

DISPLAY THIS CARD ON PRINCIPAL FRONTAGE OF WORK CITY OF PORTLAND

BUILDING DEPARTMENT

PERMIT

Please Read Application And Notes, If Any, Attached

Permit Number: 090516
PERMIT ISSUED
MAY 28 2009
CITY OF PORTLAND

This is to certify that CITY OF PORTLAND / Pierce Promotion
has permission to "Honey Bunches of Oats" Event set-up / break-down 5/28/2009
AT 456 CONGRESS ST

provided that the person or persons, firm or corporation accepting this permit shall comply with all of the provisions of the Statutes of Maine and of the Ordinances of the City of Portland regulating the construction, maintenance and use of buildings and structures, and of the application on file in this department.

Apply to Public Works for street line and grade if nature of work requires such information.

Notification of inspection must be given and written permission procured before this building or part thereof is lath or other work is used-in. 24 HOUR NOTICE IS REQUIRED.

A certificate of occupancy must be procured by owner before this building or part thereof is occupied.

OTHER REQUIRED APPROVALS

Fire Dept. _____
Health Dept. _____
Appeal Board _____
Other _____
Department Name

Thomas M. McAuley 5/28/09
Director - Building & Inspection Services

PENALTY FOR REMOVING THIS CARD

City of Portland, Maine - Building or Use Permit Application

389 Congress Street, 04101 Tel: (207) 874-8703, Fax: (207) 874-8716

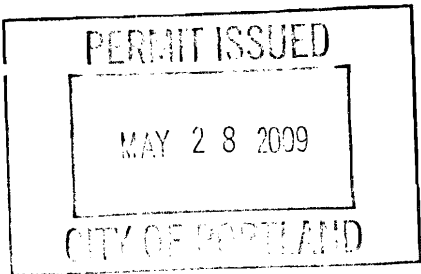
Permit No: 09-0516	Issue Date:	CBL: 027 G001001
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Location of Construction: 456 CONGRESS ST	Owner Name: CITY OF PORTLAND	Owner Address: 389 CONGRESS ST	Phone:
Business Name:	Contractor Name: Pierce Promotions, LLC	Contractor Address: 123 Free Street Portland	Phone 2075231700
Lessee/Buyer's Name	Phone:	Permit Type: Tents	Zone: B-3

Past Use: Monument Square	Proposed Use: Monument Square - "Honey Bunches of Oats " Event set-up /break down 05/28/2009	Permit Fee: \$30.00	Cost of Work: \$30.00	CEO District: 1
Proposed Project Description: "Honey Bunches of Oats " Event set-up /break down 05/28/2009		FIRE DEPT: <input type="checkbox"/> Approved <input type="checkbox"/> Denied	INSPECTION: Use Group: <i>A3</i> Type: <i>TENT</i> <i>IBC 2003</i> Signature: <i>Jm 5/28/09</i>	
		PEDESTRIAN ACTIVITIES DISTRICT (P.A.D.) Action: <input type="checkbox"/> Approved <input type="checkbox"/> Approved w/Conditions <input type="checkbox"/> Denied Signature: _____ Date: _____		

Permit Taken By: Ldobson	Date Applied For: 05/28/2009	Zoning Approval
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<ol style="list-style-type: none"> This permit application does not preclude the Applicant(s) from meeting applicable State and Federal Rules. Building permits do not include plumbing, septic or electrical work. Building permits are void if work is not started within six (6) months of the date of issuance. False information may invalidate a building permit and stop all work.. 	Special Zone or Reviews <input type="checkbox"/> Shoreland <input type="checkbox"/> Wetland <input type="checkbox"/> Flood Zone <input type="checkbox"/> Subdivision <input type="checkbox"/> Site Plan Maj <input type="checkbox"/> Minor <input type="checkbox"/> MM <input type="checkbox"/> OK Date: <i>5/28/09 JBN</i>	Zoning Appeal <input type="checkbox"/> Variance <input type="checkbox"/> Miscellaneous <input type="checkbox"/> Conditional Use <input type="checkbox"/> Interpretation <input type="checkbox"/> Approved <input type="checkbox"/> Denied Date: _____	Historic Preservation <input checked="" type="checkbox"/> Not in District or Landmark <input type="checkbox"/> Does Not Require Review <input type="checkbox"/> Requires Review <input type="checkbox"/> Approved <input type="checkbox"/> Approved w/Conditions <input type="checkbox"/> Denied <i>JBN</i> Date: _____
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CERTIFICATION

I hereby certify that I am the owner of record of the named property, or that the proposed work is authorized by the owner of record and that I have been authorized by the owner to make this application as his authorized agent and I agree to conform to all applicable laws of this jurisdiction. In addition, if a permit for work described in the application is issued, I certify that the code official's authorized representative shall have the authority to enter all areas covered by such permit at any reasonable hour to enforce the provision of the code(s) applicable to such permit.

SIGNATURE OF APPLICANT	ADDRESS	DATE	PHONE
RESPONSIBLE PERSON IN CHARGE OF WORK, TITLE		DATE	PHONE



Tent/Canopy or Temporary Event Staging Permit Application

If you or the property owner owes real estate or personal property taxes or user charges on any property within the City, payment arrangements must be made before permits of any kind are accepted.

Location/Address/Park of Installation: MONUMENT SQUARE		
Date of Set up/Event 5/29/09 9:00 AM		Date of Breakdown/ End of Event 5/29/09 1:30 PM
Tax Assessor's Chart, Block & Lot Chart# 27 Block# G Lot# 1	Property Owner: CITY OF PORTLAND	Telephone:
Lessee/Buyer's Name (If Applicable)	Applicant name, address & telephone: BRAD MAC CATHRAN PIERCE PROMOTIONS & EVENT ONE MONUMENT SQ., PORTLAND, ME 04101	Fee: \$30.00 MANAGEMENT LLC 4TH FLOOR
<p>The permit fee and the following items must be completed and submitted along with this application in order to receive a permit.</p> <ol style="list-style-type: none"> 1. Certificate of Flammability 2. Letter of approval from property owner. If the City is owner, attach a completed copy of Application to Use City Parks & Public Space from Parks & Recreation (756-8275). 3. Company name of installer (contact info). 4. Plot Plan showing the following: Tent/Canopy or temporary event staging locations, including dimensions, exits and entrances of proposed and existing, parking and existing building locations. If this is temporary staging, you will need to include product information. (Applicant may call Parks & Recreation for maps of Portland's Parks @ 756-8275). 5. If the City is the property owner, Certificate of Insurance listing the City as additional insured. Minimum amount of coverage is \$400,000.00 		
Who should we contact when permit is ready: BRAD MAC CATHRAN		
Address: _____		Telephone: 523-1779
Please submit all of the information outlined in the Tent/Canopy and Event Staging Permit Application as one package. Failure to do so will result in the automatic denial of your permit.		

In order to be sure the City fully understands the full scope of the project, the Planning and Development Department may request additional information prior to the issuance of a permit. For further information visit us on-line at www.portlandmaine.gov, stop by the Building Inspections office, room 315 City Hall or call 874-8703.

I hereby certify that I am the Owner of record of the named property, or that the owner of record authorizes the proposed work and that I have been authorized by the owner to make this application as his/her authorized agent. I agree to conform to all applicable laws of this jurisdiction. In addition, if a permit for work described in this application is issued, I certify that the Code Official's authorized representative shall have the authority to enter all areas covered by this permit at any reasonable hour to enforce the provisions of the codes applicable to this permit.

Signature of applicant:	Date: 5/26/09
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This is not a permit; you may not commence ANY work until the permit is issued.

City of Portland, Maine - Building or Use Permit

389 Congress Street, 04101 Tel: (207) 874-8703, Fax: (207) 874-8716

Permit No: 09-0516	Date Applied For: 05/28/2009	CBL: 027 G001001
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Location of Construction: 456 CONGRESS ST	Owner Name: CITY OF PORTLAND	Owner Address: 389 CONGRESS ST	Phone:
Business Name:	Contractor Name: Pierce Promotions, LLC	Contractor Address: 123 Free Street Portland	Phone (207) 523-1700
Lessee/Buyer's Name	Phone:	Permit Type: Tents	

Proposed Use: Monument Square - "Honey Bunches of Oats " Event set-up /break down 05/28/2009 - one 10'x10' tent & one 20'x20' tent	Proposed Project Description: "Honey Bunches of Oats " Event set-up /break down 05/28/2009 - one 10'x10' tent & one 20'x20' tent
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Dept: Zoning **Status:** Approved **Reviewer:** Ann Machado **Approval Date:** 05/28/2009
Note: **Ok to Issue:**

Dept: Building **Status:** Approved with Conditions **Reviewer:** Tom Markley **Approval Date:** 05/28/2009
Note: **Ok to Issue:**

- 1) This permit DOES NOT authorize any construction activities. The tent/stage must be removed at the end of the event.
- 2) Application approval based upon information provided by applicant. Any deviation from approved plans requires separate review and approval prior to work.

PROUD MEMBERS SINCE:



Moss

Certificate of Flame Retardancy

Date: January 17, 2008

Material: Firesist HUV

Colors: **All Available**

Treated by American Flamecoat: **No**

We depose and say that the materials described above have been manufactured using an inherently flame resistant fiber or durable flame retardant process. This fabric will remain Flame resistant for the length of its service.

This fabric passes the following flame retardant requirements:

Meets California State Fire Marshall Title 19. Section 1237. Test Procedure #801.

NFPA 701-99 Test Method 2.

CPAI-84 Tent walls and roof.

UFAC Upholstered Furniture Class 1.

Moss is committed to compliance, qualification and safety of our products.

Bart Read
VP GM Belfast
bread@mossinc.com
t. 207/930-6165
f. 207/930-6065

Moss Inc. · 800-341-1557 · 207-338-1764
3600 West Pratt Avenue, Lincolnwood, IL 60712,
· 248 Northport Avenue, Belfast, Maine 04915
1949 S. 4250W. Salt Lake City, UT 84104
8050 S Arville St #104, Las Vegas, NV 89139



PROUD MEMBERS SINCE:



Certificate of Flame Retardancy

Date: 1/17/2008
Material: Moss FR Poly Glow
Moss Number 4007506, 60 in wide, 4007505, 125 in wide
Colors: **All colors and Photo Fabric printed**

We depose and say that the materials described above have been manufactured using a portion of inherently flame resistant fiber or have been treated with a Class A flame retardant. This fabric may need to be retreated if washed.

This fabric has been tested by the manufacturer and complies with NFPA 701 Small Scale.

Bart Read
VP GM Belfast
bread@mossinc.com
t. 207/930-6165
f. 207/930-6065

Moss Inc.: 800-341-1557 · 207-338-1764
3600 West Pratt Avenue, Lincolnwood, IL 60712,
· 248 Northport Avenue, Belfast, Maine 04915
1949 S. 4250W. Salt Lake City, UT 84104
8050 S Arville St #104, Las Vegas, NV 89139

From: Ted Musgrave
To: Brad MacCachran
Date: Wed, May 20, 2009 4:34 PM
Subject: Re: Honey Bunches of Oats Test Event 5/29/2009 Monument Square

hi brad -

i looked at your AP... and could find no mention of "ACTIVITY" for your event... (REMEMBER... you must be bring in some type of fun/activity event, special dignitary, rockstar, etc. for this to take place on the square)...

we DO NOT issue permits for just "sampling"....

SO what have you got planned for the square....?

once you submit that information (AND my supervisor OK's it)... then i can go forward with issuing you a permit for use...

AND here is some of the info i'd get back to you with..... IF APPROVED.....:

\$230 use fee... with a \$100 security dep check as well.. (can be credit card)...

i've cc'ed Lannie Dobson.. Inspection Services.. (3rd Fl city hall: 874-8693)

as you will need to procure a TENT PERMIT from her for the 20x20 FREE-STANDING TENT ON THE SQUARE..

(she'll need a certificate of insurance same as the Rec. Office - so pls get me one.....!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!)... in anticipation of this being approved.

i also just faxed you a MAP of the square (lannie will need to know the location for the TENT) i figure it will be somewhere near the monument and the electrical box..

(display trucks/vehicles will need to park at the meters beside the square)

ALSO - (as i hope this event to be approved.....) pls procure your TFSL from alex at the city clerk's office (2nd fl - CH)... 874-8557 i've cc'ed alex too.

and call carol merritt (874-8822) to set aside your "No Parking" signs - to reserve parking spaces on Federal St. Ext.

I LOOK FORWARD TO HEARING BACK FROM YOU WITH A REALLY FUN EVENT TO GO ALONG WITH THE CEREAL SAMPLING...!!!

(pls, not just the computer games)

thankx

>>> "Brad MacCachran" <Brad.MacCachran@piercepromotions.com> 5/13/2009 4:45:22 PM >>>

Sir:

How's this look? Is my math correct, do we owe you \$230.00?

Let me know-thank you.

Brad

Brad MacCachran, Director | Sponsorship & Venue Management

PIERCE

One Monument Square, 4th Floor Portland ME 04101

523.1700 main 523.1779 direct 838.0485 mobile 523.4003 fax

brad.maccachran@piercepromotions.com

CC: Alexandra Murphy; Carol Merritt; Lannie Dobson; Sally Deluca; Thomas Higgins

From: Ted Musgrave
To: Brad MacCachran
Date: 5/27/2009 8:38:42 PM
Subject: PERMIT - May 29 - Mon Square - Honey Bunches of Oats / Library Test Event

hi brad -

as i anticipate checks to arrive shortly, PLS review attached permit for your event on Friday... and follow up with city staff for needed items..

thanks..... and best wishes on a great day..

PLS let me know how it goes..!!!!

>>> "Brad MacCachran" <Brad.MacCachran@piercepromotions.com> 5/27/2009 11:31:56 AM >>>

Ted: I'll have the checks in time, so will put the sec. deposit in check form if that's cool.

Brad

-207.523.1779 direct 207.838.0485 mobile 207.523.4003 fax

CC: Alexandra Murphy; ANITA R. LACHANCE; Edmund Aceto; elise@portlandmaine.com; Fire; Inspections; James Vance ; jbeitzer@portlandmaine.com; Judith Rosen; Maynard Sprague; Michael Bobinsky; Nancie Swift; Parking; Parks Admin; Police; PW; Sonia Bean



HONEY BUNCHES of OATS FIND YOUR FLAVOR TOUR

The Honey Bunches of Oats brand ambassadors are spreading the joy for the fabulous Honey Bunches of Oats flavors! They're ready to serve up tons of fun with plenty of variety when they roll into town with their festive setup.

Event Elements:

Teams of joy advocate dressed as Honey Bunches of Oats brand ambassadors set up shop with brightly branded tents at beaches and other fun-filled destinations around the country. They serve up samples from the Flavor Fountain where consumers can taste the joy put into every spoonful.

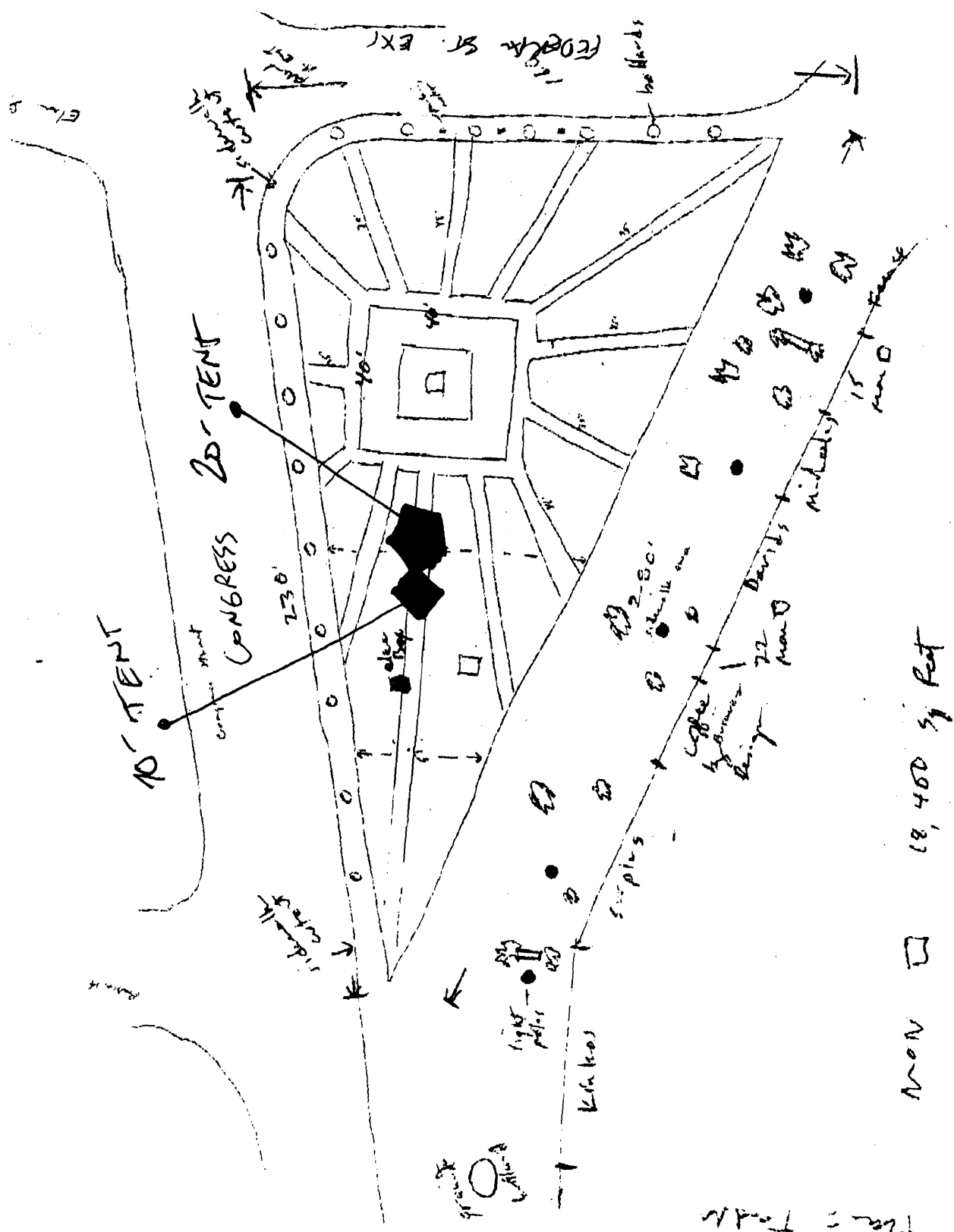
- 10'x10' branded tent provides a food preparation area with hand washing site and table.
- 20'x20' branded tent will contain:
 - 8' bar for serving samples from the Flavor Cereal Bar Display
 - Digital computers featuring games from onespoonful.com
 - Welcome sign and 8 lollipop signs create festive branding opportunities and promote each flavor variety.



PIERCE
Approval:

Client
Approval:

Client: Post > Honey Bunches of Oats
Job Number: 90227.8949
Date: 3/11/2009
Job Title: HBO Find Your Flavor Tour
Designer: Therrien
Version: 4



24-4-03

To: B/L MO
From: Todd

MON □ 18,400 sq feet

Telco Prod: 207-716-8275 in 211
Fax: 8279

MARSH		CERTIFICATE OF INSURANCE		CERTIFICATE NUMBER	
PRODUCER Marsh USA, Inc. 1166 Avenue of the Americas New York, NY 10036 Attn: EMAIL:OMNICOM.REQUEST@MARSH.COM		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER OTHER THAN THOSE PROVIDED IN THE POLICY. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES DESCRIBED HEREIN.			
		COMPANIES AFFORDING COVERAGE			
		COMPANY	A Liberty Mutual Fire Ins Co		
		COMPANY	B N/A		
		COMPANY	C		
		COMPANY	D		
INSURED OMNICOM GROUP INC. (PIERCE PROMOTIONS & EVENT MANAGEMENT, LLC) 437 MADISON AVENUE NEWYORK, NY 10022					
COVERAGES					
THIS IS TO CERTIFY THAT POLICIES OF INSURANCE DESCRIBED HEREIN HAVE BEEN ISSUED TO THE INSURED NAMED HEREIN FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THE CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, CONDITIONS AND EXCLUSIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.					
CO LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
A	<input checked="" type="checkbox"/> GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> OWNER'S & CONTRACTOR'S PROT <input checked="" type="checkbox"/> CONTRACTUAL LIABILITY	TB2-631-506905-018	05/31/08	05/31/09	GENERAL AGGREGATE \$ 5,000,000
					PRODUCTS - COMP/OP AGG \$ 5,000,000
					PERSONAL & ADV INJURY \$ 2,000,000
					EACH OCCURRENCE \$ 2,000,000
					FIRE DAMAGE (Any one fire) \$ 2,000,000
					MED EXP (Any one person) \$ 10,000
					COMBINED SINGLE LIMIT \$
					BODILY INJURY (Per person) \$
					BODILY INJURY (Per accident) \$
					PROPERTY DAMAGE \$
	<input type="checkbox"/> GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY \$ EACH ACCIDENT \$ AGGREGATE \$
	<input type="checkbox"/> EXCESS LIABILITY <input type="checkbox"/> UMBRELLA FORM <input type="checkbox"/> OTHER THAN UMBRELLA FORM				EACH OCCURRENCE \$ AGGREGATE \$
	<input type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY THE PROPRIETOR/PARTNERS/EXECUTIVE OFFICERS ARE: <input type="checkbox"/> INCL <input type="checkbox"/> EXCL				W/C STATUTORY LIMITS QTH ER \$ EL EACH ACCIDENT \$ EL DISEASE-POLICY LIMIT \$ EL DISEASE-EACH EMPLOYEE \$
	OTHER				
DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/SPECIAL ITEMS THE CITY OF PORTLAND, MAINE IS INCLUDED AS ADDITIONAL INSURED ON ALL POLICIES WHERE REQUIRED BY WRITTEN CONTRACT. RE: Test Event at Monument Square in Portland, ME on May 29, 2009					
CERTIFICATE HOLDER			CANCELLATION		
City of Portland Recreation and Facilities Management 134 Congress Street, Suite 2 Portland, ME 04101			SHOULD ANY OF THE POLICIES DESCRIBED HEREIN BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE INSURER AFFORDING COVERAGE WILL ENDEAVOR TO MAIL <u>30</u> DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED HEREIN, BUT FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER AFFORDING COVERAGE, ITS AGENTS OR REPRESENTATIVES, OR THE ISSUER OF THIS CERTIFICATE.		
			AUTHORIZED REPRESENTATIVE of Marsh USA Inc. BY: Ricki Fitzsimmons <i>Ricki Fitzsimmons</i>		
			MM1(3/02) VALID AS OF 05/14/09		