

Proposal to the City of Rockford:**GoRockford & Legends Global Management Scope for Davis Park**

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Prepared by: Legends Global / GoRockford

Purpose:

This proposal outlines the operational, programming, and management scopes of work for GoRockford and Legends Global in collaboration with GoRockford, under the authority of RAVE and the City of Rockford, for the management of Davis Park (320 S Wyman St).

1. Governance & Contracts**Intergovernmental Agreement (IGA) – City & RAVE**

- RAVE continues to manage Davis Park, with responsibilities as defined in Exhibit E of the IGA between RAVE and the City of Rockford.
- The City may recommend programming or management changes with 90 days' written notice; during this period, RAVE retains rent-free use for any pre-scheduled events.

Management Agreement – RAVE & Legends Global

- Legends Global serves as the exclusive manager for day-to-day operations, event promotion, and facility management at BMO Center (300 Elm St) and Coronado PAC (314 N Main St). Nothing in this document should convey any GoRockford responsibility in regards to these two facilities.

Management Agreement - RAVE & Legends Global

- Legends Global serves as a manager for the specific event categories outlined in Section 2 and does not hold exclusive authority over all programming at Davis Park (320 S Wyman St).

Ticketmaster & IATSE Agreements

- Legends Global maintains agreements covering ticketed events and labor agreements, including commercial events managed by Legends Global at Davis Park. GoRockford is not required to adhere to these agreements for events it manages at the park.

Community Programming & Activation Agreement – City & GoRockford

- The City of Rockford and GoRockford will develop a formal agreement outlining GoRockford's responsibilities for community programming, daily activation, and public-facing initiatives. This agreement will define roles related to calendar management, community events, marketing coordination, and operational collaboration with RAVE and Legends Global.
- This structure is intended to complement the City's Intergovernmental Agreement with RAVE and RAVE's Management Agreement with Legends Global, ensuring that Davis Park operates under a coordinated governance framework with clearly defined responsibilities for commercial event management and community-based activation.

While RAVE retains contractual authority for Davis Park under its agreement with the City of Rockford, the parties acknowledge that GoRockford serves as the designated community programming and activation partner for daily park use and public-facing initiatives. The governance structure outlined above is intended to support coordinated management, protect

contractual obligations, and ensure Davis Park operates as both a public community space and a professionally managed event venue.

2. Booking & Programming

Events Coordination Team – Davis Park

Purpose:

- Serve as a collaborative working group to coordinate events at Davis Park among Legends Global, GoRockford, and the City of Rockford.

Meeting Structure:

- Biweekly recurring meetings, or as needed during slower months.
- Meetings will piggyback off the existing Wednesday meetings with ABM, the City of Rockford, and the Rockford Police.
- The Events Coordination Team meeting will begin immediately following those meetings, at approximately 10:00 a.m.

Participants:

- Representatives from Legends Global
- Representatives from GoRockford
- Representatives from the City of Rockford

Responsibilities:

- Frequent and ongoing communication related to Davis Park events.
- Review and coordination of event inquiries and scheduling.
- Alignment on logistics, operational requirements, and staffing needs.

GoRockford Role Includes:

- Community programs: fitness, arts/cultural pop-ups, youth engagement, and environmental education.
- Free or low-cost public events: e.g., Food Truck Fridays, pop-up markets, passive entertainment, daily use events and local concerts.
- Partnerships with community organizations and promoters.
- Alcohol sales are allowed with a proper permit and insurance.
- Potential collaboration with Legends Global for event setup, security, and staffing support.

Legends Global Role Includes:

Legends will continue using the Davis Park inquiry form for event requests and communicate those ASAP.

- Ticketed concerts, festivals, and cultural events, including Legends-curated content (e.g., Tacos & Tequila Fest, Carnival).
- Private and corporate events (Labor Day Picnic, SMERF groups).
- First right of refusal for prior booking customers.
- Event sponsorship strategy to offset free/large-scale event costs (~\$50k/event plus artist fees).
- Ownership of recurring events:
 - Friday Night Flix – Legends to continue
 - Labor Day Picnic – classified as a private event
 - 4th of July – traditionally a City event – hold Coronado as a backup

Weddings & Special Bookings

- GoRockford or Embassy Suites may book ceremonies and receptions in Davis Park for open dates on the calendar, unless the event requires Legends Global services.
- A \$500 hold fee will apply to private events to secure exclusive use of the park; small, non-private gatherings will remain flexible.

3. Calendar & Scheduling

Calendar Management:

As GoRockford is responsible for programming, activating, and overseeing the park's daily use, they will manage the master calendar. Legends Global will have direct access to the calendar to place holds and confirmations, as well as to update the Davis Park website.

This structure:

- Preserves GoRockford's authority over daily programming, community events, and routine park use.
- Provides Legends Global with clearly defined protections for major concerts and ticketed events through advance holds or designated blackout periods.
- Supports longer-term planning, clear ownership, and appropriate risk mitigation for both parties.
- Avoids granting blanket annual control of the calendar while ensuring headline events are properly protected, scheduled, and supported.

In addition:

- The Davis Park inquiry form is live on the website; potential adoption of a Scissortail Park-style calendar for internal and public scheduling.
- Example programming cadence: weekly fitness and cultural programs, bi-weekly community activities, monthly festivals, and annual major events.

Scheduling, Contracts & Cancellations:

Both parties acknowledge that Davis Park serves dual purposes: (1) a community-access public space and (2) a revenue-generating event venue. Scheduling decisions will aim to balance both objectives throughout the calendar year.

- Legends Global will submit up to ten (10) annual event holds to GoRockford by **December 1** for the upcoming calendar year to allow for the booking of large-scale and/or revenue-generating events, private events, first-right-of-refusal events, and similar priority bookings. Throughout the year, Legends Global may remove, confirm, or place holds on dates as event inquiries are received.
- Additional holds placed during the calendar year must be for dates at least sixty (60) days in advance, unless mutually agreed otherwise.
- If a date is listed as a **hold** and GoRockford receives an inquiry (ready to confirm) for the same date, GoRockford may challenge the hold. Legends Global will then have forty-eight (48) hours to confirm the date; if the date is not confirmed within that timeframe, GoRockford may proceed with booking the date. It's important to note, the competing event must be a confirmed show ready to sign, not simply another hold.

- Annual holds must be associated with active booking efforts and will be reviewed quarterly. Any hold not actively advancing toward contract may be released upon mutual discussion.
- If a date is **confirmed and under contract**, either party may request that the other consider relocating or rescheduling the event. If relocation or rescheduling is not feasible and the event is under contract, the confirmed event will retain the date.
- An event shall be considered “under contract” when a fully executed agreement is in place and any required deposit has been received.
- If a date is listed on the calendar but is **not under contract**, and another event seeks to book that date, both parties agree to make good-faith efforts to negotiate a mutually beneficial solution. If agreement cannot be reached, priority shall be determined based on confirmed contractual status, material financial impact, and community access considerations prior to escalation to the City.
- In all cases, the City of Rockford will retain final veto authority after written consultation and recommendation from both Legends Global and GoRockford are received by the City.

4. Marketing

- Legends Global will continue to own and manage the Davis Park website, inquiry form, and social media channels in coordination with GoRockford.
- GoRockford will have direct access or designated posting privileges to promote community programs, public events, and park activations it produces or manages.
- Both parties will collaborate to ensure consistent branding, timely event promotion, and balanced visibility between community-based programming and ticketed or commercial events.
- Content related to events produced or managed by GoRockford shall not be unreasonably withheld, delayed, or removed.
- A public-facing widget will be added to the existing website to provide shared calendar access and transparency for event listings between Legends and GoRockford.
- An internal shared calendar will be developed to manage event holds, coordination, and programming approvals among Legends and GoRockford.

5. Food & Beverage

- Neither Legends Global nor GoRockford hold an annual liquor license for Davis Park.
- Licensed food vendors are allowed for specific events.
- Alcohol licensing responsibility depends on the event manager (Legends vs. GoRockford). The producing entity for each event shall be solely responsible for obtaining required permits, insurance coverage, and regulatory compliance for food and alcohol service.

6. Safety & Security

- Roof coverage required for large-scale events (e.g., 4th of July).
- Legends to coordinate Rockford Police Department staffing needs for its events during bi-weekly parking meetings. GoRockford will coordinate police needs independently.

- Staff screening (wandering/searching) is only required when fencing is in place.
- Determination of fencing and screening requirements shall be based on event risk profile and mutually agreed upon by the event producer and Legends Global or GoRockford (depending on event management) in consultation with the City.

7. Next Steps

1. Legends Global to define prime dates for calendar holds.
2. Legends Global to review and update the Davis Park rate sheet.
3. Establish the Programming Committee meeting schedule for ongoing coordination with GoRockford.

Conclusion:

This proposal establishes a collaborative framework through which GoRockford and Legends Global, in partnership with the City of Rockford, will jointly support the activation, management, and long-term success of Davis Park. By clearly defining roles, calendar coordination, programming priorities, and operational responsibilities, this structure balances community access with commercial viability.

Together, GoRockford and Legends Global will ensure Davis Park serves as both a vibrant public gathering space and a premier downtown event venue, supporting free and accessible community programming, ticketed concerts and festivals, and private events. This partnership model promotes transparency, operational efficiency, and shared accountability while protecting the City's interests and enhancing the overall experience for residents, visitors, and event producers alike.