



Dear City of Franklin Officials,

21 November 2018

Pilgrimage Music & Cultural Festival is under application for our 2019 event permit inclusive of the terms and parameters applied for in previous years. As you know, and despite our best built and curated festival to date, this past September's festival experienced an evacuation due to inclement weather conditions. Approaching lightening, excessive rainfall and the resulting unsafe site conditions ultimately led to the cancelation of our remaining Saturday program and, faced with similar conditions Sunday morning, required us to cancel all remaining programming. In the period after the festival, in conjunction with City officials, we have endeavored to review the events in detail with a focus on identifying the areas where we can improve our planning and execution if faced with similar conditions.

We owe a significant debt of gratitude to City Officials for working with our team in the planning process, throughout the festival, during the evacuation and in post festival discussions. While it is clear that our advance planning and preparation served to orchestrate a safe patron evacuation, it is also clear that not until a plan is put into action, can we fully evaluate and learn from the challenges that arise. Ultimately, we understand that in order to support Pilgrimage as you have going forward, this constructive learning process must be considered a success.

These post-festival meetings with City Officials, included meetings with individual Alderman, have greatly aided Pilgrimage management in developing a clear understanding of what aspects of this year's festival were executed as planned and where opportunities for improvement exist. The following points attempt to summarize these aspects:

Key components of our 2018 safety planning that performed as planned include;

- Introducing a fully equipped command center with the City of Franklin and our partner Unified Command to provide for high-level incident command operations
- Installing festival wide camera system for monitoring crowds in key areas
- Supporting and acting upon our inclement weather code system by contracting with Weather Ops of Norman, OK to provide for the most technologically advanced, real time meteorological information
- Creating a site evaluation plan to determine if festival grounds can be opened or reopened based on forecasts and site conditions
- Deploying use of on-site shelter-in-place in vehicles and effectively utilizing off-site shelters at the Factory and Liberty Elementary
- Approving and providing the resources for site remediation, including landscaping, road repair and fence repair

The following areas have been identified as opportunities for improvement;

- Improved communicating of safety information before and during the festival and while in in a suspended or cancelled period
- Managing the evacuation process from inside and outside the festival, including gates and shelters to ensure all patrons are off site and in secure locations



- Creation and installation of redundant information platforms, including; cellular, Wi-Fi, PA systems, to ensure real time information is continuously available to patrons
- Coordinating with City Officials and Police leadership regarding the timing of pedestrian and vehicular egress
- Communicating park closure dates and status before and after the festival to maximize public access
- Ensuring that patron belongings are gathered and in hand when departing the site

It is with the efforts identified above, and by providing the unmatched festival experience that Pilgrimage and Franklin is known for, that we aim for the 5<sup>th</sup> annual Pilgrimage Festival to be best to date.

To further support these efforts, we have prepared the attached safety program deck. It includes key aspects of 2018's events, expectations and evolved safety plans for 2019, comparative festivals with key data points, weekend weather recap, details on shelter in place/on-site and off-site shelters/ capacities and relevant information for your review.

On behalf all of the people whose efforts create the magic of Pilgrimage Music & Cultural Festival, we thank you for your partnership and for your continued belief in the importance of a hand-crafted, boutique music festival in the Franklin community.

Sincerely,

*Pilgrimage Producers*

W. Brandt Wood, Kevin Griffin, Michael Whelan



# City of Franklin Special 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 you request will be granted.**

**Please list all that apply:**

- Festival/Fair

1. **Name/purpose of event:** Pilgrimage Foundation

2. **Location Requested:** (if Temporary Street Closure, list major roads to be closed):

Location of Event: The Park at Harlinsdale Farm with designated remote parking areas per our parking plan submittal.

Street Closures: Northbound Franklin road will be closed from 1st ave to Harpeth Industrial Court from 6am on Saturday, September 21st until 12am on Sunday, September 22nd (allows two hours for the Streets Department to install and de-install the closure)

Southbound Franklin road will be closed from Mack Hatcher to Harpeth Industrial Ct from approximately 8pm-10pm on both Saturday, September 21st and Sunday, September 22nd

Northbound Franklin Road will be closed from Harpeth Industrial Ct to Mack Hatcher between 8am - 8pm (changed from 2018 when it was 9am-2pm) on both Saturday, September 21st and Sunday, September 22nd. During this time, Franklin Road will be two lanes of Southbound traffic from Mack Hatcher Parkway to Harpeth Industrial Ct.

3. **Date or dates of event:** 09/20/2019, 09/22/2019

4. **Start/End Times of Event:** Event Start - 10:00 AM

Event End - 8:30 PM

*What date/time will set-up begin?* 9/9/2019 8:00 AM

*What date/time will tear-down be complete?* 9/28/2019 7:00 PM

*\*Note: Event is responsible for cost of staff required during this time (including Franklin Police Officers). Read Additional Requirements section for more information).*

5. **Time of Street Closure** (if applicable): Northbound Franklin road will be closed from 1st ave to Harpeth Industrial Court from 6am on Saturday, September 21st until 12am on Sunday, September 22nd (allows two hours for the Streets Department to install and de-install the closure)

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6. **An estimated number expected to attend during the course of the event:**  
Spectators/Attendees: 25,000                      Event Staff/Volunteers:1,500                      Total:26,500

7. **Name of applicant and Organization Requesting Permit:**

William Brandt Wood - Pilgrimage Foundation

**a) Address:**                      230 Franklin Rd Suite 11HH  
Franklin, TN 37064

**b) Phone:** 6157162973

**c) Cell:** 2149529663

**d) Fax:**

**e) E-mail address:** brandt@pilgrimagefestival.com

8. **DETAILED description of event (use additional sheets):**

Pilgrimage is an annual boutique music and cultural festival that includes multiple stages, multiple genres of music, a wide variety of food and beverage and artisans to provide the best experience that embodies Middle TN culture and its love and history of music.

9. **ENCLOSE A DETAILED MAP** of event site and/or route, 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 Citys GIS division**

**Please detail any restricted parking areas on the event map.**

**Event Map:** [PMCF Site Plan Aerial 181010.pdf](#)

10. **Person in charge on day of event:** William Brandt Wood

**Cell:** [REDACTED]

**E-mail address:** brandt@pilgrimagefestival.com

11. **Name and Cell Number of at least two others available on day of event:**

**Name:** Sharif Zawaideh

**Cell:** [REDACTED]

**E-mail address:** sharif@pilgrimagefestival.com

**Name:** Kevin Griffin

**Cell:** [REDACTED]

**E-mail address:** kevin@pilgrimagefestival.com

12.

**Please attach a list** containing the names, addresses, and phone numbers of the Chairperson of the organization and all other persons involved in the management or control of organization and/or committee.

**Administrative Contact List:** [PMCF Core Contacts 2019.xlsx](#)

13. **Where is your organization based?** Williamson County

14. **Is your organization authorized to do business in Tennessee?** Yes

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?** Yes

IRS tax exemption letter:

16. **Will you charge an admission fee?** Yes

*Average admission fee: 175*

17. **Will you charge a vendor participation fee?** Yes

*Average vendor participation fee? 1200*

18. **Total Estimated Revenue from vendors, ticket sales, and sponsorship to event organizer:**

19. **Will any charity, gratuity, or offers be solicited or accepted during the event?** Yes

20. **Is this event a fundraiser?** Yes

*What organization will be the benefactor of event? Friends of Franklin Parks and others*

*What percentage of funds will they receive? 1*

21. **Will parking in the area of the event need to be restricted or prohibited?** Yes

22. **Will any sound amplification equipment be used during the event?** Yes

23. **Applicant must also include a copy of that company's insurance certificate indicating coverage and listing the City of Franklin as additional insured.**

\*\*\*For stages, tents, inflatables, etc. constructed on site prior to the event, that date must be included on Certificate of Insurance provided to the City of Franklin. Stages **MUST** be removed from site at end of event. \*\*\*Rented inflatables/interactives that are set-up and manned by applicant must be included specifically in applicant's Certificate of Insurance.

**If you already have your insurance certificate, please upload it now. Otherwise your insurance certificate will need to be submitted before your event is approved.**

**Insurance Certificate:**

24. **What, if any, vendors will be present at event?** (i.e. medical related, shirts, arts, etc.) **Please provide detailed list.** 2019 Food and Beverage and Craft Vendors are TBD

25. **Will food, beverages, or merchandise be sold or given away?** Yes

Clean-up of the area is required. Please attach your clean-up and recycling plan, including name of clean-up provider with contact information for person who will be on on-site during event. See Question #26.

**Clean Up Plan and Provider:** [Pilgrimage proposal zerohero 2018.pdf](#)

26. 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 the applicant fails to restore the property to its prior condition, then the applicant shall be responsible to the City of Franklin for any costs incurred in restoring the property after the event. Surrender of the deposit in no way relieves the applicant of the responsibility for any costs incurred by the City of Franklin in excess of the deposit. 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. \***NOTE:** Events that include deep frying cooking oil operations are required to have a grease pit on-site and contract with a [grease waste hauler](#) to handle the grease waste and removal of the grease pit. A copy of this agreement shall be filed along with this application. The primary event sponsor is required to remove all cooking grease from the site immediately after the event. Illegal dumping of cooking grease will be prosecuted. *Please read Additional Requirements section of this application for more information.*

27. **Will you require a temporary water tap?** Yes

*If yes, please list exact locations:* **We require 3 temporary water tap stations. These are shown on our site map.**

28. **Will alcohol, beer, and/or wine be given away or sold?** Yes

*If yes, a permit from the relevant board is required. Please read Additional Requirements section of this application for more information.*

29. **Will your event include tents or other temporary structures, propane use, or open flames?** Yes

Tents 400 sq. ft. or larger (or, if cooking operations are under the tent, 200 sq. ft. 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.*

30. **Attach Good Neighbor Letter and Mailing List used.** *Please read Additional Requirements section of this application for more information.*

**Good Neighbor Letter:**

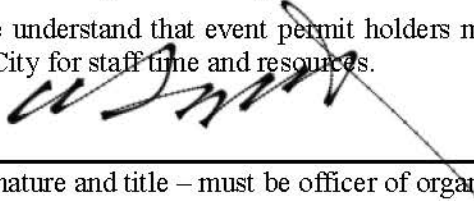
**Good Neighbor Letter Mailing List:** [Mailing List 2018-2.xlsx](#)



# Rules and Regulations

## Please Read All Attachments Before Signing Application.

- 1) I/We agree to abide by all ordinances and regulations of the City of Franklin and all conditions placed upon the event by the City Administrator and the Board of Mayor and Aldermen.
- 2) I/We do swear or affirm that all of the information given in this application is true and complete.
- 3) I/We do hereby agree to assume the defense of and indemnify and save harmless the City, its mayor, 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.
- 4) I/We agree to submit a certificate of insurance prior to the event in an amount determined by the City naming the City of Franklin and its employees as additional insured. The City may require the sponsor and/or vendor provide higher levels of insurance, coverage, and policies as deemed reasonable and necessary based on specific event risk factors and review by the City's insurer.
- 5) I/We agree, if holding the special event on City property, to return the site to its pre-event condition at the conclusion of the event.
- 6) I/We agree to provide a copy of the 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.
- 7) I/We understand that I/we assume the responsibility of the actions of any vendors, planners, and related parties for this event.
- 8) I/We understand that granting of Special Event Permit does not imply granting of other permits that are separately required.
- 9) 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.
- 10) I/We understand that event permit holders may be responsible for 100 percent of the costs incurred by the City for staff time and resources.

BY:  Date: 11/06/2018  
 (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

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

Event Name: Pilgrimage Foundation

Signature: \_\_\_\_\_



FORM 1

## Buildings, Structures, & Power Sources

If your special event includes any of the following, you may need to obtain a permit from the Building and Neighborhood Services Department. Please check any that apply.

- Any site-built platforms (stages) and/or bleachers
- Any electrical work utilizing site-constructed equipment or wiring
- Any electrical equipment or work utilizing in excess of 120 volts
- Any cooking equipment requiring site modifications or additions (duct work
- exhaust systems
- electrical work
- etc.)
- or that utilizes in excess of 120 volts;

Building permits and/or inspections also may be required whenever deemed necessary, due to unique conditions, shoddy construction, substandard assembly or set-up, unqualified assemblers, lack of maintenance, or dilapidation of equipment, materials or systems.

All Permit applications are subject to permit fees.

If you have any questions about whether you need to apply for a permit from the Building & Neighborhood Services Department, please call 615-794-7012.



zerohero

**Pilgrimage Music and Cultural Festival  
ZeroHero Waste Management and Recycling Services  
1 Year Proposal with option for 2 year**

**ZeroHero (ZH) waste/recycling management of Pilgrimage Music and Culture Festival (PMF) essential services**

- ZH will provide 75 'Hero' waste management stations (each containing 3 bins, see description below) for venue front of house (FOH) and TBD number of containers or trash/ recycling for venue back of house (BOH) food and craft vendor areas. In addition, TBD smaller bins for space sensitive VIP, offices and trailers.
- Coordinate vendor services for hauling trash, recycling and compost. Manage compactor and roll off trucks & schedules.
- 24 hour show service in venue areas, with special attention to venue cleanliness and removing litter
- ZH management staff includes 1 director, 1 staffing manager, 5 daytime zone managers and 2 overnight managers, 2 admin/ oversight
- Best practices consulting on festival environmental management

**New to 2018:**

- Provide final micro trashing assistance through Thursday, Sept. 27th
- Do a nightly sweep of Franklin Rd from the event site south to 1st Ave in Franklin, and north to Daniel McMahon Ln
- Sweep off-site parking lots at end of event (Rear lot of the Factory, Ligon Field, Bi-Centennial Park, and Liberty Elementary)
- Friday night VIP dinner in the main VIP Village for 300-400 special guests.
- Option to expand composting program and further environmental practices

**ZH provides:**

- uniformed staff
- 75 Hero Stations - interior bins and trash, compost and recycling liners
- 2x hauling pick up trucks
- brooms, rakes, dust pans, blowers and other essential gear for macro and micro litter pick up
- lodging
- orders office, PMF reimburses

**PMF provides:**

- 5 hauling carts, 4 trailers
- 18 radios with hand mics
- 11 catering services for ZH managers/ admin while onsite
- (1) trailer/ office or some stipend for rental (\$500 - same as last year)



The Hero Recycling Station



Why The Hero works	Descriptions
Transportation, Set-up, and Storage	Each Hero station weighs only 5 pounds and is easily shipped and distributed to and around the venue. Tents are simply and quickly set-up and can be re-positioned during the event, if needed. They can be packed away and stored easily.
Weather / Wind Proof	The stations prevent wind from blowing trash out of receptacles and around the venue. Also, the Hero keeps trash and recycling dry from rain or heavy snowfall and allow the use of inexpensive, cardboard interior bins.
Venue Cleanliness and Appearance	Trash, compost, and recyclables remain covered and there is never the unsightly appearance of overflowing trash cans. Stations offer an organized appearance by keeping trash out of view from attendees. If there happens to be an overflow of waste inside the station, materials are contained and kept out of sight.
Capacity of Waste and hauling benefits	The Hero stations can contain and cover 270-300 gallons of total waste. This allows you to empty and change bags during the event while stashing them out of sight in the Hero and then hauling them at a convenient time.
PR and Education	Such a visual and intentional waste management program fosters stewardship within the festival culture. A successful recycling and composting program reflects an intentional low impact zero-waste festival to the attendees.
Limits Waste Stream Contamination	Contamination of recyclables and compost is minimal. The Hero's do not have a 360 degree access forcing attendees to face signage and messaging on the tents before they discard waste.

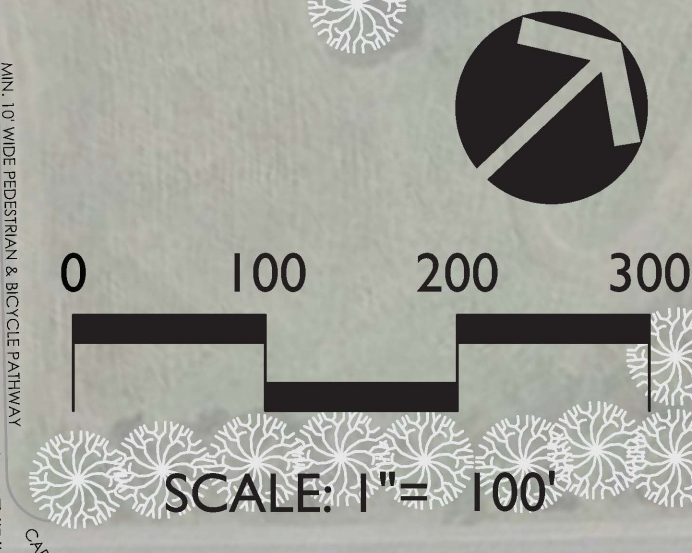


ZeroHero, Inc 970.237.1498 Fort Collins, CO ~ Grand Rapids, MI



**PMCF OVERALL SITE PLAN 2018**  
**HARLINSDALE FARM**  
**FRANKLIN, WILLIAMSON COUNTY, TENNESSEE**

DATE: 09/06/2018  
 DESIGNED BY: KHR  
 DRAWN BY: KHR  
 CHECKED BY: BW  
 SCALE: 1" = 100'  
 PROJECT #: 17010  
 SHEET NUMBER:  
**L1.0**



REVISIONS: