

City of
Gainesville

Roxana Gonzalez, Interim Director
Parks, Recreation & Cultural Affairs
City of Gainesville

August 5, 2021



Tom Petty Birthday Bash

History of the Tom Petty Birthday Bash at Depot Park

- Hosted by Damn the Torpedoes, LLC
- 2018 & 2019
- 5,000 attendees in 2018
- 7,300 attendees in 2019
- Free, family-friendly community event offering music, food vendors, entertainment, and merchandise.
- Typically held Friday night for VIPs, Saturday and Sunday for all neighbors





“ My family and the Petty family have been very close since my dad and Tom were in the first grade, and I was happy to serve in the that way to bring a positive community building experience to Gainesville and associate it with Tom’s legacy. ”

—Chris Nixon

Depot Park Special Event Guide & Application Process



- **Step 1: Submit an application.**
Within application event host acknowledges additional regulations, laws, and ordinances apply. See Chapter 15-6 Noise Ordinance and Chapter 18 Park Regulations, 18-20 Prohibited Activities (please see attachments to Agenda Item)
- **Step 2: Application Review Meeting with Depot Park Team and Event Hosts.**
- **Step 3: Payment in full of rental fees and deposits.**
- **Step 4: Submission of all applicable items listed in the Special Event Checklist (layout, timeline, other City departmental permits, applications, and fees.)**
- **Step 5: Meet with Depot Park Team to review final details and sign the Special Event License Agreement.**

Full Moon Fever Festival

Hosted by Redlight Management

Depot Park Special Event Application

SPECIAL EVENT APPLICATION

(MAY BE SUBMITTED AS EARLY AS 6 MONTHS BUT NO LATER THAN 60 DAYS PRIOR TO EVENT)

ABOUT THE EVENT

Event Title: Full Moon Fever Festival Event Date(s): 10/23/21

Host Organization/ Applicant: Petty Legacy, LLC

Contact Person: Adam Hohlt (signatory) / Sarah Hedges (local) Phone #: (850) 384-5627

Email: adam.hohlt@redlightmanagement.com

Mailing Address: PO Box 340020 Nashville, TN 37203

Website/Social Media: tom petty.com / FB tom petty / IG tom petty official / Twitter:@tompetty

Specific and accurate description of the Event: Full Moon Fever Festival: A 2 Day Music & Arts Festival Celebrating the Life and Music of Tom Petty. Featuring original set's by national, regional, and local artists.

Oct 23 & 24 2021 A Portion Of Proceeds Will Go To Local Organizations: UF Health Shands, St. Francis Depot Park, Gainesville FL House, UF Tom Petty Scholarship

If applicable, list the sponsors of your Event: N/A

AREA'S REQUESTING TO BE RESERVED
(Check all that apply)

<input type="checkbox"/> Pavilion A	<input type="checkbox"/> Pavilion B	<input type="checkbox"/> West Overlook	<input type="checkbox"/> East Overlook
<input checked="" type="checkbox"/> The Pad	<input type="checkbox"/> Little Lawn A	<input type="checkbox"/> Little Lawn B	<input type="checkbox"/> Little Lawn C
<input type="checkbox"/> The Wheel	<input type="checkbox"/> The Big D	<input type="checkbox"/> The Boulevard	<input type="checkbox"/> Promenade
<input type="checkbox"/> Open Lawn	<input type="checkbox"/> The Hill	<input type="checkbox"/> -Mobile Stage	<input type="checkbox"/> Flatcar Stage

PERIOD OF USE

Setup Date: Oct 18, 2021 Setup Time: 08:00 7:00AM

Event Start Date: Oct 23, 2021 Event Start Time: 13:00

Event End Date: Oct 24, 2021 Event End Time: 23:00

Exit Park Date: Oct 26, 2021 Exit Park Time: 17:00

CANCELLATION POLICY

All cancellations must be sent via email to DepotPark@CityOfGainesville.org and confirm receipt

- 30 days or more prior notice of cancellation..... Full refund of rental fees and full deposit
- Between 15 and 29 days prior notice of cancellation..... 50% refund of rental fees and full deposit
- Less than 14 days' prior notice of cancellation..... No refund of rental fees or deposit

SPECIAL EVENT APPLICATION

(MAY BE SUBMITTED AS EARLY AS 6 MONTHS BUT NO LATER THAN 60 DAYS PRIOR TO EVENT)

ATTENDANCE & ADMISSION

Is the Event open to the public? Yes No

If there is a fee associated with your event? If so: \$ \$25 / \$50 / \$100 / \$230

Anticipated Attendance (estimated number of people who will attend or watch your Event): 6000 per day

Anticipated Participants (estimated number of staff, volunteers, vendors, etc., you anticipate will provide support services to your Event): 100 per day

If the number of Anticipated Attendance or Participants changes prior to the Event, the Licensee shall notify the Depot Park Office in writing, to DepotPark@CityofGainesville.org, no later than 14 days prior to the Event.

TENTS & CANOPIES

If applicable, list the size and quantity of all Tents and Canopies.

2 @ 20x20 / 1 @ 30x20

Tent Sizes & Quantities: 10' x 10' 22-25 Other size: 3 @ 20x20 / 1 @ 30x30

Tents and Canopies larger than 10' x 10' require a tent permit from the City of Gainesville. Absolutely no staking in Depot Park, the park is a brownfield site and the ground cannot be penetrated. In lieu of staking tents, sand bags, bricks, or water jugs are often used.

SOUND

Will you be using amplified sound: Yes No

If yes, your Event Timeline will need to include the name of the company you are renting from (if applicable) and the delivery and pickup time. Depending on the time and noise decibels of your event, you may be required to complete a noise permit by the City of Gainesville.

ELECTRICITY

Generators are prohibited in Depot Park. In addition to the electricity required by vendors, will you require electricity? Yes No If yes, detail needs: 2 @ 125kw / 1 @ 70kw

CITY OF GAINESVILLE PERMIT

If it is determined that your Event needs Fire and/or Police services, you will need to contact the Gainesville Police Department by emailing GPDSpecialEvents@CityofGainesville.org. The City of Gainesville Special Event Coordinator will review the details of your event and determine if additional City permits or services are necessary. There will be additional fees associated with applying for a permit and there may be additional fees for the use of City services.

SIGNATURE

By signing below you acknowledge you have read, understand, and agree to the contents of this Special Event Guide & Application.

Adam Hohlt
Signature of Applicant: Adam Hohlt (Jul 26, 2021 12:46 CDT)

Date: Jul 26, 2021

Depot Park Special Event Application



Recommendation/Next Steps

1. Provide direction to City Manager on current application by Red Light Management to host private event at Depot Park.
2. Provide direction to City Manager on a process to amend current application process to allow private, ticketed events at City-owned parks.

Thank You.