

Exhibit 6

[Kathleen Cavalaro](#) shared a [link](#).

Conversation Starter · 3 hrs

A lot has happened since with Pop Up Rooftop and it's time for an update and an ask.

First of all, in just a few days, we were able to raise enough funds to match the City of Portsmouth's matching challenge of \$50K. What a testament to our community and the show of faith in this project! We still have a rather large funding gap to pay for the entirety of the project, and we're knocking on all doors for sponsorships and donations, because we can't let a funding gap be the only reason this project doesn't happen.

Since our venue location has been moved from the top of the Foundry Place Garage to the Bridget Street Parking Lot and a portion of Bridge St., we have changed our name to Pop Up Portsmouth. This new location opens us up to more opportunities to help other businesses in our community. Our neighbors at the Bridge Street Bistro and Dwyer's Pub are very excited to have an influx of foot traffic and we'll be working closely with them. Retailers close by are also thrilled at the possibility of attracting new, and more, customers. This is a major improvement to our project and we are incredibly thankful to our city staff for moving mountains in order to make this happen.

Other great news, Pop Up Portsmouth is now a non-profit with a seven board of directors made up of active and engaged business owners and community members. Josh Denton will serve as our President, Joanna Kelley will serve as our treasurer, and Andrew Bagley will serve as our secretary. The other board members include North Sturtevant, Bill MacDonald, John Moynihan, and Kim Davies. This non-profit structure will allow Pop Up Portsmouth the ability to directly accept donations and not have to rely on the Seacoast Repertory Theatre anymore as well as allowing the organization to run the daily operations in coordination with the City of Portsmouth. Additionally, we've now created a working non-profit organization that will always be here to help our local businesses in our community. For example, if this pandemic is still around next summer, we'll be all set up and ready to Pop Up anywhere. Even when things finally get back to normal, we'll have a nonprofit formed to help augment the revenues of our local businesses anytime, anywhere. We can Pop Up any place that has space for us - the mall, Pease, other towns, other states even! We're very pleased with this development and we're excited about creating a new piece of Portsmouth that will stick around for quite a while.

Our new grand opening date is now July 23rd. We've fine tuned our hours based off of neighborhood feedback, as being a good neighbor is important to us. You'll be able to catch us on Thursdays & Fridays from 3pm - 10pm, Saturdays from 12pm - 10pm, and Sundays from 12pm - 8pm. Thursdays will go away when school starts.

In all, we have raised approximately \$90K through sponsorships and donations. Along with the city's match, we have raised \$140K in funding. This project is going to cost us approximately \$200K, so we still have a \$60K funding gap. I'm writing in hopes you'll consider making a donation to this project. Your donation will help cover the expense of appropriately staffing this project to ensure its safety, while creating new jobs in our community.

If you are able to make a tax-deductible donation, please throw in a few bucks into this fundraiser!

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• **JULY 13, 2020**

by Kathleen Cavalaro, Organizer

Hello,

A lot has happened since we wrote you last with an update on the Pop Up Rooftop project and there is a lot of great news to report!

First of all, in just a few days, we were able to raise enough funds to match the City of Portsmouth's matching challenge of \$50K. What a testament to our community and the show of faith in this project! We still have a rather large funding gap to pay for the entirety of the project, and we're knocking on all doors for sponsorships and donations, because we can't let a funding gap be the only reason this project doesn't happen.

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Exhibit 7

7/13/2020

City Council Video the Task Force Starts at 1:43 both leaders have talked about Pop Up Portsmouth. (Pop Up Portsmouth had said on their Website and go fund me that they were a nonprofit.) At 1:55 I ask my questions if they were a subcommittee of the task force. At 2:17 Councilor Trace asked her questions about donations to bridge street lot and Pop Up Portsmouth relationship to the task force. City Managers says: that you can make donations to Pop Up Portsmouth and we were going to put the information on the city website.

<https://www.youtube.com/watch?v=-ui0z0yUyDg&t=9181s>

Appendix / Exhibit 8



Pop Up Rooftop Portsmouth

Socially Distanced Performance, Music, & Culinary Arts in the Heart of Portsmouth

Please note this proposal is a work in progress

Overview

COVID-19 has decimated both the hospitality industry and the event industry in our city. As many spaces are only available to re-open with reduced seating capacities, many spaces will no longer be viable for businesses. There is just not enough space to provide the social distancing necessary for COVID-19 safety and the number and frequency of customers necessary for even semi-normal operation of business.

~~Thankfully, Portsmouth has under-utilized public space. The Foundry Garage has been under capacity for a long time, and will likely continue to be. This space can be utilized as a revenue augmentor for restaurants, arts organizations, and the city.~~

The community can come together ~~on the rooftop of the Foundry Place Parking Garage~~ in the Bridge Street Parking Lot for a semi-permanent seasonal setup allowing the arts & cultural organizations in Portsmouth an outdoor space to perform to the public while incorporating culinary elements, a beer garden, and more.

~~The space is a natural fit. Its slope allows for gradient seating for a perfect view of the stage, a breathtaking view of the city for those enjoying the beer garden, and enough space to accommodate social distancing and health and fire safety. It is handicap accessible, and is already kitted out with restrooms.~~

This would require an outlay of resources - a shareable stage, lighting elements, sound elements, chairs with tables, food "sheds" for restaurants, kiosks for retail, and a structure for a beer garden, with the ability to sell alcohol. All interested and capable Portsmouth arts & cultural organizations would submit events with dates that would fit within the scope of the setup and work cooperatively and collaboratively to maintain a schedule and staff the stage until October 31st, 2020.

Non-Profit Status

The Portsmouth Pop Up is a non-profit organization with a board of directors including:

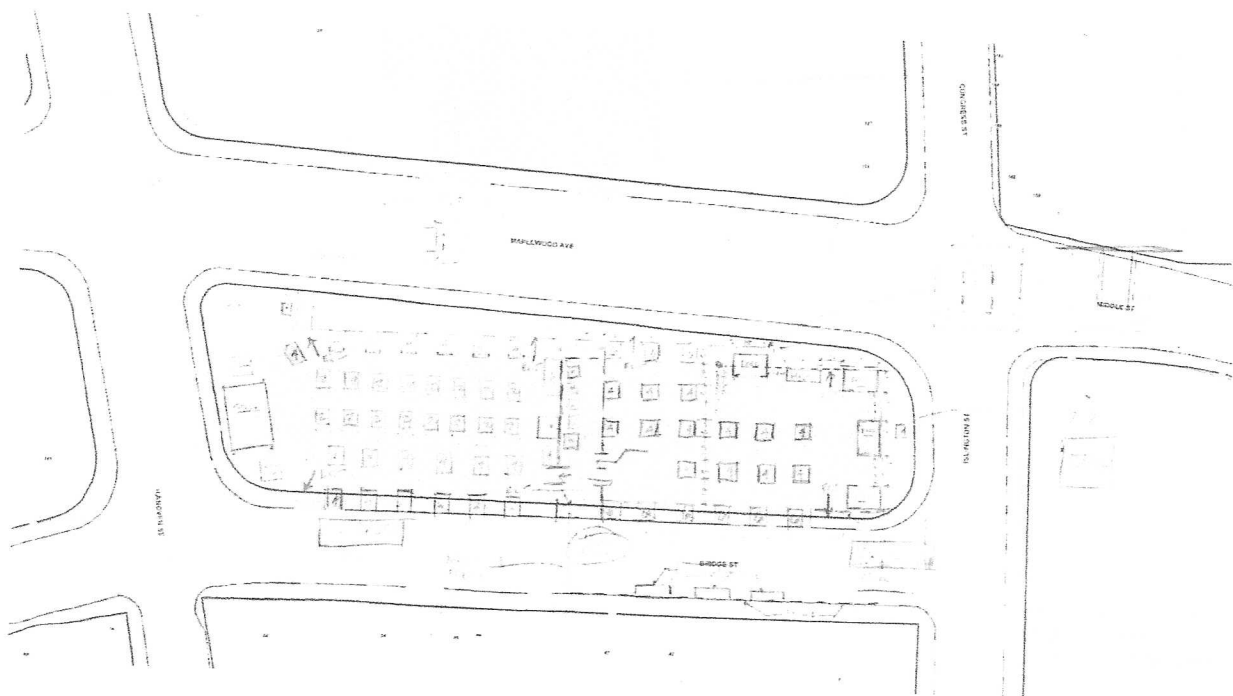
1. Josh Denton, President
2. Joanna Kelley, Treasurer
3. Andrew Bagley, Secretary
4. John Moynihan
5. North Sturtevant
6. Bill MacDonald
7. Kim Davies

This is intended as an initial plan, and will require the fast input of stakeholders, city staff, and a few experts to bring the plan to fruition. However, we are confident in broad communal buy-in, sufficient expertise, and a relatively small outlay of resources. It's a chance.

Goals

1. To have a shared space for arts & cultural events to provide additional space and revenues for organizations and to act as an attractant to the urban core.
2. To have an accessible outdoor space for restaurants & retailers in Portsmouth who do not have outdoor space to provide high-revenue service.
3. To provide a community space for people to safely gather, while enjoying the performing arts, music, and culinary arts, and shopping with a minimum amount of social contact.

Specifications



See attached plan.

Performance Space

We can set up a 30' x 20' stage on the fifth floor for performances. Behind the stage, we will require a 10 x 10 storage to serve as a closed Green Room for performers as well as storage areas to safely store restaurant equipment, inventory, and equipment.

Performance Space

Adding the stage to the fifth floor bottom of the lot allows for elevated seating for optimal viewing of the stage. ~~We can set up (16) tables with four comfortable seats and for premium seating. Additionally, we can add 30 seats: (14) sets of 4 seats; 2 individual chairs for a grand total of 122 seats. There is an opportunity for standing room in the back, marked on the ground with signage, that allows people to stand (or sit with their own chairs) 6' apart.~~

We can safely accommodate 118 seats to allow for social distancing.

Each organization will:

- ~~-sell tickets through their own ticketing system and provide a "box office" attendant that would check people into their reserved seats along approved protocols.~~
- ~~Every ticket will add on a \$1 fee that will go back to the city.~~
- ~~Each organization would~~
- ~~receive sanitation guidelines based on State recommendations and sanitize seats, tables, sound equipment, Green Room, and any other surface area after the event. Each organization would be encouraged to do this before the show as well.~~

~~Performing arts venues have been told we can open on June 29th, however guidance has not been issued. We expect those guidelines to be released in the coming week, and will adjust our seating capacity accordingly.~~

- ~~The Seacoast Repertory Theatre will also act as the producing organization to allow all insurance to be handled through their organization. They have an agent ready on standby who can write everything up.~~

Top Floor – Rooftop

Dining, Retail, and Beer Garden

Our plan is to custom build ~~three~~2-3 food "sheds" accounting for restaurant's needs, health codes, and to accommodate for social distancing. We have an anchor restaurant, The Black Trumpet, already committed. ~~Priority to the two remaining restaurants would be given to Portsmouth restaurants without outdoor seating and/or who have not been included in any outdoor plans. If we cannot find dedicated restaurants who fit this criteria, we would then move on to Portsmouth restaurants who are in most need, to be discussed through an application process and interviews.~~

Additionally, we would like to put out an RFP for a dedicated Beer Garden. The brewery would come with their own equipment and build their own beer garden according to city codes, health codes, and to provide for social distancing.

Stoneface Brewing and The Liars Bench have formed an LLC to take on the responsibility of the beer garden, including liquor licensing and working with local breweries to create more space for Portsmouth businesses.

All alcoholic beverages must remain on the fifth or sixth floor of the building and will not be allowed into elevators or stairways. We have budgeted for two staff members to be on premises one hour before opening through one hour past closing to ensure social distancing, that we are adhering to our capacity, and to monitor alcohol consumption.

Each food/retail vendor would receive sanitation guidelines based on State recommendations and sanitize their own space and work together to sanitize seats, tables, and any other surface area, throughout the course of the day. The Seacoast Repertory Theatre will hire these two employees, train them, and pay them through their payroll.

Scheduling

Performance Space Thursday July 23rd - October 31st, 2020

Thursdays & Fridays 3pm - 10pm

Saturdays 12pm - 10pm

Sundays 12pm - 8pm

Wednesdays would serve as a rain day for larger canceled events.

Thursdays would go away in the fall when school begins.

We would request flexibility in the scheduling on days, but would ensure no performances that had amplification would happen outside of the hours of 12pm - 10pm.

Ideally each performance would be allotted a 3 hour time slot to provide time to set up, sound check, and break down.

This project will have to balance three considerations.

The first is this is a revenue-generating project. It was conceived with that particular concern in mind for retail, food service, and the performing arts. The idea is to maximize that revenue across all stakeholders.

The second is equity of access. It would not be fair to give exclusive access to certain organizations over others. It would also not be fair to ask organizations footing the bill not to have reasonable expectations of return.

Third is equipment and staff. Load in and load out of equipment is difficult. It would be unreasonable to expect every performing organization to load in, tech, troubleshoot, and load out their equipment every day or even between acts. A certain amount of on-site equipment needs to be established, insured, and protected. Protocols must be followed across everyone who staffs an event.

In terms of the performing arts and equity there are few considerations:

1. The stage and equipment must always be insured, and whoever holds the liability insurance must have enough confidence that whomever is staffing the event is taking liability seriously. If equipment is broken through negligence there should be a reasonable expectation that the organization responsible could cover the damage.
2. Box office must be trackable in the event of fees or sales percentages and must be reasonable enough for the public to easily navigate.
3. Acts must act as a significant enough draw to be fair to the restaurants above.

There should be an amount of assurance that performances will go on safely and on schedule.

For this reason stage time should be distributed amongst established performing arts organizations, those with adequate insurance and the means to staff. Since this involves a cross-section of those organizations also needing aid and extra income, this makes sense. After the distribution, those organizations may present whichever acts please them so long as they are being fair to the restaurants above. For that reason, marketing plans should be submitted and approved along with proof of insurance.

This will limit acts to those that stakeholding organizations are willing to present, insure, and publicize. This would not limit any act, and would allow presenters to bundle. They would have broad freedom of choice. It will not, however, be an open mic.

A committee is being formed of stakeholders and community members to review proposals, artistically guide the project to ensure a variety of programming with broad appeal, create overarching rules, collect insurance certificates and staffing information, and assess the need for deposits. This committee already has three members and are actively seeking more.

Social-Distancing Practices Procedures - & Health Precautions Protocols

Entrance/Exit Venue

There will be two ways to gain access to the fifth and sixth floor. We will block off entrance on the fifth floor with our stage, storage, and fencing, leaving the only entrance possibilities to happen in the elevator towers/stairs.

One tower will be dedicated to entering, and the other will be dedicated to exiting and will be controlled by partitions. Staff members will closely monitor both entrances through a combination of our 2 staff members and volunteers, ensuring someone is at both posts at all times. If the vendor space is at capacity, both posts will communicate with each other, much like big chain stores do, so when a party of two exits, a party of 2 will be allowed to enter. If the venue is full, staff will communicate to parking lot attendant to place a sign at the bottom of the stairs that the venue is full, preventing people from coming up only to be turned away.

Staff members, along with restaurant staff, retail staff, and beer garden staff, will work together to monitor that social distancing is being adhered to. Like in restaurants, if people are to visit another table, they will politely be asked to move along.

We will have clear signage at the bottom of the stairs and at the entrance at the top of the stairs that instructs people to wear masks while walking around and masks can only be removed if seated in a socially distanced theater seat, picnic table, or restaurant seat.

Each restaurant has four tables designated to their restaurant to allow for them to take reservations, if so desired. Each restaurant will be responsible for the sanitation of their designated table, as well as ensuring appropriate social distancing.

There are 16 picnic tables for general use. Each picnic table will be numbered and each restaurant will be responsible for four of them. Each picnic table will have instructions on how to bus their tables, and there will be a laminated, brightly colored paper with "This table has been sanitized, you may sit here" on one side, and "This table needs sanitation, do not sit here" (or something along those lines). Customers will be instructed to turn the sticker to "sanitation needed" when bussing their table. When a restaurant sanitizes a table, they mark it as sanitized.

Hand sanitation stations will be placed throughout the top vendor section.

Port-a-potties will be rented and maintained on an appropriate schedule, as well as hand washing stations.

Performance Space

Our audience is set up to ensure a minimum of 6' social distancing, and in some cases such as our VIP seating, there is more.

Currently our audience size is set up to accommodate 122 seats, but we are ready to change the numbers based on guidance that should be issued this week, but we expect 122 seats to fall in those guidelines for outdoor venues.

Reminders will be made on our stage every 20-30 minutes for everyone in the venue to hear a friendly reminder that the importance of social distancing for health reasons, but also to ensure the success of this model.

Someone from each organization's box office/staff/volunteer/team will ensure oversight of social distancing, much like they already do in regular performances to monitor that no one is recording on their phones, talking, etc. Our staff & volunteers are already trained to look out for problematic audience behavior, so this would not be any difference.

Hand sanitation stations will be placed throughout the top vendor section.

Alcohol Control

Entrance/Exit Venue

No one is to be served alcohol without a wristband indicating they have been carded at some checkpoint. These checkpoints can be set up at each restaurant and the beer garden. The first customer asking for an alcoholic beverage must be carded and given a wrist band. Similar to movie theaters who serve wine, once a beverage is issued, the server will mark their wristband with a line. If a customer has a wristband and is asking for another beverage, the server must mark off another line. Any person cannot get alcohol for someone else who is not present. Any person cannot be served more than three alcoholic beverages.

This model has already been successfully set up in movie theaters and controls consumption.

Funding Opportunities

We would like to present this as a private/public partnership between the City of Portsmouth, the Seacoast Repertory Theater, and community investment.

We propose the City of Portsmouth cover a portion of this cost. We believe the city will recoup some of this cost as it will attract more people to the Foundry Garage who will be more likely to park in the garage and walk to the top for events.

Please see attached revenue/expense budget proposal.

The Seacoast Repertory Theatre does not have the budget to help contribute to this project financially, but SRT will take the responsibility to fundraise any funds beyond the City's help. The City would not have to commit their funds until the SRT is able to raise their portion of it. If unable to do so, both can walk away from the project with no expenses incurred.

Sample Schedule

Any organization who has been used in this sample schedule is merely used as an example, none of these organizations have been contacted and/or are involved, this is merely to highlight what a venue such as this may offer in terms of community programming and outreach.

Monday		
12pm-2pm	Community Event	Creative Morning with the Music Hall Loft
8pm-10pm	Community Movie Night	Prescott Park Arts Festival
Wednesday		
12pm-2pm	Wake + Rave with DJ Skooch	3S Artspace
3pm-5pm	Play Readings	The Player's Ring
8pm-10pm	ShakesBEERience	Seven Stages Shakespeare
Thursday		
12pm-2pm	Community Conversation	NHTP
3pm-5pm	Youth Musical	Portsmouth Academy of Perform
8pm-10pm	Concert	3S Artspace
Friday		

12pm-2pm	Community Conversation	The Black Heritage Trail of NH
3pm-5pm	Concert	Portsmouth Symphony Orchestra
8pm-10pm	Cabaret	Seacoast Rep
Saturday		
12pm-2pm	Community Conversation	Feminist Oasis
3pm-5pm	Kingdom x The Bulkheads	WSCA Radio
8pm-10pm	Concert	PPAF
Sunday		
12pm-2pm	Sunday Jazz Jam	PMAC
5pm-7pm	Concert	The Press Room

Here are the procedures and protocols for daily operations at Pop Up Portsmouth (PUP), in accordance with social distancing requirements as well as local, state and CDC guidelines .

Staffing:

- PUP will staff **Four** paid positions for each service:
 - **General Manager:** the general manager will be the point person responsible for the following:
 - Crowd control and compliance
 - Sanitation up-keep
 - Conflict resolution
 - Communication between participating entities
 - Staff wellness compliance
 - **Host/Hostess:** working in conjunction with the GM the host/ess will:
 - Greet and seat guests
 - Ensure guest compliance at point of entry
 - Articulate expectations: mask wearing, hand sanitizing, no comingling etc.
 - Communicate with GM to monitor capacity and control flow of entry and exit
 - **Facilities Crew:** working in concert with participating vendors, facilities crew will be responsible for the following:
 - Implement sanitation protocol per Sanitation Protocol Guidelines
 - Rubbish removal and storage
 - Bathroom upkeep
 - End of night clean-up duties, not specific to COVID compliance
 - **AV Manager:** specific to performance productions and will not be tasked with COVID compliance measures
- In addition to paid staff PUP will staff at least **four** volunteers:

- Volunteer One: to take ticket payment at entry and inform guests of expectations
- Volunteers Two & Three: to monitor capacity/social distancing and articulate messaging
- Volunteer Four: extra hands to help where needed (sanitation, messaging etc.)
- Participating Vendors will provide their own staff. In addition to industry specific guidelines, all participating vendors will follow the compliance procedures and protocols as laid out by PUP

Guest Experience/Flow Control:

- **Dining:**
 - Entrance to PUP will take place at the Bridge St. car ramp, closest to Islington street.
 - 6 ft Markers will be placed along the mouth of Bridge Street and then down the bridge street sidewalk, heading towards the Foundry Garage to ensure all guests waiting to enter are appropriately distanced.
 - Signage will be abundantly and clearly displayed at both the entrance and throughout the venue.
 - Signage will ask guests to:
 - Check symptoms
 - Wear masks at all times except when seated
 - Maintain six foot distancing
 - Follow directional signage
 - To shop retail, guests are not required to purchase a ticket, but the retail area will be monitored by a volunteer to ensure capacity limits are not exceeded
 - To enter the Food/Beverage area guests will purchase a \$1 ticket or present a receipt for proof of parking at Foundry Place Garage
 - While purchasing a ticket the guests will be informed of expectations
 - Guests will be assigned a clearly marked, sanitized table
 - Host/ess will walk guest to table
 - Guests will then purchase food and drink from the vendor of their choosing
 - Lines to the vendor booths will be clearly marked to maintain six foot spacing
 - Upon purchase, guests will either receive the product immediately or inform the server of their table number and the purchase will be brought to them when ready.
 - Vendors serving alcohol will follow all legally required steps of service (age verification, checking for signs of intoxication etc.)
 - Guests cannot consume any product except when seated at their assigned table. This will be enforced by GM, Host/ess, Vendor Staff and Volunteers
 - After completion of meal, Guests will leave through clearly marked exits
 - Tables will be bussed, sanitized and marked as such prior to the next seating.
- **Show:**
 - Seats for a show are by reservation (i.e., tickets), or available for purchase through a separate box office at the interior entrance to the venue

- Entry to the venue will adhere to the same guidelines as entry to the Food/Beverage area (distancing, messaging, masks etc.)
- After presenting a ticket a volunteer usher will lead the group to their designated seating area.
- Following clearly marked pathways, guests may purchase food or beverage from participating vendors.
- Guests cannot consume any product except when seated at their assigned seat or table
- After shows completion, guests will leave through clearly marked venue specific exits.
- Seats and tables will be bussed and sanitized
- Aisles and pathways will be swept and cleared of obstructions.

Restore this version

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This model has already been successfully set up in movie theaters and casinos consumption.

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We propose the City of Portsmouth cover a portion of this cost. We believe the city will recoup some of this cost as it will attract more people to the Foundry Garage who will be more likely to park in the garage and wait to the top for events. Please see attached event expense budget proposal.

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Version history

Total 40 edits

Only show recent versions

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July 24, 11:24 PM

Current version

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July 14, 8:52 PM

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July 13, 9:07 PM

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Kathleen Cavaero

July 13, 4:17 PM

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JUNE

June 15, 8:05 PM

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June 14, 7:02 PM

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June 14, 3:05 PM

Kathleen Cavaero

June 13, 2:42 PM

Kathleen Cavaero

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1. Josh Denton, President
2. Joanna Kelley, Treasurer
3. Andrew Bagley, Secretary
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Goals

1. To have a shared space for arts & culture that allows for... (text is partially obscured)

Version history

Date	User
FRIDAY	
July 24, 11:24 PM	Current version
	All anonymous users
THIS MONTH	
July 14, 8:52 PM	All anonymous users
July 13, 9:07 PM	All anonymous users Kathleen Cavalario
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June 15, 8:05 PM	All anonymous users
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June 14, 7:02 PM	Kathleen Cavalario
June 14, 6:05 PM	All anonymous users
June 14, 3:05 PM	Kathleen Cavalario
June 13, 2:42 PM	

Exhibit 9

Clip of the task force discussing having Portsmouth vendors.

https://www.youtube.com/watch?v=h9R5tL_AyYo