



July 13, 2017

Dear Monique and Suzanne,

It is with pleasure that we write to you to report that Pilgrimage 2017 is on schedule and preparations are nearly complete! Thanks in large part to our partnerships with the City of Franklin and the City of Franklin Parks Department, we are positioned in Year Three to become a substantial economic and cultural driver in the community. We understand well that this success and the trust invested in us by the city and community is based on prioritizing the safety of festival patrons and Franklin's citizens.

As Pilgrimage grows in every aspect, so will our attendance reach new levels this year. On this count we have a request and a mutual opportunity.

As with previous years, we find ourselves with an approved permit and event plan that encompasses an increase in patrons. 2015 saw an attendance of 10,000 per day; 2016 rose to 15,000 per day and 2017 has projected 25,000 per day. Our site plan, readiness and the caliber of our staff have always been designed with growth in mind. This is reflected in our investments in increased stage production and viewing areas, food and beverage outlets, bathrooms, trash services, water stations, shade structures, parking capacity, ingress and egress, emergency services, security and personnel.

It is with the highest level of preparedness and the opportunity to bolster the event's health and stability that we request an amendment to our 2017 Special Event Permit's capacity from 25,000 sold tickets to 27,500 sold tickets, representing a 10% increase. We are confident that this will not adversely affect either the patron experience or safety at Pilgrimage 2017. We have included a fact sheet addressing key areas as well as a capacity map to support our request. Please note that the map depicts the growth of the festival's footprint from previous years into all three large paddocks on either side of the arena.

Thank you in advance for your consideration and support.

Sincerely,

Michael, Kevin and Brandt



PMCF 2017 Population Increase Operations Proposal

Below are the operational factors and concerns to consider when growing the attendee population of Pilgrimage Music and Cultural Festival by an additional 10%.

Density

When considering the venue's usable acreage, PMCF Management has zero concerns about capacity and population density. For comparison purposes, BottleRock Festival in Napa Valley which is similar in scope, feel, and timeline (daytime only) has a total paid population of approximately 45,000 attendees on a site that is roughly 949,000 sq'; offering just over 20 sq' per person including all stages, tent, and infrastructural elements on the site. Bonnaroo Music Festival in Manchester, TN often has a paid population of nearly 80,000 attendees. Their mainstage area is 640,000 sq' and their total venue size excluding all parking and camping areas is just over 3.5 million sq' which equates to 8 sq' per person during the headliners and 43 sq' per person site wide.

The Park at Harlinsdale Farm has 1.7 million sq' within the event perimeter. If a population density similar to Bonnaroo were to be desired, the site could easily hold 40,000 attendees. If BottleRock's ratio, which does have a more crowded feel, were to be used, the Park could hold 85,000 attendees. Either way, a paid population of 27,500 will fit safely and comfortably and is conservative by industry standards. The attached map shows population densities by specific areas, and reflects the conclusions that there is plenty of room for our expected population.

The other consideration with population size is the amount of emergency egress points and linear footage available. With the population increase to 25,000 the size of the main gate was increased from 40' to 80'. We feel that that is equally sufficient if we increase the population by 10%. A third 24' emergency blow out gate could be added on the Eastern perimeter of the property if deemed necessary.

Sanitation

PMCF's current sanitation plan calls for 250 standard restroom, 22 ADA restrooms, and 9 restroom trailers comprised of 72 stalls for a total of 344 available restrooms on site. At 1 stall per 100 people that is a daily usage capacity of 34,400 people. This is more than sufficient for a paid population of 27,500 plus those working the event. Furthermore, we are adding a midday service on 110 units, which will guarantee a sanitary environment through the close of the event each night. Pump trucks will remain on standby should any additional services be needed.

Food and Beverage

At approximately 40 food tents and trucks each capable of serving roughly 1,000 meals per day, there should be plenty of options and manageable lines even with a population increase. Similarly, with more than 600 linear feet of beverage service fronts, capacity should not be an issue.



Water

In 2016, PMCF installed 18 drinking fountain and bottle filling stations. For 2017, 30 such spigots will be available. At less than 1000 attendees per fountain, free water should be easily accessible to all. Bottled water will also be available for purchase.

Waste Management

For 2017 the number of onsite 3 compartment trash/recycling/compost receptacles has been increased from 30 to 75 units. Onsite dumpsters increased from a handful of 10-yard bins to 30-yard bins, tripling the amount of onsite trash storage prior to any hauling that may occur over the weekend. Waste Management staffing plans have also increased from 2 managers daily with 10 volunteers to 7 managers and up to 40 support staff, including an overnight team of 12 to ensure the grounds are spotless for day two. An addition of a 10% population will increase waste proportionately but the quadrupling of the waste management budget and staffing year over year should be sufficient to compensate for the proposed population increase.

Parking and Traffic

The addition of 2,500 attendees has the potential to increase vehicle traffic into the city of Franklin by approximately 1,000 vehicles. While it is a significant vehicle increase, with the cooperation of the Streets Department and a calculated placement plan of variable message boards and communications strategy, the additional traffic should not pose much additional impact. Franklin's Main Street Festival sees over 60,000 attendees a day with nearly 18,000 coming from outside of middle Tennessee. Traffic related issues from Pilgrimage should be proportionately less.

Public Safety

PMCF has secured the services of Festival Management Services as an EMS consultant and management company for the Event. Festival Management Services is run by Carl Monzo, the most established and experienced security and emergency response consultant in the event industry. Carl has designed the security and/or medical plans for global festivals such as Coachella, Bonnaroo and Burning Man. He is the current President of National Event Services and the former President of CrowdRX, a leader in event medicine. Festival Management Services sees no issue or operational changes from a public safety standpoint when dealing with 27,500 participants versus 25,000. An additional 15 roaming security personnel can be added to maintain current participant to security staff ratios.

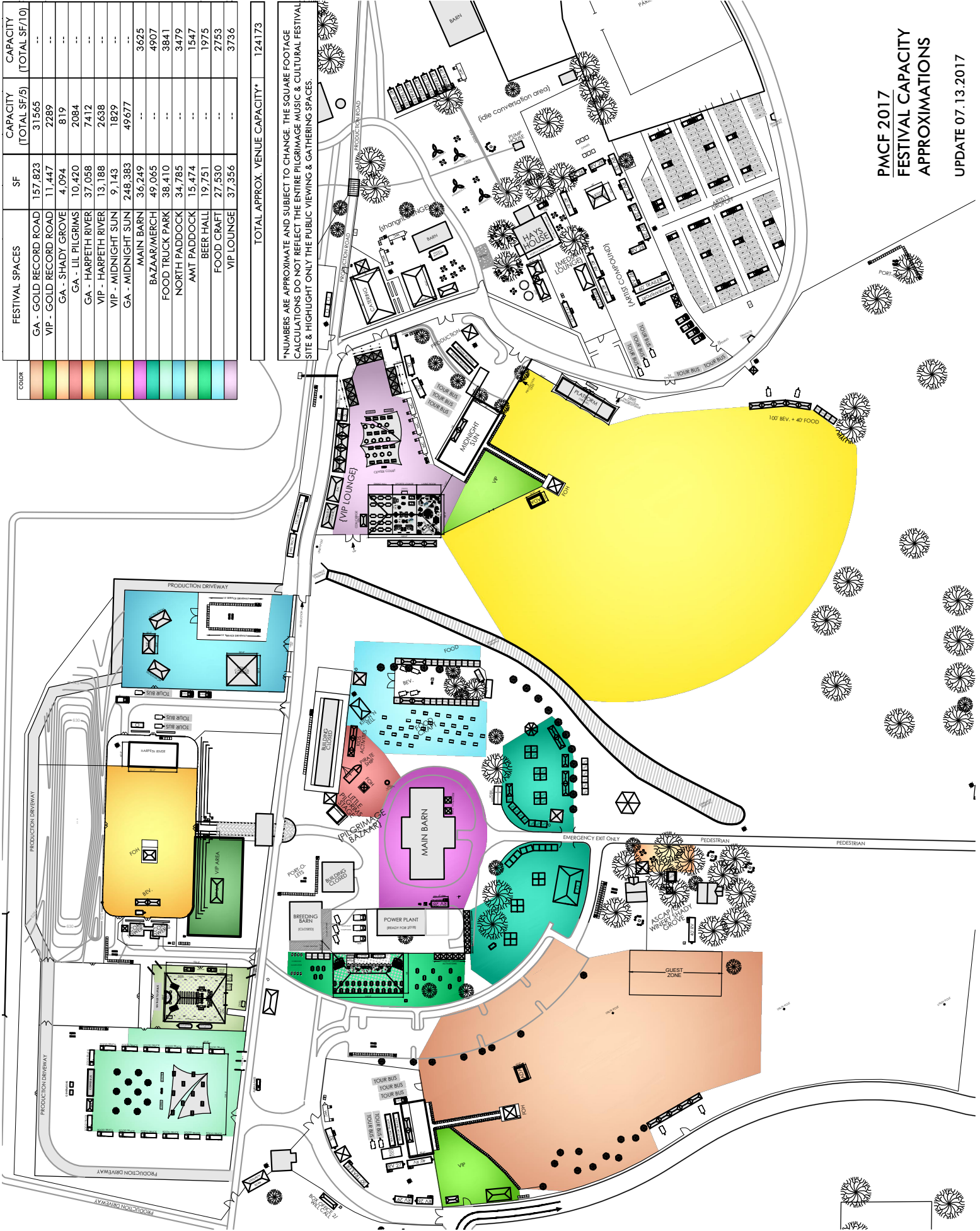
Thank you,

PMCF Management

COLOR	FESTIVAL SPACES	SF	CAPACITY (TOTAL SF/5)	CAPACITY (TOTAL SF/10)
Light Blue	GA - GOLD RECORD ROAD	157,823	31565	--
Light Blue	VP - GOLD RECORD ROAD	11,447	2289	--
Light Blue	GA - SHADY GROVE	4,094	819	--
Light Blue	GA - LIL PILGRIMS	10,420	2084	--
Light Blue	GA - HARPETH RIVER	37,058	7412	--
Light Blue	VP - HARPETH RIVER	13,188	2638	--
Light Blue	VP - MIDNIGHT SUN	9,143	1829	--
Light Blue	GA - MIDNIGHT SUN	248,383	49677	--
Light Blue	MAIN BARN	36,249	--	3625
Light Blue	BAZAR/MERCH	49,065	--	4907
Light Blue	FOOD TRUCK PARK	38,410	--	3841
Light Blue	NORTH PADDOCK	34,785	--	3479
Light Blue	AMT PADDOCK	15,474	--	1547
Light Blue	BEER HALL	19,751	--	1975
Light Blue	FOOD CRAFT	27,530	--	2753
Light Blue	VIP LOUNGE	37,356	--	3736

TOTAL APPROX. VENUE CAPACITY* 124173

*NUMBERS ARE APPROXIMATE AND SUBJECT TO CHANGE. THE SQUARE FOOTAGE CALCULATIONS DO NOT REFLECT THE ENTIRE PILGRIMAGE MUSIC & CULTURAL FESTIVAL SITE & HIGHLIGHT ONLY THE PUBLIC VIEWING & GATHERING SPACES.



PMCF 2017
FESTIVAL CAPACITY
APPROXIMATIONS

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