

**Request to use The Marathon Community Park during the weekend of
January 3 - 5, 2020 for a Music Festival called Conch Records Music Video Fest**

REQUEST MADE BY: TV88, LLC (*Cliff Rydell, Managing Member*), and
The Marathon Wild Bird Center (*Kelly Grinter, Executive Director*)

REQUEST MADE TO: Marathon City Council at July 9, 2019 Council Meeting

SPECIFIC REQUESTS:

- 1) To use The Marathon Community Park for a music festival, with music videos being produced, during the times of 5pm to 10pm on Friday January 3, 2020, 12noon to 10pm on Saturday January 4, 2020, and 12noon to 5pm on Sunday January 5, 2020.
- 2) To sell beer and wine during event hours for consumption at the Park.
- 3) To have the Park rental fees waived.

DETAILS OF REQUESTS:

1) Usage of Park

This event will be like the three previous Conch Records Music Video Fests which took place at The Marathon Community Park, because all the performers who will be on stage will be local musicians – and the stage crew, and those involved in the production of the music videos which come from it will all be locals or annual snowbirds as well.

This event will be unlike other events which have taken place at The Park, because:

- a) Each musician, stagehand, and production crew personnel will have a vested interest in ensuring that everything goes on successfully during the weekend without incident. In the Agreement with the organizers, those participating in the event will agree to pick up trash from the field as they see it (including cigarette butts), and report any misuse of the field or misconduct of any nature to one of the organizers or proper authorities.
- b) There will be no vehicles of any kind allowed on the field other than one golf cart for the Event organizers to use. This will include all tent set up and tear down hauling trucks.
- c) We will NOT be selling tent space at the Event. There will be one large tent area for musicians to use for selling music related items, and to socialize while not performing on stage.
- d) Other than the musician's tent, there will be a large eating tent, and tents at the two admission gates – All tents will be brought in to the field and taken off the field by hand or by hand carts.
- e) The refrigerated beer truck will stay parked in the parking lot all weekend, and cold beer will be brought in to the field and put on ice as needed with hand trucks.
- f) To protect the underground irrigation system, there will be no stakes in the ground, and buckets filled with weighted material will hold the tents up.

2) Selling of alcohol during the event

The Marathon Wild Bird Center operates under I.R.C. 501(c)3. It is a well-established tourist attraction on the Crane Point property in Marathon.

This Request is for the Marathon WBC to operate the beer and wine booth and to manage the collection of funds of all alcohol sales, keeping 100% of all proceeds for its own operating purposes. The Marathon WBC will operate under a State license to sell alcohol at the Park which they will pay the fees for after approval of this Event by Council.

The Wild Bird Center is planning the move of their facility closer to the entrance gate, which will benefit greatly from the proceeds which come from this Event.

The Wild Bird Center was selected to handle all alcohol sales because it needs the money, and because the Executive Director has the experience participating at many community events in the City, and in operating beer booths.

3) Waiving of rental fees

Income from T-shirt sales and event food sales (*hamburger, hot dog, pizza*) will be divided up among each of the individual performers, stagehands, and production crew.

The Marathon Wild Bird Center will handle all beer, wine, soft drinks, and water sales.

So any Park rental fees asked for by the City will be coming directly from the proceeds of both.

NOTES FOR MEETING WITH COUNCIL:

Every City, County, and State office and local businesses who will need to approve, or at least have knowledge of this Event has been contacted, and those who need to give their approval of the Event have done so.

These are our 'Plans of Action'

Security Plan

We will hire as many off-duty deputies that the Sheriff's Office requires for this Event. We will meet next when we get closer to the Event weekend, and discuss weather conditions and what attendance might be at the Event. At that point the Sheriff will decide the exact number of off-duty deputies we will need to hire, and we will hire them.

No special US1 traffic assistance will be needed at this point, but we will analyze it further with the State Highway Patrol and the Sheriff's Office as we get closer to Event date, and we have a better idea of what attendance to this Event might be.

We are in direct communication with the Marathon Captain of The Monroe County Sheriff's Office about this Event, and we are prepared to pay all required fees and secure the deputies upon our approval of the Event by Council.

Captain Don Hiller will be present at this council meeting to answer any questions Council might have regarding the Security of the Event or the Sheriff's approval of this Event.

Emergency Response Plan

Emergencies and disasters can strike anywhere and at any time. Someone who attends this Event can be adversely affected by the sun, or fall and be injured, someone could have unexpected heart failure, or there could be a disaster during the event caused by an act of God.

Because an emergency can occur at any time without warning, it is the responsibility of us as event organizers to ensure that all Emergency Medical Services vehicles and personnel have quick and easy access on and off the field.

During the hours of the Event, we will keep the two vehicle gates to the east and west of the amphitheater closed but unlocked. Each gate will be manned by Event volunteers who will be briefed prior to taking their position.

They will be ready to fully open the gates and clear the area if an emergency occurs, making sure that all EMS vehicles and personnel have easy access on and off the field.

We are in direct communication with the Fire Chief of The City of Marathon who will be present at this council meeting to answer any questions Council might have regarding the Fire Department's approval of this Event.

Garbage Plan

For sanitary purposes, it is most important for us as the Event organizers to keep the Park free from garbage build-up during the weekend. The less that there are trash pileups, the less that attendees will be inclined to put trash anywhere other than in trash cans.

Our Garbage Plan will mirror the 'Broken Window Theory' which the Monroe County Sheriff's Office is a strong supporter of.

The broken windows theory is a criminological theory which states that visible signs of crime, anti-social behavior, and civil disorder create an urban environment that encourages further crime and disorder, including serious crimes.

The City's Parks and Recreation Department will supply barrels during the weekend, and we will supply all the liners and be responsible for ensuring that all garbage gets properly disposed of.

Marathon Garbage Service (289-2430) has agreed to provide a "Donation Letter" to the City for all extra trash pickups which are needed during the weekend at no additional cost to the City. However, they do not wish to provide that letter until after the Event has been approved by the City, and the Event date gets closer in time.

This is the same service that MGS provided on the prior Conch Records Music Video Fests, so we have worked with them before on this matter.

Plan for Protection of the Field at the City Park

Keeping the Broken Window Theory in mind, we will ensure that the Park and the field stays clean and respected throughout the weekend while we have our Event, and will immediately cure, or have cured, any damage to the field which is found during the final walk through after the Event has ended.

Musicians will have a vested interest in making sure that the Event weekend is the best it can be, without incident or damage of any kind to the Park.

No vehicles will be allowed on the field during the Event weekend other than City or County vehicles, and one golf cart for the organizers.

There will be no staking of tents at all, and there will be no vendors selling anything on site other than the buying and selling of music related equipment.

We will also provide an insurance policy which covers any damage to the field. The policy will be bound by paying the insurance premium after Council's approval.

CONCLUSION:

The January 3-5, 2020 Conch Records Music Video Fest is a WIN - WIN situation for all involved:

*** *Musicians***

In the Florida Keys, we have many local musicians who are as talented as any of the national stars we hear on the radio. Our local musicians elect to live down here in The Keys, and by doing so, they have limited opportunities to get on stage and play in front of large crowds.

The Conch Records Music Video Fests give our local talented musicians an opportunity to get on stage and record a music video, or a demo video, or just perform in front of a much larger crowd than they play for at our local bars.

The musicians who perform at this Music Video Fest, the stagehands, and the video production crew will take part in greeting attendees at the front gates, grilling up and selling event foods, and socializing with music fans.

To many musicians in The Keys, this Music Video Fest will be the most favorite gig they will have all year!

*** *Locals & Visitors to the Area***

This Event will give an opportunity for locals to come and watch many, if not all their favorite local bands and solo acts throughout the first weekend of the year – which will be the first weekend after the prior weeks of holiday season running around.

*** *TV88***

Putting on the Conch Records Music Video Fest is a way for TV88 to advertise itself as a video production company.

*** *The Marathon Wild Bird Center***

Alcohol, soft drink and water sales will give The WBC a good amount of much needed money, as it is having a difficult time raising the money it needs to move the facilities closer to the Crane Point entrance.

*** *The City of Marathon***

Staying consistent with the mission of the City of Marathon Parks and Recreation Department, this Event will provide a professionally managed leisure activity for all ages.

We respectfully request Marathon City Council's approval to put on the next Conch Records Music Video Fest during the weekend of January 3rd through the 5th, 2020.