

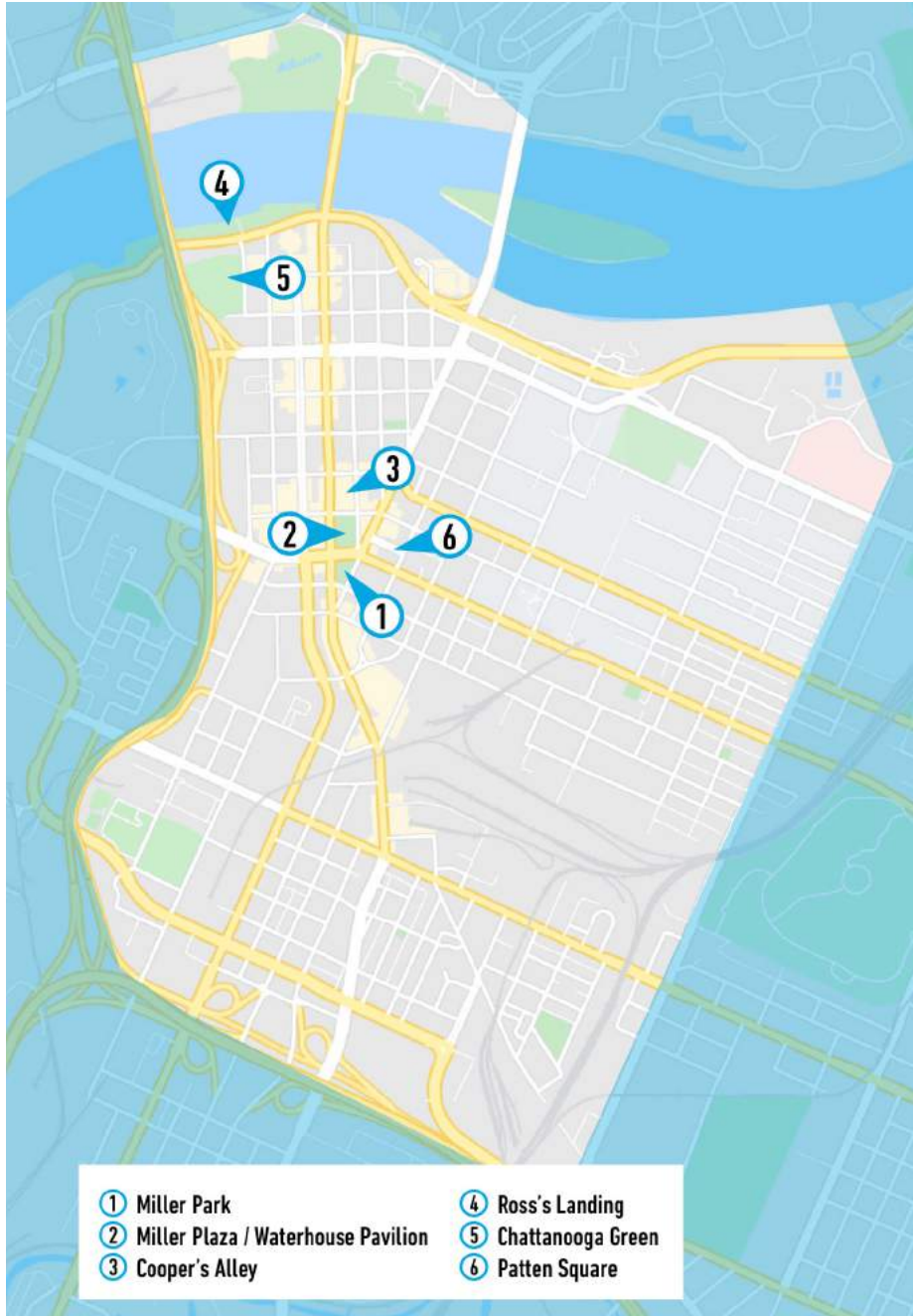


## PROGRAM PARTNERSHIP

River City Company works to cultivate and advocate for a vibrant and healthy downtown by stimulating the community's economic, social and cultural growth. One way River City Company works to fulfill this mission is by providing financial and technical support to non-profit and government organizations who desire to host a free to the public event inside the River City Company footprint. (see map on page 2 for footprint).

To clarify River City Company's role in supporting downtown events, please see the following public venues and potential ways River City Company can directly support or connect you to the proper lead organizations.

# River City Company Footprint



## Miller Park

- **Apply on behalf of the organization for City-owned park rental and pay park rental fees to City of Chattanooga**
- Event Sponsorship
- **Marketing/Public Relations Support**
  - Assist with graphic design to create images to be used on Social Media ie Facebook, Twitter, Instagram
  - Post event related content to 50K+ followers via River City Company managed Facebook, Twitter and Instagram accounts
    - » Additionally share to other groups interested in events in Downtown ie: neighborhood-based groups, women groups, mom groups
  - Assist in sharing event with downtown organizations and city-wide non-profits
  - Support in writing and/or sending out of an event related press release
  - Scheduling for TV/Radio interviews about event
  - Include mention of event in RCC e-newsletter
  - Assist in posting the event to community calendars
- **Technical Assistance**
  - Provide an event planning checklist template
  - Offer 1 hour of event consultation
  - Provide a COVID-19 precautions template
  - Loan tents and tables if available



## Miller Plaza / Waterhouse Pavilion

- **Provide reduced rental rates for non-profits and government organizations – see attachment A for pricing information**
- Event Sponsorship
- **Marketing/Public Relations Support**
  - Assist with graphic design to create images to be used on Social Media ie Facebook, Twitter, Instagram
  - Post event related content to 50K+ followers via River City Company managed Facebook, Twitter and Instagram accounts
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  - Loan tents and tables if available



## Cooper's Alley

- **River City Company is responsible for all bookings in Cooper's Alley. Visit [coopersalleycha.com](http://coopersalleycha.com) for full details**
- Event Sponsorship
- **Marketing/Public Relations Support**
  - Assist with graphic design to create images to be used on Social Media ie Facebook, Twitter, Instagram
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- **Technical Assistance**
  - Provide an event planning checklist template
  - Offer 1 hour of event consultation
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  - Loan tents and tables if available



## Ross's Landing

- **Ability to explain the process of how to book the City-owned park with the City of Chattanooga**
- Event Sponsorship
- **Marketing/Public Relations Support**
  - Assist with graphic design to create images to be used on Social Media ie Facebook, Twitter, Instagram
  - Post event related content to 50K+ followers via River City Company managed Facebook, Twitter and Instagram accounts
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- **Technical Assistance**
  - Provide an event planning checklist template
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  - Loan tents and tables if available



## Chattanooga Green

- **Ability to explain the process of how to book the City-owned park with the City of Chattanooga**
- Event Sponsorship
- **Marketing/Public Relations Support**
  - Assist with graphic design to create images to be used on Social Media ie Facebook, Twitter, Instagram
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- **Technical Assistance**
  - Provide an event planning checklist template
  - Offer 1 hour of event consultation
  - Provide a COVID-19 precautions template
  - Loan tents and tables if available



## Patten Square

- **Ability to explain the process on how to book the Square with the City of Chattanooga**
- Event Sponsorship
- **Marketing/Public Relations Support**
  - Assist with graphic design to create images to be used on Social Media ie Facebook, Twitter, Instagram
  - Post event related content to 50K+ followers via River City Company managed Facebook, Twitter and Instagram accounts
    - » Additionally share to other groups interested in events in Downtown ie: neighborhood-based groups, women groups, mom groups
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- **Technical Assistance**
  - Provide an event planning checklist template
  - Offer 1 hour of event consultation
  - Provide a COVID-19 precautions template
  - Loan tents and tables if available



## Other Downtown Parks

- **Ability to explain the process of how to book the City-owned park with the City of Chattanooga**
- Event Sponsorship
- **Marketing/Public Relations Support**
  - Assist with graphic design to create images to be used on Social Media ie Facebook, Twitter, Instagram
  - Post event related content to 50K+ followers via River City Company managed Facebook, Twitter and Instagram accounts
    - » Additionally share to other groups interested in events in Downtown ie: neighborhood-based groups, women groups, mom groups
  - Assist in sharing event with downtown organizations and city-wide non-profits
  - Support in writing and/or sending out of an event related press release
  - Scheduling for TV/Radio interviews about event
  - Include mention of event in RCC e-newsletter
  - Assist in posting the event to community calendars
- **Technical Assistance**
  - Provide an event planning checklist template
  - Offer 1 hour of event consultation
  - Provide a COVID-19 precautions template
  - Loan tents and tables if available

## River City Company Can...

### Provide a list with emails to connect you to:

- ✓ Street Closure permit office
- ✓ Sound/lighting production companies
- ✓ Photographers
- ✓ Downtown Chattanooga Alliance who can possibly assist with street closure and/or trash/recycling
- ✓ Food Trucks
- ✓ Chattanooga Police Department or other Security
- ✓ Beer/Alcohol permit offices
- ✓ Electricity additions
- ✓ Stage Rental
- ✓ Portopotties
- ✓ Artists/Performers/Art Organizations
- ✓ Movie License Companies

## River City Company Can't...

- ✗ Control the booking of public parks and associated permits. This is handled by the City of Chattanooga.
- ✗ Control the booking of privately owned spaces
- ✗ Provide Insurance
- ✗ Provide day of staff or logistical support
- ✗ Provide storage
- ✗ Provide Traffic control devices
- ✗ Provide Catering Services
- ✗ Provide support for events promoting a single for-profit business
- ✗ Solicit funding partners for support
- ✗ Provide sound, projector, screen equipment
- ✗ Provide cleanup support

# LOOKBOOK



**WATERHOUSE  
PAVILION  
AT MILLER PLAZA**

# Our EVENTS

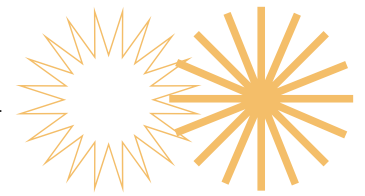


- **Birthday Parties**
- **Corporate Events**
- **Fundraisers**
- **Graduation Parties**
- **Holiday Parties**
- **Workshops**
- **And more!**





# NON-PROFIT / GOVERNMENT PRICING



| Day / Time                     | Event Details  | Cost Per Hour | Damage Deposit (Refundable) |
|--------------------------------|--|---------------|-----------------------------|
| Monday - Thursday<br>8AM - 4PM | Open to General Public,<br>Pavilion As-Is<br>(No Assistance from RCC<br>Staff) | \$0           | \$0                         |
| Monday - Thursday<br>8AM - 4PM | Event where Assistance<br>is Needed from RCC Staff<br>(Contract Required)      | \$200         | \$600                       |
| Monday - Thursday<br>After 4PM | All Events<br>(Contract Required)  | \$150         | \$600                       |
| Friday, Saturday, &<br>Sunday  | All Events<br>(Contract Required)  | \$350         | \$600                       |

**4 Hour Minimum**  
*+ \$600 Refundable cleaning & damage deposit*  
*Rental times must include all set up & clean up time*

# AMENITIES



Included:  
Miller Plaza  
Waterhouse Pavilion  
Two Dressing Suites  
1 Security Guard  
Event Insurance  
Prep Kitchen  
Table & Chair Setup (*prior to event*)  
Private Guest Restrooms  
4 TVs & AV Speakers  
Outside Stage  
Heated Floor in Pavilion  
Wi-Fi Connectivity

## FURNITURE INCLUDED

- 2 - Farmhouse Tables
- 2 - Farmhouse Bars
- 10 - Highboy Tables
- 20 - 6 ft. Tables
- 20 - 5 ft. Round Tables
- 2 - 4 ft. Round Tables
- 31 - Metal Bistro Tables
- 116 - Metal Bistro Chairs
- 200 - White Ceremony Chairs

