



Legislation Text

File #: 17-0673, **Version:** 1

DATE: July 31, 2017

TO: Board of Mayor and Aldermen

FROM: Eric Stuckey, City Administrator
Special Events Advisory Team

SUBJECT:

*Consideration of Request from Pilgrimage Music and Cultural Festival to Increase Number of Approved Attendees from 25,000 per day to 27,500 per day.

Purpose

The purpose of this memorandum is to provide information and a recommendation to the Franklin Board of Mayor and Aldermen (BOMA) concerning a request from the Pilgrimage Music and Cultural Festival to increase the approved number of ticketed attendees from 25,000 to 27,500 per day.

Background

The Pilgrimage Music and Cultural Festival is in its third year at the Park at Harlinsdale Farm. The two-day event has consistently grown in attendance. Last year, the event averaged 15,000 attendees per day. This year's event permit was approved at 25,000 attendees per day. With the performers scheduled for 2017, the festival has already sold out. Event producers have requested that the event permit be amended to allow for 27,500 attendees per day. The producers have addressed how their operations will adjust to handle the increase (see attached). They have also met with our Special Events Advisory Team to go over these issues and other concerns (such as damage to the park, traffic, emergency access, etc.) in great detail.

Financial Impact

Staff was already preparing for 25,000 attendees. A 10 percent increase in this number will require little, if any, additional staff. As in years past, Pilgrimage will reimburse the City for any damages caused to the Park as a result of their event.

Recommendation

Staff recommends approval of this request and would require that Pilgrimage continue to work in good faith with the City to promptly address staff concerns when identified, before, during, and after the event.