

PILGRIMAGE

MUSIC & CULTURAL
Festival



Safety Programming
2018 | 2019

EVOLVED SAFETY & EMERGENCY PREPAREDNESS

Introduced in 2018

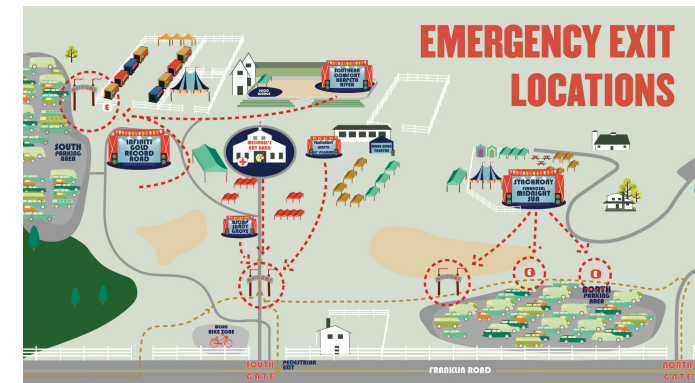
- ▶ Established command center with the City of Franklin to expand incident command operations
- ▶ Hired Unified Command for emergency dispatch
- ▶ Conducted table top exercises with City of Franklin and attended multiple safety and weather seminars in advance of Pilgrimage 2018
- ▶ Installed 18 security cameras dispersed throughout the festival site, feeding live footage to command center
- ▶ Installed 20 walk through metal detectors at festival entrances
- ▶ Installed highly visible emergency blow out gates
- ▶ Reconfigured entrance and exit for more efficient processing and for higher capacity crowd flow
- ▶ Exit signage on towers and gates for smooth foot traffic egress and automobile egress



EVOLVED SAFETY & EMERGENCY PREPAREDNESS

New for 2019

- ▶ Improve communication program including hiring communications Director for safety awareness management before, during and after the festival for all contingencies and variables
- ▶ Install venue wide PA system at key locations on festival grounds and off-site shelter locations that allows single source announcements and messages for real time notifications
- ▶ Develop redundant communication technologies in the event that one goes down
- ▶ Distribute the “Safety Video” and other preparedness information to patrons prior to the event on all media platforms
- ▶ Designate shelter liaisons among core Pilgrimage staff who will be responsible to report to and oversee operations at each off-site shelter location
- ▶ Friday September 20th, 2019 | Pilgrimage Management and Franklin officials will conduct a live video script run-through to observe safety video, pre-evacuation and evacuation message slides for accuracy and timing
- ▶ Review and edit language for notifications regarding “imminent threat” to provide maximum awareness
- ▶ Improve plan to sweep site for 100% patron evacuation
- ▶ Plan for less park closure days
- ▶ Develop higher capacity shuttle and ride-share plan with improved ingress and egress to the Factory back lot with access from Liberty Pike



PILGRIMAGE FESTIVAL SAFETY ANNOUNCEMENT

Emergency Full Festival Evacuation

EVENT STAFF WILL PROVIDE NECESSARY ASSISTANCE AND DIRECT YOU TO THE NEAREST EXIT. PLEASE MONITOR SOCIAL MEDIA AND THE PILGRIMAGE APP FOR UPDATES ON THIS SITUATION AND THE RESTART OF FESTIVAL PROGRAMMING.

2018 | FESTIVAL WEATHER CONDITIONS

Daily Weather Forecast at Harlinsdale Farm 9/20-9/26

FRIDAY 9/21	SATURDAY 9/22	SUNDAY 9/23	MONDAY 9/24	TUESDAY 9/25	WEDNESDAY 9/26
Rainfall: 0.7"	Rainfall: 1.2"	Rainfall: 2.28"	Rainfall: 0.66"	Rainfall: 0.02"	Rainfall: 0.24"
131 lightening strikes within 8 miles of Harlinsdale	69 lightening strikes within 8 miles of Harlinsdale 1 cloud to ground lightening strike .9 miles from Harlinsdale	Flash flood advisory until 7pm Monday	Flash flood advisory	Rain advisory	Rain advisory

- ▶ Saturday - festival was suspended and evacuation notifications were posted on screens due to imminent threat of significant rain and lightening **12 miles away** (outside of our 8 mile radius)
- ▶ Continuous lightening and extensive rainfall prevented the site from re-opening and required cancellation of Saturday's remaining festival
- ▶ Sunday's program was canceled due to unusable parking lots and unsafe site due to flooding and lightening
- ▶ Cloud to ground lighting strike **.9 miles** from Harlinsdale
- ▶ **200 lightening strikes** within **8 miles** of the park between Saturday and Sunday
- ▶ **Total of 4.2" of precipitation** near Harlinsdale over the weekend
- ▶ Newscast documentation sums up the weekend rain [here](#) and lightening [here](#)

MANAGEMENT SAFETY EXPERIENCE/EDUCATION

December 9-12, 2017

Brandt and Sharif attended the Emergency Protocol Summit at XLive Conference and Expo in Las Vegas

2017

Pilgrimage hired Carl Monzo and Mike Diienzo as **safety security management**

Carl & Mike have 50 combined years of experience working Bonnaroo, Coachella, Lollapalooza, Hangout, Voodoo, Phish Festivals and Lincoln Financial Field, home of the Philadelphia Eagles

March 2018

Sharif attended the **Event Safety Alliance** conference at the Severe Weather Summit in Oklahoma

May 2, 2018

14 Pilgrimage staff members and 27 City of Franklin officials conducted **table top exercises** at the Williamson County Public Safety Center to review and plan contingencies for all emergency variables

September 20, 2018 (4-6pm)

All staff attended a pre-festival **security and safety meeting** to review protocols and contingencies

ON-SITE SHELTER | HARLINSDALE

On-Site Sheltering Capacities

Low End: 2.5 people per car, High End: 4 people per car

South Lot Parking

Number of Vehicles: 2,000

Low End: 5,000 patrons

High End: 8,000 patrons

North Lot Parking

Number of Vehicles: 1,500

Low End: 3,750 patrons

High End: 6,000 patrons

**AVERAGE ON-SITE
SHELTER CAPACITY**

11,500

OFF-SITE SHELTERS | THE FACTORY

▶ **The Franklin Factory**

- ▶ Distance from site in feet and minutes walking: 1,340' (.25 miles) - 5 minutes
- ▶ Common Areas
 - ▶ Total Sq. Ft.: 21,000 sq. ft.
 - ▶ Number of patrons: 4,200 | 5 sq. ft./person
- ▶ Hallways
 - ▶ Total Sq. Ft.: 10,000 sq. ft.
 - ▶ Number of patrons: 2,000 | 5 sq. ft./person
- ▶ Upstairs including Art Gallery space
 - ▶ Total Sq. Ft.: 7,000 sq. ft.
 - ▶ Number of patrons: 1,400 | 5 sq. ft./person
- ▶ Liberty Hall & Heritage Room
 - ▶ Total Sq. Ft.: 16,000 sq. ft.
 - ▶ Number of patrons: 3,200 | 5 sq. ft./person
- ▶ Jameson Hall
 - ▶ Total Sq. Ft.: 10,000 sq. ft.
 - ▶ Number of patrons: 2,000 | 5 sq. ft./person

**TOTAL FACTORY
SHELTER CAPACITY**

12,800

OFF-SITE SHELTERS | DESIGNATED AREA BUILDINGS

▶ **Liberty Elementary**

- ▶ Distance from site in feet and minutes walking: 5,400' (1.03 miles) – 20 minutes (differs from parking areas slightly)
- ▶ Access to all buildings, rooms and hallways

**ESTIMATED
SHELTER CAPACITY:**

3,000

▶ **City Hall**

- ▶ Distance from site in feet and minutes walking: 5,000' (.95 miles) – 19 minutes
- ▶ Access to hallways, conference room and boardroom for shelter

**ESTIMATED
SHELTER CAPACITY:**

2,000

▶ **Williamson County Historic Courthouse**

- ▶ Distance from site in feet and minutes walking: 5,650' (1.1 miles) – 22 minutes
- ▶ Access to basement for shelter

**ESTIMATED
SHELTER CAPACITY:**

650

▶ **City of Franklin Parking Structures**

- ▶ Distance from site in feet and minutes walking: 4550' (.85 miles) – 17 minutes

**ESTIMATED
SHELTER CAPACITY:**

8,000

OFF-SITE SHELTERS | PARKING LOTS

▶ **Liberty Elementary Parking Lot**

- ▶ Distance from site in feet and minutes walking: 6,000' (1.15 miles) – 23 minutes
- ▶ Number of vehicles: 700
- ▶ Number of patrons
 - ▶ Low End: 1,750
 - ▶ High End: 2,800

**AVERAGE SHELTER
IN PLACE CAPACITY:**

2,300

▶ **Ligon Field**

- ▶ Distance from site in feet and minutes walking: 4,700' (0.9 miles) – 18 minutes
- ▶ Number of vehicles: 300
- ▶ Number of patrons
 - ▶ Low End: 750
 - ▶ High End: 1,200

**AVERAGE SHELTER
IN PLACE CAPACITY:**

1,000

▶ **Bicentennial Park**

- ▶ Distance from site in feet and minutes walking: 5,800' (1.1 miles) – 22 minutes
- ▶ Number of vehicles: 350
- ▶ Number of patrons
 - ▶ Low End: 875
 - ▶ High End: 1,400

**AVERAGE SHELTER
IN PLACE CAPACITY:**

1,200

*Average Capacity: 3.25 people/car

PILGRIMAGE CAPACITY MAP



PMCF 2017
FESTIVAL CAPACITY

COLOR	FESTIVAL SPACES	SF	PILGRIMAGE CAPACITY METRIC (TOTAL SF/10)
Orange	GA - GOLD RECORD ROAD	157,823	15782
Light Green	VIP - GOLD RECORD ROAD	11,447	1145
Light Orange	GA - SHADY GROVE	4,094	409
Red	GA - LIL PILGRIMS	10,420	1042
Yellow	GA - HARPETH RIVER	37,058	3706
Dark Green	VIP - HARPETH RIVER	13,188	1319
Light Green	VIP - MIDNIGHT SUN	9,143	914
Yellow	GA - MIDNIGHT SUN	248,383	24838
Purple	MAIN BARN	36,249	3625
Cyan	BAZAAR/MERCH	49,065	4907
Light Blue	FOOD TRUCK PARK	38,410	3841
Light Green	NORTH PADDOCK	34,785	3479
Light Green	AMT PADDOCK	15,474	1547
Light Green	BEER HALL	19,751	1975
Light Blue	FOOD CRAFT	27,530	2753
Purple	VIP LOUNGE	37,356	3736
TOTAL APPROX. VENUE CAPACITY			75,018

**TOTAL APROX.
VENUE CAPACITY**
75,018

HISTORICAL PARK CLOSURE DATES

2015

- Official Close - Friday, September 25th EOD
- Begin Work Date - Thursday, September 18th
- Perimeter Secured - Saturday, September 26th
- Perimeter Released - Tuesday, September 29th
- Pilgrimage Off Site - Wednesday, September 30th
- Official Open - Monday, September 28th

» Actual Days Park & Dog Park Closed: 3 days

2016

- Official Close - Wednesday, September 14th
- Begin Work Date - Thursday, September 15th
- Perimeter Secured - Monday, September 19th
- Perimeter Released - Tuesday, September 27th
- Pilgrimage Off Site - Thursday, September 29th
- Official Open - September 29th EOD

» Actual Days Park & Dog Park Closed: 8 days

2017

- Official Close - Sunday, September 10th EOD
- Begin Work Date - Wednesday, September 13th
- Perimeter Secured - Monday, September 18th
- Perimeter Released - Tuesday, September 26th (PM)
- Pilgrimage Off Site - Thursday, September 27th EOD
- Official Open - Monday, October 2nd

» Actual Days Park & Dog Park Closed: 8 days

2018

- Official Close - Sunday, September 8th
- Begin Work Date - Tuesday, September 11th
- Perimeter Secured - Monday, September 17th
- Perimeter Released - Wednesday, October 10th
- Pilgrimage Off Site - Friday, October 5th
- Official Open - Friday, October 26th

» Actual Days Park & Dog Park Closed: 23 days

2019 FESTIVAL KEY DATES

- ▶ Pilgrimage Foundation Jamboree, Lineup Announce & Tickets On Sale - Tuesday, April 2nd
 - ▶ Location: The Franklin Factory
 - ▶ Proposed Build Closure Dates - Monday, September 9th
 - ▶ Proposed Perimeter Secure Date - Monday, September 16th
 - ▶ Pilgrimage Foundation Community Day - Friday, September 20th
 - ▶ Festival Dates - September 21st & 22nd
 - ▶ Proposed Perimeter Release Date - Wednesday, September 25th EOD
 - ▶ Proposed Pilgrimage Off Site Date - Saturday, September 28th EOD
 - ▶ Proposed Official Re-Open - Sunday, September 29th OR Monday, September 30th
- » Proposed Actual Days Park & Dog Park Closed: 10 days

HARLINSDALE POST FESTIVAL SITE WORK

Current Site Work Areas

Expenses

Landscaping	\$49,068
Fence Repair	\$7,310
Road Grading	\$11,605
Irrigation	TBD

Total Site Work Expenses

\$67,983



COMPARABLE FESTIVALS AT A GLANCE



FORECASTLE | LOUISVILLE, KY



- Louisville Waterfront Park
- Daily attendance: 21,600
- July 13-15, 2019
- 3 Days
- 85 acres
- Off-site shelter: nearby hotels, restaurants, bars and parking garages
- Partners Kentucky Natural Lands Trust Organization to preserve, restore, and connect KY's remaining wildlands
- Beneficiaries: Kentucky Natural Lands Trust Conservancy, Guayaki Foundation, Friends for Conservation and Development, Belize Future Fund Land Trust

BONNAROO | MANCHESTER, TN

- Great Stage Park
- Daily attendance: 80,000
- June 13-16, 2019
- 4 Days
- 650 acres
- Off-site shelter: cars & tents
- Bonnaroo Works Fund partners with Community Foundation of Middle TN
- Charitable Donations: Manchester Parks & Recreation, Tipitina's Foundation, Notes for Notes, Coffee County Board of Education



LOLLAPALOOZA | CHICAGO, IL

- Grant Park
- Daily attendance: 80,000
- August 1-4, 2019
- 4 Days
- 100 acres
- Off-site shelter: nearby parking garages, bars, restaurants and hotels
- Partners with Chicago Parks Foundation
- Charitable Donations: Chicago Parks Foundation, MusiCares, The One Campaign, Headcount, Chainlinks, Sensory Access



AUSTIN CITY LIMITS | AUSTIN, TX



- Zilker Metropolitan Park
- Daily attendance: 75,000
- October 4-6, 2019
- October 11-13, 2019
- 6 days, 2 weekends
- 42 acres
- Off-site shelter: nearby hotels, restaurants, bars and parking garages
- Partners with Austin Parks Foundation
- Charitable Donations: Austin Parks Foundation, Austin Music Foundation, Headcount, MusiCares, One Campaign, OXFAM, Hope Alliance for Austin Musicians, Central Texas Food Bank, MyMusicRX, U.S. Fund for UNICEF

NEW ORLEANS JAZZ & HERITAGE FESTIVAL

NEW ORLEANS, LA



- New Orleans Fair Grounds and Racetrack
- Daily attendance: 85,000
- April 26-May 5, 2019
- 7 Days
- 145 acres
- Off-site shelter: nearby hotels, restaurants, bars and parking garages
- Charitable Donations: The Jazz & Heritage Film Festival, Songwriting Workshops for Kids, The Catapult Fund, Mardi Gras Indian Beading Workshops

BOTTLEROCK | NAPA VALLEY, CA



- Napa Valley Expo
- Daily attendance: 40,000
- May 24-26, 2019
- 3 days
- 26 acres
- Off-site shelter: nearby hotels, restaurants, bars and parking garages
- Partners with American Canyon Chamber of Commerce and American Canyon Community & Parks Foundation
- Charitable Donations: American Canyon Chamber of Commerce, American Canyon Community & Parks Foundation, North Bay Fire Relief, Auction Napa Valley, Friends of Napa River Donation, Ronald McDonald House, San Francisco CASA, TJ Martell Foundation, Vanderbilt University Medical Center

PILGRIMAGE MUSIC FESTIVAL | FRANKLIN, TN



- The Park at Harlinsdale Farm
- Full Festival Week Daily attendance: 25,000
- September 21-22, 2019
- 2 days
- 200 acres
- Off-site shelter: The Franklin Factory, Liberty Elementary, City Hall, Williamson County Historic Courthouse, City of Franklin Parking Structures
- On-site shelter: 3,500 cars used to shelter in place
- Partners with City of Franklin and Franklin Parks Dept.



PILGRIMAGE FOUNDATION CHARITABLE DONATIONS

	2015	2016	2017	2018	
Friends of Franklin Parks - Per Ticket Donation	8,198.00	12,222.00	27,205.00	24,000.00	*
Musicares	3,029.00	6,111.00	13,602.50	12,000.00	*
Dark Horse			15,000.00	15,000.00	
Friends of Franklin Parks - Scholarship			5,000.00	10,000.00	
Heritage Foundation				12,500.00	
Artist Mentoring Program				5,000.00	
Total	11,227.00	18,333.00	60,807.50	78,500.00	

Daily Paid Attendance

	Actual Attendance	Actual Attendance	Actual Attendance	Actual Attendance	Expected Attendance	Permit Pending Capacity
	2015	2016	2017	2018	2018	2019
SATURDAY	9,745	11,474	27,134	22,112	27,500 *	25,000 *
SUNDAY	8,138	9,872	22,035	-	27,500 *	25,000 *

*estimate