



TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
TOWN HALL COMMUNITY ROOM
WEDNESDAY, MARCH 1, 2017
8 AM

1. Call to order
2. Approval of Minutes
 - a. February 1, 2017
3. Review of Marketing Report and Discovery Analysis by Marketing Consultant
Girl on the Roof
4. Review of Food Truck Committee Recommendations
5. Status Updates
 - a. Town of Farragut
 - b. Farragut/West Knox Chamber of Commerce
 - c. Farragut Business Alliance
6. Any other Business
7. Adjournment

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MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
FEBRUARY 1, 2017
8:00 AM

Committee Members Present:

Brandon Hackett, Pamela Milliken, Knick Myers, Naoko Blue, Phil Dangel, Jim Holladay, Carson Scott, Vice Mayor Ron Pinchok, David Smoak

Staff Present:

Jenn Hatmaker

Other:

Alderman Louise Povlin

Alderman Ron Williams

Julie Blaylock, Farragut/West Knox Chamber

Tim Williams, Farragut/West Knox Chamber

Steve Krempasky, Farragut Business Alliance

Robert Hill, Farragut Citizen

Tammy Cheek, FarragutPress

Alan Sloan, FarragutPress

Call to Order

Chair Hackett called the meeting to order. A quorum was declared.

Approval of the Minutes

Mr. Holladay moved to approve the January 4, 2017 minutes. Mr. Dangel seconded the motion. Vice Mayor Pinchok abstained; all others voted in favor. Motion passed.

Status Updates

a. Town of Farragut: Presented by Mr. Smoak

- i. Sales tax through the end of October 2016 is approximately \$2.1m
- ii. Bad Daddy's Burgers closed
- iii. An applicant will go before the Planning Commission this month asking for changes to the Planned Commercial area where Kroger is to allow for residential uses; they are looking to do mixed use

- iv. The Board of Mayor and Aldermen have been talking about the Beer Ordinance. Casual Pint is looking to expand into the space next door to be able to have an area to prepare and serve food. The expansion will put the Casual Pint over the maximum square footage for the Tavern Permit. The Board approved on the first reading; will go back to the Board for second reading.

Mr. Dangel asked if the realtor meeting is usually in March or April. Mr. Smoak stated that he is going to try and have Retail Strategies come in April to give an update to the realtors and developers in the Town on the different retail things that are happening in the market.

Chair Hackett asked Mr. Smoak for an update on some of the vacant spaces around Town. Mr. Smoak stated that Premiere Eye Care will be moving to a space at the corner of Admiral Road and Kingston Pike; there is not a lot of movement on the old Kroger or Ingles buildings. Mr. Smoak stated that the Town has been contacted about Outlet Drive and spaces along Kingston Pike.

Mr. Dangel asked about the Craig Allen property located behind the Phillips 66 gas station. Vice Mayor Pinchok stated that a Mixed-use Town Center development has been approved for that property. Mr. Smoak stated that a concept plan with four, four-story buildings has been approved that would consist of retail, office, and residential.

b. Farragut / West Knox Chamber of Commerce: Presented by Ms. Blaylock

- i. Eight new members in January; three are in the Town
- ii. Don Delfis Pancake House ribbon cutting will be at 10am on February 6
- iii. Three ribbon cuttings and three networking events in the Town in January
- iv. Weekly networking events are booked through July; 53% of those are in the Town
- v. Campbell Station Wine and Spirits, Abuelos, and Milestones will cohost a networking on February 9 at Milestones Event Center
- vi. On February 16 Tusculum College will have a networking event at 5pm and on February 23 Salon Biyoshi will have a networking event at 8am
- vii. Retirement reception for Bettye Sisco will be on February 21 at 5pm at Rothchilds
- viii. Auction will be on May 12; the theme will be Born to Be Wild
- ix. Spring new member orientation is scheduled for March 21 at Town Hall

c. Farragut Business Alliance: Presented by Mr. Krempasky

- i. Visited 13 food establishments to talk about the Farragut Food and Wine Festival to be held on May 5
- ii. Visited 24 other businesses
- iii. 265 business listed on the business directory and will be adding another two dozen to the list
- iv. Attended Chamber ribbon cuttings and networking events

- v. Met with Dogwood Arts
- vi. Sent out invites for the Farragut Food and Wine Festival. Signed a contract with Knoxville Tickets to handle the ticketing
- vii. Currently have four food vendors for the Food and Wine Festival
- viii. Looking for people to discuss how to make the Food and Wine Festival bigger and better this year
- ix. Working on a handout / brochure for the FBA

Vice Mayor Pinchok asked Mr. Krempasky if he has been working on any mini events. Mr. Krempasky stated that he is currently working on some and may present an idea for an event to be held in June to the Board of Mayor and Aldermen.

Any Other Business

Chair Hackett asked for a brief update on the Food Truck Committee meeting. Vice Mayor Pinchok stated that the Casual Pint has planned on expanding their location to add a prep area to serve warm food; based on that, the committee has decided to back off on looking at a Town-wide mobile vending ordinance. Vice Mayor Pinchok stated that now the committee is going to look at special events; currently, a business is allowed a special event four times a year for ten days, during which food trucks are allowed. The committee is now looking at whether or not the number of special events allowed per year should be changed. Vice Mayor Pinchok stated that the consensus is to protect the brick and mortar establishments and there is no guarantee that the Town would receive the sales tax revenue from the food truck sales. The next Food Truck Committee meeting will be Thursday, February 9, 2017 at 8:30am.

Mr. Holladay asked if there has been any discussion on expanding beyond food trucks to mobile vending. Vice Mayor Pinchok stated that one concern the committee has is that allowing food trucks would evolve into other mobile vending, such as clothes, furniture, etc., and how can it be controlled or policed.

Mr. Hill stated that he has to pay a Business Privilege Tax of \$400 per year for his engineering license. Mr. Hill asked the Board of Mayor and Aldermen, Mr. Smoak, the Farragut / West Knox Chamber, and the Farragut Business Alliance to lobby to get rid of the Business Privilege Tax.

Mr. Dangel moved to adjourn. Mr. Holladay seconded the motion. All voted in favor.

Next meeting Wednesday, March 1, 2017 at 8 AM in the Town Hall Board Room.

AGENDA NUMBER _____

MEETING DATE MARCH 1, 2017

REPORT TO THE ECONOMIC DEVELOPMENT COMMITTEE

PREPARED BY: David Smoak, Town Administrator

SUBJECT: Marketing Analysis and Phase I Report by Marketing Consulting Firm Girl on the Roof

INTRODUCTION: The purpose of this agenda item is to review the Phase I marketing analysis of the Town of Farragut brand by Girl on the Roof.

DISCUSSION: The Town of Farragut hired Girl on the Roof in October 2016 to perform a market analysis and give recommendations on implementing the Town's brand to the residents, businesses and visitors to our community. They have completed the first phase of that work and will present their findings regarding their review and research of the community, give a current brand assessment and share insights into the typical families living and visiting our area.

This is the first of four phases to be performed under the current contract with Girl on the Roof. Their Phase I report is attached for the committee's review. This item is for discussion purposes only.



PHASE 1: Discovery Report & Recommendations

February 14, 2017

presented by



Full Project Approach

To continue the expansion and implementation of the Farragut town brand, Girl on the Roof proposes a phased approach, as noted below, to achieve the following objectives:

PROJECT OBJECTIVES

- **Expand the awareness and reach of the Farragut brand** as recognizable and desirable in the Knoxville area and region.
- **Strategically promote the Farragut brand** to visitors, prospective business owners, and potential new residents.
- **Encourage people to spend money in Farragut** (shop, play, dine, stay).
- **Promote the benefits** of starting or relocating a business in Farragut.
- **Empower** all Farragut residents and businesses to be **active brand ambassadors**.

PHASED PROCESS

1	DISCOVERY	review & research current brand assessment audience insights
2	STRATEGY	message development marketing strategy development success metric determination
3	PLANNING	plan development project prioritization budget and timeline development
4	EXECUTION	<i>may include</i> social media, AdWords, print materials, video, etc.

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Phase 1 (Discovery) Overview

PHASE 1 OBJECTIVES

- Build upon past research presented by North Star Destinations.
- Develop a comprehensive, categorized list of the community's strengths and marketable assets, and identify key gaps and challenges.
- Correlate strengths and assets with target audience motivations and interests.
- Identify key messaging points for audiences.

RESEARCH ELEMENTS

Girl on the Roof conducted primary and secondary research including:

- A thorough review of the *Farragut Brand Report* developed by North Star Destination Strategies from July 17, 2015
- Secondary research including but not limited to assessment of Farragut Schools, business climate (start-up and approval process, tax revenues, business listings, Farragut West Knox Chamber and Farragut Business Alliance participation), real estate statistics and trends, official Town reports (budgets, financials, and annual reports), and reports about Farragut in regional media
- A physical drive around (perimeter) and through Farragut from the perspective of potential target audiences
- One-on-one conversations with more than a dozen stakeholders. Interview participants were asked a series of non-leading questions on a variety of topics related to promoting the Town of Farragut. Participants represented Farragut business owners and key management personnel, town government, and residents.

NOTE: *The views expressed in the interviews do not necessarily reflect the opinions or recommendations of Girl on the Roof.*

Categorization of Marketable Strength by Audience

Farragut's many marketable strengths have broad appeal for multiple audiences. In addition, the audiences attracted by these strengths – residents and visitors alike – are themselves a valuable asset for the Town.



In other words, **SUCCESS BEGETS SUCCESS.**

That success starts with identifying and consistently communicating the key strengths of the Town that appeal to the desired target audiences and making it as easy as possible to **access and experience** all that Farragut offers them.

Reference Key:

NSD = North Star Destinations report dated July 17, 2015

FSI = Farragut stakeholder interviews (residents, business owners, aldermen) conducted by Girl on the Roof, January–February 2017

AR = 2016 Annual Report

FF = 2016 Farragut Finances report

TB = Town of Farragut Fiscal Year 2016-17 Annual Budget

FROM A RESIDENT PERSPECTIVE...

Strengths

The Town and its Residents

- Clean, safe, quiet residential community containing mostly upscale, well maintained single-family homes, including 84 neighborhoods – 34 with pools, 53 with walking trails or walking trail connections, 29 with clubhouses, 17 with tennis courts, and many with water (about 10%) and mountain views (AR)
- “People want to live here. The neighborhoods sell themselves.” (FSI)
- A reputation for quality, high standards, and hard work. “Farragut doesn’t have to apologize for its high standards. Those standards are what make it special and draw people.” “There’s a strong middle class mentality: parents worked hard, made it to homeownership in Farragut, and have high expectations and standards.” (FSI)
- NSD reported that “Residents are warm, close, and connected.” “Neighborhood means something in Farragut.” (FSI)
- Strong sense of pride in community, as measured by high Brand Barometer (73% of residents say they would very likely recommend Farragut as a place to live). (NSD)
- Low property tax rates; no Town property tax, \$2.32 per \$100 of assessed property value for Knox County (AR)
- Excellent public schools, educating 5,000+ students; high school is ranked in top 20 public schools in the state with strong sports teams (See Appendix)
- Well-educated populace, with 97% of residents having high school diploma and 61% having a bachelor’s degree or higher (livability.com)
- Proximity to I-40/I-75 interchange, airport, and Oak Ridge

Lifestyle & Recreation

- Abundant outdoor spaces including sidewalks, 4 parks, 25 greenway segments totaling over 10 miles, 3 playgrounds, and 18 sports fields/courts (AR)
- Variety of family-friendly entertainment options
- Community events including Independence Day Parade, Dixie Lee Farmers Market, Light the Park, Freaky Friday Fright Nite, Hot to Trot 5K, Farragut Food & Wine Festival, Fun with Farragut’s Fleet, Farragut 13.1 Race, Shamrock Ball (FSI)
- Active calendar for local businesses and organizations including ~30 special events or fundraisers in addition to those listed above (FF)
- Countless churches of varying sizes (mostly Protestant Christian)
- Reputable general and specialty medical providers (family practice, optometry, dental/orthodontic, etc.)

- Proximity to Fort Loudon Lake, marinas, and watersports including boating, kayaking, stand-up paddleboarding, sailing, fishing, and participation in “The Vol Navy”
- Proximity to Knoxville and its entertainment and employment offerings
- Proximity to Smoky Mountains National Park

Retail and Dining

- Proximity to lifestyle conveniences. One resident said, “I love how close we are to most everything we need, like Shrimp Dock, Fresh Market, Costco, Kroger, Publix, Target, Regal Cinema, etc.” (FSI)
- Broad range (value to sophisticated brands) and selection of well-known chain retailers along Parkside Drive (Turkey Creek)
- Locally owned boutiques including K-Town Specialty, Veronica G Boutique, Embroidery Boutique, Cranberry Hollow Interiors & Gifts, Cottage Door Interiors, The Fabric Market, Gatehouse Antique Market, Design House Interiors, The Shoppes at Homespun, Town House Interiors, Snooty PaTootie...
- Ample (over 50) chain and locally owned restaurants and gathering places
- Quality grocers (Fresh Market, Kroger Marketplace, Publix, Ingles)

Gaps & Challenges

- Greenways are not all well-connected and can be confusing to follow.
- One resident (of 12 years) said, “I’ve never understood the ‘town’ of Farragut. There’s no town center or downtown. I see it as an amalgamation of neighborhoods with a smattering of strip mall shops and restaurants.” (FSI)
- Farragut is viewed by some as “snobby,” “pretentious,” “elitist,” and “unwelcoming.” Residents can be perceived as “cliquish,” “cocky,” and “exhibiting too much pride and ego.” (NSD) (FSI)
- The Town’s budget relies predominantly on sales tax. With no city property tax, it’s more challenging for the Town to raise the money to maintain infrastructure and support growth. (FSI)
- A primary “next phase” challenge for Farragut is creating and articulating a unified economic development strategy with buy-in and support from all community stakeholders. This will involve mutual trust and require regular, open, and respectful communication. (FSI)
- Another “next phase” challenge is the continued development of lower cost alternative housing options like apartments, condos, and small homes while continuing to uphold the aesthetic standards that Farragut has worked hard to establish. (FSI)
- The population of Farragut is aging. It needs to attract more young people. (FSI)
- Lack of visible generational, racial, socio-economic, and political diversity among the Town’s homeowners.
- No public access boat ramp
- One resident said, “I wish we had more great local restaurants like downtown and Bearden have.” (FSI)
- The “Shop Farragut” app is not widely used. (FSI)
- The Town posts good content on social media but has very little engagement.

Resident Strategies

-  Develop an attractive, easy-to-use new resident landing page on the website with a **transition checklist** and a **downloadable online new resident guide** that touts the Town's assets and answers Frequently Asked Questions related to schools, utilities, garbage and recycling, parks, greenways, water access, etc. This would be a great resource for real estate agents, to position Farragut ahead of neighboring communities.
-  A modern, **mixed-used development** with cleverly designed lofts could have broad cross-generational appeal. Adding adjacent coffee shops, a craft brewery, an organic market, a community garden, a square for live music, and a dog park within walking distance would benefit all residents and be particularly appealing to Millennials.
-  Rather than requiring people to download an app (and check it regularly, which requires audience behavior shifts), resources may be better spent promoting (through paid placement as needed) the Town on **mainstream social media** outlets like Facebook and Instagram. This reaches the audience *where they already are*. An example to promote shopping and dining could be "F⁴" (Farragut's Favorite Friday Finds), weekly posts that feature a new/sale product from a local retailer and a seasonal menu item (food/beverage) from a local restaurant. Mentioning the ad upon purchase could yield a discount.

FROM A VISITOR PERSPECTIVE...

Strengths

Location

- Proximity to I-40/I-75 interchange, airport, Knoxville, Smoky Mountains National Park, and Oak Ridge
- 3 hours or less by car to Atlanta, Nashville, Lexington, Chattanooga, and Asheville

Amenities

- 9 Hotels with 725 rooms: Comfort Suites, Holiday Inn Express, Staybridge Suites, Country Inn & Suites, Super 8, Clarion, Hampton Inn, Fairfield Inn & Suites, America's Best Value Inn & Suites (townoffarragut.org)
- Broad range (value to sophisticated brands) and selection of well-known chain retailers along Parkside Drive conveniently located in one area
- Ample chain restaurants for familiar dining experiences
- Numerous locally-owned boutiques which are appealing to leisure travelers looking for unique shopping experiences
- Several locally owned restaurants and gathering places offering local flavor
- Outdoor recreation spaces including sidewalks, parks, sports fields, and over 10 miles of greenways (AR)
- 75% of the business clientele in Farragut comes from outside Farragut. This underscores the regional draw. (FSI)

Attractions

- There's a handful of community events – Knoxville News Sentinel Open Golf Tournament, Independence Day Parade, and Farragut 13.1 Race – that draw some local visitors and reinforce pride in the town (FSI)
- The birthplace of David Farragut – the first Admiral of the U.S. Navy and notable for his leadership at the Civil War Battle of Mobile Bay – is just six miles from Town Hall.
- Location of the Civil War Battle of Campbell Station on November 16, 1863, which is commemorated with artifacts and approachable, knowledgeable human narrative at the Farragut Town Museum
- Putt Putt Golf & Games, Sir Goony's, and a nice public golf course

Gaps & Challenges

- Lack of safe pedestrian access from hotels near I-75/40 exit 373 to the Turkey Creek shopping area
- Greenways are not all well-connected and can be confusing for visitors
- Lack of visitor-friendly wayfinding signage
- Geographical spread of retail areas (in lieu of a concentrated downtown area) makes it harder for visitors to locate shopping and dining options outside of Turkey Creek.
- Shop Farragut app is not likely to be downloaded by visitors.

Visitor Strategies

-  Institute easily recognizable, brand-complementing **wayfinding signage** directing to shopping and dining areas, historical sites, greenways, and other attractions.
-  Improve connectivity (including from hotels to Turkey Creek), mobile-friendly maps, and signage for **greenways**.
-  Ensure Trip Advisor, Yelp, and other online **user-generated review sites** have current information for Farragut's offerings.
-  Utilize **social media** to promote the Town's assets and events to prospective local and regional visitors. Consider a regular campaign idea like "F⁴" (Farragut's Favorite Friday Finds), and support it with paid targeted boosts.
-  Develop a more defined **mixed-use town center** with dining and shopping options outside of Turkey Creek. Include a **pedestrian walking tour** with iconic elements that capture the essence of the Town's history (see [Asheville walking tour](#) as an example).
-  Organize and promote **regional sporting events** utilizing the 18 fields, courts and diamonds located among Mayor Bob Leonard Park, Anchor Park, and McFee Park.
-  Institute a **hotel tax** to fund more proactive efforts to attract and retain visitors and businesses. The **City of Knoxville** charges hotel/motel guests a 5% county lodging tax and a 3% city lodging tax. Forty percent (40%) of taxes collected goes to Visit Knoxville, the CVB for the city. Knoxville officials expect the revenue for occupancy tax to be \$7.2 Million for fiscal year 2016-17, a \$1 Million increase over the prior year.^{1 2} The **City of Oak Ridge** charges hotel/motel guests a 5% city lodging tax, which translates to about \$600,000 per year in local tax revenues.³ The city has allotted anywhere from 65% to 83% of those revenues to the Oak Ridge Convention and Visitors Bureau.⁴ Other case studies of hotel/motel occupancy tax contributing to local economies include Phoenix⁵, Philadelphia⁶, New Orleans⁷, and for a smaller area, Lancaster County, Pennsylvania.⁸ The challenge is finding the sweet spot so that the tax does not create a deterrent to potential visitors.⁹

¹ Structuring lodging taxes to preserve the economy and encourage tourism. [State of TN](#)

² Hotel tax income expected to increase. [Knoxville News Sentinel](#)

³ Tourism in Oak Ridge and Anderson County shows increased economic impact. [Oak Ridge Chamber of Commerce](#)

⁴ ORCVB wants end to cuts, hotel/motel tax revenue restored. [Oak Ridger](#)

⁵ How the Visitor Industry Contributes to the Local Economy: An Analysis of Phoenix Hotels' Property and Visitor-related Taxes. [Destination Marketing](#)

⁶ An Analysis of Philadelphia's Destination Marketing Infrastructure and its Role in the Hospitality Sector. [Visit Philly](#)

⁷ The \$165 million question: How best to invest in New Orleans' tourism tax revenue? [The Times-Picayune](#)

⁸ The ROI of the PA Dutch Convention & Visitors Bureau Promotional Activities. [Discover Lancaster](#)

⁹ The Steep Price of Visiting. [The New York Times](#)



Consider a **campaign tagline / call to action** (a complement to Live Closer. Go Further.) that speaks to the interests and motivations of visitors.



Encourage local businesses to work together (or broker the partnerships) to create mutually beneficial **visitor packages** that provide value for people to stay in Farragut. This encourages them to stay overnight, shop, and dine when they are near Farragut for other reasons. For example, approach **Buddy Gregg** with lodging/restaurant/retail/recreation packages for people who come and spend a few days getting their RVs serviced or rehabbed. Approach **ProVision Proton Therapy Center** with package deals including lodging, spa treatments, and relaxation/comfort items for families that spend 5-7 weeks getting radiation treatment. (Note: ProVision has a relationship with Staybridge.)

FROM A BUSINESS PERSPECTIVE...

Strengths

- Proximity to I-40/I-75 interchange and to airport
- High-income clientele for retail shopping, with over \$100,000 median household income (livability.com) (city-data.com)
- "There are high-end customers, and the town looks nicer. You know when you've entered Farragut." (FSI)
- "Educated workforce" (NSD), strong populace for employee base
- High quality of life for residents, making recruiting easier
- "Working in Farragut is convenient, with plenty of restaurants in walking distance, nearby greenways to walk/run, and the ability to run errands on breaks or at lunchtime." (FSI)
- The Town is perceived as "forward thinking." (NSD) "Farragut was created specifically as an alternative to the uncontrolled building going on in Knox County and with the goal of not having a property tax like the City of Knoxville had. Farragut looks and runs like it does because the town has been faithful to its strategic roots." (FSI)
- "Farragut is a special place. It costs a little more to set up here, but it's worth it." "There are hoops to jump through, but the town is cooperative." "The current Town leadership is actively trying to be more business-friendly." "There's good leadership, including the Town Administrator and the Board of Mayor and Aldermen, who are all engaged and professional." (FSI)
- Between the Farragut Business Alliance (focus: attract and recruit businesses), the Farragut West Knox Chamber (focus: networking and growth), the Economic Development Committee (focus: advisory role for FBA and Chamber), and town contractor Retail Strategies (focus on wooing big box and national retailers), there are a number of stakeholders helping to promote businesses, ensure their success, and secure their valuable sales tax dollars. (FSI)
- Farragut West Knox Chamber of Commerce has 700+ member businesses
- Farragut Business Alliance sponsors annual community events
- Diverse array of small businesses

- Ample retail space available for lease or purchase
- Number of local banking options
- Balanced Town budget with cash reserves at 30% of total expenditures (FF)
- Farragut received Certificate of Achievement for Excellence in Financial Reporting for 24th consecutive year (FF)
- Periodic training sessions hosted by the Town inform residents and contractors of the regulations and codes (per Town staff)

Gaps & Challenges

- Farragut is largely seen as a bedroom community, not a business community. "There's a fear among older residents that certain types of businesses will devalue nearby neighborhoods." "They want to keep the town residential." (FSI)
- There is a perception that Farragut is "all about aesthetics, not about economic development." (FSI)
- Farragut is well known in the region for having tighter regulations and standards for design, energy efficiency, signage, setbacks, and landscaping compared to neighboring areas. This has created a reputation that Farragut is "not business friendly." (FSI)
- A local business owner said, "If you work with people that know the town, it's much easier to get established, but there are only a handful of contractors who are experienced with the business requirements." (FSI)
- For larger businesses, the extra rules, codes, etc. are just part of doing business and can be managed. This is much harder for smaller businesses, which could actually be a better fit for the Town's desired aesthetics. (FSI)
- To start a business in Farragut, you must "tread slowly and follow the rules." However, "most people don't want to wait 18 months fighting through the approval process." (FSI) "Hardin Valley will benefit from the perception that it's an easier place to do business. It will grow and the population there will along with it." (FSI)
- The previous Kroger and Ingles locations, now empty, are not attractive and could give an impression of lower than actual occupancy rates across the Town. The Town does not have control over these properties, and the building owners have not demonstrated a desire to fill the properties despite expressed interest from various entities. (FSI)
- Because the Town does not have property taxes, there is no system in place currently to accurately track occupancy rates of commercial spaces. This is in development and will be helpful for outcomes tracking in the future. (FSI)
- The nature of development is that, even after deals have been struck (which can be a long process), it can take time for the progress to be visible. The Town has many exciting projects underway that residents, visitors, and businesses simply cannot see yet. An example of this is the pending development of the Kingston Pike / Campbell Station Road intersection. (FSI)
- Very few mid-sized or large businesses. A limited amount of larger office space is available, and "light assembly" is the maximum allowable activity in terms of manufacturing ("no smokestacks"). That said, efforts are underway to recruit more businesses to the "light industrial" area north of I-75 (Outlet Drive vicinity). (FSI)

Business Strategies

-  Position Farragut as a **small business culture**: small enterprise, locally owned (specialty retail, services, dining). This fits the town's aesthetic focus and will be a greater draw for tourism. Balance this with national chains/ big box stores offering more tax revenue.
-  Continue to utilize household and other demographic data to position Farragut residents as a **strong customer and employment base**.
-  Continue to identify businesses that align well with the Farragut community and its values, and **proactively court** them.
-  Clearly explain (in layman's terms) and position **regulations as benefits** that uphold the quality, safety, responsibility, and consistency of Farragut. (These regulations ensure the long-term value of properties for owners and for the community.)
-  Consider a **campaign tagline / call to action** (a complement to Live Closer. Go Further.) that speaks to the interests and motivations of prospective businesses.
-  Continue to increase the accessibility and responsiveness of Town staff (fewer points of contact than larger municipalities) and Farragut Business Alliance resources.
-  Develop a **step-by-step business guide** for starting a business in Farragut, with timelines, tips, resources, and answers to Frequently Asked Questions.
-  Continue to offer **contractor training sessions** on a more regular basis. Consider a **certification** option which would not be required but would help a new business owner identify contractors with experience building in Farragut, thus making it easier to navigate the building process.
-  Develop a **New Business Advocate/Liaison Program** through the Farragut Business Alliance (in progress) that connects businesses locating to the area with an experienced point of contact to counsel and assist them related to compliance and available resources. (FSI)
-  Consider **public/private financing opportunities** and other **incentives** to attract community-fit businesses, particularly for the more visible properties along Kingston Pike.
-  The key to striking the right balance between keeping beautiful neighborhoods and green spaces and encouraging sensible and compatible growth is good communication between residents, business owners, and town leaders. Continue the **public forums**, which started in February 2017, to help ensure that communication. (FSI)
-  Continue to develop the intersection of Campbell Station Road and Kingston Pike into a **"defined downtown"** (NSD), a pedestrian-friendly area to gather, walk, and shop.
-  Establish a methodology to track **occupancy rates** of commercial space.

Messaging

The most effective way to engage desired target audiences is to:

1. Identify the assets that are most attractive to each audience.
2. Clearly communicate those strengths consistently across the channels where those audiences seek their information.
3. Emphasize clear calls to action that motivate the desired audiences to action.

One example of this practice could be the adoption of simple, stylized calls to action (that complement the Town branding) on wayfinding signage around the town, directing visitors to **shop, play, dine, stay**. More details can be provided on this strategy in Phase 2.

Shop in Farragut

From bargains to sophisticated style, Farragut offers hundreds of retail shopping options including popular chain stores and unique boutiques.



Dine in Farragut

Whether you crave familiar or foreign, bold or tame, Farragut's wide array of cafés and restaurants are great gathering spaces any day of the week.

Play in Farragut

Boasting 4 parks, 10 miles of greenways, 18 sports fields, state-ranked athletic teams, endless watersports and community festivals, Farragut knows how to play well.

Stay in Farragut

Visitors appreciate the easy access from I-75/I-40 to 9 hotels, Knoxville, Oak Ridge, the airport, and the Great Smoky Mountains. With this much to offer, why stay anywhere else?

Residents love the stellar schools, mountain and water views, low taxes, high quality of life, and the strong sense of community that make Farragut the best place to call home.

Audience Identification & Insights

GENERATIONAL DIFFERENCES

The Town of Farragut is highly esteemed and heavily populated by Baby Boomers (born 1946–1964) and Generation X (born 1965–1980) due in part to the alignment of its identity and strengths with the typical values held by these generations. In order to sustain growth and maintain property values well into the future, the Town of Farragut would be wise to consider ways to strategically appeal to the values and preferences of Millennials (born 1982–1995) and the new Generation Z (born 1996–2015). The below continuum represents generalities ascribed to the respective generations. It is worth noting that research indicates that Generation Z (whose parents are members of Generation X) appears to have more in common with their parents than Millennials do.

(general placement on a trait continuum)			
Baby Boomers	Generation X	Generation Z	Millennials
live for the future, seek security and long-term financial stability			live for today, less financially concerned, fewer long-term goals
marry and buy homes in 20s			rent and marry in 30s
what's best for my family?			what's best for me?
motivated by appearances (pursue visual signs of success)			motivated by experiences (pursue travel, food, music, art)
suburbia is a sign that we've made it			suburbia is for my parents; prefer urban living
prefer neighborhoods with people who look like they do			prefer neighborhoods with diversity
in search of stuff			in search of simplicity
polite and proper			authentic and self-interested
community means safety			community means acceptance
more conservative			more liberal
advocate for their children			advocate for social justice
less concerned about the environment		more concerned about the environment	
drive a big SUV		drive a fuel-efficient compact	
want a cabin cruiser		want a stand-up paddle board	
spend more time at home		spend more time in "third spaces" (coffee shops, craft breweries)	
buy a new one		check thrift stores	
strong work ethic		strong work-life balance	
more likely to work for someone else		more likely to be self-employed	
social media is entertainment		social media is a primary means of communication	

The Millennial Appeal

Generational differences influence behaviors and preferences related to shopping, dining, travel, choice of community (location, atmosphere, type of home, buy/rent), choice of home (location, size, attributes, proximity to “third spaces”), choice of career path (and how long they will stay on that path), etc.

The Millennial generation is currently the generation with the largest spending power in the US, accounting for \$200 billion of the nation’s economy annually.¹⁰ Despite the perception that Millennials are less interested in home ownership than their parents (Baby Boomers), research indicates that a majority of Millennials would like to own a home but believe they cannot afford one.¹¹ Millennials also marry later than their predecessors. Today the average marrying age for females is 27 (29 for males), with an unprecedented number remaining unmarried past 40. This underscores the need for alternative housing options for single young adults in their mid-20s to mid-30s.

As a future-thinking community, Farragut should consider the impact of these generational differences in their long-term planning. For example, when it comes to housing, Millennials are looking beyond affordable, cookie-cutter apartments. They want vibe, style, and convenience. And since Millennials crave a strong sense of community and belonging, the amenities within walking distance are very important to them. As such, one way Farragut could attract this generation is by offering unique housing options within a modern mixed-use development that incorporates cleverly designed lofts above coffee shops, a craft brewery, an organic market, a community garden, a square for live music, and a dog park.

¹⁰ Millennials’ spending power to increase by 2017. [Retail Leader](#)

¹¹ Study: Many Millennials want to become homeowners but believe it’s impossible. [Nerd Wallet](#)

TARGET AUDIENCES

In order to help the Town visualize and develop strategies to reach specific target audience groups, Girl on the Roof developed a series of audience personas that capture insights, challenges, priorities, preferences, information sources, and decision-making criteria for six different audience types. Each persona is fictional, and the collection is not intended to be all-inclusive of Farragut's target audiences. The personas represent primary audience types for the Town's stated objectives. These personas will be referenced in the strategies and outcomes measurements to be developed in Phase 2.

Audience personas include:

- Barry Business Traveler
- Donnie Developer
- Marcus & Maisy Millennial
- Bobbi Boutique
- Rob & Rhonda Retiree
- Paul & Penny Professional

Audience Personas

Barry Business Traveler

Barry, 33, is a service manager for a growing software company based out of Atlanta, a job that requires him to travel frequently up the I-75 corridor to service clients from Chattanooga to Toledo. He likes a consistent, quality hotel experience that provides points he can save for family vacations. After a scare with his heart, Barry is committed to exercising daily and prefers to jog outside if the weather is nice, so hotels with easy access to sidewalks or greenways are strongly preferred. As a history buff, Barry enjoys visiting historical sites and museums and loves to chat with local historians. He is a frequent user of Trip Advisor and Yelp and prefers to dine at locally owned restaurants. Barry's wife, Brenda, homeschools their three children. Because they have flexibility, sometimes she and the kids tag along on Barry's business trips. As such, Barry looks for educational activities on his travels.

What motivates Barry: success/advancement in career, providing financially for his family, time with family (especially when that involves providing new experiences for his kids)

Decision-making criteria: good reviews, quality and comfort, reliability and efficiency, frequent traveler perks (upgrades and loyalty rewards), local experiences

Information sources: *New York Times* online, Fox News, *USA Today* (in hotel lobbies), *Men's Health* magazine (at airports), Twitter feeds of business magazines (*Forbes*, *Fortune*, *Business Week*), online review sites (Yelp, Open Table, Trip Advisor), various business and travel podcasts

What Barry says: "This looks like an interesting place."

Why Farragut would appeal to Barry: Convenient to I-75 with easy access to Knoxville and Oak Ridge, hotels that are part of major chains and offer free parking, sidewalks and greenways, local restaurant offerings, Town museum and history, family-friendly activities

What would help Barry: Current information on review sites (Trip Advisor, Yelp), friendly and responsive hotel staff who know the local area and can make good recommendations, clear way-finding signage

Farragut's message to Barry: Stay here, dine here, learn here. Then come back with your family.

Donnie Developer

Donnie, 36, is the Development Director for a national retail company selling high-quality, eco-conscious outdoor recreation gear with an emphasis on healthy lifestyles. Donnie has pitched to the company's owners a new "lifestyle store" model that expands the retailer's traditional business model to include classes (e.g. yoga, nutrition, stress relief), local eco-adventures (e.g. nature hikes, kayak trips), and premium vacations (e.g. spas, mountain climbing, scuba diving). Donnie grew up in East Tennessee but has lived on the west coast for more than ten years. He would like to move his family back to this area and launch the new concept here, but he must make a strong case to his skeptical west coast supervisors. To do that Donnie needs to secure a location with high visibility, easy access, proximity to outdoor resources (trails, parks, water), and a large target audience of lifestyle-motivated people with disposable income. He is looking at Farragut (maybe the old Kroger building), the Cedar Bluff/Peters Road area, Hardin Valley, and two locations in Chattanooga.

What motivates Donnie: success of this new hybrid business model (with the hope he would be named the national director if it is successful; if it fails, he could lose his job completely); swift, turnkey entry process with respect to local codes and contractors; a large target audience base; good press to help propel expansion to other locations

Decision-making criteria: ample outdoor recreation opportunities, high average household income, business-friendly environment, good brand fit (healthy lifestyles, appreciation for quality)

Information sources: International Council of Shopping Centers (and industry peers at conferences), online research, city officials and development councils, local chambers of commerce, *Bloomberg Businessweek*, Twitter, and his very active wife

What Donnie says: "Some people don't think they can afford a healthy lifestyle. I say, 'Care for yourself, and the rest will follow.'"

Why Farragut would appeal to Donnie: proximity to rivers, lakes, and the Smoky Mountains; plethora of parks and greenways; high average household income and education level

What would help Donnie: a business advocate/liaison who can help walk him and his contractors through the regulations and processes so he can focus his time and effort on his business operations; a clear understanding of how the regulations (which are more complicated than those in the other locations he's considering) will help his business and clientele in the long-term; help with pitching Farragut to his skeptical west-coast bosses

Farragut's message to Donnie: Farragut has all you need, and we don't have municipal property tax like most other cities. We can help you make the pitch, navigate the process, and possibly even develop creative public/private partnerships.

Marcus & Maisy Millennial

Marcus, 26, grew up in Farragut, where his parents still live. Since completing a business administration degree at Western Carolina University, Marcus has been working as a barista at Starbucks while plotting out his dream to start a craft brewery. His parents are willing to make a sizable investment to help fund the business for the first two years if he stays in Knoxville. They have also agreed to let Marcus live in their basement apartment rent-free during that time, which suits Marcus fine because he gets along well with his parents and enjoys the convenient greenway access for cycling and running with his dog. His girlfriend, Maisy, is an intern for an anti-human trafficking organization in northern Virginia. They regularly take the MegaBus back and forth to visit each other. Maisy is not a fan of suburbia; she prefers a simpler, low-maintenance lifestyle with walking access to cool restaurants and live music. Maisy would prefer to settle in urban Asheville, but she is grateful to Marcus's parents for their investment.

What motivates Marcus: pursuing his craft brewery dream, time with family and friends (particularly Maisy), life balance, enjoying the luxuries of an upper middle class lifestyle

Decision-making criteria: affordability, quality, freedom/options

Information sources: friends, his parents, alternative newspapers/websites, comedy news shows (*The Daily Show*, *Full Frontal with Samantha Bee*), Reddit, and Twitter

What Marcus says: "I want to do what I love and live a good life."

Why Farragut appeals to Marcus: His parents live here, he grew up here, and it's home; great outdoor spaces; a decent mix of restaurants and places to meet friends for drinks (especially Casual Pint); nice houses with water views; a good community feel. To Marcus, Farragut feels like a place where people have arrived; it embodies the kind of lifestyle Marcus is used to.

What would help Marcus: assistance finding a good space that meets zoning requirements; guidance in navigating the Town's requirements to set up his craft brewery; resources for networking with other small business owners, especially locally owned restaurants who would serve his brews

Farragut's message to Marcus: We have a great new mixed-use development in the works. If you get in on it now, you'll have a voice in the planning and your choice of the new lofts with a rooftop terrace and mountain views.

Bobbi Boutique

Bobbi is a 46-year-old owner of a gift and home décor boutique in Farragut. Her husband is a family doctor who has part ownership in a local practice. After raising two children in Farragut – one now in high school, one in college – Bobbi decided to apply her love of interior design to a new business venture. She had seen plenty of storefronts open in town, so she was surprised at how much time and effort it took to get the business off the ground. Now she sees the benefits of Farragut's business regulations and would like to see more businesses locate near hers. Bobbi is a member of the Farragut West Knoxville Chamber of Commerce. She leads a women's Bible study at her church and volunteers a few hours each month arranging flowers for Knoxville nonprofit Random Acts of Flowers.

What motivates Bobbi: time with family, being a good friend and neighbor, putting smiles on people's faces, helping beautify homes in her community

Decision-making criteria: Is this the best thing for my family? Will this make my community more beautiful? How can I make people's lives better?

Information sources: friends, Facebook, WBIR, *Knoxville News Sentinel* online, *Farragut Press*, *Shopper News*, *Farragut Life*, *Chamber Life*

What Bobbi says: "What you give comes back to you, so share beauty."

Why Farragut appeals to Bobbi: great schools, well kept homes, clientele with disposable income and an eye for aesthetics, vibrant church communities

What would help Bobbi: more foot traffic in her store

Farragut's message to Bobbi: Sign up to be a business liaison with the Town and help other businesses get started in the area. We can help promote your business through social media.

Rob & Rhonda Retiree

Rob and Rhonda, aged 70 and 67, have lived in the Fox Den subdivision since the early 1980s. Rob is a retired engineer who worked in Oak Ridge. When not on the golf course, he can often be found in his garage workshop. Rhonda is an avid gardener and former middle school English teacher who occasionally still substitute teaches for spending money. They are season ticket holders for the Knoxville Symphony Orchestra and proud cabin cruiser members of the “Vol Navy.” Their two children settled in Knoxville after college. Both are married, and their oldest is expecting her third child. Rob and Rhonda are active members of Fox Den Country Club. They are proud of their town and are committed to keeping it beautiful and upscale. They have both served in volunteer positions on their neighborhood homeowners association over the years and periodically attend Town meetings. They have advocated to uphold the Town’s aesthetics and pushed for a hotel tax for additional revenue. Rhonda loves to shop, but Rob avoids Turkey Creek, “because the traffic is barbaric.” Both of them are concerned about how Farragut’s empty storefronts reflect on the community. They would like to see the Kingston Pike corridor developed more intentionally, creating more of a “town center” that could provide new dining and shopping options outside of Turkey Creek.

What motivates Rob and Rhonda: hard work, smart planning, making the most of time and finances, maintaining a beautiful and gracious home, time with family and friends, being “in the know”

Decision-making criteria: How do we continue to ensure a high quality of life for us, for our children, and for our grandchildren?

Information sources: AARP Magazine, *Good Morning America*, their children and friends, HGTV, *Farragut Press*, *Farragut Life*, *Knoxville News Sentinel*

What Rob says: “We have worked hard.”

What Rhonda says: “We are blessed.”

Why Farragut appeals to Rob and Rhonda: The Town’s aesthetics, amenities, parks, and schools help secure property values while also appealing to their children and grandchildren (who they want to keep close). They like being close to the airport, the cultural offerings of downtown Knoxville, and the University of Tennessee. Not having a town property tax is very important to them.

What would help Rob and Rhonda: For Farragut to preserve its current beauty and prestige while filling vacant properties along Kingston Pike that are a good fit the community.

Farragut’s message to Rob and Rhonda: We share your commitment to preserving the beauty and livability of Farragut.

Paul & Penny Professional

Paul (29, white) and Penny (30, Vietnamese) are relocating to Knoxville from Washington DC for Penny's new job at Scripps Networks. Paul is a LEED consultant and commercial real estate agent who hopes to break into the Knoxville market. They want to live in a nice but affordable and diverse neighborhood with friendly people, energy-efficient homes, a yard large enough for a vegetable garden (or access to a community garden plot), parks, trails for running, and good schools. A former collegiate swimmer, Penny participates in triathlons and 5K and 10K races throughout the year. She has also taken up paddle boarding. Paul would like to join a softball or other adult recreational league. They are considering homes in Farragut, Hardin Valley, and the Northshore area. Paul wants to start a family soon and has been leaning toward Farragut for the schools. Penny agrees schools are an important factor in their home investment. However, Penny is concerned about a colleague's statement that Farragut kids are "snobby and entitled." While driving by a newly listed home one afternoon, she noticed a few teenagers driving nicer cars than she or Paul drive. Paul was surprised when their real estate agent said that many people in Farragut don't recycle. Finding a local food co-op is on their to-do list.

What motivates Paul and Penny: staying healthy and physically active (especially outdoors), social responsibility, being in community with like-minded people

Decision-making criteria: affordability, good schools, strong feeling of community, proximity to work

Information sources: CNN (TV and app), family and peers (advice and support), social media, cultural and special interest blogs, co-workers

What Paul and Penny say: "The decisions we make today have long-term impact."

Why Farragut appeals to Paul and Penny: The well-rated schools, beautiful green spaces, proximity to the water, mountain views (on Penny's wish list for a home), and a short commute to Scripps. They also like that area grocery stores carry organic foods.

What would help Paul and Penny: an easy-to-reference online guide for new residents that answers Frequently Asked Questions and provides information related to recycling, internet, food co-ops, schools, dog parks, water access, etc.

Farragut's message to Paul and Penny: We are a friendly, closely-knit, green community that is committed to healthy outdoor living. It's easy to be active in Farragut.

APPENDIX: Secondary Research

SCHOOLS

Farragut High School

- Recognized as a 2015-16 Top American High School by *U.S. News & World Report*, *Newsweek*, and *The Washington Post*
- Ranked 13th among public high schools in TN by *U.S. News & World Report*¹²
- Ranked 1483 among public high schools in U.S. by *U.S. News & World Report*¹
- Ranked 8th among TN public high schools by Niche¹³
- Ranked 17th among TN public high schools by School Digger¹⁴
- Received a 10 out of 10 rating from Great! Schools based on standardized test scores compared to other public high schools in TN.¹⁵
- Ranked 219th nationally by *Newsweek* for 2016.¹⁶
- Ranked 1012 among “America’s Most Challenging High Schools”¹⁷ for 2016 and 8th among public high schools in Tennessee by *The Washington Post* for 2016, the highest in the Knoxville area.¹⁸
- Over 100 state championships across all activities (per FHS website school profile).

Farragut Middle School

- Ranked 17th among public middle schools in TN by School Digger¹⁹
- Ranked 24th among public middle schools in TN by Niche²⁰
- Received at 10 out of 10 rating from Great! Schools based on standardized test scores compared to other public middle schools in TN.²¹

¹² www.usnews.com/education/best-high-schools/tennessee/districts/knox-county/farragut-high-school-18034

¹³ k12.niche.com/rankings/public-high-schools/best-overall/s/tennessee/

¹⁴ www.schooldigger.com/go/TN/schools/0222000735/school.aspx

¹⁵ <http://www.greatschools.org/tennessee/knoxville/600-Farragut-High-School/details/>

¹⁶ www.newsweek.com/high-schools/americas-top-high-schools-2016

¹⁷ This list includes only about 2,300 public high schools, is roughly the top 10% of U.S. public high schools. A ranking of 1012 puts Farragut High School in the top 5% of U.S. public high schools.

¹⁸ apps.washingtonpost.com/local/highschoolchallenge/schools/2016/list/tennessee-schools/

¹⁹ www.schooldigger.com/go/TN/schools/0222000737/school.aspx

²⁰ k12.niche.com/farragut-middle-school-knoxville-tn/

²¹ www.greatschools.org/tennessee/knoxville/602-Farragut-Middle-School/

Farragut Intermediate School

- Ranked 90th among public intermediate schools in TN by Niche²²
- Ranked 76th among public intermediate schools in TN by School Digger²³
- Received a 9 out of 10 rating from Great! Schools based on standardized test scores compared to other public intermediate schools in TN.²⁴

Farragut Primary School

Received 91 out of 100 score on City-Data.com using weighted 2010 test average as compared to other schools in Tennessee) from 0 (worst) to 100 (best)²⁵

Private K-12 Schools in Farragut

Concord Christian School
Knoxville Christian School
St. John Neumann Catholic School

REAL ESTATE

- Median Home Price: \$343,900 (zillow.com) \$326,900 (bestplaces.net) (\$311,400 per livability.com) (\$326K city-data.com).
- Home appreciation increased 5.6% in 2016 (zillow.com)
- Median house or condo value in 2015: \$339,482 (city-data.com)
- Median gross rent in 2015: \$1,033 (city-data.com).
- Renters make up 11% of Farragut residential real estate (city-data.com).
- Average monthly mortgage: \$1881 (livability.com)
- 89% of all housing units have 3 or more bedrooms (livability.com)
- 9.5% of homes cost more than \$500K and 22% cost less than \$200K (Farragut property value map, February 2017).

²² k12.niche.com/farragut-intermediate-school-knoxville-tn/

²³ www.schooldigger.com/go/TN/schools/0222000736/school.aspx

²⁴ www.greatschools.org/tennessee/knoxville/601-Farragut-Intermediate-School/

²⁵ www.city-data.com/school/farragut-primary-tn.html

BUSINESS/EMPLOYMENT

Per U.S. Census Bureau 2014 American Community Survey:

- 5.68% unemployment (bestplaces.net cites 4.3%)
- 9,693 employed
- 551 unemployed

Median household income is \$99K in 2013 vs. \$47,435 statewide (city-data.com)

Unemployment is 4.3% vs. 5.2% statewide (bestplaces.net)

Top Ten Town Employers (TB)

Tennova Health West/Women

Knox County Schools

Kroger

NHC Healthcare

Ingles Food Store

Costco

Publix

Cracker Barrel

JC Penney

Kohl's

Demographics

Median age is 43.4 (bestplaces.net)

Population : 22,676 (Town of Farragut 2016 census)

Average household size is 2.78

As of 2010, 88.8% white, 5.4% Asian, 2.5% Hispanic, 1.9% black (city-data.com)

Cost of living index is 87.8, less than average vs. U.S. average of 100 (city-data.com)

PUBLIC RESOURCES

Hotels (725 rooms total)

America's Best Value Inn & Suites
Clarion Inn & Suites
Comfort Suites
Country Inn & Suites
Fairfield Inn & Suites
Hampton Inn & Suites
Holiday Inn Express
Staybridge Suites
Super 8

Restaurants/Pubs/Bakeries

Locally Owned / Local Chains

AC Band Restaurant and Lounge
Apple Cake Tea Room
Azul Tequila
Benefit Your Life Gluten Free Market and Bakery
Big Kahuna Wings
Buddy's Bar-B-Q
China Pearl
Don Delfis Pancake House
East Japanese
El Mezcal Mexican
El Molcajete
The French Market Creperie
Fruition Café
Hana Sushi & Hibachi
Jet's Pizza
La Cabana Cuban Flavor

La Parilla
Little Joe's
Little Bangkok
Mario's Pizza & Grill
Mind Yer Ps and Qs
Potrillo's Taqueria & Neveria
Restaurant Linderhof
Rice King
Sam & Andy's
Seasons
Shrimp Dock
Spero Coffee
Steve's Kitchen
Taco Boy
VG's Bakery
Water into Wine Bistro & Lounge

National Chains

Buffalo Wild Wings
Buttermilk Sky Pie Shop
The Casual Pint
Chili's
Cracker Barrel
Dairy Queen
Dickey's Barbecue Pit
Domino's Pizza
Dunkin Donuts
Einstein Bros Bagels
Firehouse Subs
First Watch
LongHorn Steakhouse

Marco's Pizza
McDonald's
Mellow Mushroom
Papa Murphy's
Potbelly Sandwich Shop
Red Robin
Snappy Tomato Pizza
Subway
Taco Bell
Tropical Smoothie Café
Wendy's
Wild Wing Café
Zaxby's

Parks

Anchor Park

- 15 acres, adjacent to lakefront
- 3 picnic pavilions with grills
- multi-use field
- baseball/softball field
- fishing pond with 2 accessible piers
- basketball court
- playground
- horseshoe pit
- restroom/concession building
- paved walking trail

Founders Park at Campbell Station

- 17 acres
- 2 picnic pavilions with grills
- lighted and unlighted paved walking trails and mulch walk trails
- Community Heritage Trail
- Public Wi-Fi
- Bronze sculptures
- Restroom

Mayor Bob Leonard Park

- 50 acres
- 4 lighted diamond fields
- 3 lighted multi-use fields
- 2 lighted synthetic turf fields
- soccer/open field practice area
- 2 restrooms
- 3 lighted sand volleyball courts
- lighted paved wetlands walking trails with observation deck
- lighted playground
- covered picnic area

McFee Park

- 52 acres
- green elements: LED lighting, solar panels, permeable pavers, bioswales
- 2 lighted multi-use fields
- lighted playground
- lighted walking trails
- splash pad
- 2 picnic pavilions with grills
- 2 restrooms

Greenways

Grigsby Chapel Greenway: 2.4 miles of asphalt trail, parking at Town's commuter lot or Farragut Primary School during non-school hours

McFee Greenway: 2 miles of asphalt trail, parking at McFee Park

Parkside Greenway: 2 miles of asphalt trail, parking at Gander Mountain

Turkey Creek Greenway: 1.6 miles of tree-lined asphalt trail with 0.3-mile additional spur, parking at Anchor Park

Greenway links throughout the Town add an additional four miles. The Town's goal is to connect these links and the four long greenway sections listed above into one system.

REPORT TO THE ECONOMIC DEVELOPMENT COMMITTEE

PREPARED BY: David Smoak, Town Administrator

SUBJECT: Food Truck Committee Recommendations

INTRODUCTION: The purpose of this agenda item is to review the recommendations of the Food Truck Committee.

DISCUSSION: In November 2016, the Town formed a six person Food Truck Committee comprised of two representatives each from the Board of Mayor and Aldermen, the Farragut Municipal Planning Commission, and the Farragut Economic Development Advisory Committee to discuss mobile vending options in the Town of Farragut. The committee met on January 18, 2017 and February 9, 2017. Below are the recommendations of the committee:

1. Develop an Ordinance to amend the text of the Farragut Zoning Ordinance, Ordinance 86-16, as amended, pursuant to authority granted by Section 13-4-201, Tennessee Code Annotated, by amending Chapter 4., General Provisions and Exceptions, Section XXIV., Special Events Permit, (a)(1)(e)., Commercial, Office and Not-For-Profit/Non-Profit Entities; Sales from trucks are permitted per special events application approval.
2. Include the language from the Tournament and Camp Application regarding mobile vending in the special events application. An administration fee of \$20 per mobile vending truck per day should be included in the updated special events application. Daily administration fee may be waived for any mobile vending truck that is domiciled in the Town of Farragut.

ATTACHMENTS:

1. Farragut Zoning Ordinance, Ordinance 86-16, Chapter 4., General Provisions and Exceptions, Section XXIV., Special Events Permit
2. 2017 Tournament and Camp Application
3. Town of Farragut Special Events Application
4. Founders Park Special Events Application

(Ord. No. 86-16, adopted Apr. 1986; amended Feb. 2006; Ord. No. 11-22, § 1, 12-8-2011)

XXIV. - Special events permit.

It is the intent of this section to establish the permitting process and the requirements for special events held by private entities within the Town of Farragut. For a commercial or office entity, a special event may constitute a grand opening, a sidewalk sale, or some other type of activity that is unique to their establishment. For not-for-profit or non-profit entities, a special event may constitute a fund raiser of some sort such as a car wash. For residential uses, a special event may be a neighborhood function on subdivision owned open space or a yard sale or garage sale for an individual residence. For schools and freestanding churches and other places of worship, a special event may be Vacation Bible School, a holiday pageant or program, a child consignment sale, of some other type of activity that is unique to the services offered.

A. Commercial, Office and Not-For-Profit/Non-Profit Entities.

1. General Requirements.

- a. Each individual permanent commercial and office entity is eligible for a special event. Within the Regional Commercial District, Retail/Warehousing (C-2-R/W) and in the case of a multi-tenant facility, only the multi-tenant facility is eligible for a special event, not each individual tenant/entity. Off-site not-for-profit and non-profit entities are eligible for a special event, but shall be sponsored by an on-site commercial or office entity.
- b. There shall be a maximum of four (4) special event permits per entity per year.
- c. The duration of each special event shall not exceed ten (10) calendar days.
- d. No special events are permitted on vacant or vacated properties.
- e. Sales from trucks are prohibited.
- f. Activities of the special event shall not materially affect the pedestrian or vehicular circulation within the immediate vicinity of the event. The traffic generation of the special event shall not be allowed to create a hazardous condition for traffic in public rights-of-way.

2. Sign Requirements.

- a. There shall be a maximum of one (1) sign per event not to exceed twenty (20) square feet. For a two-sided sign, only the area of a single face shall be considered.
- b. For ground mounted signs, the maximum sign height shall be six (6) feet.
- c. Ground mounted signs shall be set back a minimum of twenty (20) feet from the street edge of pavement as measured from the farthest most protrusion of the sign to the nearest point of the street edge of pavement. Signs shall be set back a minimum of ten (10) feet from all entrance driveways.
- d. All signs shall be a minimum [of] ten (10) millimeter corrugated plastic. Ground mounted signs shall be affixed to studded T-posts. All signs shall be affixed in such a manner that they do not move in the wind.
- e. All signs shall have a white background.

- f. A minimum of fifteen (15) percent of the gross sign area shall include the Shop Farragut logo and website address. The sign shall also include the business name.
 - g. Sign letters shall meet the Visual Resources Review Board's adopted legibility requirements.
 - h. No banners, streamers, balloons, flags-on-a-rope, other types of wind activated displays, or any sign prohibited in the Farragut Sign Ordinance is permitted.
 - i. All signs and any associated support posts shall be removed at the end of the special event.
3. Permitting Process. A special events permit application and filing fee shall be submitted to the Town Hall prior to the commencement of the event. The applicant must have an approved permit in hand prior to holding an event.

All special event permit applications shall include the following information:

- a. Applicant's name, street address, telephone number, fax number, and e-mail address.
- b. Name, street address, telephone number, fax number, e-mail address, and signature of individual identified who assumes the responsibility of meeting the conditions of the permit.
- c. Applicant status (commercial, office, not-for-profit, non-profit).
- d. Location of event.
- e. Nature/name of event.
- f. Date range of event.
- g. Previous special event permits approved during the calendar year.
- h. If applicable, a drawing of the sign which includes dimensions that show the length and width of the sign, the height and width of all letters and figures, and the overall height of the sign.
- i. If having tent(s), sidewalk sales, or any other outdoor activities, include a site plan showing locations for such activities. A separate tent permit may be required per fire safety requirements.

B. Residential Uses.

- 1. General Requirements.
 - a. Each homeowner association and individual residence is eligible for a special event.
 - b. There shall be a maximum of two (2) special event permits per homeowner association and residence per year.
 - c. The duration of each special event shall not exceed three (3) calendar days.
 - d. Special events permits can only be applied for and issued to the property owner of record.

- e. No special events are permitted on vacant or vacated properties. Open space owned by a homeowner association may be used for a special event provided the land, without modifications, can accommodate the proposed activity.
2. Sign Requirements.
- a. There shall be a maximum of one (1) sign per event not to exceed six (6) square feet and four (4) feet in height. For a two-sided sign, only the area of a single face shall be considered.
 - b. Ground mounted signs shall be set back a minimum of twenty (20) feet from the street edge of pavement as measured from the farthest most protrusion of the sign to the nearest point of the street edge of pavement.
 - c. No banners, streamers, balloons, flags-on-a-rope, other types of wind activated displays, or any sign prohibited in the Farragut Sign Ordinance is permitted.
 - d. All signs and any associated support posts shall be removed at the end of the special event.
3. Permitting Process. A special events permit application and filing fee shall be submitted to the Town Hall prior to the commencement of the event. The applicant must have an approved permit in hand prior to holding an event.

All special event permit applications shall include the following information:

- a. Applicant's name, street address, telephone number, fax number, and e-mail address. If a homeowner association, name, street address, telephone number, fax number, e-mail address, and signature of individual identified who has legal authority and who assumes the responsibility of meeting the conditions of the permit.
 - b. Location of event.
 - c. Nature/name of event.
 - d. Date range of event.
 - e. Previous special event permits approved during the calendar year.
 - f. If a homeowner association and having tent(s) or any other outdoor activities, include a site plan showing locations for such activities.
- C. Freestanding Schools, Churches, and Other Places of Worship.
1. General Requirements.
- a. Each freestanding school, church, and other place of worship is eligible for a special event.
 - b. There shall be a maximum of four (4) special event permits per entity per year.
 - c. The duration of each special event shall not exceed ten (10) calendar days.
 - d. No special events are permitted on vacant or vacated properties.
 - e. Activities of the special event shall not materially affect the pedestrian or vehicular circulation within the immediate vicinity of the event. The traffic generation of the

special event shall not be allowed to create a hazardous condition for traffic in public rights-of-way.

2. Sign Requirements.

- a. There shall be a maximum of one (1) sign per event not to exceed sixteen (16) square feet. For a two-sided sign, only the area of a single face shall be considered.
- b. For ground mounted signs, the maximum sign height shall be six (6) feet.
- c. Ground mounted signs shall be set back a minimum of twenty (20) feet from the street edge of pavement as measured from the farthest most protrusion of the sign to the nearest point of the street edge of pavement. Signs shall be set back a minimum of ten (10) feet from all entrance driveways.
- d. All signs shall be a minimum [of] ten (10) millimeter corrugated plastic. Ground mounted signs shall be affixed to studded T-posts. All signs shall be affixed in such a manner that they do not move in the wind.
- e. Sign letters shall meet the Visual Resources Review Board's adopted legibility requirements.
- f. No banners, streamers, balloons, flags-on-a-rope, other types of wind activated displays, or any sign prohibited in the Farragut Sign Ordinance is permitted.
- g. All signs and any associated support posts shall be removed at the end of the special event.

3. Permitting Process. A special events permit application and filing fee shall be submitted to the Town Hall prior to the commencement of the event. The applicant must have an approved permit in hand prior to holding an event.

All special event permit applications shall include the following information:

- a. Applicant's name, street address, telephone number, fax number, and e-mail address.
- b. Name, street address, telephone number, fax number, e-mail address, and signature of individual identified who assumes the responsibility of meeting the conditions of the permit.
- c. Location of event.
- d. Nature/name of event.
- e. Date range of event.
- f. Previous special event permits approved during the calendar year.
- g. If applicable, a drawing of the sign which includes dimensions that show the length and width of the sign, the height and width of all letters and figures, and the overall height of the sign.
- h. If having tent(s) or any other outdoor activities, include a site plan showing locations for such activities. A separate tent permit may be required per fire safety requirements.



2017 Tournament & Camp Application

Reservations

- Requests for tournaments may be made up to one year in advance. This request should contain proposed fields and times needed for tournament. Any changes to the exact times and fields needed for tournaments or camps must be received by the Town of Farragut in writing **at least seven business days** prior to the start of the tournament or camp.
- All organizations requesting tournament time must provide Town with a \$1,000,000 liability policy (Town of Farragut must be listed as co-insured).
- *Tournaments:* Games may be held between 8 a.m. and 10 p.m. No game may start after 8 p.m.
- *Camps:* May be held 8:30 a.m. through 10 p.m. Monday through Friday. Use of more than one field for camps may require some daytime closure for maintenance – this schedule will be worked out with Town staff. All activities, including cleanup, must be completed by 10 p.m. Any lights that may be used on Town fields will be turned off at 10 p.m. as a courtesy to residents living adjacent to Mayor Bob Leonard Park.
- **MANDATORY MEETING:** There will be a **mandatory** meeting between the Town's Parks and Athletics Coordinator and club coordinator holding a tournament or camp the Monday before the scheduled tournament. Issues related to fields, equipment, concessions, inclement weather policy, schedule, etc. will be discussed.

Fee Chart

<u>Rental Fees Per Field</u>	<u>Rental Times</u>	<u>\$\$\$</u>
Deposit-Due at time of reservation		\$150.00
Camp Rental-Bermuda, Fescue Fields & Volleyball Complex	All Day	
	8am-10pm	\$150.00
Camp Rental-Synthetic Turf Field #1 & #2	8am-10pm	\$300.00
Camp Rental-Bermuda, Fescue Fields & Volleyball Complex	Half Day	
	4 hours	\$75.00
Camp Rental-Synthetic Turf Field #1 & #2	4 hours	\$150.00
Tournament Rental-Bermuda, Fescue Fields & Volleyball Complex	All Day	
	8am-10pm	\$150.00
Tournament Rental-Synthetic Turf Field #1 & #2	8am-10pm	\$300.00
Tournament Rental-Bermuda, Fescue Fields & Volleyball Complex	Half Day	
	8am-3pm or 3-10pm	\$85.00
Tournament Rental - Synthetic Turf Field #1 & #2	8am-3pm or 3-10pm	\$170.00
Concessions Fee (Per Vendor)	All Weekend	\$40.00



Additional Rules and Information – All Other Field Allocation Rules and Policies Apply

- The Town of Farragut reserves the right to close the natural turf fields in the case of inclement weather or wet field conditions (groups will not be charged for these hours). **All decisions made by Town staff are final.** If play continues after a Town representative has determined that fields are no longer playable due to inclement conditions, the sponsoring group will forfeit future tournament or club privileges.
- It is the club's responsibility to obtain field closure information. This can be obtained by calling the **Athletic Field Infoline at 865-966-2420 and Twitter: @ToFFieldUpdate**. The Infoline is updated on weekdays at 3 p.m. and by 8:00 a.m. on weekends and most holidays with field closure information.
- The Town of Farragut does not line or otherwise prepare fields for tournament play other than normal weekly maintenance. No maintenance, with the exception of field lining, can be done by clubs without prior approval of the Parks and Leisure Services Director or the Athletic and Park Coordinator.
- Specific rules apply for use and lining of synthetic turf fields. Please see attached rules.
- Deposit is due at time of reservation and remaining balance will be billed 7 days after tournament. **All deposits are non-refundable, except in the case of a cancellation due to weather where the entire tournament is "rained-out."**
- If your group wishes to offer some form of concession or sales at your tournament or camp, then a staff member will outline the rules and regulations regarding sales and available location for sales in the park at the time of the tournament acceptance. Fee is per vendor per weekend. The signature on this application certifies that all vendors will follow code requirements per the Knox County Health Department.
- Fields will be mowed in accordance with the Town's regular mowing cycle unless discussed with Parks and Leisure Services Director or Parks and Athletics Coordinator at least 14 days in advance.
- Only one tournament/camp request per application
- Town staff will not be available to assist with the management or supervision of any group's tournament.
- No tents, trailers or any other temporary structures may be erected/used without prior approval by the Town of Farragut. Vehicles must stay in the designated parking areas and cannot be driven on trails.
- As the Town Parks are a public facility, no group may block admittance to the park at any time. No group shall, at any time, block access or control entry to any parking area, access drive, parking spaces, walk trail, playground, restroom or other common facilities at the park.
- Playing fields and spectator areas must be left free of refuse and trash must be placed in the trashcans or dumpster at the park. Tournament staff, participants or spectators should not set up tents, chairs, tables or any other items without prior approval from the Town staff and never in areas not appropriate for such activities (i.e. parking lot islands).
- No alcoholic beverages are allowed on Town property at any time.
- No banners or signs are allowed at the park with the exception of temporary directional or information signs with prior approval by Town staff.

- No items (i.e. clothing, tents, signs, etc.) should be attached to any light poles, trees, pavilions, etc.
- No grills, open flames, etc. in any areas other than the concession area approved by Town staff.
- Town may require that rental group hire Knox County officers if parking or traffic is perceived to be an issue.
- The Town of Farragut reserves the right to cancel a reservation in the event of a disaster or public emergency (as determined by the Town Administrator). In this event, the deposit will be refunded.
- Tournament/camp director is encouraged to book Town of Farragut hotels for out of town guests. Contact information attached.



Release of Liability Waiver

In exchange for myself or those in my club being permitted to use the athletic fields, it is understood and acknowledged by my signature below that I and/or the individual members of the club have agreed that they will not hold the Town of Farragut liable for any loss or damage resulting from accidents or injuries sustained to person or property, or from theft of property which may occur during use of the facilities of the Town of Farragut.

By signing below, I acknowledge that I understand and/or have informed the club that will be using the facilities of the terms and conditions spelled out herein upon which the Town of Farragut has consented to the use of the facilities; and that I and/or the members of the organization have agreed to those terms and conditions and authorized me to sign on their behalf.

By signing below, I and/or those in my club agree that no person in the United States shall, on the grounds of race, color, national origin or disability, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance.

By signing below, I and/or those in my club agree that they will report any accidents, incidents or deficiencies with the physical facility during the event to the Town of Farragut staff person on duty or if staff is not present, will report the accident, incident or deficiency within 24 hours to the Human Resources Manager at the Farragut Town Hall, 865-966-7057.

By signing below, certify that I and/or my club have provided the Town of Farragut a 3rd party liability insurance policy, with a minimum of \$1,000,000 coverage, listing Town of Farragut as additional insured.

By signing below, certify that I and/or my club understand that all vendors (food and merchandise) will follow all the Knox County Health Department regulations during the tournament.

By signing below, I and/or those in my club declare compliance with the Tennessee General Assembly Public Chapter 148 'Tennessee Sports Concussion Law' applying to both public and private schools and community recreational leagues, covering all sports, for children under the age of 18 that require a participation fee.

By signing below, I and/or those in my club declare compliance with the Tennessee General Assembly Public Chapter 325 'Sudden Cardiac Arrest Prevention' applying to both public and private schools and community recreational leagues, covering all sports, for children under the age of 18 that require a participation fee.

Name: _____

Organization: _____

Signature: _____

Date: _____



Town of Farragut Tournament and Camp Application

Date of Request: _____

Please Check One: _____ Tournament _____ Camp

Please Check One: _____ Non-Profit _____ For-Profit

Describe type of tournament or club (i.e., local, district, state, regional, etc.) _____

Name of Tournament/Camp: _____

Association/Affiliation: _____

Contact person: _____ Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone (Daytime): _____ Phone (Cell): _____ Email: _____

Tournament Date(s): _____

Camp Date(s): _____

Please list any members of your club that will have the authority to make any changes to tournament/camp requests. Town staff will only deal with the club contact person or those listed below to control your costs:

1. Name: _____ Position: _____

Cell: _____ E-mail: _____

2. Name: _____ Position: _____

Cell: _____ E-mail: _____

3. Name: _____ Position: _____

Cell: _____ E-mail: _____



Facilities Requested

Mayor Bob Leonard Park (Watt Road) - All Fields Are Lighted

❖ <u>Diamond (Skinned)</u>	<u>Date(s)</u>	<u>All Day/Half Day</u>
____ Upper (Skinned Infield (285' radius) - 65' & 70' bases)	_____	_____
____ Lower (Skinned Infield (275' radius) - 65' & 70' bases)	_____	_____
____ West (Skinned Infield (300' radius) - portable mound, 80' bases)	_____	_____
❖ <u>Diamond (Baseball)</u>		
____ East Baseball..... (300' down the line; 325' alleys; 350' center field - 60'6" mound, 90' bases)	_____	_____
❖ <u>Rectangular</u>		
____ Field 1 (Synthetic-180' x 360')	_____	_____
____ Field 2 (Synthetic-180' x 336').....	_____	_____
____ Field 3 (Bermuda-170' x 324').....	_____	_____
____ Field 5 (Fescue-120' x 220')	_____	_____
____ Field 6 (Fescue-120' x 220')	_____	_____
❖ Sand Volleyball Complex _____	_____	_____
❖ Concession Bld. _____	_____	_____
❖ Alternate concession area _____ (Location Must Approved by Town Staff)	_____	_____

McFee Park (McFee Road) – Field is lighted

❖ Rectangular _____ Field 1 (Bermuda-195' x 330').....	_____	_____
❖ Alternate concession area _____ (Location Must Approved by Town Staff)	_____	_____

Other Information: _____



Tournament or Camp Payment

Charge for Fields: _____

Charge for Concession Building: _____

Charge for Alternate Concession/Sales: _____

Total Tournament Cost: _____

Deposit Paid: \$150 or \$300 _____

Date: _____

Balance Due: _____

Date: _____

Person Responsible for Billing

Name: _____

Address: _____

Phone: Home: _____ Cell: _____

Other: _____

Email: _____

Credit Card Information

Card Number: _____ **Exp. Date:** _____

Name on Card: _____ **Sec. #:** _____

Mailing Address Associated with Card: _____

Amount: _____

*Payments may be made in person, mailed or by phone.

*The following credit cards accepted: VISA, MasterCard and Discover.

*For phone payments, please call 218-3376.

TOWN OF FARRAGUT
11408 Municipal Center Drive
Farragut, TN 37934



Field Use Policies and Rules
Mayor Bob Leonard Park Multi-Purpose Field #1 & #2 (Synthetic Turf)

- Field Use Fee for Synthetic Turf field is \$30 per hour.
- Field available daily from 8:30am to 10pm March through October.
- From November through February, field is available Monday – Friday 8:30am-9pm and Saturday and Sunday from 8:30am-5pm.
- **For reservations on Friday, Saturday or Sundays after 5pm, reservations must be made by the previous Monday at noon.**
- **Field Closure** During periods of severe inclement weather (Severe weather such as thunder, lightning, tornado, hail) field closure may result as determined by the Town of Farragut Parks and Leisure Department personnel. Closure may also result from poor playing conditions or damage which could cause hazardous safety concerns for the public. It is the organization's responsibility to obtain field closure information. This can be obtained by calling the **Athletic Field Update Info-line at 865-966-2420 and Twitter: @ToFFieldUpdate**. The Info-line is updated daily at 3 p.m. and by 8 a.m. on weekends with field closure information. Signs will also be posted at the park indicating that field is closed.
- Should the field be closed due to poor conditions, maintenance, safety issues, etc. it is off limits to use by anyone. Failure to comply with this procedure may result in termination of present and/or future field use. Individual teams or participants using closed facilities will be considered representatives of the organization in which they participate.
- The use of alcoholic beverages and other narcotics is prohibited on Town of Farragut (TOF) property.
- **Organizations understand the Town of Farragut is not responsible for providing background checks on coaches and officials.** Organizations should conduct these within their guidelines.
- No organization may charge or require entrance or parking fees for events.
- No unauthorized vehicles may be driven on athletic field or paved trails. Vehicles must park in designated parking areas. Vehicles improperly parked will be towed.
- The Town of Farragut is not responsible for any personal property loss, damage to vehicles, etc.
- Organizations, except soccer groups, are expected to line/stripe the playing field to be used. Other maintenance will be provided by the Town of Farragut.
- Organizations that require specific sports marking lines, other than soccer, must use a temporary paint designed to be used on synthetic turf fields. The Town of Farragut and the manufacturer of the synthetic turf will only allow ***Pioneer Athletics Max Chalk or Quik Stripe and must be pre-approved by Town staff.***

- Organizations that require portable soccer goals, provided by TOF, to be moved for games or practices, must provide a minimum 48 hours notification prior to game or practice needed. This notification must be made by phone call to Parks and Leisure Services staff @ 966-7057.
- TOF does not provide temporary goals or other sports specific equipment.
- TOF will provide corner flags for soccer groups. If needed for games, minimum 48 hour notice is required for Parks and Leisure Services staff to install prior to games.
- A rules sign will be posted on-site, specific to use of synthetic turf field.

These rules include but are not limited to:

- **NO chewing gum, candy, suckers, food, sunflower seeds, peanuts, etc..**
- **NO sports drinks, carbonated drinks (coke, sprite, etc.)**
- **NO smoking, chewing tobacco products**
- **NO metal cleats**
- **NO glass**
- Organizations may not use fields unless pre-scheduled. No drop-in use is allowed.
- Use of any peripheral items or equipment such as scoreboard controls or P.A. systems is permitted by special request only. All special requests must be made in advance.
- **All organizations are responsible for informing their members of current guidelines and rules. Organizations are expected to take reasonable measures to insure compliance during their events. Violations may result in the suspension or cancellation of that association's field use contract.**



Town of Farragut Hotel/Motel Information

Clarion Inn and Suites

(865) 671-1010

98 rooms

(Formerly Baymont Inns and Suites)

11341 Campbell Lakes Dr.

Farragut, TN 37934

Sales Group Manager: Keisha Langlois

www.clarionhotel.com/hotel-knoxville-tennessee-TN690

Comfort Suites

(865) 675-7585

85 rooms

811 N Campbell Station Rd.

Farragut, TN 37932

Sales Group Manager: Katie Patel

<http://www.comfortsuites.com/hotel-knoxville-tennessee-TN423>

Country Inn

(865) 675-9800

57 rooms

805 N Campbell Station Rd.

Farragut, TN 37932

Sales Group Manager: Katie Patel

www.countryinns.com/knoxville_tn_west

Americas Best Value Inn & Suites

(865) 288-3641

50 rooms

(Formerly Econo Lodge)

11717 Campbell Lakes Dr.

Farragut, TN 37934

Sales Group Manager: Harry Patel

www.americasbestvalueinn.com/bestv.cfm?idp=2139

Fairfield Inn & Suites

(865) 392-1122

90 rooms

11763 Snyder Rd.

Farragut, TN 37932

Sales Group Manager: Heather Buck

www.marriott.com>FairfieldInnbyMarriott>Farragut

Hampton Inn & Suites

11340 Campbell Lakes Dr.
Farragut, TN 37934

(865) 966-0303

105 rooms

Sales Group Manager: Charity Wilson – (865) 539-4816

<http://hamptoninn3.hilton.com/en/hotels/tennessee/hampton-inn-and-suites-knoxville-turkey-creek-farragut-TYSTCHX/index.html>

Holiday Inn Express

816 N Campbell Station Rd.
Farragut, TN 37932

Sales Group Manager: Stacey Lang Wilson

(865) 966-2500

79 rooms

<http://www.holidayinn.com/>

Super 8

11748 Snyder Rd.
Farragut, TN 37932

Sales Group Manager: Dianna Echols

(865) 675-5566

60 rooms

<http://www.super8.com/>

Staybridge Suites

11319 Campbell Lakes Dr.
Farragut, TN 37934

Sales Group Manager: Tracy Porier

(865) 675-7829

101 rooms

<http://www.staybridge.com/>



Town of Farragut Event Application

***Instructions: Please review all forms in this application package and submit a complete application to:**

The Town of Farragut: (865) 966-7057 Fax: (865) 671-2096

Email: events@townoffarragut.org

***If only a temporary sign permit** is needed, please complete the **Temporary Sign Permit application** found on the Town of Farragut website. This application is not valid for temporary sign permits that do not accompany an event held within the Town of Farragut.

Event applications will be reviewed by the Town of Farragut's Event Committee

- Event **Meetings** are held on the first Monday of each month at 2:00 p.m. at the Board Room of the Farragut Town Hall. **Attendance is required for most events.**
- There is a **non-refundable permit fee of \$25.** Other fees may apply for additional required permits.
- Event forms must be submitted to the Community Development Department as follows:
Events requiring use of public infrastructure (greenways, roads, closures, etc.) and/or are requesting a beer, liquor or wine permit must file at least 180 days prior to the event but not more than 365 days prior to the event. Events held on public property and are not requesting a beer, liquor or wine permit must file at least 60 days in advance and prior to the event committee meeting the month preceding the event. Applicants requesting only sidewalk sales or tent sales are required to file at least 10 days prior to their event in order to obtain all necessary permits and have questions answered by staff.
- Events that involve mobile vending shall meet fire suppression standards outlined by the Town of Farragut. Contact the Farragut Fire Marshal for more information.
- Prior to advertising and accepting registration entries for the event, all applicable town approvals shall be obtained.

Organization Information

Type of Organization: ☐ Neighborhood ☐ Non-Profit ☐ Government ☐ Corporation (Commercial/Office)

☐ Church and/or other place of worship ☐ School

☐ Other (please specify): _____

Name of Organization: _____

Organization Address: _____

City/State: _____ Zip Code: _____

Primary Contact: _____ Address: _____

City/State: _____ Zip Code: _____

Work Number: _____ Cell Number: _____ Email: _____

It is the policy of Town of Farragut to assure that no person shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance.



Town of Farragut Event Application

Is your organization /business authorized to do business in Tennessee? Yes ☐ No ☐

Tax ID (If applicable): _____ Farragut Business License _____

Event Information

Event Name: _____ Event Date (s): _____

Event Address: _____ Time of Event (start to finish): _____

Owner of Event Property: _____ Phone: _____

Set-Up and Teardown Information:

Date: _____ Time of Set-Up: _____

Date: _____ Time of Teardown: _____

Type of Event: (Check all that apply)

☐ Community Event – A Town sponsored or co-sponsored event that benefits and/or promotes the community.

☐ Special Event – An event held on public or private property that is **not** sponsored by the Town. Such an event is distinguished from a temporary sign permit by the inclusion of event-related amenities such as tent(s), vendor(s), display(s), pavilion(s), any outdoor activity, etc. Applicants shall be limited to a maximum of four events annually, this includes Temporary Sign Permits.

***If only a temporary permit is needed, please complete the **Temporary Sign Permit application** found on the Town of Farragut website. This application is not valid for temporary sign permits not accompanying an event.**

***If requesting **park use at Founders Park** at Campbell Station, please complete the Special Event Application – Founders Park at Campbell Station on the Town of Farragut website.**

Check the Organization type below.

☐ Non-Profit

☐ Corporation (Commercial/Office)

☐ School

☐ Church and/or other Place of Worship

☐ Other (please specify): _____



Town of Farragut Event Application

☐ Grand Opening (for a sign only, complete the Temporary Sign Permit application)

☐ Parade Request

☐ Carnival

☐ Outdoor/Seasonal Event (must include a site plan)

☐ Race (Includes Closure or Delay of Public Streets and/or Greenways)

Race Events:

- **There shall be no markings placed on any street, sidewalk, greenway or pedestrian facility.**
- **Race events shall submit the finalized route and directional signage plan(s) with this application.**
- **Applicant shall pay a deposit of \$500.00 for race events that utilize public infrastructure, which is refundable if no damage to the public infrastructure.**

☐ Other (Please Specify) _____

Description of Event: _____

Purpose of Event: _____

First Time Event: ☐ Yes ☐ No

If no, then please describe past events. _____

What is your estimated attendance for event? _____

Will your organization charge admission? ☐ Yes ☐ No

Will your organization accept donations? ☐ Yes ☐ No

Will your event be open to public? ☐ Yes ☐ No

Outline your plans for trash removal including the date and hour that will be removed from the event site:

Will your organization have a marketing/publishing plan? ☐ Yes ☐ No

If yes, then briefly describe your plan.

It is the policy of Town of Farragut to assure that no person shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance.



Town of Farragut Event Application

Hold Harmless

All authorized events occurring within the Town limits shall be individually and severally responsible to the Town for any loss, bodily or personal injury, deaths, and/or property damage that may occur as a result of the event representative/organizer's negligence or that of its agents and employees. All event organizers/representatives hereby agree to indemnify and save the Town, its officers, employees, and agents harmless from any loss, cost, damages and other expenses, including attorney's fees, suffered or incurred by the Town by reason of the event representative/organizers negligence or that of its agents and employees; provided that the event representative/organizer shall not be responsible nor required to indemnify the Town for negligence of the Town, its officers, employees, or agents. Furthermore, I fully understand and agree to comply with the terms and conditions as stated in this application. All information provided in this application is correct and accurate to the best of my knowledge.

Signature: _____

Date: _____

Event Checklist (listed in alphabetical order)				
Will you have:	Yes	No	If yes, how many?	If yes, complete the event checklist below
Amplification				
Animal(s)				
Carnival games				
Carnival rides				
Cleanup				
Entertainment/Music				
Emergency Services/First Aid				
Entertainment/Music				
Food Vendors				
Inflatables				
Merchandise Vendors				
Movies				
Parade				
Portable Restrooms				
Power and Lighting				
Public Outreach				
Security				
Signage				
Staff				

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Town of Farragut Event Application

Tent(s)				
Traffic Control				
Volunteers				
Water				
Mobile Vending				

Event Checklist Description:

Please answer all questions as applicable and add any other pertinent information.

Amplification (Sound or Speaker System):

Describe type of system; what hours will you be using the amplification system.

Animals:

List what animals you plan to have at the event; how you will secure the area that the animals are contained; number and qualifications of staff and/or volunteers that will be in charge of the animal; describe your animal waste removal plan.

Carnival Games:

Describe type of games (dunking booth, etc.).

Carnival Rides:

Describe each type of ride and rental source.

Cleanup:

Explain your plan for cleanup

Emergency Services

Explain your emergencies services plan; types of services available

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Town of Farragut Event Application

Entertainment:

Describe type (i.e. band, DJ, etc.) and list number of groups. What times during the event will there be live entertainment.

Food:

List the types of food and/or drink that will be served and/or sold at your event; how many food vendors or areas you plan on having; if food is going to be prepared on site and if so, what type of fuel will be used for the preparation; how you will dispose of grease and other environmentally sensitive by-products; are the food vendors going to be located under a tent and if so, what size of tent.

Inflatables (Bounce House, Slide, Etc.):

Provide number of structures. Provide general description including target age group and approximate dimensions (include height also) of structure.

Parade

What is the estimate of the number of parade entries; what type of entries will be involved; describe plan for end of parade (participant drop-off, etc.); describe method of assembly for entries.

Power & Lighting:

Describe your source of power (generators, temporary pole/meter center, extension cords, etc.); if your event is in the evening or at night, how will you provide lighting to the event area (including parking).

Public Outreach:

Describe your public outreach plan

It is the policy of Town of Farragut to assure that no person shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance.



Town of Farragut Event Application

Seasonal/Outdoor

Describe your site plan and provide documentation that you are permitted to use the site for your event.

Security

Describe your security plan (officer, security guards, etc.) for during the event and during setup (i.e. overnight).

Signage

Describe general location and type of signage both external and internal to the event.

Tent(s)

How many, location, and size

Traffic Control:

Describe your traffic control plan

Water:

Describe your source of water and what water will be used for.



Town of Farragut Event Application

Permit Checklist (listed in alphabetical order)			
Will You Have:	Yes	No	If yes, complete application
Alcohol/Wine			State of Tennessee Special Occasion Alcohol/Wine License
Beer			TOF Beer Permit or Provide Copy of Current TOF Beer Permit
Public Road/Greenway Closure (Parade, Race, Etc.)			Provide Parade or Race Plan
Tents or Air Inflated Structure			TOF Tent Permit

Signage Requirements:

***Parameters Applicable to Signage for Commercial/Office/Schools/Non-Profit/Church/Other Place of Worship**

Sign

- Only one sign is permitted and it shall not exceed six feet in overall height and 16 square feet for churches and schools and 20 square feet in overall size for non-profit, commercial, businesses. A white background is required.
- The only material permitted for a special even sign is a minimum 10 millimeter thick corrugated plastic. No banners, streamers, balloons, flags on a rope, and/or other types of wind activated signs and/or portable or sandwich board signs are permitted
- If a sign is ground mounted, the sign shall be set back, in its entirety, at least 20 feet from the street edge of the nearest public street pavement and 10 feet from all entrance driveways. Please coordinate location with Town staff. Sign posts shall be removed completely at the end of the special event
- A drawing of the sign which shows dimensions, letter sizes, and appearance is required (at least 15% of the sign face shall include the Shop Farragut logo and the sign shall also include the entity's name)

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Town of Farragut Event Application

Site:

- If the event involves anything exterior to the applicant's space (no sales from trucks are permitted), please include a site plan which demonstrates that vehicular and pedestrian circulation will not be affected by the proposed event. No event is permitted on vacant or vacated property. On-site entities must sponsor any off-site not-for-profit or non-profit event. If a tent is involved, please include dimensions and proposed location. A separate tent permit may be required from the Fire Marshal.
- By submitting this form, you are acknowledging that all information included with this application is accurate and that you have read, understand, and will follow all parameters/conditions listed on this application.

*Parameters Related to Grand Opening

- Business must have Certificate of Occupancy or approved Re-Occupancy per Code/Fire Inspector
- Applicant shall pay a deposit to use Town's "Grand Opening" sign (refundable if no damage)
- Approximately 15% of the "Grand Opening" sign can be used to personalize with users information (must stay within perimeter of sign)
- If a sign is ground mounted, the sign shall be firmly affixed to studded T-posts (town provides) so that it is not wind activated. Such sign shall be set back, in its entirety, at least 20 feet from the street edge of the nearest public street pavement and 10 feet from all entrance driveways. The maximum sign height shall be six (6) feet. Please coordinate location with Town staff.
- One "Grand Opening" sign per street on which the lot, parcel or tract fronts. When more than one "Grand Opening" sign is allowed, they shall be a minimum of 150 feet apart
- The business is also allowed to use a 20 sq. ft. "Special Event" sign along with the "Grand Opening" sign that could be used for future "Special Events". The "Special Events" sign shall comply with all "Special Event" sign requirements.
- Twenty (20) day maximum for posting sign (deposit and one Special Event will be forfeited for exceeding time frame) The T-posts and "Grand Opening" sign shall be returned to the Town Hall.

Supplemental Information:

A sketch plan of your event must be included with this application. Please include: vehicular and pedestrian circulation, staging areas, locations of tents, entertainment stages, portable restrooms, dumpsters, fencing, food and beverage booths, and all sponsor or vendor booths. Also indicate where streets will be blocked and what will be used to block the streets. **This application will not be processed without a completed site map.**

Applicants must provide the Town with an original copy of their insurance certificate of general liability insurance naming the "Town of Farragut, its employees, and agents" as additionally insured. This policy must have a minimum coverage of one million dollars (\$1,000,000.00). If it is determined that security is required for your event, certified, uniformed Knox County Sheriff's Deputies must be hired to provide this service. Applicants hiring off duty sheriff's Deputies must include the Knox County Sheriff's Office as additionally insured.

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Town of Farragut Event Application

Applicants must abide by all Rural Metro Fire & Rescue rules and regulations. This information can be obtained by contacting the Fire Marshall at Town Hall (865 966-7057).

Applicants requesting to serve alcohol at their event must submit an application to the Farragut Beer Board. This can be done by contacting the Town Administrative Office at 865 966-7057, not less than sixty (60) days prior to the proposed event.

A clean up/damage deposit in the form of a check or money order in the amount determined by the Town must be submitted upon approval of this application if applicable. This deposit will be returned upon inspection of the event site at the conclusion of your event.

With this signature, I acknowledge that all information with this application is accurate and that I have read and understand, and will follow all parameters/conditions listed on this application.

SIGNATURE OF APPLICANT: _____

PRINTED NAME OF APPLICANT: _____

Office Use Only

_____ Event staff approval

_____ Insurance Certificate

_____ BMA approval

_____ Deposit

_____ Fire Marshal/tent permit

_____ Application fee

_____ Beer/Alcohol permit

_____ Site and or course map



Farragut Parks & Leisure Services

For Those Seeking a Permit to Use Founders Park at Campbell Station for a Special Event:

- **Step One:** Call 966-7057 to Speak with the Parks & Leisure Services Department Regarding Proposed Date of Special Event. *Please do not submit an application until this step has been completed.*
- **Step Two:** Read, Complete and Sign This Application
- **Step Three:** Read, Complete and Sign the Special Event Ordinance Permit Application and Provide All Required Supporting Documents.

All applications must be completed at least 60 days in advance of proposed special event. Event organizer is required to attend a meeting of the community event committee held on the first Monday of each month at 2 p.m. at the Farragut Town Hall. All applications must be submitted before this meeting.

Application - Special Event Permit Founders Park at Campbell Station

Contact person _____ Date of Request _____

Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone (A.M.) _____ Phone (P.M.) _____

Cell _____ Fax _____

Email _____

Event Date(s) & Times: _____

Proposed Total Hours for Event (Includes Setup and Cleanup) _____

Special Event Park Use Fee-Campbell Station Park

\$200.00 per 4 hours

\$50.00 per hour for each additional hour

Report to the Economic Development Committee
Food Truck Committee Recommendations
Attachment 4

It is the policy of the Town of Farragut that no person in the United States shall, on the grounds of race, color, national origin or disability, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program, activity or use of a facility receiving federal financial assistance.

I and/or my organization acknowledges they are responsible for their actions and will not hold the Town of Farragut responsible for liability from their participation in the aforementioned Town activity. Further, the undersigned applicant shall specifically hold harmless the individual members of the Board of Mayor and Aldermen of the Town of Farragut, Tennessee and Town of Farragut staff of any liability arising out of the applicant's participation in this event. I understand that the Town of Farragut has no coverage for damages created by my participation (third party) because the Town of Farragut has no insurable interest.

The Town of Farragut Board of Mayor and Alderman have approved the use of Founders Park at Campbell Station (open area located near Burnside Pavilion) for Special Events hosted by community non-profit organizations. Events are limited to 200 people (at one time) or less. The regulations promulgated in this document are enabled by the regulatory authority of the Town government and are intended to supplement, not supersede, the Town's Special Event Ordinance Title 20 Chapter 2 (in any case where these regulations conflict the adopted Town Ordinance shall prevail). Additionally, users must follow all park rules posted in the park kiosks.

The Town of Farragut Parks and Leisure Services will provide the following:

- Daily cleaning before each reservation, this includes picnic pavilions and restrooms.
- Restrooms cleaned, opened and stocked
- Power at limited sites
- Water: Drinking water, Hose bib or drinking fountains. These items are limited.
- Adjusted sprinkler schedules
- Reservation Schedules are posted weekly at all reserved sites

General Guidelines:

- All events shall be conducted with civility and in no way be a nuisance to other permitted park activity or surrounding neighborhoods
- The Town has a zero tolerance policy with regard to any violation of Town of Farragut, Knox County, and/or State of Tennessee laws. If a violation is observed, or reported to authorities and sustained, the event will cease immediately and be disbanded upon authorization by any Town, County, or State Official. In addition, future usage will be denied
- I and/or those in my organization agree that no person in the United States shall, on the grounds of race, color, national origin or disability, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance
- Any changes to the event description submitted with the special event permit application must be submitted in writing to Town staff
- All events must be conducted within operating hours of the park. All events must start after 8:00 a.m. and end by 10:00 p.m., unless otherwise approved by Town Staff
- Open fires, fireworks or sparklers are prohibited
- I and/or those in my organization agree that they will report any accidents, incidents or deficiencies with the physical facility during the event to the Town of Farragut staff person on duty or if staff is not present, will report the accident, incident or deficiency within 24 hours to Janet Curry at the Farragut Town Hall, 865-966-7057.

Alcoholic Beverages

- Alcoholic beverages are not allowed in park facilities

Tents and Inflatables

- Inflatables, bounce houses, dunk tanks, wading pools, or similar equipment are prohibited, unless approved by Town staff
- All tents, inflatables or other temporary structures must be included in site plan and no stakes can be used unless plans have written approval. Some tents will require a separate permit.
- Parks have irrigation, pipes and electrical components located inches below surface areas.
- If tent stakes are authorized, they must be capped or covered.
- To avoid possible damage to electrical, irrigation and water lines BPR strongly encourages all equipment be water or sand weighted instead of staked.
- If you use materials weighted by water to secure tenting, do not release any water into the storm water system.

Pre- Event Walk through and Check List

- Event organizer will need to meet again PALS staff at least 7 days in advance of the event (once approved) to review event plan and proposed layout. At this time a check list will be covered to make sure all areas are covered and to make note of any existing damage in the area.

Park Landscaping and Buildings (Restrooms and Pavilions)

- Nothing shall be affixed or tied by any manner to any tree or any part of a Park building, including restroom and/or pavilion. All items must be free standing. Attachment of items when determined to be necessary for safety and security by Town staff or its authorized representatives are exempted from this restriction.
- It is unlawful for any person to injure and/or remove Trees, Shrubbery and Lawns; damage, cut, carve, transplant or remove any tree or plant; injure the bark, or pick the flowers or seeds of any tree or plant.
- Nor shall any person attach any rope, wire or other contrivance to any tree or plant.
- A person shall not dig in or otherwise disturb grass areas, climb trees, or in any other way injure or impair the natural beauty or usefulness of any area except that retrieval of personal property unintentionally lodged in a tree or other plant shall be permitted provided that such removal is achieved safely and without damage to any tree or plant.
- Trees are pruned in Town of Farragut parks by the Public Works department to meet certain standards for the well-being of general park users and in consideration of the tree's health. Trees will not be pruned for special events unless such tree(s) interfere with pedestrians, public travel or constitute an immediate public hazard.
- Turf damage is the responsibility of the event organizer and can cause expensive repair and restoration fees

Park Amenities

- The Town of Farragut does not provide amenities such as portable toilets, stages, tables, chairs, tents, canopies, fencing or other equipment
- Benches and tables are for park visitors not for artist/vendor use
- Amenities and event features are provided at the sole expense and risk of the Event Organizer

Amplification/Sound Systems

- Use of amplified sound systems must be pre-approved

Clean Up and Damages

- Event organizers are responsible for complete clean-up of park site and facilities during and after the scheduled event. Event organizer must remove all trash from the park.
- Permit holder must perform an inspection of all parks facilities to be used and must report in writing the presence of any damages or trash on premises prior to but not earlier than 24 hours before each event.
- Event organizers will be charged for any damage or trash left on premises.

Security

- Event security is the responsibility of event organizer, if deemed necessary by Town staff.

Sanitation

- For events with expected attendances of 50 - 200 people, portable restrooms must be provided by the event organizer. A minimum of one restroom for each gender shall be provided. A minimum of one hand washing station shall also be provided by event organizer. Restrooms may not be set up more than 48 hours prior to the activity, and must be removed within 48 hours following event. Restrooms should be placed on asphalt or concrete surfacing. Site must be pre-approved by Town staff. Supply companies are not permitted to drive on turf areas. Locations shall be approved by Town of Farragut staff.

Water Disposal

- Waste water cannot be poured on the ground or into storm water conveyances.
- All grey water and other wastewater should be collected and disposed to the sanitary sewer.
- All other liquid wastes must be collected in waste tanks provided by the event organizer and disposed of properly in accordance with Health and Storm Water codes.
- Clean water in small amounts may be spread across landscaping and turf areas..

Food Waste Disposal

- All cooking grease must be contained and properly disposed of in grease disposal barrels provided by the event organizer.
- Hot coals must be removed from park except those located in park grills.

Parking and Vehicle Restrictions

- Due to possible turf and sprinkler head damage, vehicles are restricted to paved park roads or parking areas. This includes concession trailers, delivery and catering vehicles.
- Vehicles will be towed at owners risk and expense.
- Town staff must approve any vehicle left in the park overnight. No person shall leave a vehicle standing or parked after closing hours of the park unless approved. All vehicles left in the park after sunset will be towed at owner's risk and expense.
- ALL VEHICLES ASSOCIATED WITH AN EVENT ARE THE RESPONSIBILITY OF THE EVENT ORGANIZER – LOAD IN AND OUT MUST HAVE ASSIGNED STAFF / VOLUNTEERS TO CONTROL AND MINIMIZE VEHICLE TRAFFIC.
- It is the responsibility of the event organizer to coordinate all event parking needs including communicating event plans with Town staff.

Report to the Economic Development Committee
Food Truck Committee Recommendations
Attachment 4

- All special needs such as road/parking closures, ADA parking, drop off zones, loading zones or off limit areas need to be identified and approved by Town staff
- Parking Service and Towing services may be required during the event. The cost for these services is the responsibility of the event organizer.
- All roadways are fire lanes. Parking is allowed in designated parking lanes only, one vehicle per space.
- Vehicles parked in "No Parking" areas will be towed at owner's risk and expense.
- Event organizers are responsible to alert all event visitors of these rules.

Utilities

- Adequate and accessible electricity is limited. Power is available in some locations.
- Event organizers are required to supply all electrical needs for vendors and suppliers.
- Any additional electrical installation or connections must be installed by a licensed electrician and approved by Town staff in advance.

Generators

- When a generator is used at an event, it must be UL-approved and in good working condition.
- Fuel must be kept in an approved safety can and kept in a secure area away from the generator.
- A fire extinguisher must be available and kitty litter should be on hand in case of fuel spills.
- Fuel may NOT be refilled during the event while the public is present.
- Generators will not be placed under trees or tents/canopies where the exhaust may be damaging.

Signage

- Any signage relating to the event placed internal to the park (directional, etc.) must be pre-approved and used only during the event.
- Event signage along Campbell Station Road must meet all special event permit requirements.

**By signing below, I acknowledge that I have read and understand the Special Event Permit
Founders Park at Campbell Station Rules and Guidelines.**

Name: _____ Organization: _____

Signature: _____ Date: _____

Credit Card Information

Card Number: _____ **Exp. Date:** _____

Name on Card: _____ **Sec. #:** _____

Mailing Address Associated with Card: _____

Amount: _____

***Payment accepted by phone, mail or in person**

***All major credit cards are accepted**