EVENT NAME Whitney Peak Presents: Live from the Arch

EVENT LOCATION ReTRAC East

EVENT DATES AND TIMES

Setup Date	10/17/15	Setup Start Time	8 AM
Event Start Date	10/17/15	Event End Date	10/18/15
Daily Event Start Time	6:00 PM	Daily Event End Time	10:00 PM
Dismantle Date	10/18/15	Dismantle End Time	MIDNIGHT

EVENT DESCRIPTION

(To be included on the City of Reno's Website Special Events Calendar – maximum of 275 characters)

Whitney Peak will be presenting a live concert series on the east ReTRAC lid; we will feature 3-4 artists each day, with one main headliner to close each day. We are looking to sell between 4,000 - 6,000 tickets to this event.

ON SITE CONTACT Niki Gross **ON SITE NUMBER** 312-315-3572

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief. I have read, understand and agree to abide by the rules and regulations governing the proposed Special Activity or Event under the Reno Municipal Code. I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Manager or the City Manager's designee. I agree to comply with all other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the use of the event venue and the conduct of the event. I agree to abide by all rules, regulations and permit conditions and further certify that I, on behalf of the Host Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any cost and fees that may be incurred by or on behalf of the event to the City of Reno. Such City Services may include, but are not limited to, Police, Fire, Public Works, Parks and Recreation, Business License and/or other necessary services provided by the City of Reno. **Indemnification of the City of Reno.** By signing this application the applicant, and any organization the applicant represents, agrees to indemnify, defend and hold harmless the City and its officers, agents and employees (collectively "Indemnitees") from and against any claim, loss, damage, injury, death and liability of every kind, nature and description (including without limitation, incidental and consequential damages, court costs, attorneys' fees and costs of investigation) that arise directly or indirectly, in whole or in part, from or relating to any conduct of the applicant or the applicant's principals, agents, employees, subcontractors, vendors or invitees pursuant to any permit issued pursuant to this application. City does not waive, and specifically reserves, all of its statutory and common law defenses, including all protections under NRS Chapter 41.

EVENT COORDINATOR'S SIGNATURE _____

EVENT COORDINATOR'S NAME Niki Gross

TYPE OF EVENT

See FAQ for clarification of event types

- ☐ Special Activity
- ☐ Special Event – Parks
- ☑ Special Events – Street / Sidewalk Occupancy

EVENT WILL INCLUDE (check all that apply)

- ☑ Amplified Sound/Multimedia *Attachment A Required*
- ☑ Street/Sidewalk Occupancy *Attachment B Required*
- ☑ Alcohol Service *Attachment C Required*
- ☑ Vendors/Exhibitors *Attachment D Required*
- ☐ Privileged Sales *Attachment E Required*
- ☑ Event Set-Up *Attachment F Required*
- ☐ Park Usage *Attachment G Required*
- ☑ Food/Beverage Service *Contact Washoe County Environmental Health Services (775) 328-2620*

This application alone does not authorize a Special Activity or Event. Application must be reviewed by all necessary departments prior to permit issuance. Permit must be on-site during the event and must be shown, upon demand, to any member of the City of Reno Police, Fire, Public Works, Parks and Recreation, Business License Department(s) or City Manager's Office.

HOST ORGANIZATION	Whitney Peak Hotel	**EVENT COORDINATOR**	Niki Gross
MAILING ADDRESS	255 N Virginia St	**CITY/STATE/ZIP**	Reno, NV 89501
DAYTIME PHONE	775-398-5467	**CELL PHONE** 312-315-3572	**FAX**
WEBSITE	www.whitneypeakhotel.com	**EMAIL ADDRESS**	ngross@whitneypeakhotel.com
ONSITE CONTACT	Niki Gross	**CELL PHONE**	312-315-3572
PUBLIC CONTACT	Niki Gross	**DAYTIME PHONE**	775-398-5467
FEDERAL TAX ID		☐ **HOST ORGANIZATION IS NON-PROFIT** Proof of current non-profit status must be included with application.	

ANTICIPATED ATTENDANCE: **DAILY** 3,000 **TOTAL** 6,000

☐ **OPEN TO THE PUBLIC** ☑ **ADMISSION WILL BE CHARGED $** 35 +

↓ FOR CITY OF RENO OFFICE USE ONLY ↓

Application Processing Fee* 0-49 Vendors	☐ $103.00			
Application Processing Fee* 50+ Vendors	☐ $258.00		**DATE ENTERED**	
Temporary Vendor Business License	☐ $ 15.00 x ____		**FAX TO**	
Temporary Alcohol Permit, 1 Booth/Day	☐ $ 55.00 x ____			☐ Fire
Temporary Alcohol Permit, Add'l Booth/Day	☐ $ 22.00 x ____			☐ Zoning
Fire Inspection	☐ $111.00			☐ Health
Additional Fire Permits	☐ TBD Refer to "FD" Section		☐ Complete ☐ Incomplete	
City Service Fee	☐ TBD Actual Cost of City Services		**Reason Incomplete:**	
Late Fee	☐ TBD Refer to Reno Municipal Code			
Application fees must be paid at the time the application is submitted and are not refundable under any circumstances				
	TOTAL FEES		**INTIALS**	
	TOTAL PAID			

SPECIAL EVENT & ACTIVITY PERMIT APPLICATION
ATTACHMENT B

ROUTE MAP/USE OF PUBLIC RIGHT-OF-WAY

For purposes of this application, Public Right-Of-Way is defined as any public street, road, sidewalk, bridge, alley or other pathway used for vehicular and/or pedestrian passage.

If your event is a parade, procession, foot race or involves any other type of moving route, please provide a detailed route map indicating the start and finish locations, direction of travel and any aid stations or other setup along the route.

Please note that event signs, posters, flags or other materials may NOT be hung from, attached, or otherwise affixed to any permanent public sign, post, fixture or to any temporary sign, barricade, or other type of equipment placed or provided by the City of Reno to close a street, provide a secure event perimeter, or otherwise accommodate the event.

STREET CLOSURES OR RESTRICTIONS

Applications requesting a street closure or restriction must be submitted at least 90 days prior to the date of the event.

Please indicate any of the following street locations your event will involve by selecting as many of the below that apply:

VIRGINIA STREET	Closure Date & Time	Re-Open Date & Time
Liberty St to Ryland St		
Ryland St to Pine St		
Pine St to Court St		
Court/State St to Mill St		
Mill St to First St		
First St to Second St		
Second St to Commercial Row		
Commercial Row to Third St	10/17/15 - 8 AM	10/19/15 - 12 AM
Third St to Plaza St		
Plaza St to Fourth St		
Fourth St to Fifth St		
Fifth St to Sixth St		

OTHER DOWNTOWN STREETS		Cross Street		Cross Street	Closure Date & Time	Re-Open Date & Time
Arlington Ave	from		to			
Lake St	from		to			
Wells Ave	from		to			
Center St	from		to			
Sierra St	from		to			
First St	from		to			
Second St	from		to			
Commercial Row	from	N Sierra	to	N Virginia	10/17/15 - 8 AM	10/19/15 - 12 AM
Third St	from	N Sierra	to	N Virginia	10/17/15 - 8 AM	10/19/15 - 12 AM
Plaza St	from		to			
Fourth St	from		to			
Fifth St	from		to			
Sixth St	from		to			

If your event involves a location other than or in addition to those listed on the previous page, select the right- of-way impediment(s) that applies to your event.

☐ One-block street closure Location: _____ Date(s)/Time(s): _____

☐ Lane closure Location (incl direction): _____ Date(s)/Time(s): _____

☐ Sidewalk occupancy Location: _____ Date(s)/Time(s): _____

☐ Other closure or use of public right-of-way (describe): Date(s)/Time(s): _____

☑ ReTRAC Plaza*– East (between Sierra St & Virginia St) Date(s)/Time(s): 10/17/15 8AM - 10/18/15 MIDNIGHT

☐ ReTRAC Plaza*– West (between West St & Sierra St) Date(s)/Time(s): _____

**Maximum uniform load is 125 pounds per square foot.*

STREET CLOSURE PRESS RELEASE

If your event involves a street or sidewalk closure or restriction of any kind, you must prepare and attach to this permit application a draft press release indicating which streets will be impacted, for what days and times and suggested alternate routes. This release must have a contact name and phone number should the media require additional information.

PARKING / SHUTTLE

While special events are a benefit to local residents, they can also severely impact traffic, parking and disrupt citizens' ability to travel around their hometown.

How do you intend to lessen the impact of your event (traffic/parking) on local businesses and residents?

Only closing small side streets vs. main thoroughfares.

Where will event participants park?

Whitney Peak Hotel parking garage will be available to all attendants.

IMPACTED NEIGHBOR NOTIFICATION

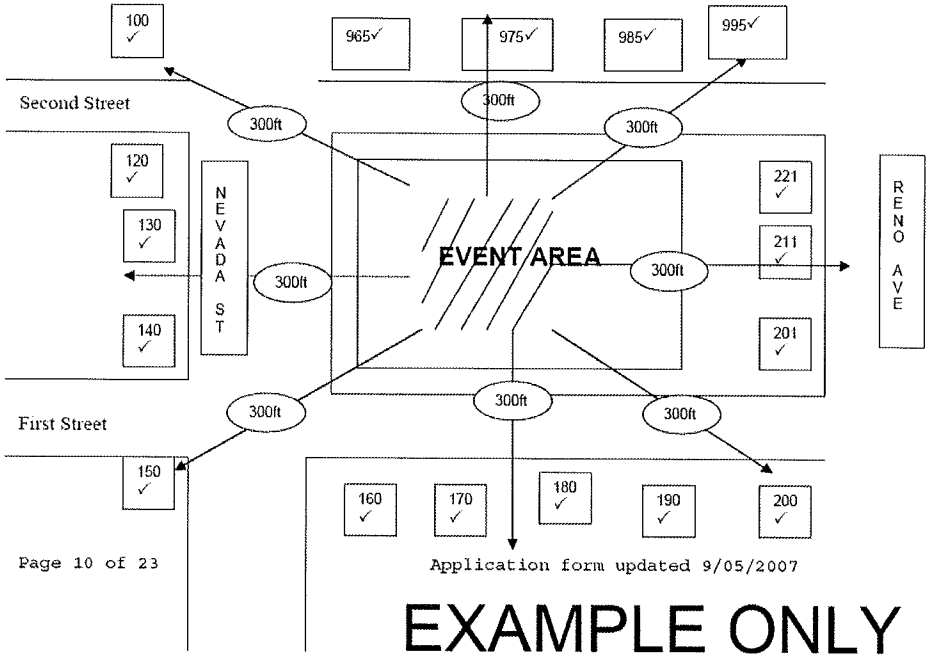
Reno Municipal Code 5.13.140 (b) requires that the Event Organizer notify all residences and businesses within any street closure or lane restriction area and within a 300 foot radius of the outer perimeter of the event involving a street closure or lane restriction (as marked by fencing or entrance table indicated on the Site Plan submitted with this application). The Event Organizer shall obtain signatures of those so notified of the upcoming event. Such signatures do not denote approval but solely signify notification. A diagram of the notification area shall be submitted with the signature sheet. The signatures of notification, the notification letter and the notification diagram shall be submitted to the City's Special Event Program Manager no less than thirty (30) days prior to the Special Event. Failure to complete and submit the Impacted Neighbor Notification by this deadline may result in denial of the Special Event Permit.

The Event Organizer shall leave a notification letter with each signer. This letter shall include the following information:

1. Event name
2. Dates and times of event
3. Brief description of the event
4. Any closure areas
5. Name and phone number of event contact with authority should they have issues during the event
6. Where attendees will be parking

In addition, the Event Organizer shall comply with all additional requirements imposed by the City with respect to notification and approval by residents and businesses affected by the Special Event. Under certain circumstances where events may generate extremely large crowds, loud noise or parking issues, staff may require additional notification time/signatures/outreach.

Special Events Notification Diagram Example – Check (✓) everyone you notified. List the addresses of the surrounding properties.



IMPACTED NEIGHBOR NOTIFICATION SIGNATURE SHEET

(MUST be completed at least 30 days prior to the event)

Event Name: Whitney Peak Presents: Live From the Arch

Event Date: 10/17/15 **Anticipated Number of Attendees:** 3,000 each day

Event Location: ReTRAC EAST

Name	Address	Business Name	Do you have any special issues? *(Please state)*
The Montage			
Harrah's Casino			
The Eldorado			

SPECIAL EVENT & ACTIVITY PERMIT APPLICATION
ATTACHMENT C

SPECIAL ACTIVITY/EVENT ALCOHOL SERVICE PERMIT

Application Date: 02/12/15 **Event Date:** 10/17/15 & 10/18/15 **Name of Event:** Whitney Peak Presents: Live from the Arch

Event Location(s): ReTRAC East **Liquor License Name/Number** Danielle Nicole Gross/#101473

ALCOHOL/VENUE SERVICE REQUIREMENTS

1. Outdoor alcohol sales/service is limited to beer, wine and commercially premixed beverages only. On-site mixing of beverages containing hard liquor/spirits is prohibited at events held on City of Reno property.

2. For events held on City of Reno property, all alcoholic beverages will be served in plastic or paper containers that do not exceed 16 oz. **Alcohol vendor must keep any glass containers that are used in their booth space and must recycle them properly at the end of the event.**

3. For events held in downtown Reno, all alcoholic beverages will be served in custom plastic or paper containers that do not exceed 16 oz. and have the event logo and date imprinted on them. Wristbands must be issued after proof of age is checked.

4. Alcohol sales, consumption and possession will be restricted within a defined and designated Special Event or Activity Area. A sober responsible adult of at least 21 years of age will be assigned to each alcohol sales or distribution point. Security and/or Event Personnel are responsible for checking the identification of patrons to ensure alcoholic beverages are not sold or furnished to minors or grossly intoxicated person(s). Security personnel will be posted at the entrance(s) and exit(s) to the defined alcohol venue to control the activity as described above.

5. A method of defining the boundaries of the designated alcohol zone is required. The purpose of defining the alcohol zone is to restrict the possession and consumption of alcohol to a defined area for participants, vendors and the public. Alcohol zone boundaries can be established via the creation of "beer gardens" or other clearly defined event boundaries. Event alcohol boundaries may be delineated by the usage of fencing, steelcades, barricades, signage, or security personnel as approved by the committee. Posting of signage indicating **"No Alcohol Beyond This Point"** or similar wording is required.

6. Alcohol sales will cease one (1) hour prior to the scheduled daily end time of the event.

7. It is understood that it is a violation of this special event alcohol permit if minors are in possession of alcohol, sales of alcohol to minors occur, and/or gross intoxication of participants is permitted, and/or operations are conducted without proper licensing. The Police, Fire, Public Works, Parks and Recreation and Business License Departments, the City Manager and/or his designee may direct that all alcohol sales within the event be terminated for the remainder of the event or other corrective action be taken, as deemed necessary.

8. Any changes or additions to the conditions above will only be made in writing, and agreed to by both parties in advance of the event.

9. If applicant(s) fails to comply with all local laws, terms and conditions of this agreement, the City may terminate the alcohol sales/service and/or prohibit the event from being held.

Nicole Gross
Signature of Liquor License Holder

2/16/15
Date

FOR POLICE DEPARTMENT USE ONLY

Wristbands Required ☐ Yes ☐ No
Custom Cup Required ☐ Yes ☐ No
Hand Stamp Required ☐ Yes ☐ No
Required ID Check Performed at Alcohol Service Location ☐ Yes ☐ No
Authorized Number of Alcohol Service Locations/Beer Gardens _____
Locations _____
Signage Required _____ ☐ Yes ☐ No
Type of Alcohol Zone Boundary Designation _____
Event Closure Time _____ **Alcohol Sales Must Stop At** _____

Approval of this event will require that the promoter hire uniformed Security personnel from a licensed City of Reno security agency. Volunteer staff can assist with overseeing the event. ☐ Yes
This event requires uniformed Reno Police Officers, an estimate will be provided prior to the event through the Special Events permit process. ☐ Yes
No uniformed security required due to the size and nature of the event. ☐ Yes
Minimum Uniformed Security Officers Required _____ **Volunteer Security Minimum** _____
Additional Comments:

RPD Review By:

- This permit must be in the possession of the person coordinating the Special Activity or Event and must be shown, upon demand, to any member of the City of Reno Police, Fire, Public Works, Parks and Recreation, Business License or City Manager's office/department.
- This permit does not authorize a Special Activity or Event.

IMPORTANT RULES/GUIDELINES

- Alcohol purchased inside a casino, bar, or liquor store may not be consumed outside.
- Alcohol vendors must apply wristbands to patron's wrist after confirming he/she is 21 years old or over.
- Alcohol vendors will serve alcohol in approved plastic cups only. No other container is acceptable.

SPECIAL EVENT & ACTIVITY PERMIT APPLICATION
ATTACHMENT D

VENDOR AND EXHIBITOR INFORMATION

Please submit an initial vendor list with application.
A final list of vendors and exhibitors is due at least fifteen (15) days prior to the activity/event.

A vendor is any business, enterprise, trade, occupation, calling, profession, vocation, or activity engaged in, conducted or carried on by any person, his agent or employee for the purpose of direct or indirect gain, benefit or advantage within the city. This includes, but is not limited to the sale of goods, services, food and beverages or the disbursement of flyers, samples or other advertising materials.

As the Event/Activity Organizer, I understand it is my responsibility to:

- Collect and submit all State or other entity-required, taxes and fees.
- Ensure all vendors and exhibitors have a valid annual City of Reno business license, OR
- Pay for temporary licensing fees for unlicensed vendors and exhibitors.
- Ensure that all food and/or beverage vendors obtain and display special food vending permits from the Washoe County Health Department.*

**Note: Food permit applications can be obtained from the Washoe County Health Department, Environmental Services. More information on food vending permits may be obtained by calling 775.328.2620.*

Event Name Whitney Peak Presents: Live from the Arch **Event Date** 10/17/15 - 10/18/15

Number of Vendors/Exhibitors 1

Use the following page (and additional pages if necessary) to indicate the vendors/exhibitors participating in your activity.

- Food and beverage vendors, vendors selling merchandise and all exhibitors who will be advertising need to be listed.
- Individual non-profit vendors/exhibitors that will be present also need to be listed; however, if proof of their non-profit status is included, then temporary vendor fees will not apply.

VENDOR/EXHIBITOR LIST

A final list of vendors and exhibitors is due at least fifteen (15) days prior to the activity.

BUSINESS NAME	ITEM(S) OR TYPE OF PRODUCT	BUSINESS PHYSICAL ADDRESS	CITY OF RENO BUSINESS LICENSE #
Whitney Peak Hotel	Alocohol	255 N Virginia St., Reno, NV 89501	128262

SPECIAL EVENT & ACTIVITY PERMIT APPLICATION
ATTACHMENT A

CITY OF RENO
SOUND AMPLIFICATION/MULTIMEDIA PERMIT

- Amplified sound/multimedia is permitted at Special Events and Special Activities only with a Sound Amplification Permit.
- It is the policy of the City of Reno to allow amplified sound/multimedia between the hours of 8:00 a.m. and 10:00 p.m or after a park closing hour, whichever occurs first. The decibel range will be no louder than 75 decibels at the outermost boundaries of the event.
- Per Reno Municipal Code (RMC) Section 8.23.085: It shall be unlawful to use sound amplification devices or sound equipment in any parks and recreation facilities in excess of 50 decibels measured within 50 feet from the location of the sound amplification device or sound equipment, without first obtaining a permit in accordance with RMC section 8.23.075. Even with a permit, sound amplification device or sound equipment shall not exceed 75 decibels at the boundaries of the permitted area. Violation of this section is a misdemeanor.
- The City of Reno encourages event organizers to ensure that amplified sound/multimedia content is family-friendly, particularly at outdoor events held on public property.

Event Name Whitney Peak Presents: Live from the Arch **Event Date** 10/17/15 - 10/18/15

Time Start 5:00 PM **Time End** 10:00 PM

Type of Event Outdoor Concert

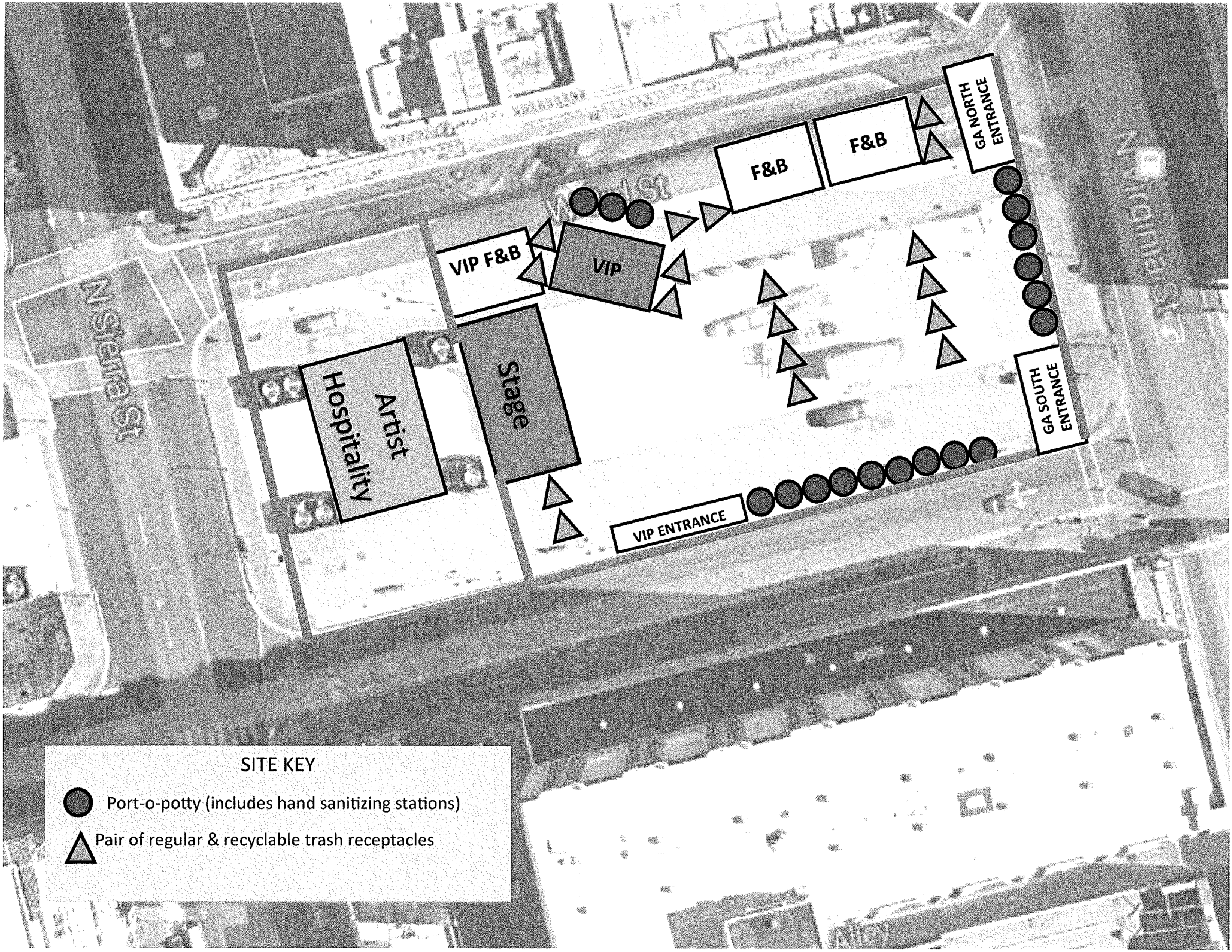
Event Location East ReTRAC Lid

Type of Amplification or Multimedia
- ☐ Voice/Speech
- ☐ DJ/Music/Karaoke
- ☑ Live Music (Band)
- ☐ Other _____

- By filing this permit I agree to take all steps reasonably necessary to resolve complaints about my use of amplified sound / multimedia and to ensure compliance with the provisions of the Ordinance.
- The applicant and this permit must be in the immediate area of the sound amplifying equipment during any testing or use.
- This permit does not grant permission to disturb the peace or violate RMC 8.12.020 or 8.23.085.
- This permit must be in the possession of the person operating the sound amplification/multimedia equipment and must be shown, upon demand, to any member of the City of Reno Police, Fire, Public Works, Parks and Recreation, Business License or City Manager's office/department.
- This permit does not authorize a Special Activity or Event.

Signature of Applicant Nicole Gross

Approved by _____


N Sierra St
W 1st St
N Virginia St
Alley
Artist Hospitality
Stage
VIP F&B
VIP
F&B
F&B
GA NORTH ENTRANCE
GA SOUTH ENTRANCE
VIP ENTRANCE
SITE KEY
Port-o-potty (includes hand sanitizing stations)
Pair of regular & recyclable trash receptacles