



CITY OF BETHLEHEM  
OFFICE OF THE CITY SOLICITOR

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INTEROFFICE MEMORANDUM

To: Louise M. Kelchner, City Clerk

From: William P. Leeson, Esq., City Solicitor

Re: Use Permit Agreement for Public Property  
Permittee Name: LeadDog Marketing Group, Inc.  
Purpose: Runner's World Half Marathon and Festival  
Runner's World Trail Run  
Location: 1<sup>st</sup> Street from Polk Street to City's Terminus and Founder's  
Way between 2<sup>nd</sup> Street and 1<sup>st</sup> Street  
South Mountain Park

Date: August 27, 2015

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Attached is a proposed Resolution and associated Use Permit Agreement for Council's consideration.

Please place this matter on City Council's agenda for review and appropriate action.

  
William P. Leeson, Esq., Solicitor

Cc: Robert J. Donchez, Mayor  
Ralph E. Carp, Parks & Public Property  
Jessica Shweky, LeadDog Marketing Group, Inc.

RESOLUTION NO. 2015-\_\_\_\_\_

Authorization For Use Permit Agreement

BE IT RESOLVED by the Council of the City of Bethlehem that the Mayor and the Controller and/or such other City officials as deemed appropriate by the City Solicitor, are hereby authorized to execute a Use Permit Agreement and such other agreements and documents as are deemed by the City Solicitor to be necessary and/or related thereto, according to the terms and conditions indicated therein and made a part hereof, with the following named permittee, for the uses and purposes indicated below:

1. Name of Permittee: LeadDog Marketing Group, Inc.
2. Premises (A): 1<sup>st</sup> Street from Polk Street to City's Terminus  
Premises (B): Founder's Way between 2<sup>nd</sup> Street and 1<sup>st</sup> Street  
South Mountain Park
3. Purpose (A): Runner's World Half Marathon and Festival  
Purpose (B): Runner's World Trail Run
4. Duration (A): October 15, 2015 at 9:00 am to October 18, 2015 at 7:00 pm  
Duration (B): October 16, 2015 from 8:00 am to 7:30 pm
5. Event Date/Times (A): October 16, 2015 from 5:00 pm to 7:30 pm  
October 17, 2015 from 6:30 am to 12:30 pm  
October 18, 2015 from 6:00 am to 12:30 pm  
Event Date/Times (B): October 16, 2015 from 2:00 pm to 5:00 pm

Sponsored by \_\_\_\_\_  
\_\_\_\_\_

ADOPTED by Council this        day of        , 2015.

\_\_\_\_\_  
President of Council

ATTEST:

\_\_\_\_\_  
City Clerk

CITY OF BETHLEHEM  
Bethlehem, Pennsylvania

**USE PERMIT AGREEMENT FOR PUBLIC PROPERTY**

- PREMISES:           A.     1<sup>st</sup> Street from Polk Street to City's Terminus  
  Founder's Way between 2<sup>nd</sup> Street and 1<sup>st</sup> Street
- B.     South Mountain Park
- PURPOSE:           A.     Runner's World Half Marathon and Festival
- B.     Runner's World Trail Run
- DURATION:          A.     October 15, 2015 at 9:00 a.m. to October 18, 2015 at 7:00 p.m.
- B.     October 16, 2015 from 8:00 a.m. to 7:30 p.m.

THIS USE PERMIT AGREEMENT is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2015, by and between LEADDOG MARKETING GROUP, INC., with its mailing address at 440 Ninth Avenue, 17<sup>th</sup> Floor, New York, New York, 10001 (hereinafter referred to as the "Permittee");

- AND -

The CITY OF BETHLEHEM, a municipal corporation organized and existing under the laws of the Commonwealth of Pennsylvania, with its offices and principal place of business situate at 10 East Church Street, Bethlehem, Northampton County, Pennsylvania, 18018 (hereinafter referred to as the "City").

WITNESSETH:

WHEREAS, Permittee desires to utilize the premises identified above for the purpose identified above; and

WHEREAS, City desires to grant a Use Permit to the Permittee for the premises described, for the purpose stated, and for the date(s) described above as duration.

NOW THEREFORE, in consideration of the sum of Fifty Dollars and 00/100 (\$50.00) and the other amounts, if any, hereinafter identified to be paid by the Permittee to the City concurrently herewith, the sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, the parties agree as follows:

**A. SPECIAL PROVISIONS**

1. Event Date and Times

A. The event dates and times for the Runner's World Half Marathon and Festival are as follows:

October 16, 2015 from 5:00 p.m. to 7:30 p.m.  
October 17, 2015 from 6:30 a.m. to 12:30 p.m.  
October 18, 2015 from 6:00 a.m. to 12:30 p.m.

B. The event date and times for the Runner's World Trail Run are as follows:

October 16, 2015 from 2:00 p.m. to 5:00 p.m.

2. Submission of Public Safety Plan/EMS Standby. The Permittee shall comply with the following provisions.

A. At least thirty (30) days before the festival or special event is scheduled to begin, the Permittee must submit to the City's Parks and Public Property Director, City Fire Commissioner, Police Commissioner and EMS Director a Public Safety Plan (hereinafter referred to as the "Plan") which plan addresses each item on the attached Exhibit "A." The Plan must address each item as contained in Exhibit A to the satisfaction of the City. The Permittee's festival or special event shall not be held on City property unless written approval has been granted by the City on or before the start date of the festival or special event to the Permittee's Plan.

B. The Permittee shall pay for and arrange a City EMS crew and ambulance to provide service to the festival or special event. The Permittee shall pay to the City a standby rate for the EMS crew and ambulance. Said rate shall be the current established rate as set by the City and found in Article 1120 of the Codified Ordinances of the City of Bethlehem. The preceding is amended and superseded with respect to fees, charges and payment obligations only by the single contribution payment under Section A, Paragraph 3.

3. Fees, Contributions and Charges.

- A. Fees for the usage of the Premises will be due in accordance with the fee schedules adopted by City Council.
- B. Permittee hereby agrees to pay to City as a contribution, the sum of Twelve Thousand Five Hundred Dollars and No Cents (\$12,500.00). In addition, Permittee agrees to provide the City with an in-kind contribution consisting of a full page ad in the event participant guide valued at Five Hundred Dollars and No Cents (\$500.00). The total combined contribution of Permittee is Thirteen Thousand Dollars and No Cents (\$13,000.00). The aforesaid contribution shall be paid in lieu of all fees, charges for services, under Section A, Paragraphs 2.B., 5 and 8 and Section B, Paragraphs 8 and 12.
- C. All contributions, fees and charges are due and must be paid within 30 days of the date of invoice, unless otherwise specified herein. If payment is not received within 30 days or by the specified due date, interest charges will accrue at an interest rate of 1% per month or any portion of a month thereof. Interest accruals will include on claims for damages (see Paragraph B.8. below) and/or other services provided by the City of Bethlehem (including but not limited to EMS, fire inspectors, police personnel, City services described in Paragraph B.12. below, etc.).

4. Special Requirements Regarding Service and Sale of Alcohol. Deleted; Permittee certifies no alcohol will be served, sold or transported on City parks property, City streets or City right-of-way in violation of City ordinances or any Pennsylvania Liquor Code prohibitions.

5. Roster Duty Police Officers. Permittee must provide and pay for City of Bethlehem Roster Duty Police Officers at all times during the permitted Event or Festival. The number of roster duty police officers required for the event shall be determined at the sole discretion of the City of Bethlehem Police Department. Payment for police services is an obligation of Permittee under paragraph 3 above. The preceding is amended and superseded with respect to fees, charges and payment obligations only by the single contribution payment under Section A, Paragraph 3.

6. Revenue. All revenue from the event activities may be retained by Permittee.

7. Code Inspection and Compliance

- A. Temporary Structures and Overhead Cover. Any tent, canopy, membrane, or similar structure that Permittee erects or allows to be erected on City property in conjunction with this Use Permit Agreement shall be subject to health, fire, safety, etc. inspections by the appropriate City departments including but not limited to the Code Enforcement Bureau. For purposes

of this agreement each tent, canopy, membrane, or similar structure must comply with all pertinent provisions of the 2009 International Fire Code and other codes, guidelines, etc. deemed relevant by City. The City shall issue a written approval to Permittee as it relates to each tent, canopy, membrane or other similar structure. Permittee hereby agrees to pay the City \$50.00 fee for the inspection of each tent, canopy or membrane subject to this provision.

- B. Cooking and Cooking Devices. Any vendor, party or participant of the festival or event that is the subject of this Use Permit Agreement that anticipates cooking or heating any food during the event, is required to obtain the necessary permit from the City's Fire Department and have any cooking or heating device or equipment to be used or anticipated to be used inspected by the City's Fire Department.
- C. Permittee's failure to follow City Code requirements and directives by inspectors shall be a violation of this agreement under Section B.5.

8. City Personnel. Permittee must provide and pay for City of Bethlehem Roster Duty Fire Department personnel and City of Bethlehem Department of Public Works personnel at all times during the Festival. The number of roster duty fire personnel required shall be determined by the City of Bethlehem Fire Department. The number of Public Works personnel required shall be determined by the City of Bethlehem Public Works Department. The preceding is amended and superseded with respect to fees, charges and payment obligations only by the single contribution payment under Section A, Paragraph 3.

## **B. STANDARD PROVISIONS**

1. Grant of Non-Exclusive Use Permit. The City hereby grants to the Permittee a permit to use the Premises, as more particularly described above, for Permittee's non-exclusive use for the Purpose described above.

2. Purpose of Use Permit and Duration. The Premises shall be used for the Purpose described above only. The grant of this non-exclusive Use Permit shall run for the period of time indicated above as Duration if not terminated sooner as allowed under this Agreement.

3. Premises to Remain Open and Accessible to the Public. The Premises must remain open and accessible to the public at all times, except during activities or events scheduled by and conducted by the Permittee. If the Premises covered by this Agreement pertains to a building or other enclosed structure, City will determine the days and hours for public access, and the days and hours that the building or other structure shall be closed and locked. Permittee shall not interfere with or disrupt City's operations and activities.

4. Scheduling of Programs and Events. The City and the Permittee will coordinate the scheduling of events for use of any facility or other building on the Premises. The City shall retain final approval over all scheduling matters.

5. Violations of Use Permit. Any violation of this Use Permit, as determined by the City in its sole discretion, shall result in the immediate termination of the Use Permit. Such violations include but are not limited to:

- A. The prevention of the public from the use and enjoyment of the Premises at times when no activities or other events are scheduled.
- B. The exclusive use by the Permittee, to the exclusion of the public, of the facility or other building on the Premises during periods when no activities or other events are scheduled.
- C. The failure of the Permittee to obtain and provide the insurance required by this agreement.
- D. Violation and/or non-compliance with any federal or state law, or of City ordinance, inspection and safety Codes, directives by City Code compliance officers and inspectors, policy, rule or regulation.
- E. Violation of a material obligation of Permittee under this Agreement.

6. Required CGL Insurance Coverage. The Permittee shall purchase and maintain comprehensive general liability insurance naming the "City of Bethlehem and its officers and employees" as additional insureds for a minimum of \$1,000,000.00 per occurrence and general aggregate of \$1,000,000.00. The said insurance shall cover public liability, products liability and property damage. To provide proof of insurance, the Permittee shall furnish a Certificate of Insurance to the Bureau of Law of the City of Bethlehem at the time of Permittee's signing and delivery of this Agreement to the City for counter-signature.

7. Indemnification of City. The Permittee shall indemnify, defend, save and hold harmless the City and its officers and employees, from and against all suits or claims that may be based upon any damage or injury or death, to any person or property that may occur, or that may be alleged to have occurred, in the course of the use of the Premises by the Permittee, whether such claims be made by an owner, officer, principal, employee, or a contractor or its employees, of the Permittee, or by any third party, also including Event and Festival licensees and vendors, their owners, principals, employees, and their contractors and contractor's employees, and by members of the public, and whether or not it shall be claimed that the damage or injury or death was caused through the negligent act or omission in whole or in part of the City and/or its officers and/or employees. The Permittee shall, at the Permittee's own expense, pay all charges of attorneys, and all costs and other expenses arising therefrom or incurred in connection therewith, and if any judgment shall be rendered against the City and/or its officers and/or its employees in any such action, or actions, the Permittee, at the Permittee's own expense, shall

satisfy and discharge the same. The preceding shall not apply to require indemnification by Permittee for any liability, claims, suits, etc., arising from action by officers of the Bethlehem Police Department.

8. Maintenance by Permittee. During the term that the Permittee is using the Premises, as granted by this Permit, the Permittee shall maintain and keep the Premises in a clean and sanitary condition. The City's clean-up and trash hauling costs and cost to repair damage to City property resulting from conducting the event will be invoiced to the Permittee and must be reimbursed to the City of Bethlehem within 30 days of invoicing.

9. Renewal. This Permit shall not automatically renew, unless otherwise agreed to in writing, signed by both Permittee and City.

10. Environmental Protection / Energy Conservation / Compliance with Law. Permittee must at all times incorporate best management practices in Permittee's operations as it relates to environmental protection and energy conservation. The best management practices would include full and complete compliance with state and/or local regulatory and/or non-regulatory guidelines for the management of, but not limited to, recycling, soil pollution, erosion control, energy saving applications, energy conservation, and use of environmentally friendly products. Permittee shall fully and completely comply with all Ordinances, policies, rules and/or regulations of the City of Bethlehem, and all state and federal laws, rules and regulations pertaining to the premises utilized herein and the uses thereof, and shall obtain all required permits. City shall have the authority to enforce the ordinances of the City and laws of the Commonwealth of Pennsylvania at the Premises during the term of this Use Permit Agreement.

11. Personal Property. Permittee shall be solely responsible for the safety and security of its personal property, and any damage or loss to items of personalty shall be the sole and exclusive responsibility of Permittee.

12. No City Services. Except for services expressly committed under this Agreement, City shall not be obligated to provide any services to Permittee incident to Permittee's use of the licensed property. All services provided to Permittee by City (e.g., clean-up, custodian during events and final day clean-up) shall be for separate consideration or fee to be paid by Permittee to City. All charges are due and must be paid within 30 days. The preceding is amended and superseded with respect to fees, charges and payment obligations only by the single contribution payment under Section A, Paragraph 3.

13. Cancellations. City may, at its sole discretion, and with or without notice, postpone or cancel the exercise by Permittee of the permit granted hereby for causes beyond City's control. Such causes shall include, without limitation, the laws, regulations, acts, demands, or interpositions of any Federal, State or Local Government Agency, acts of God, fire, flood, weather, or any other cause beyond City's control whether similar or dissimilar to the foregoing.

14. Removal of Personalty. At the termination of this permit, Permittee shall remove all of its personal property from the premises and return the premises to its condition existing at the commencement of this permit. On termination, if Permittee fails to return the Premises to its condition existing at the commencement of this Permit, Permittee agrees to pay to the City on demand, all costs incurred by City to return and restore the Premises to its original condition. The Permittee shall remove all personalty from the premises within two (2) days of the termination of this permit, and in the event of failure to do so, City will impose a charge on Permittee for same.

15. Amendment. This Permit Agreement may not be amended or modified except by agreement in writing duly executed by the parties hereto.

16. Governing Law, Venue and Limitation of Actions. This Agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania. The exclusive venue for resolution of all disputes, claims and actions, whether the same involves litigation, arbitration or otherwise, shall be in Northampton County, Pennsylvania. Any and all civil actions and demands for arbitration by Permittee against the City pertaining to this Agreement and/or anything related thereto shall be subject to the following time limitation: civil actions must be commenced, and demands for arbitration by Permittee must be filed with the American Arbitration Association, within six (6) months of the end of the event, it being the intent of the parties that this provision shall supercede any inconsistent statutory limitation period. This limitation of action provision shall not however apply to any civil actions and/or demands for arbitration by City against Permittee.

17. Dispute Resolution. For all claims, disputes and actions, City may, at its sole option, either demand and require that the same be litigated in the Court of Common Pleas of Northampton County, or demand and require non-binding mediation under the auspices of and in accordance with the then applicable mediation rules and guidelines of the American Arbitration Association, and/or arbitration in front of a three (3) member arbitration panel under the then applicable Arbitration Rules of the American Arbitration Association. Judgment upon the award rendered by the arbitration panel may be entered in the Court of Common Pleas of Northampton County, Pennsylvania. Election by the City of mediation and/or arbitration shall operate as an automatic stay of any litigation filed by the Permittee. The costs of any mediation and/or arbitration shall be borne equally by the parties.

18. Limitation on Damages. In the event of any claims, disputes, actions or arbitrations, by Permittee against City, Permittee waives and relinquishes any and all claims for consequential damages, damages, revenues, profits for delay and damages for acceleration.

19. Non-Assignable. The Permittee may not assign its interest hereunder, nor may Permittee sublease the premises, without the prior written consent of the City.

20 Termination

- A. Either party may terminate this Agreement for any reason on thirty (30) days advance written notice to the other party.
- B. City may terminate or temporarily suspend this Use Permit Agreement immediately and without prior notice where City determines it requires emergency access to the public property that it cannot otherwise satisfactorily accommodate for its needs or City if deems termination necessary for the health, safety or welfare of the public under paragraph 13 above.

21. Security. If security services will be or are being required, then Permittee agrees to use City of Bethlehem Police personnel exclusively for all security, crowd control, traffic control and related duties during the event, immediately before the event and immediately after the event.

IN WITNESS WHEREOF, and intending to be legally bound hereby, the Permittee and the City, have caused this Use Permit to be duly executed the day and year first above written.

ATTEST: \_\_\_\_\_  
Secretary

PERMITTEE:  
LEADDOG MARKETING GROUP, INC.

By: \_\_\_\_\_ (SEAL)

1. Name: \_\_\_\_\_
2. Title: \_\_\_\_\_
3. Certificate of Insurance Naming "City of Bethlehem And Its Officers and Employees" Is Attached: Yes/No

(NOTE: THIS CONTRACT WILL NOT BE PROCESSED FOR SIGNATURE BY CITY UNLESS REQUIRED CERTIFICATE OF INSURANCE IS ATTACHED!!)

ATTEST: \_\_\_\_\_  
City Controller

CITY:  
CITY OF BETHLEHEM

By: \_\_\_\_\_ (SEAL)

Robert J. Donchez  
Mayor

The within Use Permit Agreement is certified to be needed, necessary and appropriate.

By: \_\_\_\_\_  
City of Bethlehem Department Head  
Print Name: Ralph E. Carp

## EXHIBIT A

### REQUIREMENTS FOR A PUBLIC SAFETY PLAN.

A Public Safety Plan submitted to the City of Bethlehem, must include the following:

1. EMS Criteria:

- Education of event staff regarding how and when to contact 911 services.
- Signage/education of attendees regarding how to access 911 services.
- Evacuation plans, including the use of PSAs.
- Coordination of EMS needs with fire and police needs and requirements.
- Emergency contact information and means for contacting event administration staff.
- Notification method of anticipated surges in crowd size, unsafe conditions or events, on-site health facilities, if any.
- On-site communication system (event staff).
- Ability to monitor weather conditions.

2. Fire and Police Criteria:

- Administration, delegation, contacts and responsible parties.
- Staffing levels, organization and roles and training.
- Communications both internal and external, liaison contacts and procedures, emergency reporting and emergency announcements.
- Site security, staffing, site layout mapping, access points and evacuation points for both site areas and entire leased area.
- Evacuation plans for each site area as well as the entire leased area and coordination with local authorities.
- Traffic control both vehicular and pedestrian.
- Assembly and crowd control as it pertains to each specific site as well as to the entire leased area (staffing, clearing aisles and spaces, lighting, ingress and egress, etc.)

3. Event Public Safety Coordination:

- Medical/First Aid, ambulance stand-by and first aid station(s).
- Police, staffing levels, traffic control, coordinate with event administration.
- Fire, emergency procedures and fire reporting, fire protection (portable extinguishers, etc.) fire department stand-by (if required), fireworks permit, tent permit(s), cooking site inspections, access to fire department apparatus and emergency lighting.
- Utilities, electric, water, gas/propane, contacts, responsible parties and suppliers.
- Health, site inspections, waste management, restroom facilities inspections and maintenance.