 000
	OFFICER/MEMBER EXCLUDED?	N / A	9E368937	8/	8/2014	8/8/2015			1,000,000
	(Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		51500557	- /	-,	-, -,	E.L. DISEASE - EA EMPLOYEI		1,000,000
_	DESCRIPTION OF OPERATIONS below	+ +					E.L. DISEASE - POLICY LIMIT	\$	1,000,000
DE	SCRIPTION OF OPERATIONS / LOCATIONS / VEHING See attached additional rem	CLES (A	ttach ACORD 101, Additional Remarks	s Schedule, i	if more space	is required)			
	see attached additional rem	arks	~						
CI	CERTIFICATE HOLDER				LLATION				
				SHOUL	D ANY OF		ESCRIBED POLICIES BE (CANCEL	LED BEFORE
							EREOF, NOTICE WILL CY PROVISIONS.	BE DE	LIVERED IN
	Blue Star Operations								
	c/o Global Risk Manag			AUTHORIZ	ED REPRESE	NTATIVE			
	4447 N. Central Expre	sswa	У						
	Suite 110-433								
	Dallas, TX 75205								

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COMMENTS/REMARKS

"Blue Star Operations Services, LLC, Cowboys Stadium, L.P., Dallas Cowboys Football Club, Ltd., Legends Hospitality, LLC, (City of Arlington, AT&T Services, Inc. and the National Football League with respect to work done at AT&T Stadium), Cowboys Center, Ltd., Dallas Cowboys Merchandising, Ltd., Blue Star Imaging, L.P., Blue Star Land, L.P." and all subsidiaries related or affiliated companies, are Additional Insureds with Waiver of Subrogation under the Commercial General Liability, Auto Liability and Umbrella Liability policies and Waiver of Subrogation on Workers Compensation. Such

policies are primary and non-contributory as respects to any other insurance available to above entities.

ADDITIONAL COVERAGES								
Ref #	Descriptio Employee					Coverage Code EBLIA	Form No.	Edition Date
Limit 1		Limit 2	Limit 3	Deductible Amount	Dedu	ctible Type	Premium	
Ref #	Descriptio Business					Coverage Code	Form No.	Edition Date
Limit 1	I	Limit 2	Limit 3	Deductible Amount	Dedu	ctible Type	Premium	
Ref #	Descriptio	n				Coverage Code	Form No.	Edition Date
Limit 1		Limit 2	Limit 3	Deductible Amount	Dedu	ctible Type	Premium	
Ref #	Descriptio	n				Coverage Code	Form No.	Edition Date
Limit 1		Limit 2	Limit 3	Deductible Amount	Dedu	ctible Type	Premium	
Ref #	Descriptio	n			-	Coverage Code	Form No.	Edition Date
Limit 1		Limit 2	Limit 3	Deductible Amount	Dedu	ctible Type	Premium	
Ref #	Descriptio	n	1	1		Coverage Code	Form No.	Edition Date
Limit 1		Limit 2	Limit 3	Deductible Amount	Dedu	ctible Type	Premium	
Ref #	Descriptio	n				Coverage Code	Form No.	Edition Date
Limit 1		Limit 2	Limit 3	Deductible Amount	Dedu	ctible Type	Premium	
Ref #	Descriptio	n				Coverage Code	Form No.	Edition Date
Limit 1		Limit 2	Limit 3	Deductible Amount	Dedu	ctible Type	Premium	
Ref #	Descriptio	n				Coverage Code	Form No.	Edition Date
Limit 1	-	Limit 2	Limit 3	Deductible Amount	Dedu	ctible Type	Premium	
Ref #	Descriptio	n				Coverage Code	Form No.	Edition Date
Limit 1		Limit 2	Limit 3	Deductible Amount	Dedu	ctible Type	Premium	
Ref #	Descriptio	n				Coverage Code	Form No.	Edition Date
Limit 1	Limit 1 Limit 2 Limit 3 Deductible Amount Deductible Type Premium							
OFADT	OFADTLCV Copyright 2001, AMS Services, Inc.							

Clier	nt#: 17854		MUSITEN				
ACORD CERTIF	ICATE OF LIA	BILITY II	NSURAN	NCE	DATE (MM/DD/YYYY) 05/29/2008		
PRODUCER Crichton Brandon Jackson Ward 3011 Armory Drive Suite 250		ONLY AND HOLDER. T	THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.				
Nashville, TN 37204 615 383-9761		INSURERS A	FFORDING COVE	RAGE	NAIC #		
INSURED		INSURER A: CI	ncinnati Insurar	ce Companies	10677		
Music City Tents and E	vents, LLC	INSURER B: AC	cident Fund	•			
619 Norris Avenue		INSURER C:					
Nashville, TN 37204		INSURER D:	INSURER D:				
		INSURER E:	INSURER E:				
COVERAGES							
THE POLICIES OF INSURANCE LISTED BEI ANY REQUIREMENT, TERM OR CONDITION MAY PERTAIN, THE INSURANCE AFFORDE POLICIES. AGGREGATE LIMITS SHOWN M	N OF ANY CONTRACT OR OTHER DO D BY THE POLICIES DESCRIBED HE	OCUMENT WITH RESP REIN IS SUBJECT TO CLAIMS.	PECT TO WHICH THI ALL THE TERMS, E	S CERTIFICATE MAY BE ISS XCLUSIONS AND CONDITIO	SUED OR		
NSR ADD'L TR INSRD TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS	3		
A GENERAL LIABILITY X COMMERCIAL GENERAL LIABILITY CLAIMS MADE X OCCU GEN'L AGGREGATE LIMIT APPLIES PEI POLICY PRO- LOC	R 	04/21/08	04/21/09	EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence) MED EXP (Any one person) PERSONAL & ADV INJURY GENERAL AGGREGATE PRODUCTS - COMP/OP AGG	\$1,000,000 \$1,000,000 \$10,000 \$2,000,000 \$2,000,000		
A AUTOMOBILE LIABILITY X ANY AUTO	CPP0837589	04/21/08	04/21/09	COMBINED SINGLE LIMIT (Ea accident)	\$1,000,000		

affording coverage shown above
Certificate Holder is Loss Payee under the Auto in resespect to the above vehicle
(See Attached Descriptions)

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

CPP0837589

WCV6043568

CERTIFICATE HOLDER	CANCELLATION				
	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION				
Toyota Motor Credit Corporation	DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL <u>30</u> DAYS WRITTEN				
P.O. Box 16187	NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL				
Atlanta, GA 30321	IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR				
	REPRESENTATIVES.				
	AUTHORIZED REPRESENTATIVE				

04/21/08

04/21/08

04/21/09

04/21/09

ALL OWNED AUTOS

SCHEDULED AUTOS

NON-OWNED AUTOS

EXCESS/UMBRELLA LIABILITY

\$

CLAIMS MADE

Coverages as per the policy or policies issued by the insurer(s)

HIRED AUTOS

GARAGE LIABILITY

OCCUR

DEDUCTIBLE

RETENTION

WORKERS COMPENSATION AND EMPLOYERS' LIABILITY

If yes, describe under SPECIAL PROVISIONS below

OTHER

ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED?

ANY AUTO

Х

Х

Α

В

BODILY INJURY (Per person)

BODILY INJURY (Per accident)

OTHER THAN AUTO ONLY:

AGGREGATE

PROPERTY DAMAGE (Per accident)

EACH OCCURRENCE

WC STATU-TORY LIMITS

E.L. EACH ACCIDENT

AUTO ONLY - EA ACCIDENT

\$

\$

\$

\$

\$

\$

\$

\$1,000,000

\$1,000,000

\$100,000

EA ACC \$

> AGG \$

OTH-ER

E.L. DISEASE - EA EMPLOYEE \$100,000

E.L. DISEASE - POLICY LIMIT \$500,000

IMPORTANT

If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

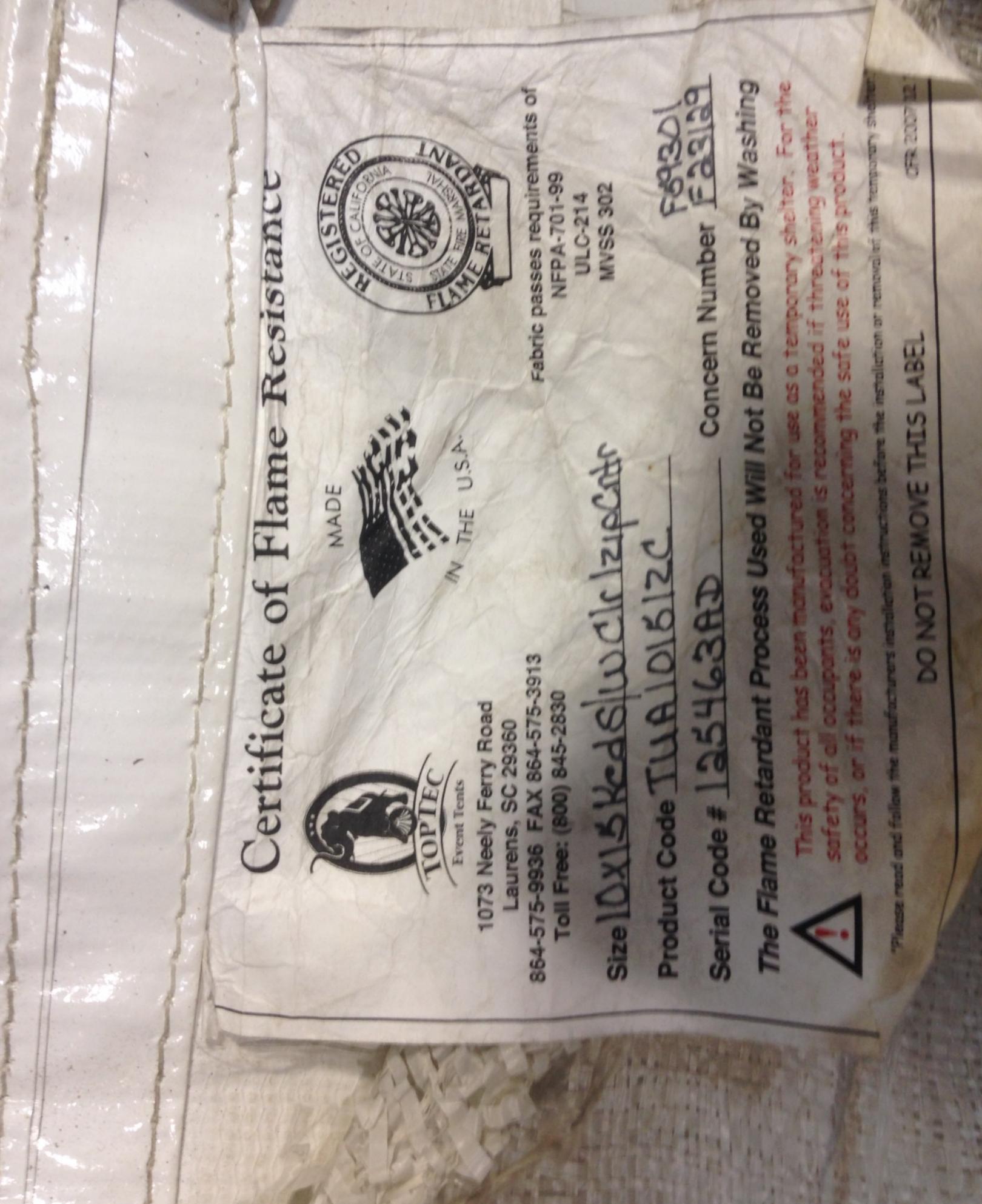
DISCLAIMER

The Certificate of Insurance on the reverse side of this form does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder, nor does it affirmatively or negatively amend, extend or alter the coverage afforded by the policies listed thereon.

DESCRIPTIONS (Continued from Page 1)

Veh# 6 - 2007 Hino 26 ft box 268 TK VIN# 5PVNE8JV672S50406 TN; Coverages - Liability: ; Med. Pay: 5,000; Uninsured Motorist 1,000,000; Underinsured Motorist: ; Comprehensive: 1000 Ded.; Collision: 1000 Ded.; ACV

Global Tent and Events LL dba: Peahtree Tents & Events is additional insured under the Auto in respect to the above vehicle







PROSPECTIVE VENDOR LIST

FRANKLIN RESTAURANTS

Puckett's Puckett's Boathouse Gray's on Main 55 South Red Pony Merridee's Bread Basket Mack and Kate's Sopapilla's Sperry's

NASHVILLE AREA RESTAURANTS

Pinewood Social Loveless Cafe Urban Grub Hattie B's Frothy Monkey Husk Mas Tacos Por Favor Edley's BBQ Jenni's Ice Cream Josephine's Capitol Grille

FOOD TRUCKS

The Grilled Cheeserie Riff's Fine Street Food Biscuit Luv Julia's Sweet Truck Crepe A Diem YaYo's OMG I Dream of Weenie Retro Sno Smoke Et Al

ARTIST-CLOTHING-JEWELRY

Imogene & Willi Otis James Prophetik Billy Reid David Arms/ David Arms Gallery Gallery 202/ Kelly Harwood Avec Moi Made South Cooper Fox Philosophy



Kevin Griffin Pilgrimage Foundation, LLC P.O. Box 570 Franklin, TN 37065

To Our Franklin Neighbors,

On Saturday and Sunday, September 26 & 27, 2015, the Pilgrimage Music & Cultural Festival will be held at Harlinsdale Farm. On each day, music and festivities will begin at 10 a.m. and, to be a good neighbor to you, will end before 8 p.m.

Pilgrimage Music & Cultural Festival was born in Franklin, TN. Its mission is to celebrate the music, crafts, and culinary influences of the region by producing a family-friendly festival at Harlinsdale Farm that will give back to the community and add value to the farm along the way.

Additionally, the Pilgrimage Foundation will serve to benefit the community and develop programs that include outreach to local causes, artists, and support to Harlinsdale Farm.

If you have any questions regarding this event, please contact me at 323.599.6643. This festival is for **you** – we truly hope to see you there.

Sincerely,

Kevin Griffin



PILGRIMAGE MUSIC & CULTURAL FESTIVAL

Pilgrimage Foundation, LLC

Pilgrimage Foundation, LLC is the non-profit entity through which the Festival will serve to benefit the community, joined by Pilgrimage Productions, LLC the festival producer. The Foundation will support programs that include local schools, artists, and renovations to parks such as Harlinsdale Farm. Pilgrimage Foundation LLC has been established under the non-profit Better Than Ezra Foundation.

Pilgrimage Productions, LLC

Pilgrimage Productions, LLC is a limited liability corporation recognized by the state of Tennessee, with over 50 collective years in the entertainment business. Pilgrimage Productions owns and manages the festival and maintains the Pilgrimage Music Festival's mission, which is to create a successful festival that contributes positively to the cultural and economic fabric of Franklin, celebrating the diverse music, culture, and cuisine of Franklin and the region. Pilgrimage is spearheaded by experienced, successful producers who will employ best practices to create a unique and memorable experience for artists and patrons alike. Ultimately, the festival will give back to the community and leave Harlinsdale Farm better than it was before.

Land Trust Statement

Our Franklin attorney J. Bryan Echols has met with the Land Trust staff regarding our use of Harlinsdale Farm for a music festival and has found that recent similar productions have been met with approval and conformed with easements.



2015 FESTIVAL BUILD/BREAKDOWN TIMELINE

- 9/16 Move in to Harlinsdale Farm to begin building Stage 1 and the backstage production areas
- 9/20–9/25 Move in to main barn and multi-purpose arena areas to continue building stages, tents, etc.
- 9/26-9/27 Pilgrimage Music and Cultural Festival
- 9/28–9/30 Break down main barn area and multi-purpose arena area
- 9/28–10/2 Break down Stage 1, backstage, production areas
- 10/2–10/5 Complete clean-up of Harlinsdale Farm; deliver back to Parks & Recreation



EQUIPMENT AND INFRASTRUCTURE

Our strategy for building, operating and striking the production infrastructure of Pilgrimage is to locate and built assets (stages, tenting, etc.) in the most stable areas, with experienced professionals and with zero adverse impact on Harlinsdale. To the extent modifications or improvements are necessary to any ground or structure we will request such in advance and only move forward after approval is granted. Our infrastructure will include the following:

HEAVY EQUIPMENT

- a. Forklifts and boom cranes will be used during building and tear down.
- b. Equipment will be safely parked outside of crowd areas and inaccessible to patrons during Festival.

FENCING

- a. 6' chain link perimeter fencing wired together in panels, placed on stability footers with a scrim material hung.
- b. Bicycle barricade throughout stage and F&B areas to provide crowd control, curing, security and safety.
- c. Concert barriers at Stages 1 & 2 in front of crowd to prevent crowd surges.

TRAFFIC

- a. A traffic engineering team is currently being selected to conduct a traffic study of an optimal traffic flow and to determine parking opportunities at office, retail, church, school and public parking areas. Our goal is to provide a calculated mix of on-and-off-site parking including remote shuttle opportunities, all of which will be very well publicized in order to have the least amount of adverse impact in and around Franklin on the weekend of the Festival.
- b. All Front-of-House and Back-of-House areas will be manned to provide safe passage to all parties.

TENTING

All tenting will comply with local tent permit requirements regarding wind loading and fire protection. Music City Tents in Nashville is our tent vendor, and will bring years of experience and the best tents in the business to Pilgrimage.

STAGING

All Pilgrimage stages will be of the highest quality and safety rating, and will be built by experienced crew under the direction of the stage manager. The two main stages (1 and 2) will be built with scaffolds, decking, horizontal and vertical trusses holding P.A., lighting and roof structure, and have all necessary ballast and counterweight to ensure safe operations for weight and wind loads. The two small stages (3 and 4, and the Kids Stage) will be built with telescopic stage jacks and decking with roof structure for weather protection, held up by horizontal and vertical trusses. All necessary ballast and counterweights will be utilized to handle weight and wind loads.



PROFESSIONAL/UNIFORMED PERSONNEL

Fire Marshal Regulations

Pilgrimage Productions, LLC intends to hire two individuals from the Franklin Fire Department to consult with fire safety issues. Necessary permits will be obtained.

Police Department

Pilgrimage Productions, LLC will employ a sufficient number of police to provide safety, security and traffic control.

Emergency Medical Services

We plan to employ Franklin and/or Williamson County personnel to man at least one location for on-site treatment and offsite vehicular transport.

Pilgrimage Security

We will hire a local, experienced, licensed and bonded concert security team, of which there are ample located in the Franklin/Nashville area. This team will provide security and safety control for the gate, stages, and general grounds.

Litter-free Event

During the build, Festival and strike down, the Pilgrimage will include porters, busboys and trash detail to empty cans, bins in coordination with City of Franklin sanitation. Our experience tells us that leaving an area better than we found it (down to the last bottle cap) is the best practice in our industry. A clean environment enhances the guest experience, and we ensure that we will return Harlinsdale Farm to the City of Franklin better than we found it.

Health Department and Vendors

Pilgrimage will comply with all rules and regulations regarding beverage service, portable toilets, hand wash stations, ice handling, and related activities. We will ensure that our vendors and our own operations are well versed in the practices and equipment required to obtain and maintain the permit requirements throughout the festival.

Sanitation

We will locate City of Franklin dumpsters onsite in a safe back-of-house area for trash dumping by Pilgrimage staff and vendors, and to allow for servicing by the City of Franklin Sanitation service throughout and after the festival.



Ms. Monique McCullough City Administrator's Office City Hall 109 Third Ave. South Franklin, TN 37065

Friday, October 10, 2014

Re: City of Franklin Event Permit Application SUPPLEMENTAL MATERIALS SUBMISSION Pilgrimage Foundation, LLC Pilgrimage Music & Cultural Festival/Harlinsdale Farm

Dear Ms. McCullough:

Attached is a submission of supplemental materials requested as a follow-up to our initial permit application, submitted to the City of Franklin on September 18, 2014, for the use of Harlinsdale Farm as the venue for the Pilgrimage Music & Cultural Festival on September 26 and 27, 2015.

Relating to the proposal, please find attached the required documents and supplemental materials listed in the Table of Contents on the following page.

Thank you for your consideration. Brandt and I look forward to our meeting this coming Monday.

Sincerest regards,

Kevin Griffin Pilgrimage Foundation, LLC



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PILGRIMAGE IS A BOUTIQUE FESTIVAL

A boutique festival is a festival of music, food, or otherwise, that targets a particular audience. It is very specific, and focuses on quality over appealing to a broader public. Pilgrimage Music & Cultural Festival is focused on drawing a crowd of rootsbased music and regional food aficionados who value a highly curated festival experience.

MUSIC

Our focus is the acoustic-based roots music of the region – from Nashville and Memphis to New Orleans, through the Mississippi Delta and back. Geographically, Franklin is firmly planted in this region, and happens to be home to many of the nation's finest musicians and tastemakers. The genres represented at this festival will be:

- Country
- Bluegrass
- Rock and Roll

- Jazz
- Cajun/Zydeco
- Southern Gospel

TARGET DEMOGRAPHIC

- 25–65 years of age
- Employed
- College educated
- Median Income: \$55,000

CROWD SIZE

Our priority is to have a positive impact on Harlinsdale Farm and the Franklin community, and to work within acceptable parameters. We remain flexible on our target capacity and while we have stated numbers that align with the economics of creating a memorable first year, we know that our upcoming meetings will frame the topic.

Please reference page 4, Major US Festival Study, to see where we fit in with regard to attendance and venue acreage.



MAJOR US FESTIVAL STUDY: SPACE PER PERSON WITH ONSITE PARKING CAPACITY

		SIZE	ATTENDANCE		ONSITE PARKING
FESTIVAL	SITE	(IN ACRES)	(IN 2013)	PEOPLE PER ACRE	(# OF SPACES)
Austin City Limits	Zilker Park (Austin)	350	75,000	214	0
New Orleans Jazz & Heritage Fest	Fair Grounds Race Course	145	150,000	1,034	0
Lollapalooza	Grant Park (Chicago)	300	100,000	333	0
Outside Lands	Golden Gate Park (SF)	1,107	60,000	54	extremely limited
Forecastle	Waterfront Park (Louisville)	85	25,000	294	0
Louisfest	Forest Park (Louisville)	6,218	30,000	5	street parking
Fun, Fun, Fun Fest	Auditorium Shores (Austin)	54	22,000	407	1200
Firefly	Dover Int'l Speedway (DE)	87	20,000	230	"easy onsite"; # unknown
Hang Out Fest	Gulf Shores (AL)	n/a	35,000	n/a	extremely limited
Spring Awakening	Soldier Field (Chicago)	7	100,000	14,285	extremely limited
Life is Beautiful	Downtown Las Vegas	20	60,000	3,000	0
Pilgrimage Music & Cultural Festival	Harlinsdale Farm (Franklin)	200	15,000*	75	1500

*2015 ESTIMATE



PROFESSIONAL FESTIVAL EXPERIENCE

W. Brandt Wood

Pilgrimage Role: Partner/Producer *Production Experience:*

- Owned and operated 3 Dallas-based national venues: Rhythm Room, Trees and Gypsy Tea Room (1989-2007)
- Jimmy Buffett: Live at the Drive-In, 2014
 - Venue Owner: Tarrant Regional Water District Contact: Shanna Cate, 817-698-0700
 - First-of-its-kind concert at Coyote Drive-in, in Fort Worth, TX,
 - broadcast live to 90 drive-ins nationwide
 - o Attendance: 26,000
- Dallas 2000 and 2001 Downtown Millennium Event
 - Venue Owner: City of Dallas
 - Contact: Major Jeff Cotner, Dallas Police Department, 214-670-4413
 - New Year's Eve fireworks show and concert with 40,000 in attendance
 - Trees Outdoor Music Festival (Dallas), 1993 and 1995
 - Venue Owner: City of Dallas
 - Contact: Major Jeff Cotner, Dallas Police Department, 214-670-4413
 - Arts District all-day music festival with multiple stages and food experiences
 - 1993 attendance: 8,000
 - o 1995 attendance: 13,500
- National Live Music Program, 2006-Present
 - Co-developed with Harrah's Entertainment and C3 Presents
 - Set new national standard for gaming entertainment
 - Agreement has expanded to include over 50 properties

Kevin Griffin

Pilgrimage Role: Partner/Producer *Production Experience:*

- Lead singer/songwriter of musical group, Better Than Ezra
 - Has played thousands of shows in venues of all sizes, including New Orleans Jazz and Heritage Fest and many other festivals
- Founder and Board Member, Better Than Ezra Foundation
 - committed to raising funds to support the renewal of structural and cultural heritage as well as education in New Orleans and South Louisiana. The Better Than Ezra Foundation has raised over \$1,055,000 for various causes in and around New Orleans.
 - Events: Ezra Open (annual charity golf tournament) co-produced with Harrah's Entertainment (2001–present)



Michael Whelan

Pilgrimage Role: Partner/Producer *Production Experience:*

- Board Member, The Better Than Ezra (BTE) Foundation
 - committed to raising funds to support the renewal of structural and cultural heritage as well as education in New Orleans and South Louisiana. The Better Than Ezra Foundation has raised over \$1,055,000 for various causes in and around New Orleans.
 - Events: Ezra Open (annual charity golf tournament) co-produced with Harrah's Entertainment (2001–present)

Eddie Pearce

Pilgrimage Role: Production Director *Production Experience:*

- Pyramid Audio Productions, Inc. (New Orleans)
- Family Gras (Metairie, LA)
- Louisiana Jazz & Heritage Festival
- Make It Right Hyatt Hotel (artist advance and stage production)
- New Orleans Saints Superbowl Victory Party
- G-12 Summit

HUKA Entertainment

Pilgrimage Role: Production Partner

Festival Production Resume includes (but not limited to):

- Hangout Music Festival (Gulf Shores, AL) (2011)
- BUKU Music & Art Project (New Orleans, LA) (2012-present)
- Tortuga Music Festival (Fort Lauderdale, FL) (2013-present)
- Pemberton Music Festival (Pemberton, British Columbia, Canada) (2014–present)
- ٠

Concert Production Resume includes (but not limited to):

- PAUL SIMON
- STEVIE WONDER
- BON JOVI
- JIMMY BUFFETT
- TOM PETTY
- KENNY CHESNEY
- LUKE BRYAN

- ERIC CHURCH
- KENDRICK LAMAR
- JACK WHITE
- DAVID GUETTA
- FOO FIGHTERS
- TRAIN
- SHERYL CROW



PILGRIMAGE PRODUCTIONS INDUSTRY REFERENCES

Huston Powell Promoter, C3 Presents (Lollapalooza, Austin City Limits) Austin, Texas (512) 478-7211 hpowell@c3presents.com

Coleman Sisson Chairman & CEO BubbleUp! Digital Media and Marketing Agency (Margaritaville.com) Houston, Texas <u>coleman@margaritaville.com</u>

Shanna Cate Planning & Development Manager Tarrant Regional Water District Fort Worth, Texas 817-698-0700 Shanna.Cate@trinityrivervision.org



PILGRIMAGE PRODUCTION PARTNER: HUKA ENTERTAINMENT FESTIVAL PRODUCTION CREDITS





HANGOUT MUSIC FESTIVAL

Gulf Shores, AL | Established: 2010 | Attendance - 45,000 Awards: Pollstar Award – Festival of the Year 2011

Past Performers:

2013: Tom Petty & The Heartbreakers, Stevie Wonder, Kings of Leon... 2012: Red Hot Chili Peppers, Dave Matthews Band, Jack White... 2011: Foo Fighters, Flaming Lips, Paul Simon, The Black Keys... 2010: Trey Anastasio & TAB, Zac Brown Band, John Legend...

Located on white sandy beaches with a diverse selection of top-touring acts, the awardwinning Hangout Music Festival was the first of its kind.





BUKU MUSIC & ARTS PROJECT

New Orleans, LA | Established: 2012 | Attendance - 25,000

Performers:

2014: The Flaming Lips, David Guetta, Ellie Goulding, Kaskade, ZEDD, Chromeo, Tyler the Creator, Phantogram, Danny Brown, Explosions in the Sky, Bone Thugs-N- Harmony... 2013: Kid Cudi, Calvin Harris, Primus, Passion Pit, Kendrick Lamar, Public Enemy... 2012: Skrillex, Avicii, Wiz Khalifa, A-Track, Porter Robinson, Diplo...

The BUKU Music + Art Project has established itself as the premier progressive festival in the Gulf Coast region. Known for its intimate location, BUKU's post-industrial setting, on the banks of the Mississippi River fits perfectly with its fusion of EDM, Hip-Hop, indie rock and pop.





TORTUGA MUSIC FESTIVAL Fort Lauderdale, FL | Established: 2013 | Attendance - 35,000

Performers:

2014: Luke Bryan, Eric Church, Train, Sheryl Crow, Billy Currington, Slightly Stoopid, Ziggy Marley...

2013: Kenny Chesney, Eric Church, Avett Brothers, Ben Harper, Jake Owen, Lynyrd Skynyrd...

During Tortuga Music Festival, Fort Lauderdale's beach is transformed into an oceanfront music experience, featuring top country, rock and roots artists alongside local culinary delights. Together with the Rock The Ocean Foundation, Tortuga pairs music with meaning by raising awareness about marine conservation and issues affecting the world's oceans.







2014 Music: Nine Inch Nails, Deadmau5, Outkast, Soundgarden, Frank Ocean, Modest Mouse...

2014 Comedy: Trailer Park Boys, Bob Saget, Norm Macdonald, Lisa Lampanelli...

Pemberton Music Festival, the premier music and comedy festival in Western Canada, welcomes a weekend crowd to our picturesque site at the foot of Mount Currie in beautiful Pemberton, British Columbia.



FENCING PLAN FOR HARLINSDALE FARM

Pilgrimage will be installing a 6' chain link fencing around the entire festival and parking areas to prevent wild animals and wild children from accessing the site. This area includes most of Harlinsdale Farm and will run behind the two homesteads on Franklin Road. The fence is shown on the CAD we submitted with the application and with this second submittal.

The fencing will have a black colored geotextile material (scrim) that will serve to obscure any viewing in and out of the event and serve to deter people collecting at any point on the fence line.

The fence line will be manned by security personnel at strategic points on the perimeter and will have radio contact with event management in the event there was a incident.

The interior fencing of the event will consist of the 6' scrimmed fencing identified above for backstage areas, concert barricade (Mojo barricade) for stagefronts and bicycle barricade (interlocking with vertical galvanized steel pickets) around sounds positions and food and beverage locations.





ALCOHOL SERVICE AND SAFETY PLAN

Pilgrimage will fully comply with the City of Franklin Municipal Code Beer Laws at all times, as well as the rules and regulations of the State of Tennessee regarding spirits and wine. Hours of operation, legal age, handling and service of beverages, servings per person, avoiding intoxication, sanitary handling, temperature control, and purchasing are areas in which the promoter has considerable experience and where the application of judicious and professional practices will be employed. The promoter will also provide for a safe driving program and will make taxi service available.

Pilgrimage will hire professional, of-age servers to service alcoholic beverages and they will be trained to look for signs of intoxication to deny service to any individuals who appear intoxicated. Pilgrimage Productions will offer an alcohol sales training program regarding alcohol sales management, specifically the sale of alcohol to minors.

Our goal is to create a safe environment where patrons will feel free to enjoy themselves with a selection of fine regional and national beverages, while promoting responsible consumption and safe transportation alternatives.

Please see MANAGING ALCOHOL SALES addendum by City of Franklin Beer Board.

MANAGING ALCOHOL SALES

The City of Franklin Beer Board requires every Beer Permit holder to provide information in its application about whether the permit holder has a training program for employees regarding "alcohol sales management", specifically, the sale of alcohol to minors. The privilege of selling alcoholic beverages is a serious responsibility. The owner and operator shall be held strictly accountable for any actions of his employees that violate any of provisions of the City of Franklin Municipal Code.

In the event that your company does not have an official training program, we have compiled some information to educate you and your employees on managing alcohol sales.

Prohibited Conduct

Alcoholic beverages may not be sold to anyone under 21 years of age. Alcoholic beverages may not be sold to intoxicated persons. Alcoholic beverages may not be sold to someone you suspect is buying it for underage people. Alcoholic beverages may not be sold or consumed between the hours of 3:00 AM – 6:00 AM on weekdays or between the hours of 3:00 AM and 12:00 PM on Sunday.

(Restaurants only may serve on premises only beginning at 10:00 AM)

Checking Identification

If someone does not clearly appear to be 21 years old, ask for, look at and read their identification. If there is any question about the age or the form of identification, do not sell alcoholic beverages to that person.

Forms of identification that should be used are (1) A valid driver's license (2) A State issued photo ID.

Check the identification to make sure there have not been any alterations of any kind, especially to the date of birth, such as any erasures, type style that does not match, or damaged paper surfaces. Also check for signs of altered signature. Compare the photo on the identification and the physical characteristics shown on the identification.

Check for counterfeit drivers licenses. They are completely different from the actual license; however they are designed to look like the valid state license.

Possible actions to take

If the ID proves the customer to be underage or there is a doubt about legally selling to this person, it is best to move the product out of reach and sight of the customer and explain why you cannot legally sell the product with something like "I'm sorry, but the law says I cannot sell you alcohol if you appear to be (underage), (intoxicated), (using false ID), etc.

Stay in control. This will show the offender, as well as other customers, that you know what to do and you are in control.

Police may be needed in some cases. If the customer becomes violent and/or makes threats, call 911 for the police.



INCLEMENT WEATHER PLAN

- 1. Weather Watcher: Designate a person or persons to monitor lightning and severe weather each day
 - a. Weather watcher reviews available forecasts. NWS Advisories, Watches and Warnings can be monitored at <u>www.weather.gov/fwd</u>. Thunderstorm and severe weather forecasts are also online at <u>www.spc.noaa.gov</u>.
 - i. A "Watch" indicates that conditions are favorable for severe weather to develop
 - ii. A "Warning" means that severe weather has been detected and may be imminent to the locale
 - b. If the Weather Watcher has questions about the storm, contact the National Weather Service in Nashville at 615-754-8500.
 - c. Weather Watcher notifies staff when hazardous weather is imminent via District Radios
 - d. Weather Watcher and other staff use available tools to monitor weather
 - i. Internet: <u>www.weather.gov/fwd</u>
 - ii. NWS Twitter Feed @NWSNashville
 - iii. On-site lightning detector
 - iv. Smartphone application: LightningFinder
 - v. Flash-to-bang rule: The observer begins counting once sighting a lightning flash. Counting is stopped at the sound of related thunder. (5 seconds = 1 mile; 50 seconds = 10 miles, etc.)
 - e. If a severe thunderstorm warning or tornado watch is in effect: A watch indicates that conditions are favorable for severe weather to develop. The weather watcher will communicate this information to the venue management, indicating that the thunderstorm may be imminent. Vital information to be shared will include the threats with the storms and the time that the warning is in effect until. If the threat is imminent, an evacuation of the venue will take place.
- 2. Threat Level 1: Lightning detected within 30 miles
 - a. Weather watcher notifies promoter and staff
 - b. If it appears the thunderstorm is moving toward the site (Harlinsdale Farm), or if a more organized thunderstorm or cluster of thunderstorms (supercells, squall lines, bow echoes) are headed for the site, a 30-minute lead time or more should be considered for protective actions. The weather watcher should attempt to estimate the speed and direction of the storm movement to determine when it will enter a 6 mile radius of the location.



- c. Protective actions
 - Notify the public of the lightning threat with the following announcement: "May I have your attention for a weather awareness announcement. We are currently monitoring storms and lightning in the region. They are approximately 30 miles away, so continue having a good time. If the storms approach, we would first ask you to remain vigilant. The second step, should the lightning continue to approach, would be to close the entire venue and ask you to return to your vehicle or (designated structure) for safety. If we are unable to reopen the grounds due to weather, hang on to your wristbands because they will be honored at next year's Pilgrimage Music & Cultural Festival. Consider gaining access to predetermined shelter.
- 3. Threat Level 2: Lightning detected within 12 miles and approaching; OR lightning detected in an approaching line within 12 miles: OR calculation in indicates lightning within 10 miles within 30 minutes
 - a. Weather watcher notifies promoter and staff
 - b. Protective actions
 - i. Notify the public of the lightning threat with the following announcement: "May I have your attention for a weather-related announcement. The storms to the *(state direction)* have continued to approach. The next step, should the lightning continue to approach, would be to close the entire venue and ask you to return to your vehicle or (designated structure) for safety. If that happens, hang on to your wristbands because they will be honored at next year's Pilgrimage Music & Cultural Festival.
- 4. Threat Level 3: Lightning detected within 8 miles and approaching; OR lightning detected in an approaching line within 8 miles; OR calculation indicates lightning within 6 miles within 30 minutes
 - a. Weather watcher notifies promoter and staff



- b. Protective actions
 - i. Notify the public of the lightning threat with the following announcement: "May I have your attention for an emergency announcement. Lightning is in the vicinity of Harlinsdale Farm. Please evacuate the venue by returning to your vehicles (and designated structures) in an orderly fashion. Your wristbands will be honored at next year's Pilgrimage Music & Cultural Festival.
 - ii. Close the facilities that do not provide shelter (identify appropriate shelter). No place outside is safe if lightning is in the vicinity. Partially enclosed vending areas and picnic shelters are not safe. If a substantial building is not available, fully enclosed motor vehicles can provide shelter as long as occupants to not touch metal framework during the thunderstorm. If no protection from lightning is available, direct patrons to stay away from the tallest objects (flag poles, light poles), metal objects (fences or bleachers), standing pools of water, and open areas.
 - iii. Implement predetermined evacuation plans
 - iv. Ensure staff takes action to protect themselves
- 5. Lightning Injury Response
 - a. Ensure scene safety (victims do not carry an electrical charge and can be touched)
 - b. Follow local protocols for trauma injury and triage. If necessary, safe, and appropriate, move the victim to a safe place away from the threat of another lightning strike
 - c. Summon an ambulance as needed according to local protocols
 - d. CPR and/or AED may be necessary
 - e. Heart irregularities, shock, or sudden loss of consciousness are possible. Keep the conscious victim calm and monitor closely
- 6. <u>All Clear</u>: The weather watcher will continue to monitor the proximity of thunderstorms and utilize local observations to make an informed decision, determining the appropriate time to recommend reopening outdoor facilities. Management may then allow for normal activities to resume after 30 minutes of no detected lightning strikes within a 10-mile radius of the site. Notify the public that outdoor activities can resume.
- 7. <u>After the Event</u>: The weather watcher will remain on duty until post-event operations come to an end. A review of the weather's impact on event operations and the effectiveness of the safety plan will occur between the weather watcher and venue management.



UPDATED TRAFFIC AND PARKING PLAN SUMMARY

VEHICLE AND FOOT TRAFFIC (EST.)

Туре	15,000 visitors
Bicycle	500
Pedestrian	2000
Vehicles (based on average of 2.8 people)	4465

On-site parking

1500 cars can be parked in three separate lots, designated on pre-purchased VIP parking passes in Lots 1, 2, and 3, with 500 spaces in each lot.

ADA parking will be available in Lot 1.

The parking lots will have generator-powered industrial lighting for safe driving after the event.

Off-site parking

2,665 (at 15,000 attending) vehicles to be parked in city, private, school, church and retail locations. Next steps include discussions with available locations identified on the attached map (p. 17) to determine arrangements specific to those locations. The proximity of these locations will determine if a walking route or shuttle will be designated.

Traffic and Off-site Parking Study

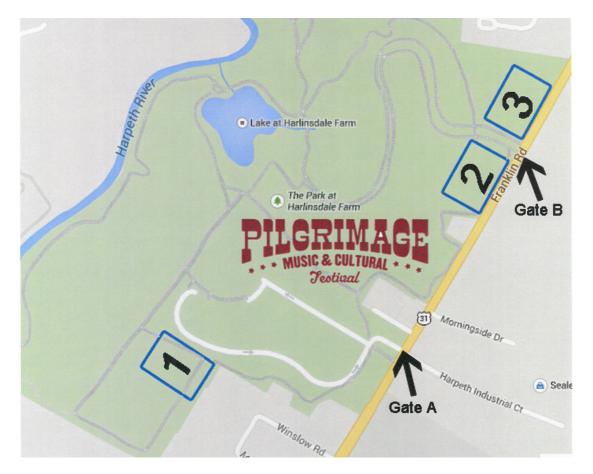
We have commissioned the services of Franklin-based traffic Gillian Fischbach to determine the safest and most efficient way to manage the vehicles, pedestrians and bicycles that will access Harlinsdale Farm as well as normal weekend traffic in the area. Please see Letter of Proposal by Fischbach Transportation Group attached (p.19–20).

Event Access/Ingress and Egress

Please see the attached plan that details the ingress and egress into the festival (p. 21), which we will have manned by uniformed officers as well as Pilgrimage staff to safely conduct operations. We plan to reach out to retail, school and church lots within the area to arrange event parking and shuttle service. This is being done in conjunction with our traffic study and will be issued in an upcoming report.



FESTIVAL PARKING ONSITE



Lot A (VIP/ADA parking): 500 spaces Lot B (VIP): 500 spaces Lot C (VIP): 500 spaces

TOTAL ONSITE PARKING: 1500 spaces

All onsite parking will be reserved for ADA patrons and those who have purchased a VIP weekend ticket. All patron vehicles will be required to leave the farm premises by 10pm each evening after the day's conclusion. Clear signage will indicate that no overnight camping is permitted. Parking attendants will patrol the lots into the evening to enforce this rule.



FESTIVAL PARKING OFFSITE



PROSPECTIVE REMOTE PARKING WITH SHUTTLE TRANSPORTATION

PARK AND WALK LOTS (number of spaces)

- 1. The Factory (Sunday only) (1000 spaces)
- 2. Franklin Church of Christ (Saturday only)
- 3. Liberty Elementary School

PARK AND SHUTTLE LOTS

- 4. Franklin High School
- 5. Columbia State Community College
- 6. First United Methodist Church
- 7. The Church of Latter Day Saints (Saturday only)
- 8. Brownland Farms
- 9. Christ Community Church (300)
- 10. Pinkerton Park

Pilgrimage Music & Cultural Festival encourages access to Harlinsdale Farm by foot, bicycle and shuttle wherever possible. Pilgrimage will reach out to the owners and managers of these lots to confirm availability and make arrangements.



ADDITIONAL OFFSITE PARKING INFORMATION

Our goal is to produce an offsite-parking plan with clear signage to suggested routes, to impact Franklin weekend traffic as minimally as possible. We have commissioned a traffic study and parking plan from FTG, LLC, a Franklin-based traffic consultant.

We are working with entities in Franklin and Cool Springs to secure sufficient off-site parking with frequent shuttle service to and from Harlinsdale Farm.

Each designated shuttle stop will have a manned 10 X 10 tent with a numbered flag to provide a point of reference for patrons to remind them of where they parked. The shuttle stops will not have Porto lets due to the risk of vandalism. Shuttle vehicles will have an individual load capacity of 25-30 passengers.

RESPONSIBILITIES

Based on previous events, the following is a list of responsibilities for Pilgrimage Staff and City of Franklin:

Pilgrimage Staff:

- Obtain parking areas for the event
- Arrange patterns of internal circulation within the areas and coordinate with external access arrangements
- Assist in providing direction and guidance to parking areas
- Provide transportation between parking areas and Harlinsdale Farms
- Develop staging areas for shuttle passenger loading/unloading
- Obtain any necessary permits from TDOT and the City of Franklin
- With FTG and the City of Franklin, develop a traffic control device plan including specifics of placement, messages and means of implementation.

City of Franklin:

- Assist in developing the traffic control device plan and give final approval
- Pilgrimage will hire the necessary Police staff to provide traffic control
- Approve the traffic management plan and provide guidance as needed
- City Street Department shall install temporary NO PARKING ANYTIME signage where deemed necessary at Pilgrimage's expense.

ELECTRONIC SIGNS

We will work with TDOT and City of Franklin to secure electronic signs on roads to direct traffic and indicate offsite parking lots. Our goal is to ensure clear direction, communication and organization of traffic throughout the duration of the festival.

F i s c h b a c h Transportation Group, LLC

Traffic Engineering and Planning

Ms. Gillian L. Fischbach, P.E., PTOE, President

October 9, 2014

Mr. Brandt Wood Woodhouse, LLC Dallas, TX

Dear Brandt:

On behalf of Fischbach Transportation Group (FTG, LLC), I am pleased to submit a proposal for preparing traffic engineering and planning services for the Pilgrimage Music & Cultural Festival that is planned for September 26-27, 2015 at Harlinsdale Farm in Franklin, Tennessee.

With this letter, I am including an agreement that includes a proposed scope of services, as well as a proposed schedule and compensation for completing the scope of services. Please contact me if you have any questions about these materials.

Sincerely,

Lievien R. Disdulach, P.E., PTOE

Ms. Gillian L. Fischbach, P.E., PTOE President

Attachment A - Schedule of Services

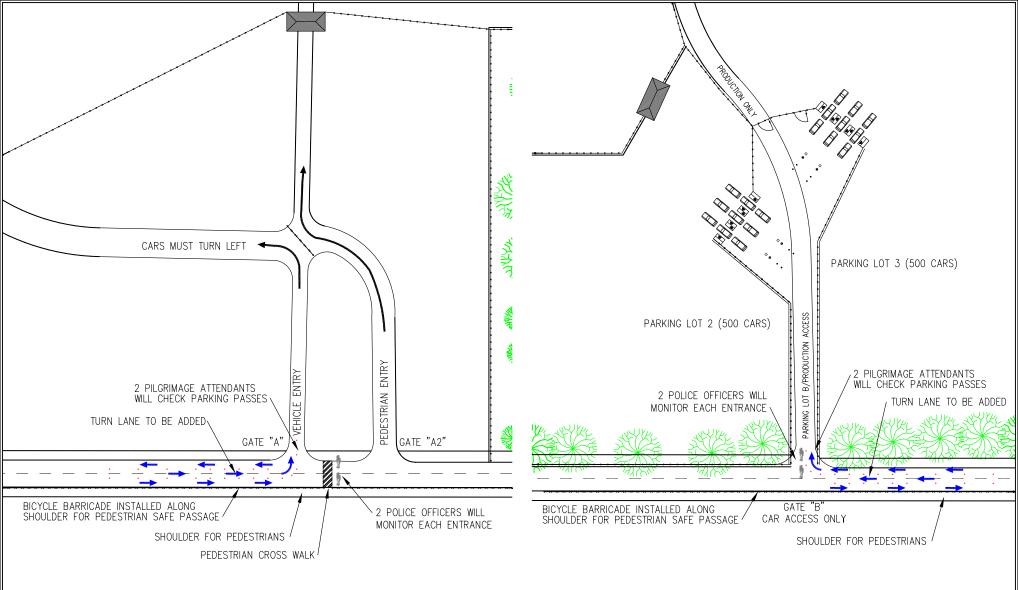
Fischbach Transportation Group (FTG, LLC) will assist Woodhouse, LLC for the event application for Pilgrimage Music & Cultural Festival, which is planned for September 26-27, 2015 at Harlinsdale Farm in Franklin, TN. Specifically, FTG, LLC will review the traffic and parking plans that have been prepared for the festival. Also, FTG, LLC will provide traffic and parking recommendations that will facilitate safe and efficient event operations.

Attachment B - Schedule of Services

Upon receiving a notice to proceed, Fischbach Transportation Group (FTG, LLC) will complete the scope of services for the study, as outlined in Attachment A, as needed through December 31, 2014.

Attachment C - Compensation

The fee for completing the scope of services for the proposed traffic engineering and planning services will be billed on an hourly basis at a rate of \$125.00 per hour. For budgeting purposes, FTG, LLC estimates 24.0 hours of services, for a fee of **\$3,000.00**. Compensation for additional services beyond 24.0 hours will be negotiated before services are rendered.

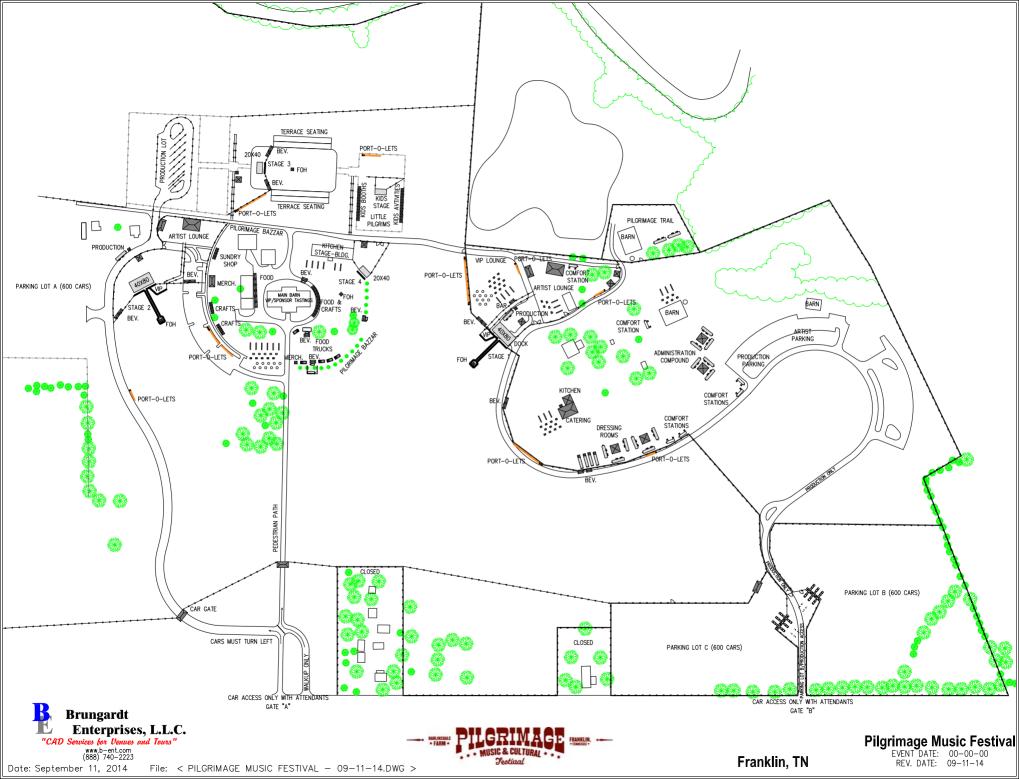


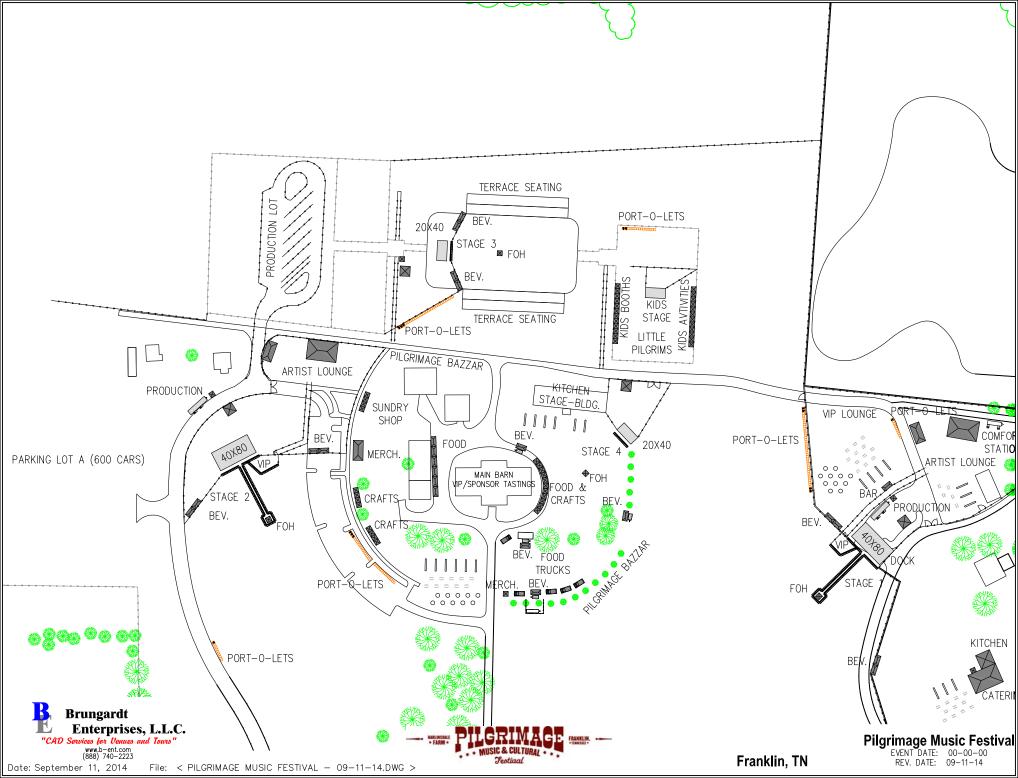


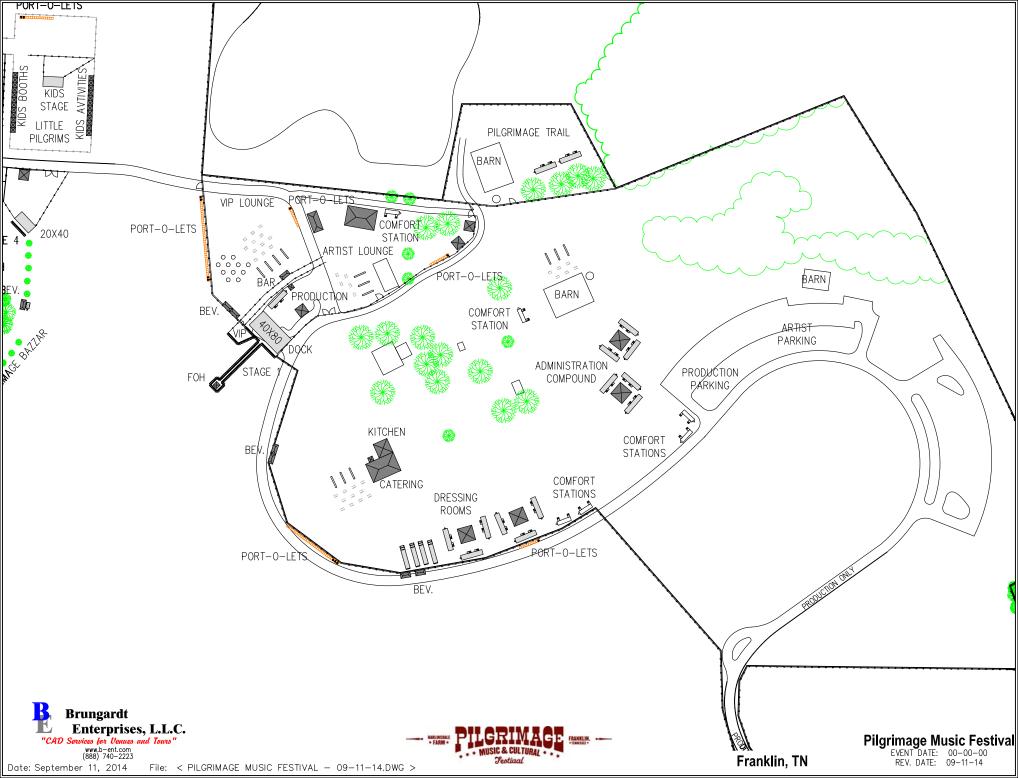


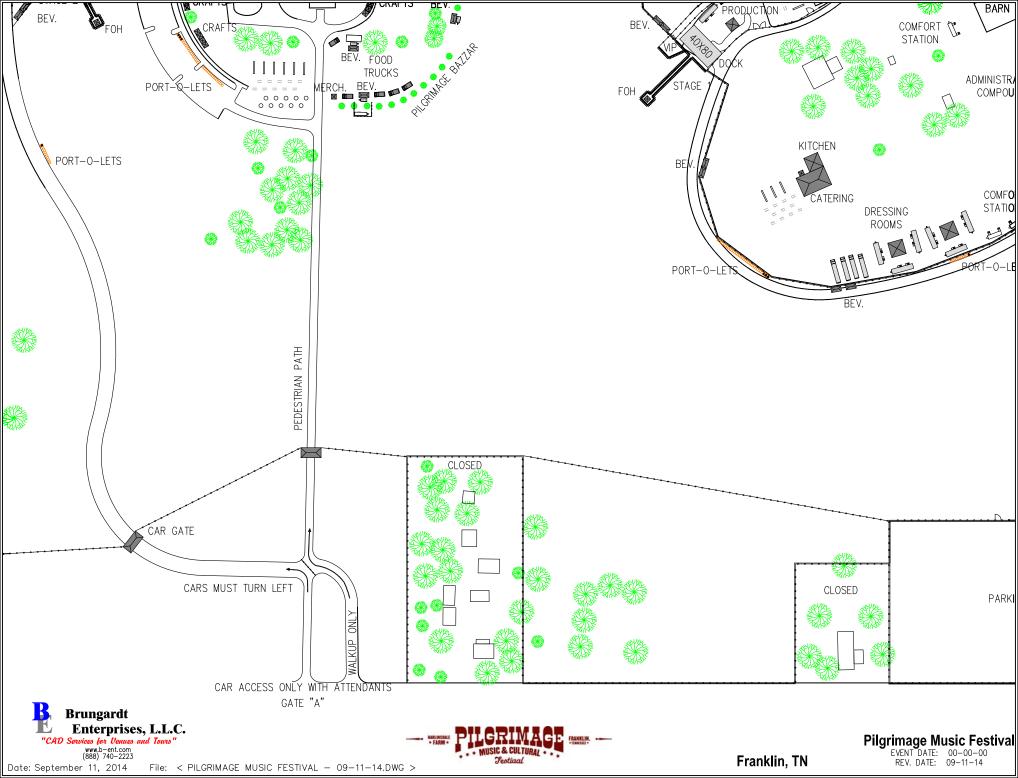
Pilgrimage Music Festival EVENT DATE: 00-00-00 REV. DATE: 10-10-14

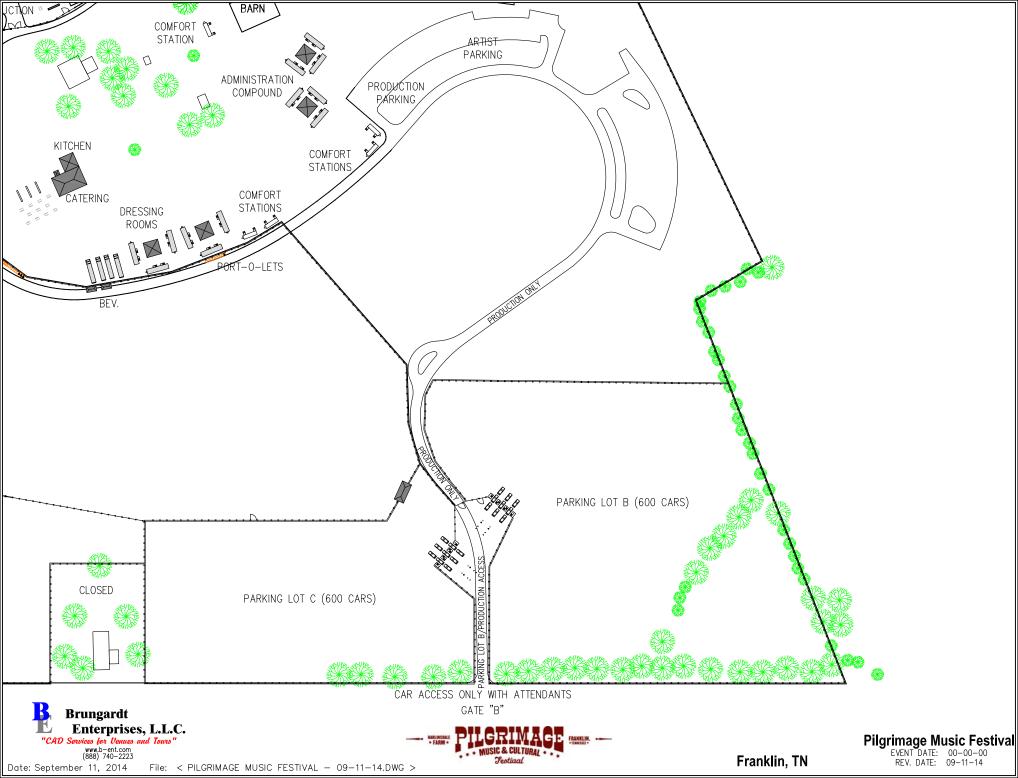
Franklin, TN













PILGRIMAGE COMMUNICATION PLAN

A communication plan is essential to the safe and efficient operation of Pilgrimage Music & Cultural Festival and in and around the community of Franklin. Below is an outline of internal and external communications:

INTERNAL NOTIFICATIONS

A handheld radio system will be utilized with dedicated channels for Pilgrimage staff and emergency services to communicate operational updates including inclement weather status and response and any other emergencies. All radio communications will comply in accordance with FCC regulations.

Loudspeaker systems on the stages will serve as the public address system where important announcements and notifications will be made.

EXTERNAL NOTIFICATIONS

Residents of Franklin

A Good Neighbor letter will be distributed to residents in close proximity to the Park at Harlinsdale to inform them of the event well in advance. A Pilgrimage Productions representative will also attend a neighborhood association meeting in the first quarter of 2015 to address questions or concerns.

Area Businesses

Merchants will receive the good neighbor letter as well as festival and parking details in advance in cooperation with the Downtown Franklin Association. A Pilgrimage Productions representative will also attend a merchant association meeting in the first quarter of 2015 to address any questions or concerns.

Ticket-Holders

All patrons purchasing advance tickets will receive ticketing information at their email addresses to notify them of parking information relevant to their ticket purchase (onsite for VIP ticket-holders and offsite for GA ticket-holders), including directions from major transportation corridors and a current list of "do's and don'ts" for the festival.

Each morning of the festival, reminder emails will be sent to ticket-holders with information about parking, transportation, weather and other important updates.



INCLEMENT WEATHER PLAN

- 1. Weather Watcher: Designate a person or persons to monitor lightning and severe weather each day
 - Weather watcher reviews available forecasts. NWS Advisories, Watches and Warnings can be monitored at <u>www.weather.gov/fwd</u>. Thunderstorm and severe weather forecasts are also online at <u>www.spc.noaa.gov</u>.
 - i. A "Watch" indicates that conditions are favorable for severe weather to develop
 - ii. A "Warning" means that severe weather has been detected and may be imminent to the locale
 - b. If the Weather Watcher has questions about the storm, contact the National Weather Service in Nashville at 615-754-8500.
 - c. Weather Watcher notifies staff when hazardous weather is imminent via District Radios
 - d. Weather Watcher and other staff use available tools to monitor weather
 - i. Internet: <u>www.weather.gov/fwd</u>
 - ii. NWS Twitter Feed @NWSNashville
 - iii. On-site lightning detector
 - iv. Smartphone application: LightningFinder
 - Flash-to-bang rule: The observer begins counting once sighting a lightning flash. Counting is stopped at the sound of related thunder. (5 seconds = 1 mile; 50 seconds = 10 miles, etc.)
 - e. If a severe thunderstorm warning or tornado watch is in effect: A watch indicates that conditions are favorable for severe weather to develop. The weather watcher will communicate this information to the venue management, indicating that the thunderstorm may be imminent. Vital information to be shared will include the threats with the storms and the time that the warning is in effect until. If the threat is imminent, an evacuation of the venue will take place.
- 2. Threat Level 1: Lightning detected within 30 miles
 - a. Weather watcher notifies promoter and staff
 - b. If it appears the thunderstorm is moving toward the site (The Park at Harlinsdale), or if a more organized thunderstorm or cluster of thunderstorms (supercells, squall lines, bow echoes) are headed for the site, a 30-minute lead time or more should be considered



for protective actions. The weather watcher should attempt to estimate the speed and direction of the storm movement to determine when it will enter a 6 mile radius of the location.

- c. Protective actions
 - Notify the public of the lightning threat with the following announcement: "May I have your attention for a weather awareness announcement. We are currently monitoring storms and lightning in the region. They are approximately 30 miles away, so continue having a good time. If the storms approach, we would first ask you to remain vigilant. The second step, should the lightning continue to approach, would be to close the entire venue and ask you to return to your vehicle or The Factory* across Franklin Road for safety. If we are unable to reopen the grounds due to weather, hang on to your wristbands because they will be honored at next year's Pilgrimage Music & Cultural Festival.
- 3. Threat Level 2: Lightning detected within 12 miles and approaching; OR lightning detected in an approaching line within 12 miles: OR calculation in indicates lightning within 10 miles within 30 minutes
 - a. Weather watcher notifies promoter and staff
 - b. Protective actions
 - i. Notify the public of the lightning threat with the following announcement: "May I have your attention for a weather-related announcement. The storms to the (state direction) have continued to approach. The next step, should the lightning continue to approach, would be to close the entire venue and ask you to return to your vehicle or The Factory* across Franklin Road for safety. If that happens, hang on to your wristbands because they will be honored at next year's Pilgrimage Music & Cultural Festival.



- 4. Threat Level 3: Lightning detected within 8 miles and approaching; OR lightning detected in an approaching line within 8 miles; OR calculation indicates lightning within 6 miles within 30 minutes
 - a. Weather watcher notifies promoter and staff
 - b. Protective actions
 - i. Notify the public of the lightning threat with the following announcement: "May I have your attention for an emergency announcement. Lightning is in the vicinity of The Park at Harlinsdale. Please evacuate the venue by returning to your vehicles or The Factory* across Franklin Road in an orderly fashion. Your wristbands will be honored at next year's Pilgrimage Music & Cultural Festival.
 - ii. Close the facilities that do not provide shelter (identify appropriate shelter). No place outside is safe if lightning is in the vicinity. Partially enclosed vending areas and picnic shelters are not safe. If a substantial building is not available, fully enclosed motor vehicles can provide shelter as long as occupants to not touch metal framework during the thunderstorm. If no protection from lightning is available, direct patrons to stay away from the tallest objects (flag poles, light poles), metal objects (fences or bleachers), standing pools of water, and open areas.
 - iii. Implement predetermined evacuation plans
 - iv. Ensure staff takes action to protect themselves
- 5. Lightning Injury Response
 - a. Ensure scene safety (victims do not carry an electrical charge and can be touched)
 - b. Follow local protocols for trauma injury and triage. If necessary, safe, and appropriate, move the victim to a safe place away from the threat of another lightning strike
 - c. Summon an ambulance as needed according to local protocols
 - d. CPR and/or AED may be necessary
 - e. Heart irregularities, shock, or sudden loss of consciousness are possible. Keep the conscious victim calm and monitor closely
- 6. <u>All Clear</u>: The weather watcher will continue to monitor the proximity of thunderstorms and utilize local observations to make an informed decision,



determining the appropriate time to recommend reopening outdoor facilities. Management may then allow for normal activities to resume after 30 minutes of no detected lightning strikes within a 10-mile radius of the site. Notify the public that outdoor activities can resume.

7. <u>After the Event</u>: The weather watcher will remain on duty until post-event operations come to an end. A review of the weather's impact on event operations and the effectiveness of the safety plan will occur between the weather watcher and venue management.

*Pilgrimage is working with The Factory at Franklin to confirm availability during festival hours. Other prospective shelter locations close to The Park at Harlinsdale have been identified and will be pursued in addition to The Factory at Franklin.



FESTIVAL PARKING

OFFSITE



PROSPECTIVE REMOTE PARKING WITH SHUTTLE TRANSPORTATION

PARK AND WALK LOTS (number of spaces)

- 1. The Factory (Sunday only) (1000 spaces)
- 2. Franklin Church of Christ (Saturday only)
- 3. Liberty Elementary School
- PARK AND SHUTTLE LOTS
- 4. Pinkerton Park
- 5. First United Methodist Church
- 6. Independence Square Shopping Center

- 7. Franklin High School
- 8. Columbia State Community College
- 9. Brownland Farms
- 10. Christ Community Church (300)
- 11. The Church of Latter Day Saints (Saturday only)
- 12. Optum

Pilgrimage Music & Cultural Festival encourages access to The Park at Harlinsdale by foot, bicycle and shuttle wherever possible. Pilgrimage will reach out to the owners and managers of these lots to confirm availability and make arrangements.

F i s c h b a c h Transportation Group, LLC Traffic Engineering and Planning

Traffic Plan

Pilgrimage Music Festival Harlinsdale Farm on Franklin Road Franklin, TN

Prepared October 2014

FTG, LLC P.O. Box 682736 Franklin, TN 37068 (615) 771-8022 phone Gillian@FTGtraffic.com **Traffic Plan**

Pilgrimage Music Festival The Park at Harlinsdale

Franklin, Tennessee

Prepared October 2014

PREPARED FOR:

W. Brandt Wood Partner Pilgrimage Productions, LLC PO Box 570 Franklin, TN 37065

PREPARED BY:

Ms. Gillian L. Fischbach, P.E., PTOE Fischbach Transportation Group (FTG, LLC) P.O. Box 682736 Franklin, TN 37068 Phone: (615) 771-8022 FTG Project Number: 10628

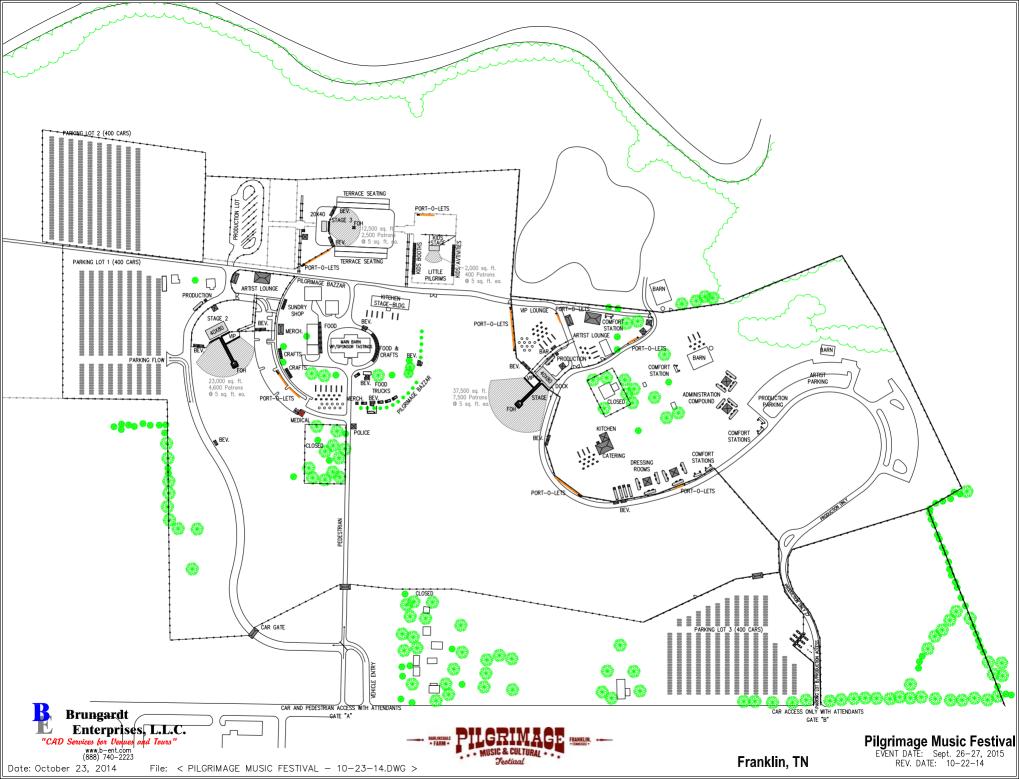


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1. INTRODUCTION

This traffic plan has been prepared for a music festival that is planned at The Park at Harlinsdale on the west side of Franklin Road in Franklin, TN. A site plan for the music festival is shown in Figure 1. Specifically, the music festival will be open to the public 10:00 AM - 7:30 PM on Saturday, September 26 and Sunday, September 27, 2015. Event organizers intend for the 2015 music festival to become an annual event at The Park at Harlinsdale, and industry estimates, parking availability, and access to the venue indicate that a target first-year attendance will be 15,000 ticket-holders per day. Both on-site and off-site parking is planned, and the information in this traffic plan will facilitate safe and efficient traffic operations for festival attendees and regional travelers on the major arterial roadway immediately north of downtown Franklin.



2. ON-SITE VEHICLES, OFF-SITE VEHICLES, HOURLY DEMAND

2.1 ESTIMATE OF THE NUMBER TICKET-HOLDERS

Industry estimates suggest that the Pilgrimage Music Festival will attract 15,000 ticket-holders on each day of the two-day event. Festival organizers plan to sell 1,200 of these tickets to VIPs, who will have access to on-site parking, as well as special access to designated lounges and stages. Based on the expected attendance, the number of general ticket-holders and VIP ticket-holders are as shown below.

Ticket-Holders / Day	Saturday, September 26	Sunday, September 27	
General Ticket-Holders (90%)	13,800 people	13,800 people	
VIP Ticket-Holders (10%)	1,200 people	1,200 people	
TOTAL (MAXIMUM)	15,000 people	15,000 people	

MAXIMUM NUMBER AND TYPE OF TICKET-HOLDERS

2.2 ESTIMATE OF THE NUMBER OF VEHICLES

For the purposes of this traffic plan and in order to present a conservative analysis, it was assumed that 100% of the ticket-holders will arrive at The Park at Harlinsdale in passenger vehicles. Also, it is important to note that attendees at events such as the proposed music festival typically arrive in vehicles with average vehicle occupancies of 2.3 - 2.7 persons/vehicle. For the purposes of this study, it was assumed that the average vehicle occupancy at the Pilgrimage Music Festival will be **2.5 persons/vehicle**. Based on these assumptions, the numbers of vehicles used by general ticket-holders and VIP ticket-holders are as shown below.

olders / Dav	Saturday, September 26	Sunday, Septe

VEHICLES USED BY TICKET-HOLDERS

Ticket-Holders / Day	Saturday, September 26	Sunday, September 27	
General Ticket-Holders (90%)	5,520 vehicles 5,520 vehicle		
VIP Ticket-Holders (10%)	480 vehicles 480 vehicle		
TOTAL	6,000 vehicles	6,000 vehicles	

2.3 ESTIMATE OF ON-SITE AND OFF-SITE PARKING REQUIREMENTS

Event organizers plan to allow all VIP ticket-holders to park on-site. In contrast, all general ticket-holders will need to park at off-site parking facilities, based on negotiations with nearby public and private operators.

Type of Parking / Day	Saturday, September 26	Sunday, September 27	
Off-Site Parking Required	5,520 vehicles	5,520 vehicles	
On-Site Parking Required	480 vehicles	480 vehicles	
TOTAL	6,000 vehicles	6,000 vehicles	

ON-SITE AND OFF-SITE PARKING REQUIREMENTS

2.4 ESTIMATE OF HOURLY DEMAND

Based on information provided by event organizers about operations at similar events, estimates of the hourly demand for off-site and on-site parking facilities were established. Using the total parking requirements and the hourly demands, the numbers of entering and exiting vehicles each hour were calculated, as shown in the following two tables.

	ENTERING OFF-SITE LOTS		EXITING OFF-SITE LOTS		CUMULATIVE	
Hour	Percentage of Total Entering	Entering Vehicles	Percentage of Total Exiting	Exiting Vehicles	PARKING AT THE END OF EACH HOUR	
10:00-11:00 AM	10%	552			552 spaces	
11:00-12:00 N	15%	828			1,380 spaces	
12:00-1:00 PM	20%	1,104			2,484 spaces	
1:00-2:00 PM	20%	1,104			3,588 spaces	
2:00-3:00 PM	15%	828	5%	276	4,140 spaces	
3:00-4:00 PM	10%	552	5%	276	4,416 spaces	
4:00-5:00 PM	5%	276	5%	276	4,416 spaces	
5:00-6:00 PM	5%	276	5%	276	4,416 spaces	
6:00-7:00 PM			10%	552	3,864 spaces	
7:00-8:00 PM			25%	1,380	2,484 spaces	
8:00-9:00 PM			30%	1,656	828 spaces	
9:00-10:00 PM			15%	828	0 spaces	
TOTAL	100%	5,520 veh	100%	5,520 veh		

HOURLY DEMAND FOR OFF-SITE PARKING REQUIREMENTS

	ENTERING OF	F-SITE LOTS	EXITING OFF-SITE LOTS		CUMULATIVE PARKING AT	
Hour	Percentage of Total Entering	Entering Vehicles	Percentage of Total Exiting	Exiting Vehicles	THE END OF EACH HOUR	
10:00-11:00 AM	10%	48			48 spaces	
11:00-12:00 N	15%	72			120 spaces	
12:00-1:00 PM	20%	96			216 spaces	
1:00-2:00 PM	20%	96			312 spaces	
2:00-3:00 PM	15%	72	5%	24	360 spaces	
3:00-4:00 PM	10%	48	5%	24	384 spaces	
4:00-5:00 PM	5%	24	5%	24	384 spaces	
5:00-6:00 PM	5%	24	5%	24	384 spaces	
6:00-7:00 PM			10%	48	336 spaces	
7:00-8:00 PM			25%	120	216 spaces	
8:00-9:00 PM			30%	144	72 spaces	
9:00-10:00 PM			15%	72	0 spaces	
TOTAL	100%	480 veh	100%	480 veh		

HOURLY DEMAND FOR <u>ON-SITE</u> PARKING REQUIREMENTS

3. ON-SITE PARKING

3.1 ESTIMATE OF THE TICKET-HOLDERS EXPECTED TO USE EACH GATE

Event organizers have identified three on-site parking areas, as shown in Figure 2. Gate A (directly opposite Harpeth Industrial Court) will provide access to Lots 1 and 2, each of which will include 400 parking spaces for some artists and vendors, all ticket-holders with ADA parking requirements, and some VIP ticket-holders. Also, Gate B will provide access to Lot 3, which will include 400 parking spaces for some artists and vendors and some VIP ticket-holders. It is important to note that there will be no pay-at-the-gate parking available for general ticket-holders. Based on this information, it would be appropriate to designate the 1,200 parking spaces in these three lots as follows:

Location	Gate A		Gate B	TOTAL
User	Lot 1	Lot 2	Lot 3	IUIAL
Artists	75 spaces	75 spaces	75 spaces	225 spaces
Vendors	75 spaces	75 spaces	75 spaces	225 spaces
ADA ticket-holders	150 spaces	0 spaces	0 spaces	150 spaces
VIP ticket-holders	100 spaces	250 spaces	250 spaces	600 spaces
TOTAL	400 spaces	400 spaces	400 spaces	1,200 spaces

ON-SITE PARKING DESIGNATIONS

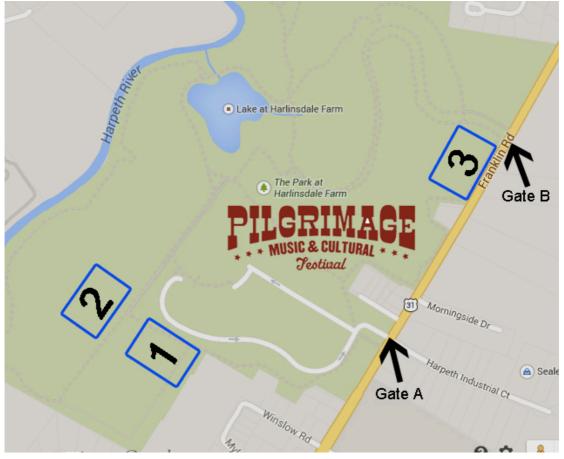
It would be beneficial to provide several roaming golf carts and operators to provide shortdistance rides between the on-site parking areas and the various stages, lounges, activity centers, and vendors located around the property. Event organizers plan to have all of the on-site parking lots cleared by 10:00 PM each evening of the music festival.

3.2 CREDENTIALING OF VIP TICKET-HOLDERS, ARTISTS, AND VENDORS

In order to park on-site in Lots 1, 2, or 3, motorists must have appropriate dashboard credentials that will be included with ticket purchases and artist/vendor documentation. Specifically, ticket-holders requiring ADA parking facilities will request specific dashboard credentials at the time of ticket purchase, and these credentials must match state-issued credentials included in the vehicle. Similarly, VIP ticket-holders will automatically receive dashboard credentials with their tickets.



FESTIVAL PARKING ONSITE



Lot 1 (VIP/ADA parking): 400 spaces Lot 2 (VIP): 400 spaces Lot 3 (VIP): 400 spaces

TOTAL ONSITE PARKING: 1200 spaces

All onsite parking will be reserved for ADA patrons and those who have purchased a VIP weekend ticket. All patron vehicles will be required to leave the farm premises by 10pm each evening after the day's conclusion. Clear signage will indicate that no overnight camping is permitted. Parking attendants will patrol the lots into the evening to enforce this rule.

3.3 ALTERNATIVE PARKING IN THE EVENT OF RAIN

Much of The Park at Harlinsdale is grassy, and the three designated parking area on-site will be vulnerable in the event of rain. Therefore, consideration should be given to designating one or more of the off-site parking facilities as the rain-day choice (choices) to accommodate parking for artists, vendors, ticket-holders requiring ADA parking facilities, and VIP ticket-holders. Specifically, event organizers will expand an on-site gravel production parking lot to include artists, vendors, and ticket-holders requiring ADA accommodations. In the event of rain, VIP parking will be relocated to nearby facilities such as The Factory and Franklin High School.

4. PUBLIC PARKING DOWNTOWN

4.1 OPPORTUNITIES TO USE ON-STREET PARKING AND SURFACE PARKING

Downtown Franklin is a vibrant residential, retail, and entertainment hub, and a significant amount of on-street, surface lot, and structured parking is available in the downtown area, just a mile from The Park at Harlinsdale. In particular, there are several hundred on-street parking spaces and several hundred more surface lot parking spaces available in the downtown core. However, the retail community in downtown Franklin is open and active during regular business hours on Saturdays and Sundays. Therefore, it is unlikely that a significant amount of on-street parking and/or surface lot parking will be available for general ticket-holders attending the Pilgrimage Music Festival.

Still, because of the proximity of The Park at Harlinsdale to downtown Franklin, it will be important for event planners to communicate plans for the festival, including hours, parking plans, and traffic control on Franklin Road, to the downtown-area merchants and residents. Specifically, it would be advisable to coordinate with the Downtown Franklin Association in an effort to disseminate such information. Contact information for the Downtown Franklin Association is as follows:

Ms. Kristy Williams Downtown Franklin Association 134 Second Avenue North Franklin, TN 37064 615.591.8500 kwilliams@historicfranklin.com

4.2 **OPPORTUNITIES TO USE EXISTING GARAGES**

Although the on-street parking and surface lot parking is likely to be well-used by typical retail traffic in downtown Franklin, the City's two public parking garages in the downtown core are typically under-utilized on weekends. Specifically, the 2nd Avenue Parking Garage and the 4th Avenue Parking Garage each have approximately 250 parking spaces that could be used by festival attendees. Although these are public facilities, it would be appropriate to coordinate usage of these facilities with the City of Franklin and Williamson County so as to ensure availability and coordinate adequate temporary signage.

4.3 **OPPORTUNITIES TO COORDINATE WITH THE TMA GROUP**

Should the existing parking garages in downtown Franklin be marketed to ticket-holders as appropriate parking options during the music festival, it would be appropriate to coordinate with The TMA Group, which operates the City's existing trolley services. Currently, the trolley operates a route from downtown Franklin to The Factory on weekdays and Saturdays. However, consideration should be given to coordinating with The TMA Group to provide dedicated trolley routes between the downtown parking garages and The Park at Harlinsdale on both Saturday and Sunday during the music festival. Contact information for the Downtown Franklin Association is as follows:

Ms. Debbie Henry The TMA Group 708 Columbia Avenue Franklin, TN 37064 615.790.4005 dhenry@tmagroup.org

If trolley service is provided between the parking garages in downtown Franklin and The Park at Harlinsdale, a drop-off / pick-up location will need to be provided at each of the garages, as well as at The Park at Harlinsdale. Specifically, these locations will need to be designated, marked, and signed on-site, as well as shown on all promotional materials and maps provided to ticket-holders.

5. OTHER OFF-SITE PARKING

5.1 OPPORTUNITIES FOR OFF-SITE PARKING

Off-site parking will need to be selected and negotiated with public and/or private property owners well in advance of the music festival. Because of the number of off-site parking spaces required, large surface lots at nearby churches, schools, and/or shopping centers would likely be most appropriate. In particular, the following list of existing parking facilities should be considered as candidates for the off-site parking required by general ticket-holders:

LOCATION	POSSIBLE N PARKING AVAII	DISTANCE FROM THE	
	SATURDAY	SUNDAY	FARM
The Factory at Franklin	300	600	0.3
Optum Office Complex (1021 Windcross Court)	700	700	2.0
Columbia State Community College	150	150	2.9
Franklin High School	725	725	2.9
Christ Community Church	800	500	3.1
Centennial High School	450	450	3.2
Independence Square Shopping Center	200	200	3.5
Office Complex (341 Cool Springs Boulevard)	700	700	2.5
Williamson Square Shopping Center	325	325	2.8
Crescent Corporate Center Office Complex	750	750	4.1
Nissan North American Headquarters	1,250	1,250	4.3
TOTAL NUMBER OF PARKING SPACES	6,350 spaces	6,350 spaces	

POSSIBLE LOCATIONS FOR OFF-SITE PARKING

At The Park at Harlinsdale and at each off-site parking location, one or more drop-off / pick-up locations will need to be designated, marked, and signed on-site, as well as shown on all promotional materials and maps provided to ticket-holders.

Contact information for each of these facilities and particular considerations of each facility's probably availability are as follows:

Ms. Tami Pryce Events Manager The Factory at Franklin 230 Franklin Road Franklin, TN 37064

This spot is across the street from The Park at Harlinsdale and is, therefore, the most convenient off-site location. All of the retail and restaurant tenants have Saturday hours, and excess parking adjacent to the buildings is limited on those days. However, there is a surface lot on the eastern side of the property, adjacent to the railroad tracks, with several hundred parking available much of the time. Also, most of their tenants are not open on Sundays, and it might be possible to lease a significant amount of the total parking on the property. Specific availability will need to be discussed with a property owner or representative.

Optum 1021 Windcross Court Franklin, TN 37067

This location is a large healthcare insurance provider that typically operates during weekday business hours only. Therefore, it might be possible to lease much or all of the parking on the property during a Saturday and a Sunday. Specific availability will need to be discussed with a property owner or representative.

Mr. Ralph Walker, Director

Columbia State Community College Williamson County Campus 104 Claude Yates Drive Franklin, TN 37067 615.790.4403 rwalker@columbiastate.edu

This location is a community college that typically operates during weekday business and evening hours only. Therefore, it might be possible to lease much or all of the parking on the property during a weekend. Specific availability will need to be discussed with a property owner or representative.

Mr. Kevin Fortney Director of Facilities Williamson County Schools 1320 West Main Street Suite 202 Franklin, TN 37064

Franklin High School and Centennial High School are public schools that each have hundreds of parking spaces that are likely to be available on a weekend. Specific availability will need to be discussed with a property owner or representative.

Mr. Nick Langdon Facilities Manager Christ Community Church 1215 Hillsboro Road Franklin, TN 37069 Nick.Langdon@ChristCommunity.org 615.468.2269

This spot is three miles (about seven minutes) from The Park at Harlinsdale. They have Sunday services at 9:30 AM and Sunday School Classes at 11:00 AM, and so a portion of the lot will not likely be available on Sunday. However, it is likely that this church has approximately 300 parking spaces that could be leased without affecting their operations. Also, it might be possible to lease much or all of the parking on the property on a Saturday. Specific availability will need to be discussed with a property owner or representative.

Independence Square Shopping Center 595 Hillsboro Road

Franklin, TN 37064

This facility is a big box, multi-tenant retail development that typically operates on both Saturdays and Sundays. However, much of the existing parking facilities are underutilized, and it might be possible to lease several hundred parking spaces during a Saturday and a Sunday. Specific availability will need to be discussed with a property owner or representative.

Two-Building Office Complex

341 Cool Springs Boulevard

Franklin, TN 37067

This facility is a large multi-tenant office complex that typically operates during weekday business hours only. Therefore, it might be possible to lease much or all of the parking on the property during a Saturday and a Sunday. Specific availability will need to be discussed with a property owner or representative.

Williamson Square Shopping Center 1113 Murfreesboro Road

Franklin, TN 37067

This facility is a big box, multi-tenant retail development that typically operates on both Saturdays and Sundays. However, much of the existing parking facilities are underutilized, and it might be possible to lease several hundred parking spaces during a Saturday and a Sunday. Specific availability will need to be discussed with a property owner or representative.

Crescent Communities, LLC 9045 Carothers Parkway, Suite 201 Franklin, TN 37067 615.771.0440

Crescent Corporate Center is a large multi-tenant office complex that typically operates during weekday business hours only. Therefore, it might be possible to lease much or all of the parking on the property during a Saturday and a Sunday. Specific availability will need to be discussed with a property owner or representative.

1 Nissan Way Franklin, TN 37067 615.725.1000 Mr. David Reuter david.reuter@nissan-usa.com

Nissan North American Headquarters is a large corporate headquarters that typically operates during weekday business hours only. Therefore, it might be possible to lease much or all of the parking on the property during a Saturday and a Sunday. Specific availability will need to be discussed with a property owner or representative.

Franklin Field House 1850 General George Patton Drive Franklin, TN 37067 Property Manager: Brandon Hannah 615.456.1732

This facility is worth considering for the parking needs of the music festival. However, it is likely that this facility will have limited availability during a Saturday.

Pinkerton Park 405 Murfreesboro Road Franklin, TN 37064 Deanna Scheffel 615.794.2103

This facility is worth considering for the parking needs of the music festival. However, it is likely that this facility will have limited availability on weekends.

5.2 NUMBER AND FREQUENCY OF SHUTTLES FROM OFF-SITE PARKING

For the off-site parking to work well and meet the needs of the music festival's general ticketholders, it will be essential that an adequate number of shuttles are available and operating frequently. As event coordinators select a shuttle vendor and establish routes and schedules to and from the off-site parking lots, the following guidelines should be considered:

- 1. For the off-site parking lots that are less than 1.0 mile from The Park at Harlinsdale, shuttles can be expected to make four roundtrips each hour. If each shuttle has a capacity of 30 people, then each shuttle can accommodate 120 people per hour. With an average vehicle occupancy of 2.5 persons per vehicle, each shuttle will serve 48 parked vehicles per hour. Therefore, for these lots, one shuttle should be provided for every 150 parking spaces, with a minimum of two shuttles for each parking lot.
- 2. For the off-site parking lots that are 1.1-2.5 miles from The Park at Harlinsdale, shuttles can be expected to make three roundtrips each hour. If each shuttle has a capacity of 30 people, then each shuttle can accommodate 90 people per hour. With an average vehicle occupancy of 2.5 persons per vehicle, each shuttle will serve 36 parked vehicles per hour. Therefore, for these lots, one shuttle should be provided for every 125 parking spaces, with a minimum of two shuttles for each parking lot.
- 3. For the off-site parking lots that are 2.6-4.5 miles from The Park at Harlinsdale, shuttles can be expected to make two roundtrips each hour. If each shuttle has a capacity of 30 people, then each shuttle can accommodate 60 people per hour. With an average vehicle occupancy of 2.5 persons per vehicle, each shuttle will serve 24 parked vehicles per hour. Therefore, for these lots, one shuttle should be provided for every 100 parking spaces, with a minimum of two shuttles for each parking lot.

At least one drop-off / pick-up location will need to be provided at each of the off-site parking lots, as well as at The Park at Harlinsdale. Specifically, these locations will need to be designated, marked, and signed on-site, as well as shown on all promotional materials and maps provided to ticket-holders. Also, each parking lot should be assigned a color and/or number, and the shuttles serving each lot should have matching signage that is bold, bright, and easy to read.

6. COMMUNICATION WITH TICKET-HOLDERS

6.1 EMAIL

When guests purchase tickets, they will be required to provide an email address to which the tickets and parking information will be sent. Specifically, initial parking information should include maps of the off-site parking lots and directions from major transportation corridors so that guests will be able to plan their trips in advance. Each morning of the festival, email addresses can be used to send this information again, as well as information about shuttles to and from the off-site parking lots.

For VIP ticket-holders, emails will include gate and parking lot assignments, as well as directions for accessing those facilities. In particular, ticket-holders assigned to Gate A/Lots 1 and 2 should be asked to enter the property from the south and make a left turn into the site. Ticket-holders assigned to Gate B/Lot 3 should be asked to enter the property from the north and make a right turn into the site.

6.2 TEXT

When guests purchase tickets, they should be asked to provide a phone number that can accept texts. With these numbers, event coordinators will be able to communicate with ticket-holders quickly to provide valuable information about real-time weather conditions, traffic conditions and up-to-date availability of off-site parking lots. Also, this information can include real-time updates about shuttle service and schedules.

For VIP ticket-holders, texts will include real-time information about gate and parking lot assignments, as well as directions for accessing those facilities. In particular, ticket-holders assigned to Gate A/Lots 1 and 2 should be reminded to enter the property from the south and make a left turn into the site. Ticket-holders assigned to Gate B/Lot 3 should be reminded to enter the property from the north and make a right turn into the site.

7. TURN LANES AND TRAFFIC CONTROL

7.1 NEED FOR DEDICATED TURN LANES ON FRANKLIN ROAD

It is important to note that, along the frontage of The Park at Harlinsdale, Franklin Road is a two-lane major arterial roadway. Currently, this facility does not include dedicated turn lanes at The Park at Harlinsdale. However, during the music festival, it will be essential to provide dedicated turn lanes to provide safe and efficient traffic operations at the accesses to The Park at Harlinsdale. Specifically, event coordinators have identified the configuration shown in Figure 3. This configuration includes using traffic cones to delineate one travel lane in each direction, as well as a northbound left turn lane at Gate A (the southern access) and a southbound right turn lane at Gate B (the northern access). It is important to note that the northbound left turn lane will need to extend to the access for vehicles and not just the access for pedestrians.

7.2 NEED FOR TRAFFIC CONTROL OFFICERS

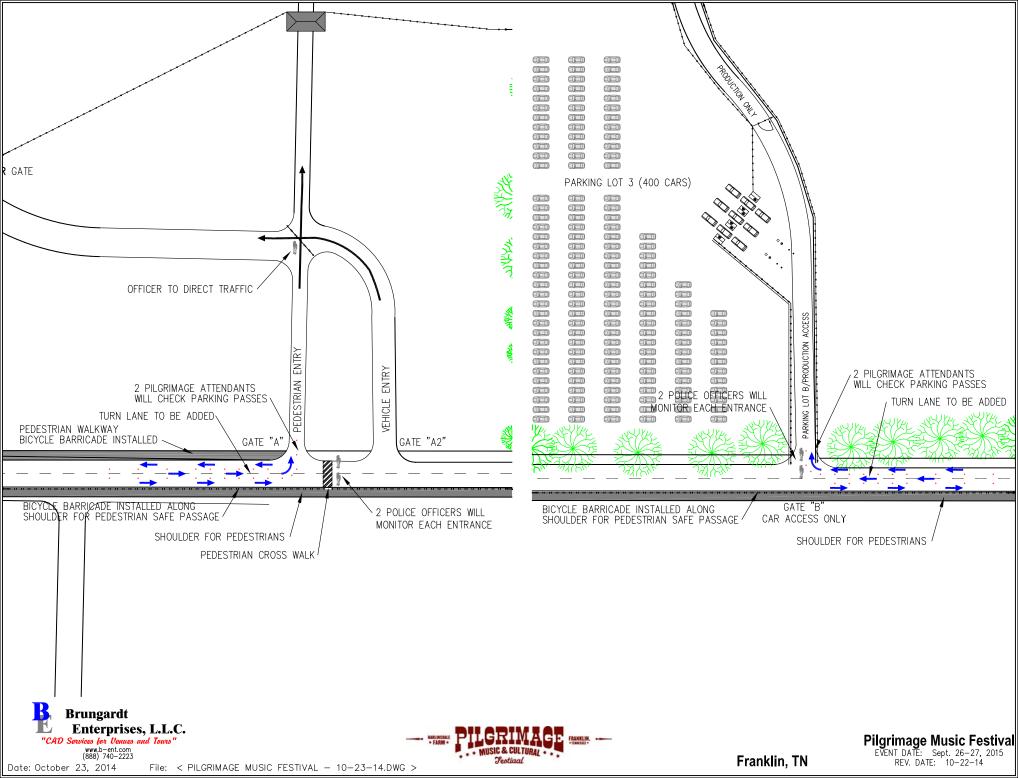
In order to facilitate safe and efficient turning movements to and from The Park at Harlinsdale, as well as maintain northbound and southbound travel on Franklin Road, it will be essential to have two police officers directing traffic at Gate A and two additional officers directing traffic at Gate B. Also, event organizers will need to provide festival attendants to check parking passes and/or other credentials for VIP ticket-holders. These attendants should be located at least 100 feet away from Franklin Road to minimize disruption to traffic operations on Franklin Road. Also, turn-around locations should be identified ahead of time to allow motorists without appropriate parking passes and credentials to exit Gate A and Gate B safely.

7.3 VARIABLE MESSAGE SIGNS FOR EVENT TRAFFIC

It would be beneficial to coordinate with the City of Franklin Engineering Department to provide variable message signs at the following locations:

- 1. The intersection of Mack Hatcher Parkway and Franklin Road
- 2. Northbound Franklin Road / Main Street at the Harpeth River
- 3. Westbound Liberty Pike, between Mack Hatcher Parkway and Franklin Road

The information provided on these variable message signs should include on-site parking information and delay information for motorists unrelated to the music festival.



8. BICYCLE AND PEDESTRIAN ACCESS

8.1 BICYCLE PROMOTION, ON-SITE PARKING, AND PARKING GUARDS

As previously described, it was assumed for the purposes of this traffic plan and the development of conservative parking estimates that 100% of the ticket-holders will arrive at The Park at Harlinsdale in passenger vehicles. However, event organizers plan to include market and promote bicycle access to the music festival. This promotion will include information in advertising and ticketing materials. Also, barricaded paths for bicyclists and pedestrians will be provided on both sides of Franklin Road along the frontage of The Park at Harlinsdale. Finally, a designated bicycle parking area for 500 bicycles will be provided on-site and secured by parking guards.

8.2 PEDESTRIAN LANES WITH BARRICADES ON FRANKLIN ROAD

As with bicycle access, pedestrian access to The Park at Harlinsdale will be marketed and promoted in conjunction with the music festival. Also, barricaded paths for bicyclists and pedestrians will be provided on both sides of Franklin Road along the frontage of The Park at Harlinsdale, and a crosswalk will be provided at Gate A.