Memo

To: Mayor and City Council

From: Kelly Willadsen

Date: November 20th, 2019

Re: Special Events Request from Emily Wilkinson- Leukemia and Lymphoma Fundraiser- Glow Party

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Emily Wilkinson on behalf of the Leukemia and Lymphoma Society submitted a special event request to hold a Glow Party in Guthridge Park on May 16th from 5:30pm – 9:00pm.

The Glow Party would consist of a fun run/walk around the Guthridge Park trail with music and a dance party to follow at the Brown Pavilion. This would be the first year for the event with an estimated goal of 200 participants in attendance.

All three Guthridge Park Pavilions will be rented by Emily from 4pm-10pm, along with providing a $1,000.00 refundable damage deposit since it will be an event utilizing the entire park. They would take registration for their event starting at the beginning of the year, and keep Park and Rec staff up to date on numbers to make sure there is reorganization if they go beyond their anticipated participation of 200 people.

They would like to have a DJ at the brown pavilion playing family friendly music to encourage people to dance and have fun. They will be asking for pre and post-race refreshments from area businesses. If they decide to have inflatables at their event, they will fill out an application and the parks department will make sure all safety requirements and insurance is provided.

The Parks and Recreation Department, Fire Department and Police Department have all reviewed and approved this special event request. Neither police nor fire is requiring additional coverage beyond EMS ambulance standby services.

We ask for your approval of the special event submitted by Emily Wilkinson on behalf of the Leukemia and Lymphoma Society campaign to hold a Glow Party in Guthridge Park from 5:30pm to 10pm on May 16th in the City of Hiawatha.

Thank you for your consideration.

Glow Party benefiting the Leukemia & Lymphoma Society -
Special Events Permit proposal

Date: Saturday May 16, 2020
Time: Est 5:30pm - 9:00pm
Location: Guthridge Park, Hiawatha
Audience: Public; pre/day-of registration offered for donation to LLS with SWAG bag for participants - estimated target of 200 participants
What: Fun run/walk, music and glow party celebrating kids making a difference for blood cancer

Why: The Mission of LLS is to "Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families." The Man and Woman of the Year campaign for LLS is the largest fundraiser to support this mission. In honor of my 12-year old niece, who is recovering from a rough 5-month battle with Lymphoma, and the many many other warriors of my family and friends, I accepted the nomination for candidacy in this campaign. I am the only Eastern Iowa candidate and seeking to engage all ages in many events during the 10-week campaign (4/2-6/13/20) and this event is targeted at something fun to celebrate with and BY kids. My 10-year old son is on the planning team, and we are engaging students at all levels of education in the area - we welcome all! This event will culminate and celebrate a Kids Cares/Kids for a Cure program.

Plan - logistics:

- Reserve all 3 pavilions from 4pm - 10pm
- Request Fire Department support to be on hand for safety
- Event would be focused by the stage and playground
- Ticket presales to begin early in 2020

Event details:

- DJ (basic) use of stage to play kid/family friendly music
- Seeking donated food/drink for participants
- Un-timed fun run/walk encouraging activity and laps for additional glow SWAG following event check-in and kickoff
- Last 60-90 minutes of the event would be the "glow dance party" in the park
- Seeking inflatables, if feasible per park
- Cleanup to include removal of any trash not within the park trash containers