

DISPLAY THIS CARD ON PRINCIPAL FRONTAGE OF WORK

**CITY OF PORTLAND**

**BUILDING INSPECTION**

**PERMIT**

Please Read Application And Notes, If Any, Attached

PERMIT ISSUED  
Permit Number: 060485  
APR 28 2006  
CITY OF PORTLAND

This is to certify that CITY OF PORTLAND /Pier Promotions, LLC  
has permission to Mr. Peanut 100 years of Freshment Set 5/19/2006 breakd... 5/19/2006  
AT 61 PARK AVE City 035 I001001

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 when permission procured before this building or part thereof is altered or closed-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

*[Signature]*  
Director - Building & Inspection Services

**PENALTY FOR REMOVING THIS CARD**

**City of Portland, Maine - Building or Use Permit Application**

Permit No:	Issue Date:	<b>PERMIT ISSUED</b>	CEID
			035 1001001

<b>Location of Construction:</b> 61 PARK AVE	<b>Owner Name:</b> CITY OF PORTLAND	<b>Owner Address:</b> 389 CONGRESS ST	<b>Phone:</b>
<b>Business Name:</b>	<b>Contractor Name:</b> Pierce Promotions, LLC	<b>Contractor Address:</b> 123 Free Street Portland	<b>Phone:</b> CITY OF PORTLAND 700
<b>Lessee/Buyer's Name</b>	<b>Phone:</b>	<b>Permit Type:</b> Tents	<b>Zone:</b> Res

<b>Past Use:</b> Deering Oaks Park	<b>Proposed Use:</b> Deering Oaks Park/ Mr. Peanut 100 years of Fresh event Setup 05/19/2006 breakdown 5/19/2006	<b>Permit Fee:</b> \$30.00	<b>Cost of Work:</b> \$30.00	<b>CEO District:</b> 1
		<b>FIRE DEPT:</b> <input type="checkbox"/> Approved <input type="checkbox"/> Denied	<b>INSPECTION:</b> Use Group: <i>U</i> Type:	

<b>Proposed Project Description:</b> Mr. Peanut 100 years of Fresh event Setup 05/19/2006 breakdown 5/19/2006	Signature: <i>[Signature]</i>	Signature: <i>[Signature]</i>
<b>PEDESTRIAN ACTIVITIES DISTRICT (P.A.D.)</b>		
Action <input type="checkbox"/> Approved <input type="checkbox"/> Approved w/Conditions <input type="checkbox"/> Denied		
Signature:	Date:	

<b>Permit Taken By:</b> Idobson	<b>Date Applied For:</b> 04/11/2006	<b>Zoning Approval</b>		
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<b>Special Zone or Reviews</b> <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"/> <i>re: w/conditioning Appm</i> Date: 4/12/06	<b>Zoning Appeal</b> <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:	<b>Historic Preservation</b> <input 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 in Historic <i>This is located in Historic Landscape but it is only temporary so OK. Appm</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.

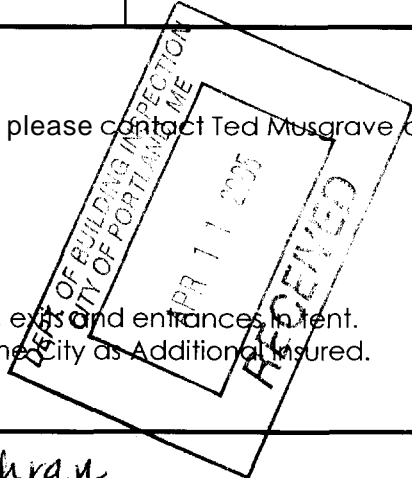
SIGNATURE OF APPLICANT	ADDRESS	DATE	PHONE
RESPONSIBLE PERSON IN CHARGE OF WORK, TITLE		DATE	PHONE

Submit Application to Room 315, Portland City Hall, 389 Congress Street, Portland, ME 04101  
 207-874-8703; fax 207-874-8716. Please allow 10 Business Days for processing.

## Tent 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 of Construction: <u>Deering Oaks Park near Band stand or Castle</u>		
Date of Tent setup: <u>Friday, May 19, 2006</u>	Date of Tent breakdown: <u>Friday, May 19, 2006</u>	
Tax Assessor's Chart, Block & Lot Chart# <u>35</u> Block# <u>I</u> Lot# <u>1</u>	Owner: <u>Pierce Promotions, LLC</u>	Telephone: <u>(207) 523-1700</u>
Lessee/Buyer's Name (If Applicable)	Applicant name, address & telephone: <u>123 Free Street Portland, ME 04101</u>	Fee: \$ 30.00
<p><b>The following must be included as submissions:</b></p> <ol style="list-style-type: none"> <li>1. Certificate of Flammability</li> <li>2. Letter of approval from property owner. If the City is the owner, please contact Ted Musgrave at Parks &amp; Recreation @ 874-8793</li> <li>3. Plot Plan showing the following:             <ol style="list-style-type: none"> <li>i. Property lines</li> <li>ii. Parking</li> <li>iii. Existing Building locations</li> <li>iv. Tent locations, including dimensions of all tents, exits and entrances to tent.</li> </ol> </li> <li>4. If the City is the property owner, Certificate of Insurance listing the City as Additional Insured. Minimum amount of coverage is \$400,000.00</li> </ol>		
Whom should we contact when the permit is ready: <u>Brad MacCachran</u> Mailing address: <u>123 Free Street Portland, ME 04101</u> PHONE: <u>(207) 523-1799</u>		
We will contact you by phone when the permit is ready. You must come in and pick up the permit and review the requirements before starting any work, with a Plan Reviewer. A STOP WORK ORDER WILL BE ISSUED AND A \$100.00 FINE LEVIED IF ANY WORK STARTS BEFORE THE PERMIT IS PICKED UP.		

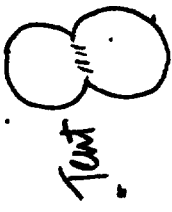


Signature of applicant: <u>[Signature]</u>	Date: <u>3-31-06</u>
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May 19th Plaster's

Playground

Handicap Parking  
Option 2



Tent plans

Option 2 Tent

Option 1

Tent



Canteen

EXIT

Nutmobile

Nut Mobile  
on sidewalk

Dirt Parking Lot

load

Tent

Nutmobile  
on asphalt

Band Stand

Option 3

Road Circle

WEST EXT.

DUCK POND



**From:** Ted Musgrave  
**To:** Amanda Berube; anne pringle; barb hager; Denise Clavette; Ethan Owens; JEFF TARLING; Jennifer Steffy; Julie Hutchins; Lannie Dobson; Meghan Williams; Phillip Labbe; SALLY DELUCA; Tom Civiello  
**Date:** 4/10/2006 5:14:41 PM  
**Subject:** Re: Follow-up - Deering Oaks Park site check - Planters Peanuts Event - for Friday, May 19

hi meghan and pierce promotions staff ...

(i've also sent this to city staff - and friends staff - for an FYI) -

THIS event should be very FUN for the public, parks & rec. staff, as well as your staff !!!!!

i bet you lots of parks trucks will just have to make a trip into the oaks that day !

i received your fedx'ed check and "hard copy" of the application today.. and i've attached your e-mail proposal below to it.

the 3 proposals/options below sound great... and jeff has already ok'ed the placement of tents on the grass areas mentioned below.

THESE tents would have no stakes into the ground (rather - legs weighted down with sandbags).

i've clarified (added) a few areas (mentioning "farmers market roadway" etc..) on your proposal below...

and i would ask that a map be drawn up... (with the 4 options diagrammed).. and sent to p&r.

brad should have a copy of the "oaks" map i use.

other than that - it looks great... PLS proceed with your plans.

1. PLS contact your insurance co. and have them fax off a cert to the p&r office: 756-8279....
2. PLS complete the attached TFS license ap - for your peanut sampling - and forward to city clerk's office (i've included amanda berube: 874-8557) on this e-mail..
3. PLS complete the attached tent permit application.. and return to inspections div. (i've included lannie dobson: 874-8493, on this e-mail)

THANKS.

p.s. by may 19 - there should be a porta-potty located in one of the handicap parking inlets on tennis court rd.

>>> "Meghan Williams" <Meghan.Williams@piercepromotions.com> 4/10/2006 3:24:20 PM >>>  
Hey Ted,

Thank you for your time this morning. It was great to be able to see different location options for our Planters 100th Anniversary Celebration test event at Deering Oaks Park. Please find the three options listed in order of preference below. For each option, the event floor plan would be 60' x 30'.

Option 1: The Castle

Per our conversation this morning, we would like to park the Planters NutMobile on the asphalt sidewalk (pond side) across from the castle. We'd like to

be able to set up our tent on the grassy area to the left of the castle.  
Any other event vehicles would be parked on the public access road (i.e. tennis court rd - near the castle).

#### Option 2: Middle Forest

As we discussed with you and Jeff Tarling, we'd like to consider the area in Middle Forest as a second option. The Planters NutMobile would be parked outside the gate to the park access road (farmers market rd). We looked at the trees in the Middle Forest area and agreed with Jeff that the tent would not touch the branches in that area. All other event vehicles would be parked on the park access road (farmers market rd).

#### Option 3: Bandstand

Our third option would be the area in front of the bandstand. The NutMobile would be parked on the park access road to the left of the bandstand (bandstand driveway). The tent would be set up on the asphalt area in front of the bandstand (as well as on the grass area in front of the bandstand). All other event vehicles would be parked on the park access road (farmers market rd).

#### Rain contingency plan:

In the event of rain, we talked about using the park access road in front of the bandstand (farmers market rd). The NutMobile would be parked by the gate to the park access road (farmers market rd) and the tent would be on the access road, itself (farmers market rd). After measuring the width of the road we found that it was 26', but discussed that any tent spill over onto the ground would be ok as long as all event personnel stood only on the park access road and not on the wet ground.

Please let me know if you have questions.

Have a great day,  
Meghan

Meghan Williams  
Coordinator, Sponsorship and Venue Management  
pierce promotions & event management  
123 Free Street  
Portland, Maine 04101  
Direct Line: 207-523-1391  
Main Line: 207-523-1700  
Fax Line: 207-523-4003  
[meghan.williams@Diercepromotions.com](mailto:meghan.williams@Diercepromotions.com)  
[www.piercerxomotions.com](http://www.piercerxomotions.com)

CC: Brad MacCachran; Emily Stadler; Sarah Armstrong



Proud members since:

## CERTIFICATE OF FLAME RETARDANCY - USA

**Date:** January 1, 2005

**Material:** Nylon Oxford

**Colors:** White, Black, Red, Royal, Yellow, Charcoal, Navy,

**Moss Item ID #s:** 720; 800; 716; 801; 802; 803; 807; 924; 804; 891

We depose and say that the materials described above have been certified to us by their manufacturer or supplier as having been coated with a fire retardant chemical and that:

1. The material has been tested and shown to meet the minimum requirements of N.F.P.A. 701, test 1. This material can be laundered and will maintain its fire retardant properties as long as the coated surface has not been damaged.
2. For inkjet printing on this fabric, the supplier states, "The ink, after drying, has an insignificant effect to the fire rating of the substrate you're printing on. If the image is printed on a fire retardant substrate, the material will retain its fire retardant properties it had before printed."



We are in receipt of the certificate number FA-36201- **REGISTERED FLAME RESISTANT PRODUCT** issued by the California Department of Forestry and Fire Protection, Office of the State Fire Marshal which states that the material meets the minimum requirements of flame resistance identified in Section 13115, California Health and Safety Code.

Furthermore, we are in receipt of certificate numbers 3176/8740-a-Fe/Wi issued by Materialprufanstalt fur das Bauwesen, Braunschweig, Germany which states that the white material meets the minimum requirements of flammability test DIN 4102, class B1. A copy of the referenced certificate is on file at the Safety and Health Department, Messe Dusseldorf, c/o M. Leuker, Abt. G3-S, Stockumer Kirchstr. 61,40474 Dusseldorf.

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

Abigail Van Deventer  
Asst. Fabric Director  
Moss Inc.  
248 Northport Ave.  
Belfast, ME 04915  
207.338.6677/2143  
avandeventer@mossinc.com



Proud members since:

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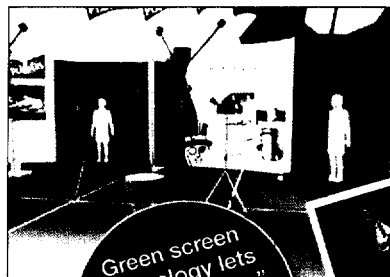
# People... will... go nuts!



## Get in on the fun! Bring the crowd-pleasing, Planters Freshtennial 100 year mobile celebration to your event.

- Take "a walk down memory lane," with intriguing Planters and American memorabilia housed in two custom tents
- Be a part of history, using green screen technology, get photographed in historic moments
- Sample warm peanuts from street carts
- Snap a picture with both the original and today's Mr. Peanut characters

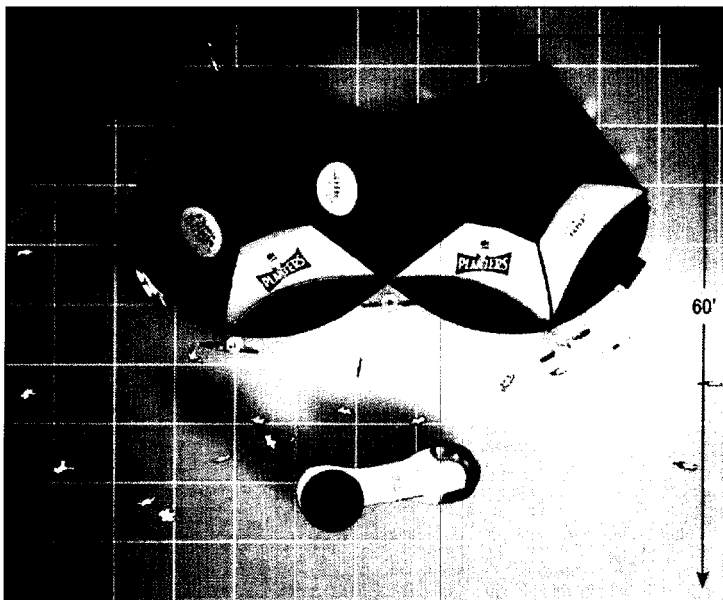
Bright, eye-catching dome tents featuring fantastic exhibits



Green screen technology lets people "picture" themselves in historic moments!



Special appearance by the Planters NutMobile



### Event Set

- (2) 30' x 30' tents
- (1) Branded 20' vehicle
- (1) Planters NutMobile
- (2) Live Mr. Peanut characters
- (2) Green screen photo stations
- (2) Street peanut carts with fresh samples
- Multiple interactive kiosks
- 100 years of Planters memorabilia

### On-site Requirements

- ✓ Space: 60' x 60' (alternate 40' x 80' available)
- ✓ Electric: Dual outlet if available (generator on vehicle if necessary)



To book the Planters Freshtennial for your event, don't wait – call today!

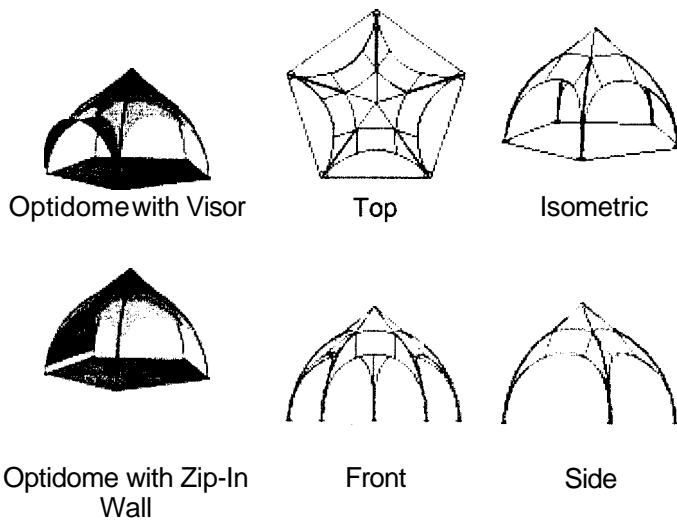


# Optidome

The freestanding Moss Optidome is ideal for temporary outdoor events. The graceful arches and unique shape add beauty and elegance to any venue.



30' Optidome, with visors and graphics shown at a Best Buy outdoor event. Exhibit by GMR Marketing.



Frame Views

SIZE	COVERTYPE	HOW TO ORDER
<p>crystal light 10'</p> <p>Monument <del>24'</del> 20'</p> <hr/> <p>rearing Oaks</p>	<ul style="list-style-type: none"> <li>Single Skin</li> </ul>	<p>Begin by choosing a Shape and Size. Then select fabric type and options.</p> <p>To Order:            Phone 800.341.1557            Fax 207.338.1764            or contact your Moss Account Executive</p>

			<b>OPTIONS</b>	<b>NOTE</b>
SIZE		DIM WEIGHT		
10'		62 lbs.	Visors Zip-In Walls Connectors	Your Moss Account Executive can assist you with information on graphic applications for the Optidome.
20'		62 lbs.		
30'		62 lbs.		
	<b>ZIP-IN WALLS</b>			
SIZE		DIM WEIGHT	<b>SET UP</b>	
10'		14 lbs.	25 - 60 minutes, depending on size 2 - 5 people, depending on size	
20'		23 lbs.		
30'		23 lbs.		
	<b>CONNECTORS</b>			
SIZE		DIM WEIGHT		
10'		14 lbs.		
20'		23 lbs.		
30'		23 lbs.		

**City of Portland, Maine - Building or Use Permit**

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

<b>Permit No:</b> 06-0485	<b>Date Applied For:</b> 04/11/2006	<b>CBL:</b> 035 1001001
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<b>Location of Construction:</b> 61 PARK AVE	<b>Owner Name:</b> CITY OF PORTLAND	<b>Owner Address:</b> 389 CONGRESS ST	<b>Phone:</b>
<b>Business Name:</b>	<b>Contractor Name:</b> Pierce Promotions, LLC	<b>Contractor Address:</b> 123 Free Street Portland	<b>Phone</b> (207) 523-1700
<b>Lessee/Buyer's Name</b>	<b>Phone:</b>	<b>Permit Type:</b> Tents	

Deering Oaks Park/ Mr. Peanut 100years of Fresh event Setup  
05/19/2006 breakdown 5/19/2006Mr. Peanut 100years of Fresh event Setup 05/19/2006 breakdown  
5/19/2006**Dept:** Zoning      **Status:** Approved with Conditions      **Reviewer:** Ann Machado      **Approval Date:** 04/12/2006**Note:**      **Ok to Issue:** 

1) This permit allows the tent to be put up and removed on May 19,2006.

**Dept:** Building      **Status:** Approved with Conditions      **Reviewer:** Residential Plan Revie      **Approval Date:** 04/28/2006**Note:**      **Ok to Issue:** 

1) This permit DOES NOT authorize any construction activities. The tent must be removed at the end of the event.

**Comments:**

4/12/2006-amachado: Ted Musgrave had the certificate of insurance faxed to Parks &amp; Rec. Meghan Wiliams at Pierce Promotions has discussed three possible sites for the event (all three shown on site plan) which Ted has Oked. She will pick the final site after talking with her client and get final confirmation from Ted.