

328 Center St.  
Neenah, WI 54956

To : The Director of Public Works  
1900 Grand Chute Blvd.  
Appleton, WI 54913

Dear Director of Public Works,

I, Jennifer Brahm and Lydia Schmalz, are proposing to request the use of the top two levels of the parking ramp behind Drinks Inc. on Division Street on the date of July 26<sup>th</sup>, 2014 from approximately 4:00 PM until the tentative time of 2:00 AM.

The reason for our request is that we would like to hold a social car gathering event during that time. We have searched other areas, and found that the most appealing space for this event would be this particular parking ramp. We believe that we are very equipped and well prepared to take on the level of responsibility that is required for holding a gathering such as this.

First and foremost, I have experience in holding successful car gatherings in the past. Also, being that we are both females with well respected cars, we hold a higher level of respect in our local car community which will ensure good behavior during this gathering, and we have many friends who will help us maintain the level of respect we expect from the attendees.

Benefits of this gathering are great in which many of the businesses surrounding the event will prosper with clientele and volume. I work for a local business on the Avenue, and I know many of the service workers who will benefit from this. Being that the ramp has the \$2.00 fee, I believe that this will ensure a low traffic flow and the cars will most likely stay there for the evening. If patrons wish to get food, drinks, etc, they will be walking-distance from the many businesses which provide these. There will be absolutely no alcoholic beverages allowed at this event. I have also acquired permission from Drinks Inc. and Luna for the use of their restroom facilities during this time.

While using this facility, we will supply our own waste bins, and garbage will be disposed of in the correct manner. We will leave the parking ramp just as clean as it had been before we arrived.

All of the people involved are donating their time and equipment, so there will be no personal profit made. We do, however, have friends who are trying to develop a business and a name for themselves. Therefore, including the cars, we will have tents which will showcase their small business items such as stickers, clothing, parts, photography and other lifestyle items. In addition, we will have two DJ's that wish to donate their time and utilize our event as a means to advertise their services and build a larger following.

The idea of what we would like to accomplish, is a successful and fun car gathering that will be pleasant to attend. People in the Midwest don't have very much excitement over gatherings such as the event we are planning, and we would like to try and bring that back. Lydia and I are not expecting that of which you see in the Fast and Furious movies, and we understand that any consequences from this event will be brought back to us. We do not wish for that kind of negative attention, and we will communicate that to everyone attending.

Upon making this request, we would love the chance to personally meet and discuss any questions and concerns regarding the event. Suggestions on your end would be helpful as well. As I had mentioned earlier, I have held a social gathering such as this before. It was very successful and it brought profit to local businesses as well. It was a great benefit to all who were included and near the event.

We hope you take serious consideration of our request, and we are looking forward to hearing from you in the near future.

Sincerely,

Jennifer Brahm

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Lydia Schmalz

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*"...meeting community needs...enhancing quality of life."*

## MEMO

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**TO:** Municipal Services Committee

**FROM:** Paula Vandehey, Director of Public Works *PAV*

**DATE:** April 16, 2014

**SUBJECT:** Concerns regarding request to use the Green Parking Ramp for a car show event.

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The City of Appleton's Special Event Committee shared the following concerns with me regarding the request to use the Green Parking Ramp for a car show event:

- Car versus pedestrian safety concerns – Blocking vehicle access? Forced U-turns / Backing?
- Visual Obstructions – Limited surveillance opportunities
- Emergency response limitations (minimal vertical clearance)
- How do you deal with existing parked cars?
- Potential damage to existing parked cars
- Limited ability to control carry-in food and alcohol
- Cigarettes / Smoking in Ramp
- Trash / Littering / Cleanup
- Is there sufficient lighting for large gatherings?
- Limited access to electrical power and water
- No restroom facilities – Limited porta-pot delivery access
- Difficult to secure tents or display items on the upper levels of ramps during windy conditions
- Potential loss of parking revenue

Based on these concerns, staff recommends that the request for an exception to the City of Appleton Parking Ramp Usage Policy be denied.