



# City of Gainesville

---

## City Manager Memorandum No. 191022

To: The Honorable Mayor and City Commissioners **DRAFT**

From: Lee R. Feldman, ICMA-CM, City Manager

Date: October 29, 2021

Re: Pilot of Special Multi-Year Event at Depot Park (Full Moon Fever Festival)

---

### Purpose of the Pilot

This Pilot Multi-Year Event at Depot Park proposal is to establish a fee structure for a multi-year special event with increased rates per year for the Full Moon Fever Festival, which is replacing the Annual Tom Petty Birthday Bash and will take place in October 2022. It is a two-day event that will be fenced off to the public and will feature ticket sales ranging in price from \$25 - \$230. This event will necessitate a total of 6 day closure to the park beginning on October 19, 2022, and ending October 24, 2022. The official event dates of the Festival are October 22, 2022 – October 23, 2022. Piloting this event will permit staff to develop a sufficient understanding of the operational impact of the park closure for the event and the new fee structure. Outputs from the Festival will help to inform event planning policy going forward.

### Details

1. The special event must satisfy all requirements outlined in current The Depot Park Special Event Guide (Attachment A), Application (Attachment B), City of Gainesville – Depot Park Vendor Application (Attachment C), and License Agreement for Special Event at Depot Park (Attachment D).
2. For the purpose of the Pilot, the updated recommended fees are as follows:
  - a. In year 2022 - \$15,000; fee for total park closure for up to and not to exceed six (6) days;
  - b. In year 2023 - \$17,500 fee for total park closure for up to and not to exceed six (6) days;
  - c. In Year 2024 - \$20,000 fee for total park closure for up to and not to exceed six (6) days
3. Event Host must agree to a three-year contract with the City
4. The City will retain the right to cancel any future event within the three year agreement
5. Event fees must be agreed upon by both parties (Red Light Management, and City of Gainesville)

6. Appropriate licenses and insurance are required for all aspects of the event. This includes alcohol permits (City and the State of Florida), and each must be submitted to Depot Park Management no later than two weeks from the date of park closure.
7. For the purpose of the pilot, a food vendor is defined as an independent business with appropriate licensing and insurance for any sale and distribution of food products and or alcohol. Each food vendor must occupy a space. The Special Event host is required to supply a completed City of Gainesville – Depot Park Special Event Vendor Application for each participating food and/or alcohol vendor to Depot Park management no later than two weeks prior to the event.
8. In addition to the security requirements outlined in the license agreement for Special Event at Depot Park, for the purpose of this pilot, any special event serving alcohol is required to provide additional security during the entirety of the rental. One (1) security officer is required for every 200 special event attendees (including anticipated special event attendees). All security personnel are required to be in uniform and easily identifiable.
9. The Special Event Host is responsible for all security requirements for securing the boundaries of the rentable space. Once boundaries are established, the event host will be ultimately responsible for all and anything within the fenced in locations.
10. The Special Event host will be held accountable for any and all damage which may occur within the fenced in location. This is including sod/turf damages.
11. The Special Event host is restricted from any digging or staking within the Depot Park grounds. They are to abide by all brownfield restrictions.
12. The Special Event Host must also coordinate with Depot Park Management for placement of vehicles, stages, machinery, and port-o-lets in order to meet the needs and requirements of the park.
13. Failure to abide by any of the rules, regulations, permits (City and State) may result in event cancelation and/or immediate termination of all ticket sales and performances.
14. For the purpose of this pilot, all Depot Park Event Applications where alcohol is sold and closure of a public park, must be approved per the City Manager approval process.