

Council Communication

August 4, 2015, Business Meeting

Appeal of Denial of Special Event Permit for Techtobberfest

FROM:

Dave Kanner, city administrator, dave.kanner@ashland.or.us

SUMMARY

The Sustainable Valley Technology Group (SVTG) applied for a special event permit to hold an event on October 10, 2015. The permit was denied by city staff. SVTG asked for the City Administrator to review this decision and the denial was upheld. SVTG is now coming to Council to appeal the decision and request approval of their special event permit.

BACKGROUND AND POLICY IMPLICATIONS:

On June 29, 2015, the Sustainable Valley Technology Group applied for a special event permit. The permit application requested closure of B Street between Oak Street and Pioneer Street from 6:00 a.m. until 11:00 p.m. on October 10, 2015. Staff denied the application, in part, because B Street is a neighborhood collector and is rarely closed due to the need for emergency vehicle access, as well the burden the closure from general traffic use would place on the surrounding streets. In addition, there is no provision in the Municipal Code for street closure of an extended time frame. This event would close B street for 17 hours, but the special event policy allows for a maximum closure of only two hours. I did not feel comfortable agreeing to such a lengthy extension of the allowable permit length.

Council must consider whether to approve or deny the request for an extended closure of B Street between Oak and Pioneer. Alternately, they could consider approving SVTG's substitute plan of closing Pioneer Street between A and B Streets.

Staff is prepared to approve this permit application, pending resolution of the street closure issue. Even if the special event permit is approved, SVTG will need other permits in order for the event to proceed including a temporary OLCC license, a noise permit, etc.

COUNCIL GOALS SUPPORTED:

N/A

FISCAL IMPLICATIONS:

N/A

STAFF RECOMMENDATION AND REQUESTED ACTION:

Staff has no recommendation but requests that Council approve or deny the extended road closure.



SUGGESTED MOTION:

I move approval/ denial of the Sustainable Valley Technology Group's request to close B Street between Oak Street and Pioneer Street for the extended hours of 6:00 a.m. to 11:00 p.m. on October 10, 2015.

ATTACHMENTS:

Special Event Permit Application
Staff e-mails regarding the denial and process for appeal
Appeal request from SVTG, including alternate plans



CITY OF ASHLAND

20 East Main Street
 Ashland OR 97520
 Office: (541) 488-5587 ~ FAX (541) 488-6006
 Web: www.ashland.or.us

OFFICE USE ONLY:	
New event: <input type="checkbox"/>	Return event: <input checked="" type="checkbox"/>
Route change: <input type="checkbox"/>	
Date Received: <u>6/29/15</u>	
On time: <input checked="" type="checkbox"/>	Late: <input type="checkbox"/>
Previous Fees Paid: <input type="checkbox"/>	<u>N/A</u>

Street and Sidewalk Use (Special Event) Permit Application

(Submit at least 90 days prior to first advertising date)

Fill out completely and type or print legibly. Failure to do so could result in permit denial.

APPLICANT AND SPONSORING ORGANIZATION INFORMATION (PERSON / GROUP RESPONSIBLE)			
Sponsoring Organization Name: <u>Sustainable Valley Technology Group</u>			
Organization type: <input type="checkbox"/> For-profit <input checked="" type="checkbox"/> Nonprofit Tax Exempt Number: <u>[REDACTED]</u>			
Organization Street Address: <u>100 E. Main</u>		City, State, ZIP Code: <u>Medford, OR 97504</u>	
Organization Phone: <u>541-414-0000</u>		Organization FAX: <u>N/A</u>	
Primary Contact from Sponsoring Organization: <u>Rosetta Shaw / Cassandra Davis</u>			
Contact Phone: (office) <u>R.S. 541-350-4102</u> (cell) <u>C.D. 541-261-8981</u>		Email: <u>rossetta@svtg.org</u> / <u>CASSANDRA@liveatthearmory.com</u>	
Name of contact person "on site" day of the event: <u>CASSADRA DAVIS</u> (cell - required) <u>541-261-8981</u>			
Event coordinated through an event promotion company? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Name of Company: <u>Live at the Armory</u>			
Contact Name: <u>CASSANDRA D</u>		Phone: <u>541-261-8981</u> Email: <u>CASSANDRA@liveatthearmory.com</u>	
EVENT INFORMATION			
Event Type (check all that apply): <input type="checkbox"/> Run - Distance <input type="checkbox"/> Walk <input type="checkbox"/> Bike Race <input type="checkbox"/> Parade <input checked="" type="checkbox"/> Fair <input type="checkbox"/> Party <input type="checkbox"/> Filming			
<input type="checkbox"/> Demonstration ("First Amendment" Event) <input type="checkbox"/> Other (Please specify briefly here)			
Street location: <input type="checkbox"/> Sidewalk Only <input type="checkbox"/> Street Only <input checked="" type="checkbox"/> Street and Sidewalk <input type="checkbox"/> Street, Sidewalk and Park			
City Location(s) (check all that apply): <input checked="" type="checkbox"/> Downtown <input type="checkbox"/> Lithia Park <input type="checkbox"/> Plaza <input type="checkbox"/> N Main St <input type="checkbox"/> Siskiyou Blvd <input type="checkbox"/> Ashland St <input type="checkbox"/> Outer Park <input checked="" type="checkbox"/> Other: <u>Oak, B, Pioneer St.</u>			
Event Name: <u>Techtoberfest</u>			
Requested Event Date(s): <u>10/16/2015</u>		Alternative Event Date(s): <u>10/9/2015</u>	
Event Hours: Start: <u>1:00 pm</u>		End: <u>9:00 pm</u>	
Set-up	Location: <u>210 Oak Street</u>	Date: <u>10/8/2015</u>	Time: <u>6:00 am</u>
Break-down	Location: <u>210 Oak Street</u>	Date: <u>10/8/2015</u>	Time: <u>9:00 - 11:00 pm</u>
Are participants (including floats, vehicles and bands) charged an entry fee? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Admission Cost and/or Entry Fee(s): <u>\$10 - VIP \$50</u>	
Is this an annual event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		If annual, has the route changed from the previous year? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Medical Aid: <input checked="" type="checkbox"/> 911 Response <input type="checkbox"/> On Standby - Name and phone number of medical aid: <small>(911 Emergency response and transport services are provided by Jackson Co Ambulance Services Area)</small>			
Attendance: <u>1000</u>	Participants: <u>100</u>	Spectators: <u>0</u>	Total: <u>1100</u>
Basis on which attendance estimate is made: <u>Event Experience & Marketing Plan</u>			
Previous year's total attendance - if applicable: <u>300 in Jacksonville location</u>			
OVERALL EVENT DESCRIPTION			
Briefly explain event and event details (attach additional sheets if needed): <u>Please See Event Summary Attached</u>			

STREET CLOSURE INFORMATION

(REQUIRED: A legible and detailed map that includes the start point, end point, direction of travel, and street names)

Names of streets to be closed (attach further closures on a separate sheet if needed)

B Street	Between Pioneer	And OAK
	Between	And
	Between	And
	Between	And
	Between	And

Route description (i.e., held on sidewalk and/or street, changes to route, where and how you wish to travel)

No travel - Stationary event utilizing All of B Street + side walks on B St. Between Oak & Pioneer Street.

The City prefers to reopen streets as soon as tail end of event is in the Plaza area (if applicable). Are you requesting a complete street closure? Why?

Yes - Fair will use for event

Time of Street Closure

Start: 6:00 AM

End: 11:00 pm

Participant type and number of entries of each type (check all that apply): Participants/Spectators 30 Animals

Vehicles Floats Bands Bikes N/A

If you have vehicles, animals, floats, fire-related entries and/or bands, please provide details about these entries:

Please See Event Summary Attached

Parking restrictions requested: No Parking on B Street between Pioneer & Oak Plaza

Will your proposed route use N. Main, E. Main (Plaza - 3rd), Lithia Way, (3rd to N. Main), Siskiyou Blvd (Walker to I-5), Ashland St (RR Overpass to I-5)? Yes No (If yes, this is ODOT's jurisdiction. For ODOT permits contact Roger Allemand at 541-774-6360 or roger.b.allemand@odot.state.or.us. (To avoid revocation of permit, copy of permit MUST be received by staff two weeks before event.)

Will your proposed route affect the bus route? Yes No (If Yes, contact RVTD at 541-779-2877)

Will you agree to alter your route if ODOT and the Public Works Department determine the proposed route will require significant city services and/or severely limit transit opportunities in high-volume areas? Yes No

EVENT DETAILS

Does your event involve the sale of alcoholic beverages? Yes No (Oregon Liquor Control: 541-776-6191) http://www.oregon.gov/OLCC/license_information.shtml#How to Get a Liquor License. If yes, will this activity occur on (or spill into) city streets? Yes No If yes, please describe:

Attendants will have to cross B Street (Closed) to move into Armory (Beverages will not be allowed to be transferred)

Will items or services be sold at your event? Yes No (If food is being served contact Jackson County Health Dept: 541-774-8206 or <http://www.co.jackson.or.us/page.asp?navid=712>) If yes, will this activity occur on (or spill into) city streets? Yes No

Please describe: except for on street of proposed closure.

Will cooking facilities be used? Yes No (If yes, contact Ashland Fire Marshal at 541-552-2229)

Will you have booths? Yes No How many: 15-20

Will the event have amplified sound? Yes No (If yes, fill out separate "Noise Permit Application")

Is this a fundraising event? If yes, please describe: Yes, proceeds will benefit Sustainable Valley Technology Group

Do you have a recycling plan for your event? Yes No Please describe your recycling and clean-up plans for this event:

Please see event Plan Attached

SAFETY/SECURITY/VOLUNTEERS

Please describe your procedures for crowd control and internal security:

Please see event Plan Attached

If fences/barriers will be used, include site plan.

Are you expecting City Police services at intersections and/or for crowd control? Yes No

Conformation of Police services and associated fees are determined by the Ashland Police Department's Police Chief.

Do you plan on utilizing volunteers/monitors? Yes No (Note: in most cases they are required) If yes in what capacity?

Please see event Plan Attached

Name and phone number of volunteer coordinator:

PUBLIC NOTIFICATION AND PROMOTIONAL INFORMATION

PLEASE NOTE: YOU ARE ADVISED NOT TO ANNOUNCE, ADVERTISE OR PROMOTE YOUR EVENT UNTIL YOU HAVE A SIGNED PERMIT. Please describe the marketing and promotional effort planned for the event (advertising, flyers, etc.). Please also include strategies for notifying affected neighborhoods and businesses (14 days prior).

Please see attached Marketing Plan

I have read and agree to the notification requirements at the end of this application and understand that failure to notify the public will result in the revocation of my event permit.

INSURANCE AND INDEMNIFICATION

Insurance: The sponsor must maintain throughout the duration of this event liability insurance to protect the sponsor and the City and its officials, agents and employees from any and all claims, demands, actions and suits arising from the sponsor's street and sidewalk use. The insurance must provide either single limit coverage of not less than \$1,000,000 covering all claims per occurrence or coverage of not less than \$1,000,000 per occurrence for bodily injury (including death) to any single claimant or to multiple claimants and \$500,000 for each occurrence involving property damage. The City must be listed as an Additional Insured on a primary basis and must receive a confirming Certificate of Insurance. For a special event that involves only a rolling road closure, however, the City does not require sponsor liability insurance.

Indemnification Agreement: In consideration of the City of Ashland closing one or more public streets at the request of sponsor, the sponsor of this event agrees to indemnify, defend and hold harmless the City and its officials, agents and employees against all liability, loss and costs (including attorney fees) arising from actions, suits, claims or demands attributable in whole or in part to the acts or omissions of the sponsor in the course of the activity for which this permit was issued.

I have read the above insurance and indemnification requirements. My signature below affirms acceptance of the express terms of the above indemnification agreement on behalf of the sponsor.

Signature of Sponsor or Authorized Representative

Caspar

Date

6/4/15

PERMIT CONDITIONS

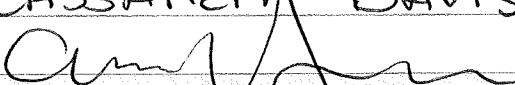
If your permit is approved and issued the following conditions may apply:

1. **Fees** – Fees for events are to be paid at least 30 days prior to the event. Failure to pay fees may result in the revocation of the permit. See attached sheet for permit fees.
2. **Notifications** – Organizer will notify affected neighborhoods and businesses and copies of notifications will be sent to Public Works Department at 20 E. Main Street, Ashland, OR, or by fax at 541-488-6006 at least 14 days prior to the event and will include a list of those notified.
3. **Signage** – Parking signage is coordinated through the Police Department and traffic control signage by the Street Department. No signs may be posted on utility posts or regulatory sign posts. Event signs such as sandwich boards, pedestal signs, ground signs, etc are not allowed. Some signs are allowed for charitable events - call Planning Department at 541-488-5305 for more information regarding signs.
4. **Volunteers** – Organizer will adequately supply volunteers to staff positions along the route. Volunteers will be instructed to assist in staging a safe and orderly event. Volunteers must be easily identifiable through some form of badge, arm band, bib, shirt or cap. Volunteers will remain on post until advised by Ashland Police Department that they are no longer required. Proof of adequate number of monitors shall be provided upon request of the Permit Coordinator at least 5 days prior to the event.
5. **Insurance** – Sponsors of events shall provide coverage for not less than \$1,000,000 for personal injury to each person. \$1,000,000 for each occurrence and \$1,000,000 for each occurrence involving property damages; or a single limit policy of not less than \$1,000,000 covering all claims per occurrence. A copy of the insurance certificate must be received by the Permit Coordinator prior to the event.
6. **Pace** – Organizer will ensure that all participants are aware they must maintain an overall pace of 12 minutes per mile. The Police supervisor may adjust the pace as necessary for the safety of runners. Participants who fall behind will be required to move to the sidewalks upon request by the Ashland Police Department.
7. **Route** – Routes for events will not be changed unless specific written approval is given by the Permit Coordinator. The Police Supervisor may approve changes on the day of the event.
8. **State Highways** – Large events utilizing areas around ramps to state highways will be required to apply for and coordinate closures with the State of Oregon Department of Transportation at 541-774-6360.
9. **Other closures** – Permits are issued with a set starting and ending time. These times will not be changed without permission of the Permit Coordinator or Police Supervisor on the day of the event. Resumption of normal traffic in these areas will occur at the end time specified on the event permit. Any participant left on the course will be required to move to the sidewalks.
10. **Other permits** – Organizers are responsible for ensuring all applicable permits are in place prior to the event. These include, but are not limited to: park use, other venues and noise permits. Approval jurisdiction is the city limits of Ashland. Permits outside city limits are the sole responsibility of the applicant.
11. Special conditions – (list if any)

I have read these conditions and agree to fulfill any requirements therein.

By signing this application, sponsor, or sponsor's authorized representative on behalf of sponsor agrees to all terms and conditions set forth in Ashland Municipal Code and any special conditions listed in the permit.

As the sponsor or authorized representative, I certify that the information provided is true to the best of my knowledge and agree to pay the permit fee for this event as determined by the City Council based upon the information provided in this application.

Name of Sponsor or Authorized Representative (Printed)	CASSANDRA DAVIS		
Signature of Sponsor or Authorized Representative		Date	6/4/2015
RETURN THIS COMPLETED APPLICATION AND ROUTE MAPS TO:	Special Events c/o Public Works Administration 20 East Main St (Physical Address: 51 Winburn Way) Ashland, Oregon 97201 Office: (541) 488-5587 ~ FAX (541) 488-6006 Email: SpecialEvents@ashland.or.us Web: www.ashland.or.us		

PUBLICITY AND PUBLIC NOTIFICATION OF SPECIAL EVENTS

Sponsors are advised not to publicize proposed street and sidewalk uses until after receipt of the permit from the Public Works Department to avoid publication of misinformation. Sponsors who disregard this precaution shall not receive special consideration in determining approval for the proposed street and sidewalk uses because of advance preparation or the expenditure of money.

A precondition for receipt of a special event permit is public notification and signage.

Sponsors of large athletic, large parades, extra large uses, uses with a closed course and possibly exceptions shall notify residential complexes, neighborhood groups, businesses and churches which will be affected by the street and sidewalk use (signature form enclosed).

The notification shall be made not less than fourteen (14) days before the street and sidewalk use date. The notification shall be in writing and shall include the name and telephone number of the appropriate City official to contact in case of questions or concerns. A notification form is at the end of this document. A copy of the actual form of notification shall be sent to the Public Works Department not less than fourteen (14) days before the street and sidewalk use date with a list of those notified.

Techtoberfest 2015



October 10
1:00-11:00PM
Ashland, OR

Celebrate **Local Beers, Pioneers, and Engineers** with Southern Oregon.

Mission

Techtoberfest is our annual celebration of all the talent and opportunity located in Southern Oregon where we can bring together live music, entertainment, local artisan goods, and innovation to build community support for entrepreneurship. Techtoberfest is created by Sustainable Valley Technology Group, a nonprofit organization in Medford dedicated to improving the economy through providing support for entrepreneurs and educating the community on the importance of buying and investing locally.

Vision

Innovation abounds in Southern Oregon and with the proper support and nourishment, incredible companies are created. Techtoberfest is an exciting and interactive event that has the potential grow into a town-wide celebration and become an annual community festival drawing participation from throughout Oregon and beyond. By bringing together the community and showcasing the innovation and up-and-coming technologies of local companies, Techtoberfest will reinforce Southern Oregon as a desired place to start and run a business, strengthening the community and ultimately creating a stronger and more robust economy.

Summary

Techtoberfest is a festive celebration of innovation, opportunity, and entrepreneurship in southern Oregon featuring live music, futurist forum speakers, and local craft beer.

Type of event

Date and Time

Techtoberfest will take place on the first or second Saturday in October. This will be a half-day event beginning in the early afternoon and ending late in the evening.

Location

This year, the event will be hosted at the Historic Armory in Downtown Ashland. Indoor events will take place throughout the day and outdoor booths and exhibits will be open from 1:00PM until dusk.

Target Audience

The event will be partially open to the public and we expect to host guests of all ages. There will be children's activities provided for families and a beer tent for those over 21. The demographic our event will focus on will be entrepreneurs between the ages of 25 and 50 in addition to all those who support local businesses and entrepreneurship. Techtoberfest expects to draw 1,000-2,000 people throughout the day.

Activities

Indoor

To begin the day, the indoor area will be used for live music and entertainment. In the late afternoon, using the Armory stage, futurist forum speakers will present on upcoming technologies and what the future of technology will be. Following the speakers, the headlining band will take the stage. After the outdoor activities conclude, a VIP party will take place inside featuring mixed drinks, catering, and live music.

Outdoor

Techtoberfest will extend up and down B st. in Ashland. 10-20 booths with local artisan vendors will sell food and goods. A Muse Marketplace Booth will feature products created by the Secret Book Club's 8-12 year old participants. 5-10 exhibits of innovative hands-on technologies will supplement the vendor booths. Finally, A Kid's Area will include hands-on activities suitable for all ages.

Technical Details

Part of B. St. will need to be blocked off for the event and there will be sound amplification for the live music.

Financial Strategy

Tickets for the beer tent and concert will be sold at \$15 each and VIP tickets can be purchase for \$50. The exhibits and booths will be free and accessible to the public. The majority of the event expenses will be paid for through sponsorships. Sponsorships will be on a tiered level beginning with the "Keynote" sponsor with one available at \$10,000 all the way down to "Friends" with unlimited available at \$500. Other revenue will come from vendor fees charged for use of the space during the event with the vendors keeping the profits from sales.

Marketing Plan

Techtoberfest will be marketed through various different channels.

- Video Campaign (short spotlights on local businesses and how they use innovative technologies)
 - Social Media Campaign (Twitter, LinkedIn, Facebook)
 - Radio
 - Bi-Coastal Media
 - JPR Underwriting
 - KQRS
 - Local TV Spots (PSAs and Paid Commercials)
 - Flier Campaign (Extending throughout the Rogue Valley, Grants Pass to Redding and Bend and Eugene)
 - Print ads/Press releases
 - Mail Tribune
 - Daily Tidings
 - Tempo
 - Other
- Affiliate Marketing (through sponsors/involved local businesses/breweries/exhibitors)

City of Ashland Special Events Permit Attached Event Plan

1. Recycling Plan

Please refer to site plan for recycling/waste stations. On site we will strategically place with signs stating trash and recycling, both blue recycling receptacles and trash receptacles at the following locations:

- All entrances and exits of the event
- 2 at beer tent
- 2 next to food vendors
- 1 in the middle of outside event site
- Indoors stations will be at all entrance/exits, food stations and bars.

We will have a 4 recycling volunteers who cycles through stations to ensure proper recycling and trash pick up.

Trash and recycling will be removed through the Historic Ashland Armory's Recology service.

2. Crowd Control and Internal Security

We will be hiring professional security from CYA security in Medford.

The following areas will have security personnel:

- Entrance points to Beer areas/ Age restricted Areas
- Stage/Production Areas
- Roving Security inside area
- Roving Security outside area

Security will monitor alcohol consumption, making sure alcohol is kept in legal areas, safe and orderly conduct of event goes and all passages in and out of the event are clear.

Production will be conducted in offices with locking doors for event plans, money and other sensitive material

3. Volunteers/Monitors

We intend to have a robust volunteer staff in the following areas to ensure smooth operations and assistance to event goers. We will be hiring a professional volunteer coordinator for Live at the Armory to do so.

- Door Staff
- Recycling
- Trash pick up
- Kid Zone Attendant
- Info booth
- Exhibit Attendants
- Water Station Attendants
- Beer Garden Staff - With OLCC handlers card
- Parking/Traffic/Signs

The volunteers departments will be appointed a manager who reports to Volunteer coordinator who reports to event manager.

Street Closed Sign & barricade

Site Plan A
★ Preference ★

Outdoor Stage

back stage

Delaney House

B Street

Food Vendor

Exhibitor

Exhibitor

Exhibitor

Exhibitor

Food Vendor

Exhibitor

Security point 21 up only

Beer Tent

Entrance and Exit more activities in Armory

Garbage and Recycling

Vendor

Exhibitor

Exhibitor

Exhibitor

Exhibitor

Exhibitor

Exhibitor

Exhibitor

Stairs and Fire Exit

Vendor

Vendor

Vendor

Vendor

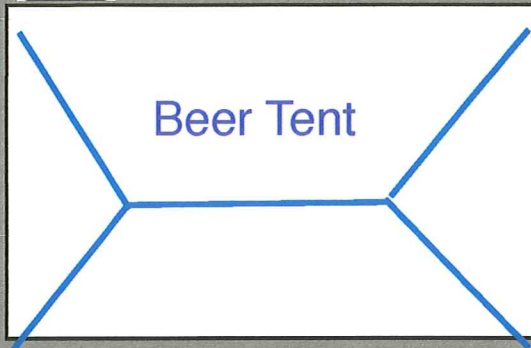
Kids Zone

Entrance and Exit To Event

Jade Mountain Medicene

Street Closed Sign & barricade

Site Plan B



Delaney House

Entrance and Exit back stage



Security point 21 up only

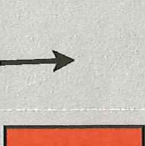
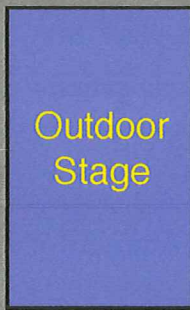


Entrance and Exit more activities in Armory

B Street



Kids Zone



Entrance and Exit

Jade Mountain Medicene

Cara Franz Midwifery

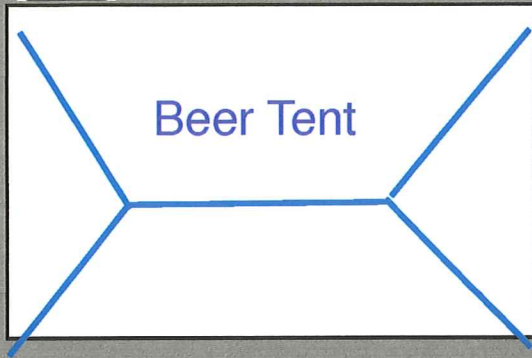
Garbage and recycling

Stairs and Fire Exit

Street Closed Sign & barricade

Site Plan C

Entrance and Exit back stage



Beer Tent

Delaney House

Security point 21 up only



Food

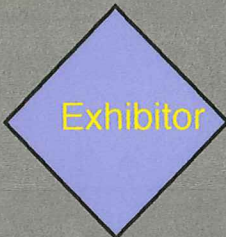
Food Vendor

Food



Exhibitor

Exhibitor



Exhibitor

Entrance and Exit more activities in

Vendor

B Street

Outdoor Stage

Garbage & Recycling

Stairs and Fire Exit

Vendor

Vendor

Vendor

Vendor



Kids Zone

Exhibitor

Exhibitor

Exhibitor

Exhibitor

Jade Mountain Medicene

Cara Franz Midwifery

Entrance and Exit



Rachelle Beveridge

From: Rachelle Beveridge <info@ashlandprowest.com>
Sent: Friday, June 26, 2015 4:15 PM
To: cassandra@liveatthearmory.com
Subject: Techttoberfest 2015

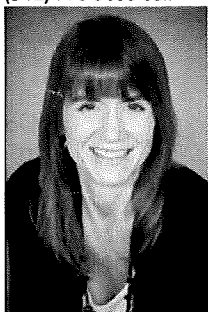
Hi Cassandra,

Techtoberfest 2015 has permission from Coldwell Banker Pro West Ashland to use the parking lot for festivities on October 10th, 2015.

Thank you,

Rachelle Beveridge

Broker/Office Manager
Coldwell Banker Pro West Ashland
(541) 482-5590 Office
(541) 778-9608 Cell



Check out the [Oregon Buyers Advisory](#)

Check out the [Oregon Sellers Advisory](#)

Check out the [Oregon Initial Agency Disclosure Pamphlet](#)

Oregon RE License #201004021

From: Tami DeMille-Campos [<mailto:campost@ashland.or.us>]
Sent: Thursday, July 09, 2015 2:57 PM
To: 'Cassandra Davis'
Subject: FW: Appeal to Council

Hello Cassandra,

I apologize for not being able to get back to you sooner. At this time our City Administrator has declined your request to close B Street for longer than the 2 hour time limit. Below you will find more information on the appeal process, if you should choose to go that route.

I'm sorry I didn't have better news for you. Please let me know if I can be of further assistance.

Thank you,
Tami De Mille-Campos
Permit Technician
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2420
Fax: 541-488-6006, TTY: 1-800-735-2900

I'm so sorry for the delay in responding to the question about an appeal to Council. It's been one of those weeks around here.

Here's the process. The person wanting to appeal needs to write a letter (address it to Dave Kanner), explaining the reason for the appeal. They should include any pertinent information they want the Council to know about their case. They also need to pay \$150 for the appeal.

Once we receive both the letter and the fee, we will schedule it for an upcoming Council meeting. It may or may not be the next one, it's all dependent upon what is on the schedule (land use hearing, for example, get top priority schedule-wise.) Once it's scheduled Dave or I will be in contact with them to let them know the meeting date.

At the meeting they may or may not be asked to speak – it will depend on whether Council feel they have all the information necessary to make a decision. Council's decision is final.

Hope that helps. If they (or you) have any questions, or need any additional information they are free to contact me. Thanks. -Diana

Diana Shiplet, Executive Assistant
City of Ashland, Administration Department
20 East Main Street, Ashland, OR 97520
541-552-2100 or 541-488-6002, TTY 800-735-2900
This email transmission is official business of the City of Ashland, and is subject to Oregon Public Records law for disclosure and retention. If you have received this message in error, please contact me. Thank you.

From: Dave Kanner [<mailto:dave.kanner@ashland.or.us>]
Sent: Thursday, July 02, 2015 5:28 PM

To: 'Betsy Harshman'
Cc: 'Mike Faught'; 'Scott Fleury'
Subject: RE: Special Event?

I'm not finding anything in the AMC that deals specifically with street closure. The closest we come to anything is a code provision that says the City Council may, by resolution, establish rules for the private use of public rights of way. Can someone point to something else in the code on this subject?

The special event policy, established by Council resolution, limits street closures to two hours and gives me the authority to waive that. However, I interpret that to mean closure for three or four hours, not 6 a.m. to midnight. I am not willing to approve this. They can, I presume, appeal directly to the City Council, although the policy is not clear about that.

Dave

Dave Kanner, City Administrator
City of Ashland
20 East Main Street, Ashland OR 97520
[\(541\) 552-2103](tel:5415522103) or [\(541\) 488-6002](tel:5414886002), TTY [800-735-2900](tel:8007352900)
FAX: [\(541\) 488-5311](tel:5414885311)

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From: Betsy Harshman [<mailto:harshmab@ashland.or.us>]
Sent: Thursday, July 02, 2015 8:50 AM
To: 'Dave Kanner'
Cc: 'Mike Faught'; 'Scott Fleury'
Subject: FW: Special Event?

Good morning Dave,

Here is the string of email that circulated after we first spoke with Cassandra, the event organizer for the Techttoberfest. After communicating with other departments, we asked Cassandra to fill out a permit application so we had more specifics to draw from. We did not charge her to review the application since we didn't know the likelihood of it being approved.

We have not closed the section of B Street they are requesting before (see responses from Margueritte Hickman and Steve MacLennan below).

It appears this event could be an economic boost, but the congestion it would create may not be worth it. I'm glad you have the authority in this case...

Betsy Harshman, Administrative Supervisor
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2410 or 541-488-5587
Fax: 541-488-6006, TTY: 1-800-735-2900

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From: Tami DeMille-Campos [<mailto:campost@ashland.or.us>]
Sent: Monday, June 29, 2015 2:59 PM
To: 'Betsy Harshman'
Cc: 'Mike Faught'; 'Scott Fleury'
Subject: RE: Special Event?

Attached is the special event application that was received today.

Thank you ☺

Tami De Mille-Campos

Permit Technician
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2420
Fax: 541-488-6006, TTY: 1-800-735-2900

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From: Betsy Harshman [<mailto:harshmab@ashland.or.us>]
Sent: Wednesday, June 03, 2015 3:38 PM
To: 'Tami DeMille-Campos'
Cc: 'Mike Faught'; 'Scott Fleury'
Subject: RE: Special Event?

We found a new resolution that Ann took to council in April (No. 2015-08). It talks about the two hour maximum, and states that The City Administrator may exempt future events who require a road closure for longer than two hours. I'm not sure why we were not involved or notified of the change...

Please contact Cassandra and ask her to fill out a special events permit as best she can. We won't charge her for the application until after we have an idea from Dave whether or not the closure for more than two hours will be approved. We just need something more to go on before we approach him with the request.

If they fill out the permit, it should cover most of these items – some of the things Mike is particularly interested are:

- the traffic control plan, type of barricades and how they plan to circulate the extra traffic

- what type of vendors and what they will be selling
- will they have port-a-pots
- amplified noise

Let me know if you have any questions.

Thank you!

Betsy Harshman, Administrative Supervisor
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2410 or 541-488-5587
Fax: 541-488-6006, TTY: 1-800-735-2900

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From: Tami DeMille-Campos [<mailto:campost@ashland.or.us>]
Sent: Tuesday, June 02, 2015 9:06 AM
To: 'Betsy Harshman'; 'Mike Faught'; scott.fleury@ashland.or.us
Cc: 'brandon goldman'
Subject: RE: Special Event?

My understanding from Cassandra is that if they can't get approval for more than 2 hours the event is shot. The selling of goods and alcohol is less of an issue to them than the duration of the closure.

Tami De Mille-Campos

Permit Technician
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2420
Fax: 541-488-6006, TTY: 1-800-735-2900

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From: Betsy Harshman [<mailto:harshmab@ashland.or.us>]
Sent: Tuesday, June 02, 2015 8:59 AM
To: 'Tami DeMille-Campos'; 'Mike Faught'; scott.fleury@ashland.or.us
Cc: 'brandon goldman'
Subject: RE: Special Event?

Going back to Brandon's email – wouldn't Planning have to approve a special use permit before public works would take it to Council?

"Therefore, provided the event organizers obtain Council approval to exceed 2 hours, and sell goods and alcohol through a **special use permit**, Planning could grant a ministerial approval of a Temporary Use (admin. fee) so they can hold their event including street closure."

Betsy Harshman, Administrative Supervisor
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2410 or 541-488-5587
Fax: 541-488-6006, TTY: 1-800-735-2900

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From: Tami DeMille-Campos [<mailto:campost@ashland.or.us>]
Sent: Tuesday, June 02, 2015 8:45 AM
To: 'Mike Faught'; scott.fleury@ashland.or.us
Cc: betsy.harshman@ashland.or.us
Subject: FW: Special Event?

Hello,

I spoke to Diana and she said this request would need to come from staff. Is this something one of you could have added to an upcoming agenda?

Thanks,

Tami De Mille-Campos

Permit Technician
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2420
Fax: 541-488-6006, TTY: 1-800-735-2900

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From: Diana Shiplet [<mailto:shipletd@ashland.or.us>]
Sent: Tuesday, June 02, 2015 8:30 AM
To: 'Tami DeMille-Campos'
Cc: Cassandra@liveatthearmory.com
Subject: RE: Special Event?

Tami,

Mike (or whomever in your office is assigned it) will request it be added to an upcoming Council meeting agenda. Then they will write a council communication making the request. I have samples of similar requests to Council, if whomever in your office needs them.

Council will decide at the meeting if they want to approve the closer and if there are any additional requirements (extra fees, time restrictions, etc.)

Hope that helps. If you have any questions, please let me know. -Diana

Diana Shiplet, Executive Assistant
City of Ashland, Administration Department
20 East Main Street, Ashland, OR 97520
541-552-2100 or 541-488-6002, TTY 800-735-2900

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From: Tami DeMille-Campos [<mailto:campost@ashland.or.us>]
Sent: Monday, June 01, 2015 12:45 PM
To: 'Diana Shiplet'
Cc: Cassandra@liveatthearmory.com
Subject: RE: Special Event?

Hi Diana,

What is the proper process for her to request approval from City Council for an all day street closer?

Thank you ☺

Tami De Mille-Campos

Permit Technician
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2420
Fax: 541-488-6006, TTY: 1-800-735-2900

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From: Tami DeMille-Campos [<mailto:campost@ashland.or.us>]
Sent: Wednesday, May 27, 2015 11:54 AM
To: 'Cassandra@liveatthearmory.com'
Subject: FW: Special Event?

Hello Cassandra!

Below you will find each of the department's feedback regarding your proposal. Please read through the string of emails and let me know if there is anything else I can help you with.

Thank you and have a great day ☺

Tami De Mille-Campos

Permit Technician
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2420
Fax: 541-488-6006, TTY: 1-800-735-2900

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From: Brandon Goldman [<mailto:brandon.goldman@ashland.or.us>]
Sent: Wednesday, May 27, 2015 11:49 AM
To: Tami DeMille-Campos
Cc: Planning_Division; Ann Seltzer; Margueritte Hickman; Betsy Harshman; Steve MacLennan; Mike Faught; Bill Molnar
Subject: Re: Special Event?

Given the street closure policy limits a closure to 2 hours, a day long closure would require council approval for whichever street they propose closing.

Secondly the sale of merchandise on a public street is addressed in AMC 10:

10.64.010 Obstructing passageways

A. Except as otherwise permitted by ordinance or by a conditional use permit or by a special event permit, no person shall use a street or public sidewalk for selling, storing, or displaying merchandise or equipment.

Lastly the Temporary Use provisions in the Ashland Municipal Code have been amended to allow up to 72 hours, no more than once in a calendar year for special events through a ministerial approval.

18.2.2.030 H

Short-Term Events. The Staff Advisor may approve through Ministerial review short-term temporary uses occurring once in a calendar year and lasting not more than 72 hours including set up and take down. Activities such as races, parades, and festivals that occur on public property (e.g., street right-of-way, parks, sidewalks, or other public grounds) require a Special Event Permit pursuant to AMC 13.03.

Therefore, provided the event organizers obtain Council approval to exceed 2 hours, and sell goods and alcohol through a special use permit, Planning could grant a ministerial approval of a Temporary Use (admin. fee) so they can hold their event including street closure.

Brandon Goldman, Senior Planner
City of Ashland, Planning Division
20 East Main Street, Ashland OR 97520
(541) 552-2076, TTY: 1-800-735-2900
FAX: (541) 552-2050
brandon.goldman@ashland.or.us

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From: "Tami DeMille-Campos" <campost@ashland.or.us>
To: "Planning_Division" <planning_division@ashland.or.us>
Sent: Wednesday, May 27, 2015 9:10:56 AM
Subject: RE: Special Event?

I know you guys are all swamped but if anyone has time to comment on this that would be great. I would like to try to respond to her by the end of the week.

Thanks ☺

Tami De Mille-Campos

Permit Technician
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2420
Fax: 541-488-6006, TTY: 1-800-735-2900

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From: Ann Seltzer [<mailto:seltzera@ashland.or.us>]
Sent: Thursday, May 21, 2015 8:47 AM
To: 'Tami DeMille-Campos'; 'Steve MacLennan'; 'Margueritte Hickman'; 'Betsy Harshman'; 'Karl Johnson'; 'Amy Gunter'; 'Diana Shiplet'; 'Mike Faught'; petersoj@ashland.or.us
Cc: 'Whitney Dennis'
Subject: RE: Special Event?

I think they need a CUP even if they requested closure of a different street (Pioneer) or use of a private parking lot (Snap Fitness or Umpqua Bank) to sell beer and merchandise and the special event permit allows for street closure for two hours only so an all day event on a closed street wouldn't be possible.

From: Tami DeMille-Campos [<mailto:campost@ashland.or.us>]
Sent: Thursday, May 21, 2015 8:34 AM
To: 'Steve MacLennan'; 'Margueritte Hickman'; 'Betsy Harshman'; 'Karl Johnson'; 'Amy Gunter'; 'Diana Shiplet'; 'Mike Faught'; 'Ann Seltzer'; petersoj@ashland.or.us
Cc: 'Whitney Dennis'
Subject: RE: Special Event?

Thank you all for your input! I will wait for Planning to weigh in before I relay all of this to Cassandra.

Tami De Mille-Campos

Permit Technician
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2420
Fax: 541-488-6006, TTY: 1-800-735-2900

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From: Steve MacLennan [<mailto:maclenns@ashland.or.us>]
Sent: Thursday, May 21, 2015 7:18 AM
To: 'Margueritte Hickman'; 'Betsy Harshman'; 'Karl Johnson'; 'Amy Gunter'; 'Diana Shippet'; 'Mike Faught'; 'Ann Seltzer'; petersoj@ashland.or.us
Cc: 'Tami DeMille-Campos'; 'Whitney Dennis'
Subject: RE: Special Event?

Other events/block parties have requested B St. to be closed and they have been denied because of B St. being a main thoroughfare.

From: Margueritte Hickman [<mailto:margueritte.hickman@ashland.or.us>]
Sent: Wednesday, May 20, 2015 4:37 PM
To: 'Betsy Harshman'; 'Karl Johnson'; 'Amy Gunter'; 'Diana Shippet'; 'Mike Faught'; 'Ann Seltzer'; 'Steve MacLennan'; petersoj@ashland.or.us
Cc: 'Tami DeMille-Campos'; 'Whitney Dennis'
Subject: RE: Special Event?

She knows the requirements for fire on the inside. I won't add anything about outside until Planning weighs in. We haven't approved the closure of B street in the past.

-m

From: Betsy Harshman [<mailto:harshmab@ashland.or.us>]
Sent: Wednesday, May 20, 2015 4:33 PM
To: Karl Johnson; Amy Gunter; 'Diana Shippet'; 'Margueritte Hickman'; 'Mike Faught'; 'Ann Seltzer'; Steve MacLennan; petersoj@ashland.or.us
Cc: 'Tami DeMille-Campos'; 'Whitney Dennis'
Subject: Special Event?

I had a call from a woman named Cassandra who is representing the Sustainable Valley Technology Group. They plan on renting the Armory in October to hold an event with speakers, kids fair, concert, beer garden and local sustainable economy vendor booths.

They would like to close B Street between Pioneer and Oak Street and include a beer garden to sell locally crafted beer between noon and dusk, and moving indoors for a concert afterward on a weekend day. This could become an annual event and they would welcome City partnership.

They are in the planning stages and are willing to change some plans based on legality. She is looking for direction and I'd appreciate you sharing your comments, concerns and suggestions, either with me and/or Cassandra. Her number is 541-261-8981 or email is Cassandra@liveatthearmory.com

Betsy Harshman, Administrative Supervisor
City of Ashland, Public Works Department
20 East Main Street, Ashland, OR 97520
541-552-2410 or 541-488-5587
Fax: 541-488-6006, TTY: 1-800-735-2900

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Connecting People, Technology, and Capital to Drive Innovation

Office: 100 E. Main St. Suite A Medford, OR 97504

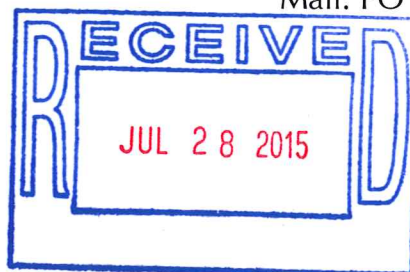
Mail: PO Box 1075 Medford, OR 97504

Desk: (541) 414-0000

Cell: (541) 350-4108

www.svtg.org

rosetta@svtg.org



Dear City of Ashland,

We respectfully request the chance to appeal your recent decision to deny us permission to close a block of B St. for our upcoming Techttoberfest event on October 10th, 2015. We are convinced that the benefits of this event will justify the exemption and appreciate the opportunity to share those reasons with you.

Techtoberfest is a community event to celebrate innovation, technology, and entrepreneurship in Southern Oregon. We will use live music, craft beer tasting, children friendly activities, and Ted-Talk style speakers to create a community buzz around the idea of supporting and creating locally owned businesses. Many of our exhibitors, vendors, speakers, and musicians are from Ashland and the event will bring in people from surrounding cities to enjoy the festivities. Techttoberfest directly ties in with our core mission of inspiring innovators and entrepreneurs and we are not expecting to see high profit from this event but rather will deem it a success if we create measurable community support and excitement about entrepreneurship and innovation. Please see the attached event summary for more details on the 9-hour event.

Our ideal setup for this event is to have an indoor portion in the Historic Armory and an outdoor portion using the section of B St. between Oak and Pioneer. This one block will allow us to have an outdoor activity area free to the public including a Kid's Zone, an outdoor stage for live music and speakers, and Technology in Action exhibits. The alternative to closing B St. is less ideal and would involve use of either Pioneer St. or the parking lot attached to the back of the Armory. Please see the attached floor plans to see our alternative plans to closing B St. as compared to the original outline. There are several reasons closing B St. is a more effective way to lay out the event. With the use of B St., we will have a more enclosed area for our craft beer tasting tent as well as more direct access to the indoor portion of our event. In addition, the Kid Zone will be more visible to the general public passing Oak St. and will help attract increased participation.

This event is an annual event put on by Sustainable Valley Technology Group as a community event to inspire and support local businesses. Earlier this year we were considering holding the event at the Lithia Commons in Medford due to the utility of the new setup they have created. However, after requesting support for Sustainable Valley from both the City of Ashland and the City of Medford, we only received support from the

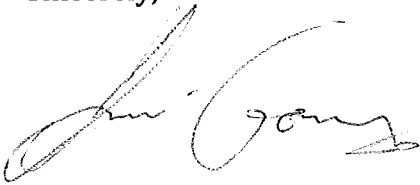
City of Ashland. This obvious support for our activities convinced us that we should host our upcoming event in Ashland to help give back to this community. We greatly appreciate the funding provided by the City of Ashland and are asking for continued support in the form of city permission to close a small portion of B St. for the event.

One hesitation demonstrated by the City of Ashland was the fact that this portion of B St. is used as an emergency evacuation route, however we have spoken with the Ashland Police and Fire officials and have devised an alternative route that can be used on October 10th instead of B St. Please see the attached outline for details on the alternative emergency route.

We have gotten permission from all the neighboring businesses as well as buy-in from the Ashland Chamber of Commerce. This event has the potential to create a community of support for local entrepreneurs as well as bring attention to Ashland from surrounding cities to as far away as Eugene and even Portland.

Sustainable Valley would love the chance to speak with you in person about the theme of this event and the reasons why this community event deserves the full support of the City of Ashland. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Jessica Gomez", written in a cursive style.

Jessica Gomez
Chair of the Board
Sustainable Valley Technology Group
541-744-1900
JGomez@RogueValleyMicro.com

Techtoberfest 2015



October 10
1:00-11:00PM
Ashland, OR

Celebrate **Local Beers, Pioneers, and Engineers** with Southern Oregon.

Mission

Techtoberfest is our annual celebration of all the talent and opportunity located in Southern Oregon where we can bring together live music, entertainment, local artisan goods, and innovation to build community support for entrepreneurship. Techtoberfest is created by Sustainable Valley Technology Group, a nonprofit organization in Medford dedicated to improving the economy through providing support for entrepreneurs and educating the community on the importance of buying and investing locally.

Vision

Innovation abounds in Southern Oregon and with the proper support and nourishment, incredible companies are created. Techtoberfest is an exciting and interactive event that has the potential to grow into a town-wide celebration and become an annual community festival drawing participation from throughout Oregon and beyond. By bringing together the community and showcasing the innovation and up-and-coming technologies of local companies, Techtoberfest will reinforce Southern Oregon as a desired place to start and run a business, strengthening the community and ultimately creating a stronger and more robust economy.

Summary

Techtoberfest is a festive celebration of innovation, opportunity, and entrepreneurship in southern Oregon featuring live music, futurist forum speakers, and local craft beer.

Type of event

Date and Time

Techtoberfest will take place on the first or second Saturday in October. This will be a half-day event beginning in the early afternoon and ending late in the evening.

Location

This year, the event will be hosted at the Historic Armory in Downtown Ashland. Indoor events will take place throughout the day and outdoor booths and exhibits will be open from 1:00PM until dusk.

Target Audience

The event will be partially open to the public and we expect to host guests of all ages. There will be children's activities provided for families and a beer tent for those over 21. The demographic our event will focus on will be entrepreneurs between the ages of 25 and 50 in addition to all those who support local businesses and entrepreneurship. Techtoberfest expects to draw 1,000-2,000 people throughout the day.

Activities

Indoor

To begin the day, the indoor area will be used for live music and entertainment. In the late afternoon, using the Armory stage, futurist forum speakers will present on upcoming technologies and what the future of technology will be. Following the speakers, the headlining band will take the stage. After the outdoor activities conclude, a VIP party will take place inside featuring mixed drinks, catering, and live music.

Outdoor

Techtoberfest will extend up and down B st. in Ashland. 10-20 booths with local artisan vendors will sell food and goods. A Muse Marketplace Booth will feature products created by the Secret Book Club's 8-12 year old participants. 5-10 exhibits of innovative hands-on technologies will supplement the vendor booths. Finally, A Kid's Area will include hands-on activities suitable for all ages.

Technical Details

Part of B. St. will need to be blocked off for the event and there will be sound amplification for the live music.

Financial Strategy

Tickets for the beer tent and concert will be sold at \$15 each and VIP tickets can be purchase for \$50. The exhibits and booths will be free and accessible to the public. The majority of the event expenses will be paid for through sponsorships. Sponsorships will be on a tiered level beginning with the "Keynote" sponsor with one available at \$10,000 all the way down to "Friends" with unlimited available at \$500. Other revenue will come from vendor fees charged for use of the space during the event with the vendors keeping the profits from sales.

Marketing Plan

Techtoberfest will be marketed through various different channels.

- Video Campaign (short spotlights on local businesses and how they use innovative technologies)
 - Social Media Campaign (Twitter, LinkedIn, Facebook)
 - Radio
 - Bi-Coastal Media
 - JPR Underwriting
 - KQRS
 - Local TV Spots (PSAs and Paid Commercials)
 - Flier Campaign (Extending throughout the Rogue Valley, Grants Pass to Redding and Bend and Eugene)
 - Print ads/Press releases
 - Mail Tribune
 - Daily Tidings
 - Tempo
 - Other
- Affiliate Marketing (through sponsors/involved local businesses/breweries/exhibitors)

Adaptability of Event

Techtoberfest is a great community event and we are more than happy to work with the City of Ashland to make sure this event fulfills all of the city's needs while creating a festive environment to celebrate innovation and local business. Our event has many facets some of which are flexible and some of which are fixed. Please see the below list for a breakdown of what elements of our event we would be able to modify based on the City of Ashland's needs.

Fixed

- Date of Event (Historic Ashland Armory reserved)
- Beer Tent (theme of event)
- Outdoor Activity Space (free to public)
- Outdoor Bike-Powered Stage (free to public)
 - The technical aspects make outdoor space a necessity
 - Bike power means low volume and less energy impact
- Kids Zone (free to public)
 - Family-friendly event
- Indoor Medical Team (access to running water and first-aid kit)

Flexible

- Location of Beer Tent
 - Jade Mountain Medicine parking lot (first choice)
 - Umpqua Bank parking lot
 - Pioneer St.
 - Historic Ashland Armory parking lot
- Set-Up Hours
 - 6AM – 9PM (ideal for set-up and break-down time)
 - 11AM – 9PM (a possibility if event started a little later)
- Public Street Vending (can limit sales to private areas)

Next Steps

- Apply for a TLS (comply with all OLCC requirements)
- Apply for sound permit through City of Ashland
- Apply for a block party permit (if necessary)
- Arrange system for safe rides home

Alternative Emergency Routes

We have contacted the Chief of Police and the Fire Marshall and both are willing to work with whichever Techtoberfest plan the city chooses and indicated that closing B St. for the day would not significantly affect the emergency route options.

Pros and Cons of B St. Versus Pioneer St. Closure

B Street - Closure

Pros -

- Direct Access to inside the Great Hall from B street for Public and Personnel
 - Medical
 - Bathrooms
 - Technical
- Shared Access to indoor and outdoor entrance to the event for ticket sales
- Use of Jade Mountain Parking Lot for more Secure Beer Tent - Private Property
- Indoor Backstage access to dressing rooms for Artist performing on exterior stage
- Less businesses affected by Street Closure - 3 which have all approved closure
- Layout offers tighter security for Beer Tent
- Recycle and Garbage Units in place on B street for better waste management
- Lay out is more family friendly due to closer proximity of activities
- Overall, the event will feel more contained and have more continuity

Cons -

- B Street is blocked for use as an emergency route
- Less space than Pioneer Street Closure
- Less exposure for the event from Coop / Umpqua Bank / Armory Annex Business patrons

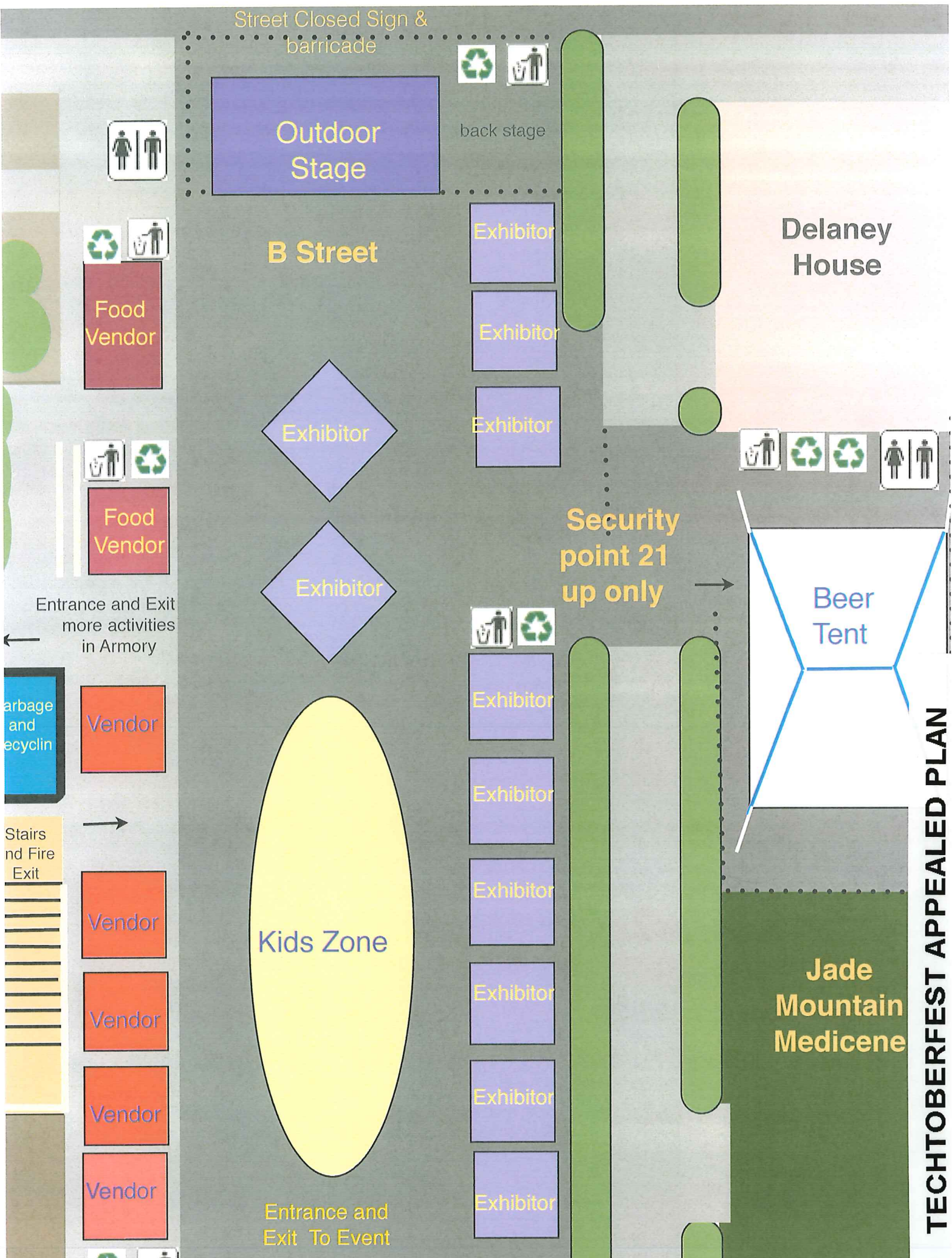
Pioneer Street Closure

Pros -

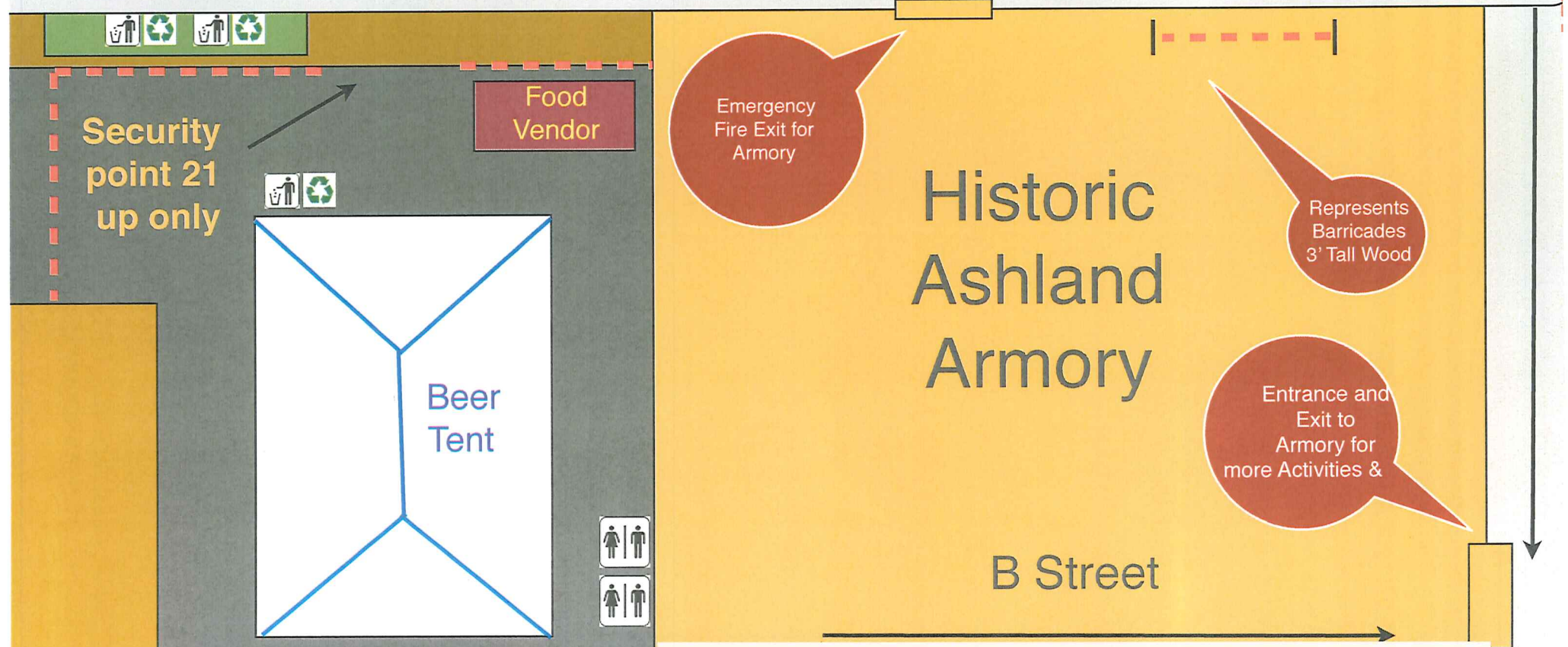
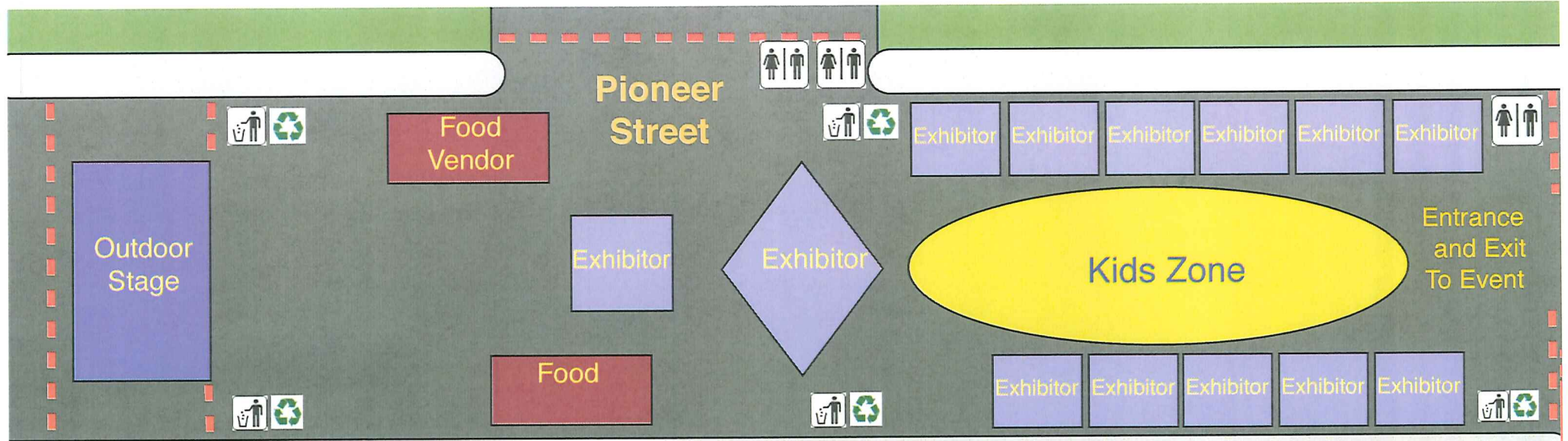
- B street Clear for Alternative Emergency Route
- Large Street Area for use
 - Larger Space for Exhibits
 - Larger space for Stage
 - Larger Space for Kids Zone
- Name of event includes the word "Pioneer"!

Cons -

- Business with higher volume of traffic blocked (Coop/Umpqua Bank Access)
- Over 10 businesses will have access to their business partially blocked
- Beer Tent more Exposed - will require more barricades - Cost prohibitive
- Less Access for Artists Backstage and to indoor dressing rooms
- More square footage of the event to manage due to distance between outdoor and indoor entrances
- Event will feel more spread out and less cohesive. This will be a disadvantage to families with children by limiting the variety of the event's activities they can access.
- Less public access to medical assistance, child-friendly indoor bathrooms, and guest speakers



TECHTOBERFEST APPEALED PLAN



TECHTOBERFEST ALTERNATIVE PLAN



190 Oak St. Suite 2, Ashland, OR 97520 | O: 541.482.2107 | F: 541.482.0454

6-23-2015

To whom it may concern,

Jade Mountain Medicine gives permission for use of our parking lot to Live at the Armory for Techttoberfest on October 10th from 6 am till 10pm. Thank you.

Jason Miller