

RESOLUTION NO.: R-2005-031

*Authorizing consumption of alcoholic beverages at Columbia Regional Sports Council
Gamecock Pep Rallies*

WHEREAS, the Columbia Regional Sports Council ("Council") is sponsoring Gamecock Pep Rallies on Wednesday August 31, and Fridays September 16, September 23, October 7 and November 11, 2005, from 6:00 p.m. until 9:30 p.m. in the blocks of Lady Street between Park Street and Gadsden Street, and Lincoln Street between Washington Street and Gervais Street; and,

WHEREAS, the Council has requested permission for the temporary closing and use of Lady Street between Park Street and Gadsden Street and Lincoln Street between Washington and Lady Street from 2:00 p.m. until 11:00 p.m. and Lincoln Street between Lady Street and Gervais Street from 5:00 p.m. until 11:00 p.m. for set up and staging of the Gamecock Pep Rallies to be held from 6:00 p.m. until 9:30 p.m. on Wednesday August 31, and Fridays September 16, September 23, October 7 and November 11, 2005, and for patrons to consume beer and wine beverages during the hours of 6:00 p.m. and 9:00 p.m.; and,

WHEREAS, it has been determined that such an event would be in the public interest;
NOW, THEREFORE,

BE IT RESOLVED by the Mayor and Council this 3rd day of August, 2005, that the sale of beer and wine beverages is authorized between the hours of 6:00 p.m. and 9:00 p.m., on Wednesday, August 31, and Fridays September 16, September 23, October 7 and November 11, 2005 in the event area located within Lady Street between Park Street and Gadsden Street, and Lincoln Street between Washington Street and Gervais Street; and,

BE IT FURTHER RESOLVED that all vendors be restricted to stationary location; and,

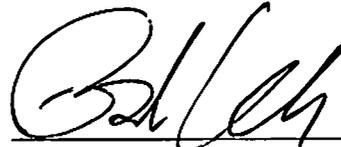
BE IT FURTHER RESOLVED that only pedestrian traffic will be allowed within the area. All other traffic, including, but not limited to, automobiles, trucks, motorcycles, mopeds, bicycles, skate boards, and horses, except police horses, is prohibited. All pets shall be prohibited. Coolers, glass bottles, breakable glasses and/or cups, large bags and backpacks shall be prohibited; and,

ORIGINAL
STAMPED IN RED

BE IT FURTHER RESOLVED that during the designated time on Wednesday, August 31, and Fridays September 16, September 23, October 7 and November 11, 2005, that the event area located within Lady Street between Park Street and Gadsden Street, and Lincoln Street between Washington Street and Gervais Street, with the exception of the parking area and any other areas posted as to not allow alcoholic beverages, shall be declared to be a Public Park and provisions of Chapter 15, Parks and Recreation, Sec. 15-1, 15-2 and 15-3, Code of Ordinances of the City of Columbia, South Carolina are in effect. Pursuant to Chapter 14, Offenses and Miscellaneous Provisions, Article IV, Offenses Against the Public Peace and Order, Sec. 14-99, 1998 Code of Ordinances of the City of Columbia, South Carolina, that the event area located within Lady Street between Park Street and Gadsden Street, and Lincoln Street between Washington Street and Gervais Street, with the exception of the parking area and any other areas posted as to not allow alcoholic beverages, is deemed to be the site of a public festival at which alcoholic beverages may be consumed and the prohibition against possession or consumption of alcoholic beverages set forth in Sec. 14-99 shall not apply. Possession and consumption of alcoholic beverages shall be permitted only in containers provided by vendors within the areas designated.

PROVIDED, HOWEVER, that no solicitation or transactions be made in violation of Sec. 14-32, 1998 Code of Ordinances of the City of Columbia, South Carolina.

Requested by:



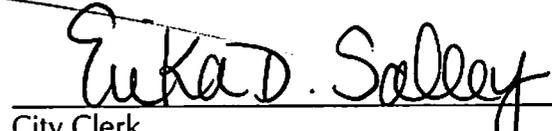
Mayor

Approved by:



City Manager

ATTEST:



City Clerk

Approved as to form:



City Attorney

Introduced: 8/3/2005
Final Reading: 8/3/2005

Matter No: 05076695
Attorney: [Signature]
Date In: 7/5/05
File No: R-2005-031
Date Out: 7/8/05



July 1, 2005

Midlands Authority for Conventions, Sports & Tourism
Columbia Metropolitan Convention & Visitors Bureau
Columbia Regional Sports Council
Columbia Metropolitan Convention Center

Mr. Charles Austin
Manager
City of Columbia
PO Box 147
Columbia, SC 29217

Dear Mr. Austin:

The Columbia Regional Sports Council would like to make an official request for street closures for the 2005 Gamacook Rallies on the following evenings in 2005: August 31, September 16, September 23, October 7 and November 11 from 2 p.m. until 11 p.m. We would also like to request permission to sell and consume alcoholic beverages. *from 6pm - 9pm*

The Columbia Regional Sports Council with the support of the University of South Carolina Athletics Department and Senor Willy's Cantina will again be hosting Friday Night Pep Rallies and Concerts at the intersection of Lady and Lincoln Streets, adjacent to Willy's. We are working with the Congaree Vista Guild to ensure that area businesses are inconvenienced as little as possible.

Street Closure Request

- On the requested dates we would like to close Lady Street at Park and Lady Street at Gadsden, Lincoln Street at Washington and Lincoln Street at Lady from 2pm-11pm. We would also like to close Lincoln Street at Gervais from 5pm-11pm.

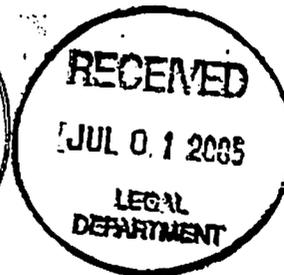
We will be working with Inspector Harold Reeves to follow all rules and regulations and to provide adequate police patrol. Please contact our office with any questions or comments. Thank you for your assistance.

Sincerely,

SCM

S. Scott Powers
Executive Director
Columbia Regional Sports Council

cc: Harold Reeves (FAX 545-3393)



COLUMBIA REGIONAL
Sports Council

GAMECOCK RALLIES 2005

A PEP RALLY & CONCERT SERIES CELEBRATING
 THE SPIRIT OF GAMECOCK FOOTBALL

FACT SHEET

Event Concept

The Gamecock Rallies are an exciting pep rally and concert series that will take place each Friday evening prior to The University of South Carolina home football games. The outdoor five event series will take place at the intersection of Lady and Lincoln Streets in the Congaree Vista.

Event Host

The event is being organized by The Columbia Regional Sports Council. The Sports Council serves as the central clearing house for information regarding the sponsorship, promotion and coordination of sporting events, facilities and associations in the City of Columbia, Lexington, and Richland Counties. The council was developed to market and sell the Columbia metropolitan area as a premiere destination for amateur sporting events. Their goal is to recruit new events that provide an economic benefit to the region as well as partner with local sports organizations to grow and develop existing events.

Event Partners

Our proposed 2005 partners are Budweiser of Columbia, Coca-Cola, First Citizens, Senior Willy's Cantina, B106.7 and WIS-TV with more to follow.

Event Objective

A typical home football game pumps an estimated \$7.5 million into the local economy and usually draws about 80,000 fans, half of which travel from out of town. The Southeastern Conference games bring in well known teams who are notorious for taking their loyal supporters on the road. Our objective is to create an exciting event that becomes a Columbia tradition and encourages our out of town fans and visiting opponent's to spend an extra day in Columbia promoting tourism in the Riverbanks Region.

Event Format

The Rally series is a free event and is open to the public. The rallies will start at 6:00pm with live entertainment. The Pep Rally will start at 7:00pm and will be lead by the USC cheerleaders, dance team, Cocky and special appearances will be made by the USC Marching band! Live entertainment will continue from 7:30pm until 9:00pm. Attendees may purchase food and beverages while enjoying the festivities. Entertainment schedule is as follows:

Entertainment Schedule

Aug. 31, 2005 USC vs. Central Florida (Entertainment by: The Embers) *(Wednesday night)*
 Sept. 16, 2005 USC vs. Alabama (Entertainment by: The Maxx)
 Sept. 23, 2005 USC vs. Troy (Entertainment by: Rob Crosby & Friends)
 Oct. 7, 2005 USC vs. Kentucky (Entertainment by: Men of Distinction)
 Oct. 21, 2005 USC vs. Vanderbilt (Homecoming/Cockfest - No Rally)
 Nov. 11, 2005 USC vs. Florida (Entertainment by: The Swingin' Medallion)
 Nov. 18, 2005 USC vs. Clemson (Tigerburn - No Rally)

Event Beneficiaries

Scholarships for City of Columbia, Richland & Lexington County After School Youth Recreation Programs
 The Columbia Regional Sports Council Scholarship Fund
 The USC College of Hospitality, Retail & Sports Management Scholarship Fund
 The Carolina Alumni Association Scholarship Fund



Photos from
 2003-04 Gamecock Rallies

CITY OF COLUMBIA

EVENT: 2005 USC Pep Rallies

LOCATION: Lincoln Street between
Washington Street and Gervais Street

Lady Street between Gadsden Street
and Park Street

DATES: August 31, September 16,
September 23, October 7 and
November 11

