

Subject: Request for Community Festival Permit for Downtown Homecoming Concert and Associated Homecoming Activities

Dear City Officials,

On behalf of Southwest Minnesota State University (SMSU), I am writing to respectfully request approval of a Community Festival Permit in conjunction with our annual Homecoming celebration and Downtown Homecoming Concert.

SMSU is partnering with the Marshall Downtown Business Association, the Marshall Area Chamber of Commerce, the City, and the SMSU Foundation to create a full-day community celebration that brings together residents, alumni, students, businesses, and visitors. The intent of this event is to strengthen community engagement, support local businesses, celebrate Mustang pride, and provide opportunities for meaningful interaction between the university and the greater Marshall community.

As part of these festivities, we request authorization for a Community Festival event in the downtown area, culminating with the Downtown Homecoming Concert located on Third Street beginning at 7:00 p.m. Activities throughout the day will be designed to encourage attendance in the downtown district, promote local commerce, and create a family-friendly environment for community members of all ages.

The collaborative nature of this event reflects the strong partnership between SMSU and the City of Marshall. By working alongside the Marshall Downtown Business Association, Chamber of Commerce, and SMSU Foundation, we seek to create a signature Homecoming celebration that showcases the vitality of our community and highlights the important relationship between the university, local businesses, and residents.

Additionally, we request that the Community Festival Permit include authorization for SMSU to utilize community festival privileges during other Homecoming activities, specifically:
Game Day Round Up

SMSU also requests permission to utilize Community Festival privileges in a designated area known as the Game Day Round Up associated with the Homecoming football game. This area would serve as a gathering space for alumni, families, students, supporters, and community members participating in Homecoming festivities. The Game Day Round Up would enhance the overall Homecoming experience while providing an organized and welcoming environment for attendees.

SMSU is committed to working closely with City staff, public safety officials, and all necessary departments to ensure compliance with applicable ordinances, licensing requirements, public safety standards, traffic control measures, and event regulations. We appreciate the City's continued partnership and support in helping make Homecoming a successful community-wide celebration.

Thank you for your consideration of this request. We look forward to collaborating with the City of Marshall to create a memorable and impactful Homecoming experience for our community.

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