

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: tompetty.com / FB tompetty / IG tompettyofficial / 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 Local Organizations: UF Health Shands, St. Francis  
Depot Park, Gainesville FL ..... House, UF Tom Petty Scholarship  
A Portion Of Proceeds Will Go Local Organizations: UF Health Shands, St. Francis, House, UF Tom  
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 checked="" type="checkbox"/> West Overlook	<input type="checkbox"/> East Overlook
<input checked="" type="checkbox"/> The Pad	<input checked="" type="checkbox"/> Little Lawn A	<input checked="" type="checkbox"/> Little Lawn B	<input checked="" type="checkbox"/> Little Lawn C
<input checked="" type="checkbox"/> The Wheel	<input checked="" type="checkbox"/> The Big D	<input checked="" type="checkbox"/> The Boulevard	<input checked="" type="checkbox"/> Promenade
<input checked="" type="checkbox"/> Open Lawn	<input checked="" type="checkbox"/> The Hill	<input checked="" 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**

**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 @ 30x30

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.

Signature of Applicant: Adam Hohlt ..... Date: Jul 26, 2021



**A001-EVENT OVERLAY**  
**Tom Petty Full Moon Fever Festival**  
 October 23-24, 2021  
 Gainesville, FL

**DRAFT SET**

**VERSION 1.0**

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# 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.