



**City Of Virginia Beach  
Convention and Visitors Bureau  
Resort Management / Special Events and Film Office**

Outdoor Event and Entertainment  
Permit Guidebook



2101 Parks Avenue, Suite 302  
Virginia Beach, VA 23451  
757-385-4800 phone  
757-422-3666 fax

[CVB/RMO Special Events link](#)

## Welcome

We are pleased you have chosen the City of Virginia Beach as the site for your special event, and we are sure you will find a cooperative and friendly spirit among the businesses, merchants, employees and residents of Virginia Beach.

**To inquire if a date and location for an event is available, contact the Special Events and Film Office at (757) 385-4800 prior to submitting an application.**

A number of City departments are involved in the logistics necessary to produce a safe and successful event. In addition, the City requires permits and approvals before an event may take place.

In an effort to simplify the application procedures for event planners, the City of Virginia Beach has developed this guidebook for you to use during your application and planning stages.

Feel free to call the Special Events and Film Office at (757) 385-4800 once you've had the opportunity to review the enclosed information to determine if submitting an application for a permit is needed and if a date and location is available.

It is our goal to assist event organizers in planning safe and successful events that create a minimal impact on the communities surrounding the event. We hope you find this information helpful in both deciding if a permit is required and in completing your Outdoor Event and Entertainment Application.

Here's wishing you a great event!

Sincerely,

Jamie Files  
City of Virginia Beach  
Convention and Visitors Bureau  
Resort Management / Special Events and Film Office

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## Outdoor Event and Entertainment Permit Process

Every event must go through the permit process, whether it is a new or an annual event.

### Definition of an Event:

“Event” means any festival, concert, parade, public performance or announced public gathering held on a public street, right-of-way or public property. Events in which the public is invited on private property which may affect public safety, health or welfare by their impact on surrounding public or private property or which may involve an improper use of the property under other City ordinances, such as zoning restrictions, may be deemed an event for the purpose of this ordinance.

### Permit required; exception:

No person shall engage, participate in, aid, form or start an event unless a permit is obtained from the City of Virginia Beach Special Events and Film Office. This section shall not apply to the following:

- Funeral processions supervised by a licensed mortuary
- Certain expressive activity as permitted by City ordinance 4-1 (Please contact the Special Events and Film Office for a final determination).
- Or other events as approved by the City

### Step One: Complete the Outdoor Event and Entertainment Application

The information on the event application will be used to determine your eligibility for the permit requested. For a one (1) day event, applications must be submitted at least thirty (30) days before the event. For events requesting a road closure on non-residential streets OR events that are two (2) or more days in duration, applications must be submitted at least sixty (60) days before the event.

Applications cannot be submitted more than six (6) months prior to the event date.

Applications will not be processed until the corresponding processing fee is submitted. Please refer to the Outdoor Event and Entertainment Application for permit processing fees, due dates and payment methods.

*Acceptance of your application and payment should in no way be construed as final approval or confirmation of your request.*

An Event Coordinator from the Special Events and Film Office will contact you upon receipt of the application and thereafter will serve as your primary point of contact for the processing of your permit. The Event Coordinator will notify you if additional information, forms, permits, licenses, etc. are required. **Delays in providing these items impact our ability to begin the review process in a timely manner.**

**Incomplete applications will not be processed. Be sure to complete each section of the application. Applications that indicate “TBD” or “same as last year” will not be processed.** Depending on event activities or components, you may have to contact federal, state or city agencies in addition to the Special Events and Film Office.

## **Step Two: Permit Application Review**

When the Event Coordinator receives the completed application, including any required supporting documentation, the application is distributed to all City departments and public agencies affected by your event. Each department or agency will review the application and supporting documentation. The process will take approximately 2-3 weeks.

All departments adhere to the Oceanfront Parks Policy and City ordinances when reviewing your permit application.

### **Special Events Task Force:**

The Special Events Task Force consists of City of Virginia Beach staff representing the various departments that may provide a service during an event. These Task Force members review the event information and offer suggestions and recommendations for approval or denial. The Special Events Task Force may meet at least once with the applicant.

### **Special Events Task Force Members**

Representatives from the following City departments attend the Special Events Task Force meetings:

- Emergency Medical Services
- Police
- Parks
- Risk Management
- Planning/Permits & Inspections & Zoning
- Virginia Department of Health
- Commissioner of Revenue
- Engineering
- Fire Department
- Public works/Traffic Operations, Beach Operations & Resort Maintenance

When a completed application has been reviewed, a representative of the Special Events Task Force **may** schedule your attendance at a Special Events Task Force Meeting, generally held on third Wednesday of each month at 10 a.m.

If, after meeting with the Special Events Task Force, the completed application is approved, the event organizer will receive an Outdoor Event and Entertainment Permit listing the specific requirements that must be met to hold the event.

## **Step Three: Permit Application Approval/Denial Notification**

### **Notice of action on application:**

The Special Events and Film Office shall normally act upon the application required by this policy within three weeks (15 business days) of all required information, forms, permits, licenses, etc. being fulfilled, notifying the applicant of the decision. If the application is denied, the reasons shall be set forth in writing. There are many changing components of an event; as a result, Outdoor Event and Entertainment Permits are issued only a few days in advance of an event date.

### **Approval of the Event Permit under alternative date, time, route or conditions:**

The Special Events and Film Office, in denying an application for an Outdoor Event and Entertainment Permit under this policy, shall be empowered to authorize the conduct of the event on a date, at a time, over a route and under different conditions from that which were requested by the applicant.

### **Revocation of an Event Permit (prior to event occurrence):**

An Outdoor Event and Entertainment Permit may be revoked at the discretion of the Special Events and Film Office upon consultation with the appropriate public safety forces when the health or safety of the public is threatened by an emergency, disorder or other unforeseen conditions that have arisen.

### **Revocation of an Event Permit (during event occurrence):**

An Outdoor Event and Entertainment Permit may be revoked during an event. If the permit is revoked, the event must be cancelled and activities must be terminated immediately. The Special Events and Film Office may revoke a permit for reasons of health or safety of the public, including, but not limited to, inclement weather. In the event of inclement weather, the Special Events and Film Office reserves the right to revoke an event permit and require the immediate cancellation of the event and its activities. The decision to revoke a permit may be made by the Event Coordinator assigned to the event after consultation with the senior safety officer and/or the City Manager.

## **Completing an Outdoor Event and Entertainment Application**

### **Organization Status & Projected Budget**

#### **Commercial Organizations:**

All organizations without IRS 501 (c) tax exemption status are considered to be commercial.

#### **Nonprofit Organizations:**

All nonprofit organizations will need to submit a copy of the IRS 501 (c) certificate or supporting documentation issued by the IRS.

#### **Projected Budget:**

Applicants must provide the Special Events and Film Office with a projected budget. The budget shall include estimated gross receipts (includes ticket, entry, vendor, product and sponsorship sales) and expenses for the event.

### **Event Timeline**

Please provide a detailed timeline of your event, including:

**Event set-up** – Indicate the date(s), start and end time(s) and description for the event set-up. Include specific information such as: construction of tents, stages, fencing, vendor/sponsor load-in, entertainment load-in, sound checks, run/walk or parade/procession set-up times, etc.

**Event date(s)** - Indicate the date(s), start and end time(s) and description for the event activities. Be as specific as possible.

For run/walk/parade/procession events, indicate registration/assembly time and begin time for each activity. For example:

8:00 AM – 9:00 AM – registration  
9:15 AM – 5K start  
10:00 AM – 1 mile start  
11:00 AM – 5K and 1 mile participants finish  
11:10 AM – awards/recognition  
12:00 PM – end of event

**Event breakdown** - Indicate the date(s), start and end time(s) and description for the event breakdown. Include specific information such as: disassembly of tents, stages, fencing, vendor/sponsor load-out, entertainment load-out, removal of equipment, etc.

### Event Site Plan

An event site plan is required to be submitted with the application, regardless of the event location. **Applications will not be processed without an event site plan.** Your event site plan should be clear and legible and, if possible, computer-generated. If you do not have access to a computer program, please draw and legibly label your event site plan. Based on your event site plan and event components, inspection(s) of the event site may be required before the event begins.

Event site plans should include, but are not limited to:

- An outline of the entire event venue.
- Enter / exit points for event attendees. Identify vendor/sponsor load-in/load-out points.
- Emergency access points. Indicate the minimum twenty foot (20') emergency access lane(s) throughout the event venue.
- ADA areas.
- The location of fencing, barriers and/or barricades. Indicate any removable fencing for emergency access.
- The location of first aid areas – tent, ambulances, etc.
- The location of all stages, platforms, scaffolding, bleachers, chairs, canopies, general assembly tents, vendor/sponsor tents, cooking areas, grease containers, gray water containers, amusement devices/rides, portable restrooms, trash containers, pyro or fireworks areas, etc.
- The location of all hazardous materials and flammable/combustible materials such as pyro or fireworks, pressurized gas cylinders, portable generators, wood/charcoal grills, etc.
- All vendors/sponsors that are cooking or heating food must be identified.
- The location of water source(s).
- The location of electrical source(s) / generator locations.
- Placement of vehicles and/or trailers.

## Americans with Disabilities Act

All events are required to comply with all City, State and Federal Disability Requirements. The event must have reasonable modifications to the programs, services and activities of your event to insure accessibility to all individuals with disabilities. This includes access via walk boards to all vendors, sponsors and viewing areas on the beach.

For events that involve performances on a stage(s) on the sand at the oceanfront an example of an acceptable ADA compliant event site map is attached as Attachment A for your review and use.

The following are resources available to assist with questions regarding required ADA modifications:

ADA Title III Technical Assistance Manual  
<http://www.ada.gov/taman3.html>

[Division of Rehabilitative Services Hampton Roads Office](#)  
Norfolk Office (703) 451.7101

The United States Department of Justice  
ADA Information Line  
[www.ada.gov/infoline](http://www.ada.gov/infoline)  
800-514-0301 (voice)  
800-514-0383 (TTY)

Virginia Office for Protection and Advocacy  
800-552-3962 (voice/TTY)

[The Virginia Beach Mayor's Committee for Persons with Disabilities](#)  
Office of the Mayor  
757-385-4581

In addition, there are other private, non-profit disability advocacy agencies that may be of assistance, including, but not limited to:

[The Endependence Center, Inc.](#)  
757-461-8007

National Organization on Disability  
202-293-5960 [www.nod.org](http://www.nod.org)



## Public Safety

As the event organizer, you are responsible for providing a safe and secure event. You must ensure adequate personnel are present to provide general security, crowd control, provide assistance to attendees, etc.

### Security Plan

You are required to provide a security plan to ensure a safe and secure event. The size, type, activities, time of day and location of your event need to be analyzed in depth and addressed in your security plan. Consider possible problems and concerns related to your event activities and the environment and plan accordingly.

The Virginia Beach Police Department will determine the minimum number of private security personnel, Sheriff's Deputies or Police Officers needed to ensure the safety of your event. The Virginia Beach Police Department has the final authority to determine security requirements, and has the right to shut down any event due to non-compliance or safety concerns.

### Medical Services Plan

You are required to provide a medical plan, which must be approved by Virginia Beach Emergency Medical Services. The complexity of the plan, along with the number and types of resources required will be determined by Virginia Beach Emergency Medical Services.

### Evacuation and Inclement Weather Plans

You are required to submit an evacuation plan for the event venue. Include the communication plan with event staff, vendors/sponsors, attendees, etc. Describe how you will notify event attendees, where you will direct them to exit, etc.

You are also required to submit an inclement weather plan. Include how you will update / notify attendees before the event if inclement weather is expected. Include how you will notify attendees during the event if inclement weather approaches.

**Applications will not be processed if "rain or shine" or "N/A" is indicated as the inclement weather plan.**

Weather trigger charts can assist with planning what actions should be taken when weather threats arise. The Special Events Tornado & Severe Thunderstorm Trigger Chart is the minimum standard for all outdoor events. The chart is attached as Attachment B for your review and use.

On the application, you must indicate that you agree to implement actions indicated on this trigger chart. If you do not agree to implement, then you are required to submit your own plan that exceeds these minimum standards. The Event Coordinator assigned to the event will review the alternate plan to determine approval.

## Special Events Severe Weather Trigger Chart

WEATHER THREAT	ADVICE CONDITION	LOCATION <small>From Venue</small>	ACTION	RESPONSIBILITY
WEATHER ANTICIPATED 48 HOURS	ADVISORY	N/A	COMMUNICATION WITH CITY EVENT COORDINATOR AND EVENT ORGANIZER. MONITOR FORECAST. REVIEW INCLEMENT WEATHER AND EVACUATION PLANS WITH YOUR TEAM.	EVENT ORGANIZER
WEATHER ANTICIPATED 24 HOURS	ADVISORY	ANTICIPATED WITHIN 200 MILES	COMMUNICATION WITH CITY EVENT COORDINATOR AND EVENT ORGANIZER. MONITOR FORECAST. COORDINATE WITH TEAM, EVENT EQUIPMENT / TENT / STAGE SUPPLIERS, ETC.	EVENT ORGANIZER
LIGHTNING OR THUNDERSTORM	ADVISORY	50 MILES ESTIMATED	COMMUNICATION WITH CITY EVENT COORDINATOR AND EVENT ORGANIZER. POSSIBLE ON-SITE MEETING. ENSURE TEAM IS ON STANDBY TO IMPLEMENT INCLEMENT WEATHER / EVACUATION PLANS. PREPARE ANNOUNCEMENTS / VIDEO MESSAGE. MONITOR RADAR.	EVENT ORGANIZER
LIGHTNING OR SURFACE WINDS 30-40 MPH OR THUNDERSTORM WATCH OR TORNADO WATCH	CONDITIONS ARE PRESENT OR WATCH IS ISSUED	25 MILES ESTIMATED	COMMUNICATION WITH CITY EVENT COORDINATOR AND EVENT ORGANIZER. SECURE EVENT VENUE - EQUIPMENT / TENTS / STAGES. NOTIFY EVENT ATTENDEES OF POSSIBLE THREAT. START ANNOUNCEMENTS / VIDEO MESSAGE. PREPARE TO EVACUATE WATER/MARINE EVENTS. MONITOR RADAR.	EVENT ORGANIZER EVENT TEAM
LIGHTNING OR SURFACE WINDS 30-40 MPH OR THUNDERSTORM WATCH OR TORNADO WATCH	CONDITIONS ARE PRESENT OR WATCH IS ISSUED	15 MILES ESTIMATED	CONTINUE TO SECURE EVENT VENUE. TEAM IN POSITION TO IMPLEMENT INCLEMENT WEATHER / EVACUATION PLANS. 2ND NOTIFICATION TO EVENT ATTENDEES OF POSSIBLE THREAT. CONTINUE ANNOUNCEMENTS / VIDEO MESSAGE. EVACUATE WATER/MARINE EVENTS. MONITOR RADAR.	EVENT ORGANIZER EVENT TEAM
LIGHTNING OR SURFACE WINDS 30-40 MPH OR THUNDERSTORM WARNING OR TORNADO WARNING	CONDITIONS ARE PRESENT OR WARNING IS ISSUED	10 MILES ESTIMATED	COMMUNICATION WITH CITY EVENT COORDINATOR AND EVENT ORGANIZER. IMPLEMENT INCLEMENT WEATHER / EVACUATION PLANS. BEGIN EVACUATION OF EVENT SITE. NOTIFY EVENT ATTENDEES OF EVACUATION. CONTINUE ANNOUNCEMENTS / VIDEO MESSAGE. MONITOR CROWD MOVEMENT. CONTINUE TO SECURE EVENT VENUE. MONITOR RADAR.	EVENT ORGANIZER EVENT TEAM
LIGHTNING OR SURFACE WINDS 30-40 MPH OR THUNDERSTORM WARNING OR TORNADO WARNING	CONDITIONS ARE PRESENT OR WARNING IS ISSUED	8 MILES	FINISH EVACUATION AND ALL PERSONS TAKE COVER. MONITOR EVENT VENUE.	EVENT ORGANIZER EVENT TEAM
ALL CLEAR	Storm Passed All clear	10 MILES	INSPECT EVENT VENUE FOR DAMAGE. IF NO DAMAGE OR SAFETY ISSUES ARE IDENTIFIED, ALLOW RE-ENTRY AND CONTINUE EVENT. COMMUNICATION WITH CITY EVENT COORDINATOR AND EVENT ORGANIZER.	EVENT ORGANIZER EVENT TEAM

**Note: The speed and direction of advancing storms and the size and nature of the event may alter the time needed to safely evacuate the site. Temporary structures shall not be used as sheltering locations for event participants. Failure to comply with the terms of the weather plan or any term or condition of the permit may result in the immediate revocation of the permit. Public safety agencies may order mandatory actions in the interest of public safety at any public place regardless of whether the permit has been revoked.**

## Event Transportation, Parking and Traffic Control

### Event Transportation

Event organizers should consider if traffic congestion and parking are concerns for the event. If pre-arranged transit, such as shuttles/buses, etc. are planned, the information must be indicated on the application. Plans should include pick-up/drop-off points, the route used to transport, who will be providing the service, etc. You must always include accessible access to your event. Therefore, if a shuttle service is provided there should be a wheelchair accessible shuttle or an accessible vehicle to provide the same service. The Virginia Beach Police Department must approve all shuttle plans.

### Parking

A parking plan for use of any City, non-City, public and/or private lots should be included along with the days/times they will be utilized.

### Motor Vehicles in the Resort Area

The City of Virginia Beach, in order to provide a safe environment for our citizens and visitors may regulate the operation of motor vehicles on the boardwalk, boardwalk connectors, bike path and beach within the permitted event site. Generally, operation of motor vehicles on the aforementioned areas is prohibited. This requirement does not include motorized wheelchairs or scooters used by individuals with physical disabilities.

A parking/loading permit to operate a motor vehicle on the on the boardwalk, boardwalk connectors, bike path and beach may be issued by the Special Events and Film Office. Parking/loading permits will only be issued when requested by the event organizer. Each request will reviewed on a case by case basis. Operators of any motorized vehicle on the boardwalk, boardwalk connectors, bike path and beach must possess a valid driver's license. Parking/loading permits must be prominently displayed on the vehicle as directed when issued so that relevant information can be observed from outside the vehicle.

All resort area events may receive up to ten (10) complimentary parking permits for City owned lots.

### Traffic Control and Street Closures

For the City to approve a request for a street closure, the following must be considered: community/resident/business impact, notification, traffic control, detour routes, traffic equipment, signage and safety. If your event requires street closures, you will be required to obtain traffic safety equipment, and in most cases, traffic personnel, to ensure a safe closure of the event site. The Police Department and Public Works Department must approve all street closure requests.

If the event includes a street closure, a detailed event site map/route map and traffic plan is required. Plans should include, but are not limited to:

- A detailed timeline of the street closure and re-openings.
- Names of all streets, indicating where streets will be closed.

- Placement of traffic equipment.
- Placement of certified traffic monitors, Police and/or Sheriff Deputies.
- Vehicle traffic plan, including detour/directional signs, traffic direction, etc.
- Run/walk/parade/procession events should include the route, indicating participant staging, starting point, direction of travel, finish point, etc.

### Community Impact Mitigation Strategies

It is the responsibility of the event promoter to develop an effective communication strategy for contacting residents and businesses impacted by your event. Your community impact mitigation strategy requires the following:

- Indicate the community impact mitigation strategies on the application and submit a maximum of six (6) months and a minimum of sixty (60) days prior to the proposed event date.
- Assess the proposed event venue area(s) to determine who is impacted: civic associations, businesses, places of worship, schools and/or other entities.
- Include dates indicating when civic associations, businesses, places of worship, schools and/or other entities will be contacted.
- Present your event concept to the impacted groups/organizations and provide the Special Events and Film Office with their formal response.

The Special Events and Film Office will review your community impact mitigation strategies. After reviewing the strategies the Special Events and Film Office will approve, deny or approve based on additional information that is required from the event promoter. The City of Virginia Beach maintains sole discretion for the final determination of the civic associations, businesses, places of worship, schools and/or other entities for which an applicant may be required to present their proposed plans.

Following the presentation of your proposed event concept to a civic league and/or business association you should obtain their recommendation and comments, if applicable, in the form of meeting minutes, email, or a letter signed by the Chairperson of the Civic League(s) and/or business organization. ***Their recommendations and comments must be submitted to the Special Events and Film Office no later than thirty (30) days prior to your proposed event.*** Please note that these groups are advisory in nature and cannot approve or deny your event plans; however, they may provide important feedback regarding strategies that work best for the successful management of events in their neighborhoods. Their feedback will be incorporated in the overall assessment of your event plans and the final permit determination.

Should your event be proposed to take place in an area where there is not a Civic League and/or business association, you must still incorporate community outreach and any necessary mitigation strategies in your event plans.

## Vendors/Sponsors

A vendor/sponsor information form is required for each individual, business or organization that is providing food, beverages, information, services, products or merchandise at the event. The event organizer is responsible for ensuring the accuracy of information, that each form is completed thoroughly and forms are submitted in a timely manner.

The event organizer must submit all forms to the Special Events and Film Office. Vendors/sponsors should not submit forms directly to the Special Events and Film Office.

**All vendor/sponsor forms are due a minimum of thirty (30) days before the event.  
Late forms will not be accepted.  
Incomplete forms will not be accepted.  
NO EXCEPTIONS.**

Non-food vendors/sponsors must complete the Non-Food Vendor and Sponsor Information Form.

Food or beverage (including alcohol) providers must complete the Food or Beverage Provider Vendor and Sponsor Information Form. This is required for any food and beverages that are given away, catered, sold, sampled, etc.

Food and beverage vendors/sponsors are responsible for ensuring they are compliant with the Commissioner of the Revenue and Virginia Department of Health, as well as abiding by all requirements / regulations set forth by the Virginia Beach Fire Marshal's office. All food and beverage vendors/sponsors should review the Special Event Food Vendor Requirements.

## Alcohol

Alcohol is not permitted on public property during any special event. Exceptions may be granted by the City.

For resort area events, exceptions may be granted by the City and the Alcohol Review Committee, provided all conditions set forth by both are met. The City will solely determine the total number of alcohol events per year. A written request for the use of alcohol in the resort area must be submitted for review a minimum of 120 days prior to the event. Written requests must be sent to:

Special Events and Film Manager  
2101 Parks Avenue, Suite 302  
Virginia Beach, Virginia 23451.

For events that have been granted an exception, or events that take place on private property, be sure to complete the alcohol section on the application, including a security plan to ensure the safe sale or distribution of alcohol during the event.

A banquet license must be obtained from the Virginia Department of Alcohol Beverage Control at least 21 days prior to the event. For further permit information, contact the

Virginia Department of Alcohol Beverage Control at 757-424-6700. A copy of the banquet license must be turned in to the City Special Events and Film Office no later than seven (7) days prior to the event. The Outdoor Event and Entertainment Permit cannot be issued until the banquet license has been issued.

If alcohol is approved, the event organizer is responsible for checking the identification of all persons being served alcohol, as well as ensuring that all persons acting as servers are age 21 or older. It is the servers' responsibility to make certain that intoxicated persons are not served. Event organizers should ensure that people with disabilities have access to serving areas, and are able to take alcoholic beverages to the accessible viewing area. Contact the Special Events and Film Office for suggested ways of meeting this obligation.

For approved alcohol events that take place on public property, proof of Liquor Liability Insurance in the minimum amount of one million dollars on an "occurrence" basis, naming the City of Virginia Beach as Additionally Insured, is required. A copy of the certificate must be provided to Special Events and Film Office at least thirty (30) days prior to the event.

### Litter Prevention

The event organizer is responsible for maintaining the event in a clean and orderly condition both during and after the event. The event organizer may be required to rent a dumpster at his or her expense. The cost of any litter cleanup beyond the normal daily routine may be charged to the event. Litter containers are available through privately-owned companies. If the event is held on City property, the City may require the event organizer to secure a dumpster with size and placement to be determined by the City.

If you are coordinating a special event of more than 2000 people per day to be held on city property, it is required that the event organizer submit a waste disposal and recycling plan. The Special Events and Film Office will review the stated arrangements for collection and disposal of waste generated by your event.

The city of Virginia Beach is host to over 500 special events of various sizes throughout the course of the year. Special events are significant generators of waste in a very short amount of time! Even if you are a smaller event, it should be your goal to produce less waste while maintaining the quality and feel of your event.

The City of Virginia Beach strongly encourages all events to consider becoming a Virginia Green Event. Obtaining this certification helps promote your commitment in supporting a clean environment.

Use the Event Recycling and Waste Disposal form to assist with your plans. You may use this form to fulfill the requirement of submitting a recycling and waste disposal plan.

### **Portable Restrooms**

It is recommended that each event have one (1) portable toilet for every 150 people anticipated to attend your event during peak time. Ten percent (10%) of the portable toilets must be ADA accessible. The City of Virginia Beach reserves the right to determine the total number of required portable toilets on an individual case basis.

### **Marketing the Event**

Please ensure that you have conditional approval of your event prior to promoting, marketing or advertising it. Conditional approval may be made after your Special Event Permit Application has been submitted and reviewed by the Special Events Office and you have met with the entities that will be impacted. Acceptance of your Special Event Permit Application by the City is not a guarantee of the date or location and does not constitute automatic approval of the event. The event producer must complete all requirements set forth by the Special Events Office.

### **Insurance Coverage**

Event organizers will be responsible for any and all damages caused by their organization, volunteers, employees, participants and spectators. In order to protect the City against financial loss arising from any incidents or accidents that may occur, the sponsoring organization, permit holder or host establishment will be required to obtain a comprehensive general liability insurance policy for bodily injury and property damage arising for the event.

This requirement may be waived when it is necessary to comply with any federal, state, or local law, statute, regulation or constitutional provision. In addition, the City, in its sole discretion, may waive the insurance requirement.

### **Post-Event Site Evaluation**

If the public property used as an event site is not returned in the same condition as it was secured before the event, the special events permit holder shall be billed for cleanup or repair services as recommended by City staff. Cleanup costs are calculated and billed to the event organizer.

**A post-event site evaluation will focus on these items:**

- Have all event-related items (blocks, lumber, chairs, tables, signs, tents, etc.) been removed?
- Has all trash been picked up and removed?
- Has the event area been cleared of debris?
- Have all hard surfaces been cleared of stains?
- Have any trees, shrubs, flowers, or turf been damaged?
- Have any light poles, park furniture, sculptures, or water features/fountains been damaged?
- Has the irrigation system been damaged?
- Have any electric panels and outlets been misused or damaged?
- Has the area been cleared of all animal waste?