

Objective:

Create a new event in town, at a time with reduced competition from other cities, attracting typical and non-typical traffic, appealing to multiple age ranges and individual interests.

- * Make Osseo "the brand"
- * Name event
 - * Osseo Spring Festival
 - * Oseo Mobile Gastronomy Festival OMG
 - * Osseo Spring Eye Opener
 - * Etc....

Why:

Fulfill EDA centric mission of promoting Osseo businesses

- * MN Food Truck Ass'n forecast was 2K-3K attendees based on model
- * Increased visibility of Osseo businesses & open store front opportunities
- * Visitors who park in residential, see houses for sale
- * Osseo on the whole is marketed

Integration of Park/Rec into process

- * Last year the idea was supported

Where:

Osseo Main Street from 2nd St to 5th St (N of Holiday to S of Boerboom Park)

- * Possible use of some side streets as necessary

When:

Saturday, May 20th, from 12pm - 7pm

- * Week after Mother's Day
- * Week after fishing opener
- * Students still in school, so families still in town
- * People getting out, looking for "lunch spot" that's outside & fun
- * People have opportunity to "get out of house" after being inside through winter
- * Sunday still a "free day"

What:

Foods trucks with non-typical fare available for local & non-locals to try/enjoy.

Food truck owners & MN Food Truck Ass'n say this model works well for them.

- * All Food Trucks must have different fare
- * See examples below
 - * Sushi
 - * Farm to Table
 - * Mexican
 - * Gourmet dishes
 - * Deserts
 - * Etc...

Music/Entertainment:

- * Begin w/Mayoral introductions - Possible for our State Representative to speak as well.
- * Osseo High School Band Starts Music (reinforce School connections)
- * Teddy Bear Band
- * Music evolves into more adult styles as day progresses
- * People bring own picnic blankets & lawn chairs

Local Beers:

- * In talks with Lion's to do the beer garden
 - As Lion's important part of Osseo's history
- * Local beers which drive "cult following"
 - * Surley
 - * Indeed
 - * Omni
 - * Etc...

How:

Marketing:

- * Literature @ local Churches, businesses local & non-local
- * City Facebook & Website
- * Food Trucks who attend utilize social media & websites to advertise event
- * Feature beers asked to assist w/social media/websites to advertise event
- * 1500 AM Website
- * Growler (publication) - No Charge to
- * City Pages
- * Channel 12

Parking:

- * St. Vincient approved
- * Approach other Churches after event approval

Tables/Seating:

- * Lion's to see if we can use their tables/chairs
 - * fee?
- * Metro Tent - driving stakes into the ground on park??
- * Café Tables in front of main street businesses - asking Council approval of sidewalk seating for the day, in front of stores.
- * Picnic blankets & lawn chairs brought by visitors for music in park

Costs:

Osseo Police (5 Officers)

* \$315.20/hr x 8 hr = \$2521.60

Public works (15-20 labor hours @ \$60/hr)

* \$63.04/hr x 20 hour = \$1260.80

Portable Bathrooms

* \$460.00

* \$470.00

Broadway Party & Tent - See Attached

Insurance

Per City Country (Osseo LMC Policy)

\$0.00 as "City isn't selling" anything

Advertising/Marketing

* Vendors contribute with their social media & websites (free)

* Osseo Facebook & Website (free)

* 1500 AM Radio Spot (Discussed by T Woods)

* During "The Beer Show" radio show

* 1500 AM Radio Spot during non-beer show time frame - Quote Forthcoming

* Growler Options - Free Event Posting (Discussed by T Woods)

* Sun Publications

* 1/8 Page Black/White in Osseo Maple Grove Life reaching 15,145 house holds = \$151 @ 1 week

* 1/8 Page Black/White in Osseo, Maple Grove, Champlin Dayton Press reaching 1955 house holds = \$151 @ 1 week

* If run in both publications, there is 10% discount

* City Pages - See Attached

Food Trucks:

Food truck not charged @ this event, but the City

* We have no data to prove expected traffic - unique model in area having unknown/no similar event history.

* \$150.00 deposit required by Food Truck required to secure spot

- * only returned if they are there from open to close
and they clean up after themselves
- * MN Food Truck Ass'n suggested 6 food truck at initial event

Beer:

Actively recruiting Osseo Lion's

- * They will secure liquor licenses
- * They self insure @ liquor sales
- * Volunteer labor base as they fund raise & recruit membership

Creating Traffic Flow:

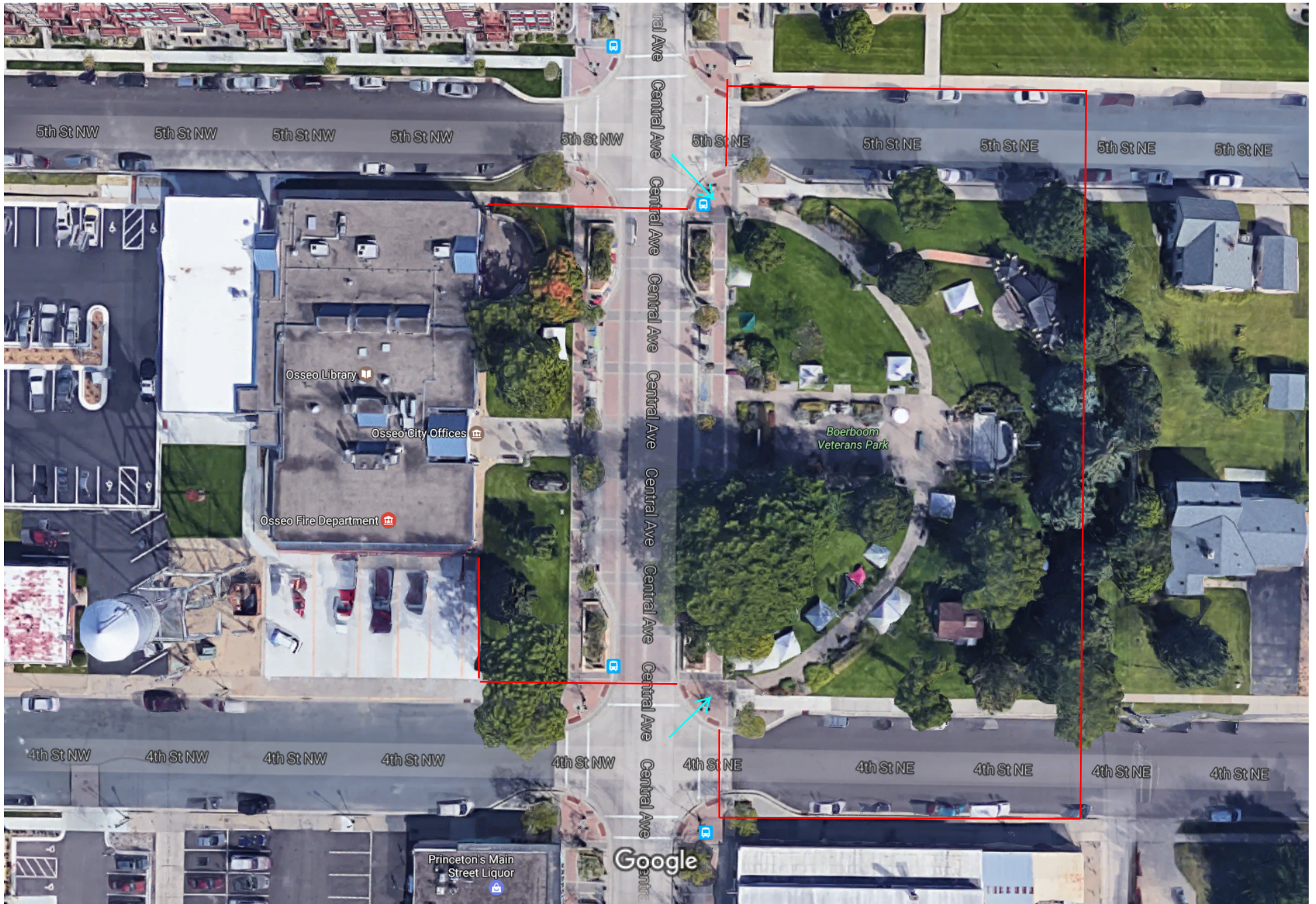
Explore Osseo - Business Owners

- * This local business group can organize "Adult Easter Egg Hunt"
- * Attendees go into participating stores for their "stamp"

Funding

Asking Osseo EDA/City Council to consider funding new event

- * If approved we can formally ask business/organization to sponsor
 - * Already positive feed back, as their name on LED Board and flyer
 - * Scenic Signs & Watchfire Signs providing free LED mini billboard for free



Imagery ©2017 Google, Map data ©2017 Google 20 ft

Nancy Abts

From: Larry Stelmach
Sent: Friday, April 07, 2017 11:51 AM
To: Nancy Abts
Subject: FW: Osseo Maple Grove Ads info

From: Mike Specht [mailto:mike.specht@ecm-inc.com]
Sent: Friday, April 07, 2017 11:23 AM
To: Larry Stelmach
Subject: Osseo Maple Grove Ads info

Larry,

Good speaking with you today.

Circulation:

DATE:			THURS	
	OSSEO MAPLE GROVE/CHAMPLE DAYTON PRESS		1955	
DATE:				
	CROW RIVER NEWS		1572	
DATE:				
	OSSEO MAPLE GROVE LIFE		Fri	
	55311	Maple Grove	8,663	
	55369	Osseo/Maple Grove	7,452	
		Single Copies	30	
		Total Saturation Delivery	16,145	

Full Page: \$1,165

Half Page: \$668

¼ Page, \$376

1/8 Page, \$226

Take \$75 off ¼ and 1/8 page if Black and White Ad.

10% off both publications.

Please contact me with any questions and to get started.

Sincerely,

Mike

Mike Specht
Senior Account Executive

The Press
33 2nd Street NE
Osseo, MN 55369
Adams Communication

Office: 763-424-7371
Cell: 612-799-9778
Email: mike.specht@ecm-inc.com
www.pressnews.com

Target your market like never before!



Ask me for details! Website coming soon.

Nancy Abts

From: Larry Stelmach
Sent: Friday, April 07, 2017 11:50 AM
To: Nancy Abts
Subject: FW: City Pages Offers

From: Mike Yanke [mailto:myanke@citypages.com]
Sent: Friday, April 07, 2017 11:38 AM
To: Larry Stelmach
Subject: City Pages Offers

Hi Larry -

It was good to speak to you today.

Below, are three promo packages for your May 20th event.

Promos would start with our biggest issue of the year - Best of the Twin Cities on April 19th - with a follow-up the week of your event (May 17th.)

We hit all channels for you - print, online and email.

I'll call to follow-up soon!

Thanks,
Mike

\$500:

- 40K Banner Impressions – CityPages.com – April 19th - Event
- Event Listing – Best of the Twin Cities Themed Events Email – April 19th - 37K Recipients
- Event Listing – May 17th – Weekly Promo Email – 37K Recipients
- 1/8th Page Print Ad – Best of the Twin Cities – April 19th
- 1/8th Page Print Ad – May 17th Issue

\$750:

- 50K Banner Impressions – CityPages.com – April 19th - Event
- Event Listing – Best of the Twin Cities Themed Events Email – April 19th - 37K Recipients
- Event Listing – May 17th – Weekly Promo Email – 37K Recipients
- 1/6 Page Print Ad – Best of the Twin Cities – April 19th
- 1/6 Page Print Ad – May 17th Issue

\$1,000:

- 50K Banner Impressions – CityPages.com – April 19th - Event
- Featured Event Listing – Best of the Twin Cities Themed Events Email – April 19th - 37K Recipients

- Featured Event Listing – May 17th – Weekly Promo Email – 37K Recipients
- 1/4 Page Print Ad – Best of the Twin Cities – April 19th
- 1/4 Page Print Ad – May 17th Issue

--

Mike Yanke

Senior Multimedia Account Executive

Direct: 612-372-3739

Cell: 612-418-4088

www.citypages.com





GENERAL INFORMATION & RENTAL TERMS

Broadway Party & Tent Rental

8101 Ashton Ave NE, Fridley, MN 55432

763-424-6155

www.BroadwayPartyRental.com *"Visit our website for more detailed information!"*

PRICES Most charges on contract are for one occasion/event (up to 3 day rental period like Friday to Monday). There are additional charges for late equipment. Charges are for time out whether equipment is used or not, so make selections carefully. Special rates are available for weekly or monthly use when pre-arranged.

CUSTOMER RESPONSIBILITIES Renter assumes responsibility for equipment rented from time received to time of return. Equipment is to be returned dry, restacked, refolded and repacked in same containers. Be sure equipment is secured when not in use and protected from weather. Check with management of hired venue to make sure they will do this for you. We charge full replacement cost for missing or damaged equipment or transport containers. All necessary permits, licenses, public & private utility marking is **CUSTOMERS RESPONSIBILITY**; Broadway Party & Tent Rental accepts **NO RESPONSIBILITY**.
See below: Damage Waiver /Delivery /Cleaning/ Linens for more information.

RESERVATIONS & DEPOSIT A non-refundable credit card deposit (**NOTE: a debit card is NOT a credit card**) and Driver's License identification are required on all rentals and reservations, unless there is a pre-existing charge account. Reservations should be placed as early as possible. All rentals are reserved on a first come first serve basis.

DAMAGE WAIVER is optional & must be accepted **prior** to Rental Date Out. The fee for Damage Waiver is an additional 10% of the rental cost and is non-refundable. It covers the first \$100 of accidental damage to equipment. For damages over \$100 the Customer is responsible for paying 20% of repair / replacement costs. Damage Waiver does NOT cover vandalism, loss, or theft. All broken or damaged pieces must be returned to Broadway Party & Tent Rental on or before return due date. In the event a piece of equipment is stolen, a report must be made with the Police immediately and Broadway Party & Tent Rental contacted as soon as possible. See Contract for details.

WALK-IN (non-delivery) When you come to PICK UP equipment, we recommend arriving 30 minutes prior to store closing, come to Front Office first, bring Driver's License and credit card, prepare your vehicle BEFORE you get to our loading area. COME PREPARED TO LOAD THE EQUIPMENT - our staff will be happy to "assist" you.

DELIVERY, PICKUP, SETUP & TAKEDOWN services are available and pricing available on request. Make arrangements for these services SPECIFIC. Standard anytime delivery is curbside drop-off and pickup. Curbside includes deliveries (or pickup) to commercial docks, residential garages, or driveways. There are extra charges if delivery (or pickup) location has multiple doors, is in excess of 100 ft of vehicle, or is other than ground level (hills, fences, gates, elevator, or stairs). Standard deliveries (or pickups) are made (Mon-Fri) anytime between 8am-5pm. If specific times, weekends, before or after hours, are necessary additional charges will apply. Customers are welcome to call THE DAY OF to inquire about approximate arrival times.

NOTE: extra charges apply for Broadway Staff having to wait if you or equipment is not ready on arrival.

CHECK & COUNT all equipment on delivery; Report any problems immediately to Broadway Party & Tent Rental

Our delivery staff is instructed to stack items in a mutually convenient place on delivery. * **KNOW WHERE EQUIPMENT IS GOING PRIOR TO OUR ARRIVAL!** * On pickup all items must be folded, stacked, everything dry, clean, repacked in same containers and ready to go in same convenient place as delivery. Customers will be charged additionally for items not ready for pickup on arrival of Broadway Staff. Setup and takedown services are available for additional charges.

If you're not going to be home for delivery (or pickup) we ask you call our office as soon as possible so Delivery Staff will know where to leave (or pickup) equipment.

CLEANING CHARGES All equipment must be returned clean (well rinsed, no visible food or grease) and repacked in their appropriate container, or there will be additional charges.

LINENS Customer is responsible for damages from stains and misuse (mildew, burns, wax, tears, writing, etc.) to linen. Shake off all debris and make SURE they are dry before bagging to prevent staining and mildew (linens should not be left wet for more than 6 hours). Linens are not to be used as a rag, for mopping, or drop-cloth. In general, "Treat these linens as if they were your own." You will be charged full replacement cost for linens returned damaged. Acceptance of Damage Waiver ONLY covers accidental stains.

HOURS: (April-August) Monday – Friday: 8am to 5pm Saturday: 9am to 12 noon Sunday: Closed **CALL for Holiday hours**
(September-March) Monday – Friday: 8am to 5pm Saturday: Closed Sunday: Closed

BROADWAY RENTAL EQUIPMENT COMPANY, a Minnesota Corporation, DBA **BROADWAY PARTY & TENT RENTAL**, hereinafter called "Lessor", rents and leases to the undersigned hereinafter called "Lessee", and Lessee hereby rents and leases from the Lessor the personal property equipment and articles listed on the front of this document, hereinafter referred to as "Equipment", and subject to the following terms and conditions.

- a. That the Equipment listed on the front of this document has been received by Lessee.
- b. Lessee agrees that they have been given an opportunity to inspect and test Equipment being rented, before removing Equipment from premises of Lessor or upon delivery of Equipment from Lessor, and found Equipment to be in good working order and accepts Equipment in "as is condition".
- c. Lessee agrees they have been given understandable directions and instructions for the proper use and care of Equipment rented.
- d. Lessee is responsible for the care, use, security and return of all Equipment, attachments, containers and parts.
- e. That upon termination of this lease agreement, Lessee shall immediately return Equipment, attachments, containers and parts to Lessor in same condition as received, ordinary wear and depreciation accepted.
- f. Lessee agrees to return all Equipment dry, clean (no visible food, grease, debris, mold, mildew, etc), re-folded, re-stacked and re-packed in supplied transport containers or be charged fees set by Lessor. Lessee also agrees to pay full replacement costs for any missing parts or supplied transport containers.
- g. While Equipment is in Lessee's possession, control, actual or constructive: Should Equipment be lost, stolen or damaged beyond repair, Lessee agrees to pay the replacement price set by Lessor. All damaged Equipment, which may be repaired by Lessor, upon its return the Lessee agrees to pay the cost of repairs as set by Lessor. Accrued rental charges cannot be applied against replacement or repair costs.
- h. Equipment is leased to Lessee by Lessor and used by Lessee at the designated address for stated period and solely for purpose Equipment was manufactured and intended. Equipment will not be removed from address listed for use at any other address without express consent of Lessor.
- i. In the event Lessee desires to extend this lease beyond the expiration date originally agreed upon, Lessee will immediately notify Lessor of said desire and obtain Lessor's approval and terms for extension.
- j. Lessee agrees that if any said Equipment is lost, stolen, or accidentally destroyed, Lessee will immediately notify Lessor and furnish proper affidavits / documents from police department and insurance company. Lessee will be responsible for and pay rental rates until Lessor is notified of loss, theft or destruction with affidavits / documents.
- k. **WARNING!** Minnesota Statutes Section 609.52 (Subdivision 2, Subsection 9) Failure to return rented Equipment in certain circumstances can be considered theft. Lessor may report property stolen if held (5) days beyond termination date.
- l. In event of any breach of this lease by Lessee, or failure to pay rental charges due, or insolvency, or bankruptcy, or perform any promise, agreement, covenant, or condition on Lessee's part, Lessor or their agent shall be granted permission to come onto any property and retake leased Equipment. Lessee further agrees to pay all costs and expenses incurred retaking Equipment from any party or location.
- m. Lessor disclaims any responsibility for Lessee's compliance or failure to comply with O.S.H.A. and or any governmental safety and health regulations. Lessee is responsible for all necessary permits required by City, County, and/or State.
- n. If Equipment requires staking, State Law requires underground public utilities (gas, phone, cable, electrical, etc) to be marked prior to staking. 'Gopher State One Call' requires a 48 business hour notice to locate and mark public utilities. Property owners are required to mark and locate all private utilities (underground sprinkler systems, yard or parking-lot lights, gas for grills, etc) In the event Lessor is staking Equipment, Lessor is not responsible for hitting unmarked public or private utilities.
- o. Lessee agrees to pay interest at the highest rate permitted by law or the rate of eighteen percent (18%) per annum, on all delinquent accounts and pay all collection costs and attorney fees incurred in collection of this lease agreement.
- p. The rental rates start when Equipment leaves Lessor's facility and stops when returned to such facility. No allowance is made for weather, Saturdays, Sundays, holidays, time in transit, or for time Equipment is not in use while in Lessee's possession. Charges are for time of possession whether Equipment is used or not.
- q. It is understood and agreed that Lessee will immediately discontinue use of Equipment if at any time in Lessee's possession or control, the Equipment should become unsafe or in a state of disrepair, and will immediately notify Lessor.
- r. If any provision of this lease agreement is found to be invalid or unenforceable for any reason, it shall not affect the remainder of this agreement and this agreement shall be governed by the laws of the State of Minnesota.
- s. **DISCLAIMER OF WARRANTIES: Lessor makes no warranties, express or implied, as to the Equipment's fitness for any particular purpose. Lessee's sole remedy for any failure of, or defect in Equipment, shall be the termination of the rental charges at the time of failure, provided Equipment is returned to Lessor for Lessor's taking within 24 hours from the time of defect. Lessor shall not be responsible to Lessee or any agent of Lessee or to any other party for any loss, damage or injury of any and every nature including any special or consequential damages caused by, resulting from, or in any way connected with the rental of said Equipment. The operation or use of said Equipment and all costs, expenses, claims or judgments, including reasonable attorney fees, investigating costs, defense expenses and court costs, for or on account of any personal injuries or property damages sustained by anyone while Lessee has possession or control of said Equipment, arising out of the use or misuse of Equipment leased or arising out of any defect in the design or manufacture of said Equipment, or arising out of the Lessor's negligence or failure to warn or from any other contributing cause.**

DAMAGE WAIVER

Damage Waiver is optional and must be accepted prior to Rental Date Out. The fee for Damage Waiver is an additional percentage of the rental cost (as stated on front page of this agreement), excluding tax and delivery charges. It covers the first \$100 of accidental damage to Equipment. For damages over \$100, there is a 20% deductible fee the Lessee is responsible for and agrees to pay. Lessee is required to **RETURN ALL BROKEN PARTS AND PIECES** of any accidentally broken Equipment along with all transport containers to Lessor.

Lessee is responsible for damages to Linen (tablecloths, napkins, skirting, etc) from stains, mildew, burns, wax or misuse. Shake off all debris and let dry before bagging to prevent staining and mildew, Lessee will be charged full replacement cost if returned damaged.

By accepting Damage Waiver, Lessor and Lessee agree that Lessor waives any claim against Lessee for direct physical loss of or damage to leased Equipment from any external cause except as follows:

- a. Loss or damage resulting from overloading or exceeding the rated capacity of Equipment (example: does not cover split seams on inflatables due to over-crowding).
- b. Loss or damage resulting from abuse or misuse of Equipment.
- c. Loss or damage to motors or other electrical appliances or devices caused by artificial electric current.
- d. Damage to tires and tubes caused by blowout, bruises, cuts or other cause inherent in the use of Equipment (example: flat tires).
- e. Loss or damage resulting from lack of lubrication or other normal servicing of Equipment.
- f. Loss due to mysterious disappearance or shortage disclosed on inventory.
- g. Loss or damage caused by infidelity of Lessee, their agents or person to whom Equipment is entrusted.
- h. Use of Equipment in violation of any terms of this agreement.
- i. Theft.
- j. Vandalism.

If Lessee has insurance covering such loss or damage, Lessee shall exercise all rights available to him under said insurance, take all action necessary to process said claim, and Lessee further agrees to assign said claim and any and all proceeds from such insurance to Lessor. Upon request, Lessee shall furnish name of their insurance agent, insurance company, and complete information concerning insurance coverage, Lessor's waiver of claims against Lessee as herein set forth is contingent upon Lessee's prompt making of and submission to Lessor, a copy of the policy report.