



- Winter Season -

*Snyder Park +
City of Fort Lauderdale
Special Event Narrative & Site Plan*

V1, 10.15.19

Pooch & Hooch Winter Season Snyder Park Special Event Application -

Pooch & Hooch Winter Season event combines the convenience of a neighborhood dog park with the libations of a local bar. Pooch & Hooch is a catering trailer that will be available to patrons of the city dog park to purchase food, beverages, and merchandise while enjoying the amenities of the park.

The event includes arts, entertainment, and dog related vendors.

Special Event Dates:
Starting December 14-15, 2019
Ending March 14-15, 2020

Special Event Hours:
Saturdays & Sundays 11am-6pm

Estimated Attendance: 200 /weekend, 20 /hour sustained

Event Narrative: Pooch & Hooch Winter Season seeks to obtain approval from Snyder Park and the City of Fort Lauderdale to cater food, beverages, sell retail merchandise, and provide arts and entertainment to park going patrons over various Saturdays and Sundays between December 14/15, 2019 - March 14/15, 2020. Our event aims to provide catering, entertainment, and demographic specific merchandise services to patrons of a park that does not have concession options on-site and promote a community to stay at the park longer, orchestrate meet-ups at the park, and generate a buzz around activities at Snyder Park and in the City of Fort Lauderdale.

Pop-Up Event Operations Plan:
Serve Food and Beverages + Merchandise from a 5x8 Concession Trailer
10x15 Branded Tent and Minimal Staging for Live Music/Activities
10x10 Branded Tent for Shaded Seating
10x10 Pop-Up Tents for Other Complimentary Service Providers
Cafe Seating (4-6 Tables)
Place Temporary Directional Signage in the Parking Lot
Promote Pre/During/Post Event to Drive Visitation to Snyder Park

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Site Plan:

Snyder Park
3299 SW 4th Ave, Fort Lauderdale, FL 33315

South Corner of the Parking Lot

Footprint:

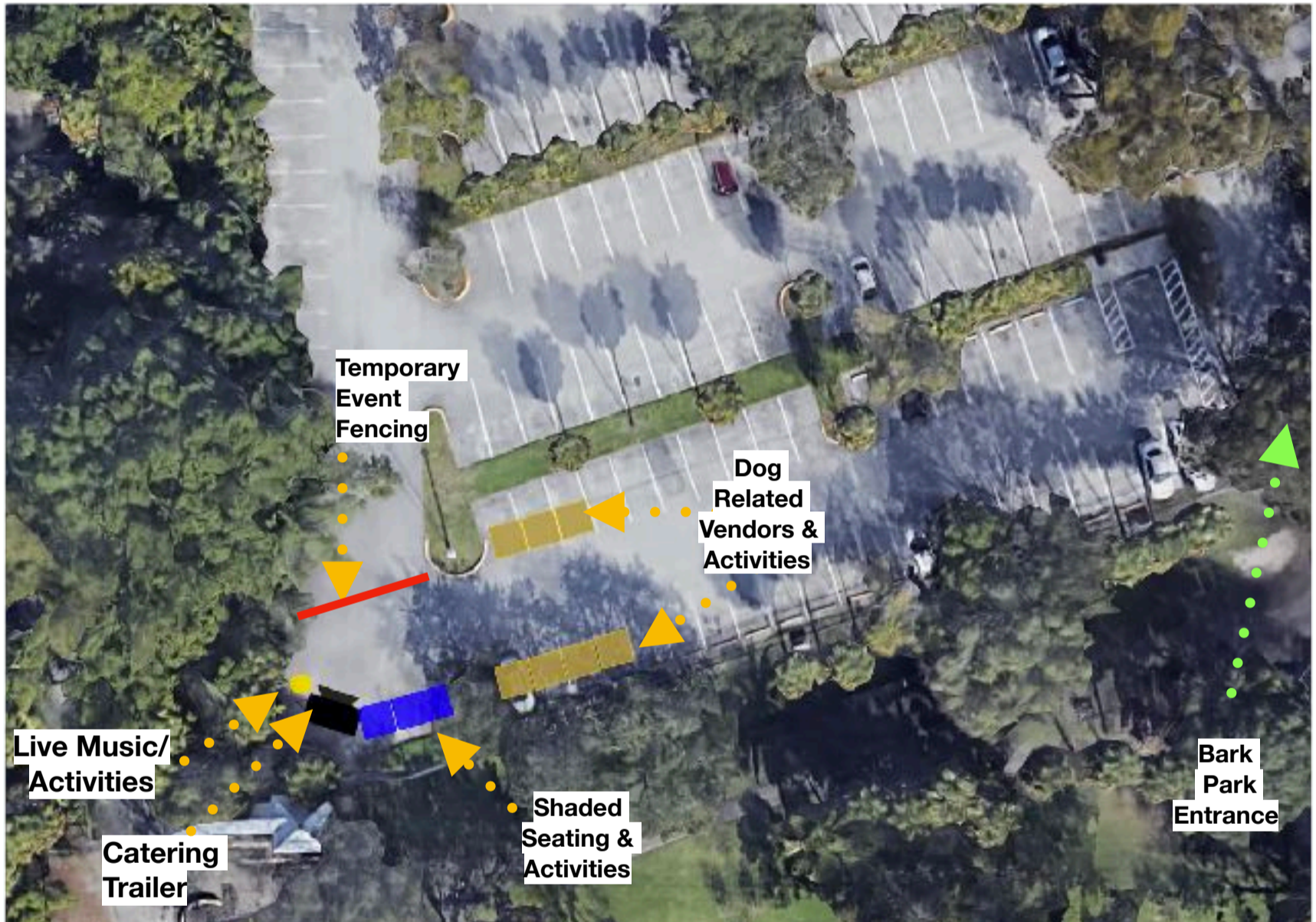
- ✦ 5 x 8' Concession Trailer
 - ✦ + 2' for Trailer Hitch (protected for patron safety)
- ✦ 10 x 10' Pop-Up Tent
- ✦ 10 x 15' Pop-Up Tent
- ✦ 10 x 10' Pop-Up Tents for Vendors

Sanitation & Waste: Provided by Snyder Park



Site Plan Options Detail on next page...

**Pooch & Hooch Winter Season
Snyder Park Special Event Application -**



New Location Site Plan:

- * Southwest Corner of Parking Lot, North of Bark Park
- * Trailer + P&H Event Tents Impact Zero Parking Spaces
- * Parking Spots Utilized for Up To 7 Vendors
- * 7 Parking Spots for Event + 8 Parking Spots for Various Vendor/Staff Parking
- * Temporary Event Fencing
 - If required by Special Events Committee

- Scenes from our Past Events -





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