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**CITY OF GREENVILLE
SPECIAL EVENTS POLICY &
PROCEDURES**

CITY OF GREENVILLE

SPECIAL EVENTS POLICY AND PROCEDURES

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SECTION ONE: EXECUTIVE SUMMARY

The City of Greenville is a vibrant, innovative, and inclusive community with unique and sustainable neighborhoods. The City is host to an abundance of world-class art, cultural and recreational opportunities, and well-maintained and cost-effective infrastructure. The City of Greenville has a new and evolving focus on economic development that is coupled with a variety of public resources, which lend themselves to use for special events. The success of community events is dependent on the coordination of resources between the City and other public / private organizers. Whether held Uptown, in one of our many attractive public parks, or elsewhere in the city, all event attendees will be sure to ***Find Themselves in Good Company!***

Each event has a very specific impact on the City, which is carefully considered and weighed prior to the event itself. The following policy has been established to facilitate this planning process. For prospective Applicants who are planning a special event in the City of Greenville, it is essential that they review this policy well ahead of the planned event date so as to ensure a successful experience for all attendees. In this policy, Applicants will find the following information:

1. The City's definition of a "Special Event"
2. Fees, deposits, and special conditions which may be applied to each event.
3. Application timelines and required special event permit documentation and information.
4. Grounds for application denial.
5. The Special Events Committee involved in the event approval process and its role and responsibilities.

SECTION TWO: SPECIAL EVENTS DEFINITIONS

Special Event: A pre-planned event, whether publicly and/or privately sponsored, which is proposed to be held on City property and/or City right of way. Such events include, but are not limited to, festivals, performances, competitions, or other organized public events in which public right of way or public property will be used or significantly impacted as a result of the event. Due to reasonable public safety concerns, a special event may require the involvement of public safety personnel and equipment dedicated to assisting in the event. All special events require a Special Event Permit issued by the City of Greenville. There are three categories of Special Events:

- **Park and/or Road Festival:** An organized neighborhood or public gathering, rally, or exhibit held on a public right-of-way (street, sidewalk, parking lot, or alley) or within a public park (Town Common, Jaycee Park, etc.) on a specified date and time. Such events are confined to a designated area that may or may not require an admission fee to enter and participate.
- **Procession/Parade:** A public or private march, run, cortege, walk, cavalcade, autocade, parade, or other gathering of persons that occurs upon public right-of-way, within a public park, or in other areas used for vehicular traffic.
- **Organized Competitive Event:** A planned race, walk, derby, or event that involves a contest of skill and/or strength and takes place upon a public right-of-way or in a public park.

SECTION THREE: RECREATION & PARKS EXCLUSION

This Special Events Policy DOES NOT regulate the Recreation & Park public facility rentals listed below. Applicants requesting to rent the facilities listed below must contact the City of Greenville Recreation and Parks Department at (252) 329-4567:

- Meeting Room Rentals Including Jaycee Park Auditorium and Drew Steele Center
- Bradford Creek Public Golf Course Clubhouse Rental
- River Park North Services and Center Rental
- Sports Connection Services and Rental
- Community Pool and / or Greenville Aquatics & Fitness Center Rental
- Softball, Baseball Field Rentals (Including Guy Smith Stadium and Field of Dreams)
- Soccer, Lacrosse, Football / Multipurpose Field Rentals
- Tennis Court Rentals
- Public Park Rentals Including Picnic Shelters (see note below)

Note: The only exception to the Recreation & Parks exclusion is rental of the Town Common. Applicants requesting to rent the Town Common for an event must follow all requirements as outlined in the Special Events Policy.

Bradford Creek Public Golf Course Clubhouse Rental

Persons requesting to lease the Bradford Creek Public Golf Course Clubhouse for Special Events must contact the course at (252) 329-4653.

SECTION FOUR: OUTDOOR FESTIVALS, OUTDOOR CONCERTS, OR OTHER SIMILAR PUBLIC GATHERINGS

The following are the only City properties that the City will consider approving to host outdoor festivals, outdoor concerts, or other similar public gatherings:

Attendance	Allowable Locations
Greater Than or Equal to 3,000	The Town Common
Less Than 3,000	The Town Common or Five Points Plaza

Applicants may apply to lease City property other than the Town Common or Five Points Plaza to host an event under the following conditions:

1. Proposed event is sponsored by the City of Greenville
2. The Applicant FULLY Completes the Street Closure / Sidewalk Impact Notification & Petition (Attachment 6). By completion of the petition, the Applicant MUST:
 - a. Certify that all property owners, managers, or lessees adjacent to the property closure areas have been notified and presented with the following:
 - i. The event’s proposed date, time, location, purpose, and projected attendance.
 - ii. The site plan detailing road closures and designated parking areas
 - iii. Information and timeframe of noise impacts
 - iv. Name of sponsoring organization
 - b. Receive the written acknowledgement from ALL adjacent owners, managers, or lessees that they have been made aware of the information presented above. If an adjacent property owner refuses to make such acknowledgement in writing, the Applicant must document the date, time, and circumstance in which the information was presented to the adjacent property owner. For more information see Attachment 6.

Note: The Street Closure / Sidewalk Impact Notification & Petition must be submitted with the Special Event Application Package. Applications will not be processed without a completed petition form inclusive of attachments and signatures.

SECTION FIVE: SPECIAL EVENTS APPLICATION TIMELINES

The Special Events Committee reviews all event applications within the City. The timeline below outlines minimum requirements for a Special Event.

Note: Applicants working independently, or in partnership with Uptown Greenville, who request the City designate the proposed event as a City-sponsored event MUST complete the full application process detailed in this procedure before the event will be considered for City sponsorship. The City Manager's Office will review the full application and recommendation of the Committee before the designation of a City-sponsored event is approved or denied.

Minimum 90 Days Prior to Special Event Date--Application Submission

The following items are required to be submitted a minimum of 90 days prior to the event date:

1. Submission of Special Event Application Package:

A complete Application Package shall be submitted to the City as follows:

SUBMIT SPECIAL EVENT APPLICATIONS TO:
Margot Clark--Special Events Coordinator
Phone # 252-329-4433, Email: mclark@greenvillenc.gov
Address: 200 West Fifth Street, Greenville, North Carolina 27834

The following forms must be submitted with the Package:

- Event Application Cover Page and Checklist (Page #27)
- Event Description, Statement of Public Benefit, & City Services Required (Attachment 1)
- Event Site Plan (Attachment 2)
- Event Marketing Plan (Attachment 3)
- Promoter and Performing Acts Identification Form (Attachment 4)
- Street Closure/Sidewalk Impact Notification & Petition (Attachment 6)
- Outdoor Amplified Sound Application (Attachment 7)
- Alcoholic Beverages at the Town Common Authorization (Attachment 8)
- Application for Parade Permit (Attachment 9)

A description of each of the above forms can be found in Section Six of this Special Events Policy and Procedure.

Note: The City will not accept applications greater than 180 days (i.e. 6 months) from the proposed date of the special event.

2. Payment of **non-refundable** Application Fee and refundable deposit. The following is a summary of applicable rates:

Application Fee	Refundable Deposit	Late Fees
Please see Special Events Fee Chart on Page 24	- Organized Competitive Event	\$100
	- Procession / Parade:	\$200
	- Neighborhood Block Party:	\$200
	- Festival, Concert, or Other Public Gatherings:	\$500
		Organized Competitive Event, Procession, Parade, Festival, Concert, or Other Public Gathering: \$250
		Neighborhood Block Party: \$75

Note: The refundable deposit is due at the time the application is submitted. The deposit will be refunded to the Applicant within 20 working days after the date of the event. The amount refunded will be net of any additional costs incurred by the City during or after the event that were not included in the original fees.

Applications submitted less than 90 days prior to the special event will receive a late fee charge as indicated above. The City will not accept applications submitted less than 45 days from the proposed date of the special event.

Per City Ordinance 14-004, there shall be no fees for staffing, off-duty officers, street blocking, and outdoor amplified sound for the following events:

- Veterans / Memorial Day ceremonies at the Town Common
- Fireworks Display on the 4th of July at the Town Common
- Pirate Fest
- Christmas parade
- ECU Homecoming parade
- C.M. Eppes Alumni parade
- Martin Luther King, Jr. Day march

Minimum 60 Days Prior to Special Event Date-- Committee Review and Recommendation

- Includes review by Police Department, Fire/Rescue Department, Recreation and Parks Department, and Public Works Department.
- Applicant attendance is required at the Committee review meeting.
- Applicants will be notified between the 60 and 90 day period as to the exact date, time and location of the Special Events Committee meeting.

Minimum 30 Days Prior to Special Event Date

The following are required to be submitted a minimum of 30 days prior to the special event date:

- Final Site Plan as Approved by Committee
- Street Closure/Sidewalk Impact Notification & Petition as Approved by Committee (Attachment 6)
- Certificates of Insurance: Public Liability, Property Damage, & Liquor Liability
- Outdoor Amplified Sound as Approved by Committee (Attachment 7)
- Approval of all Required Permits
- Final Payment as Needed
- ABC Permits
- Verification of the Hiring of Security Officers (Attachment 10)

Note: All of the above documentation must be submitted 30 days prior to the special event date, or the event will be subject to cancellation.

Balance must be paid in full 2 weeks prior to the event, or the event will be subject to cancellation.

<p>The City of Greenville assumes no liability if an event is cancelled or not approved. Selling tickets, advertising, securing sponsorships, and performing other activities prior to event approval is done at the risk of the event organizer.</p>

SECTION SIX: SPECIAL EVENTS APPLICATION PACKAGE

The following is a detail of the component parts that must be submitted to the City as part of the application package:

1. Event Application Cover Page and Checklist (Page # 27-29):

The Cover Page and Checklist are **REQUIRED** to be submitted as part of the application package. The Cover Page includes the following elements:

- a. Event Organizer and Contact Information
- b. Name of Event and Date(s) of Event
- c. Past Attendance Trends and Predicted Attendance for Upcoming Event
- d. Past Vendors Participation Trends and Predicted Vendor Participation for Upcoming Event

2. Event Description, Statement of Public Benefit, & City Services Required (Attachment 1):

A basic overview of the event and its impact on the community and City services. This form is **REQUIRED** to be submitted as part of the application package. The description shall include the following elements:

- a. An overview of the event and how the event will benefit the community
- b. The proposed public site(s) / location(s) for the event
- c. Information about what will be needed in terms of City services. Example might include additional trash pick-up, police support, etc.

3. Event Site Plan (Attachment 2):

A visual representation of all the operational elements for the proposed event (i.e. map). The Event Site Plan is **REQUIRED** to be submitted along with the Special Event Application and must include the following elements:

- a. Directional North, indicated by the directional arrow symbol.
- b. The overall event area including any requested street closures
- c. Parking plan with the identification and location of designated parking for the event.

- d. The location and dimensions of all physical equipment being placed, including, but not limited to, stage(s), vendors, booths, sponsors, tents, signs, barricades, portable toilets, vehicles, shelters and shelter numbers, etc.
- e. Location of the temporary alcohol sales area where both sale and consumption occur (see note below).
- f. Indicate 20' wide fire lane clearances in all areas and the location of all fire hydrants.
- g. Electrical plans for vendors and stages specifying how much each site requires in terms of amps and volts.

Note: Alcohol sale and/or service, possession and consumption in the street is prohibited.

4. Event Marketing Plan (Attachment 3):

The marketing plan provides a description of the methods that will be used by the Applicant to advertise and market the event. This form is **REQUIRED** to be submitted as part of the application package. The plan shall include the following elements:

- a. The sources that will be used to market the event (i.e. social media, newspaper, magazines, television, website)
- b. The geographical areas where the marketing will occur.
- c. Attached fliers / promotional materials to be distributed in relation to the event.

5. Promoter and Performing Acts Identification Form (Attachment 4):

This form is **REQUIRED** to be submitted as part of the application package for outdoor concerts, festivals, or other similar public gatherings. Applicants must identify the promoter(s) of the event as well as all of the acts that will be performing during the event. The Applicant must provide the following information related to the promoter and each act:

- a. Name of last three events promoted / performed at
- b. Location and date of each event
- c. Point of contact for each event

Note: Failure to disclose the promoter and all the acts to perform may subject the application to denial. Any change in acts after the application submittal must be

communicated to the City. Failure to submit any change in acts may result in cancellation of the event on the proposed public site.

6. Vendor Permits and Electrical Requirements (Attachment 5):

This form is required only in instances where the Applicant and / or any food or retail vendors attending the event require electricity. The form provides a straightforward way to calculate the total “Event Fees” while providing staff with a clear picture of the total electrical needs.

7. Street Closure/Sidewalk Impact Notification & Petition (Attachment 6):

This form is required only in instances where the Applicant requests a street or sidewalk closure. A Street Closure/Sidewalk Impact Notification & Petition is **REQUIRED** to be submitted as part of the application package. The following is the purpose of the petition:

- a. For the Applicant to certify in writing that all property owners, managers, or lessees adjacent to the proposed closure area have been notified of the event’s proposed date, time, location, purpose, site plan, and noise impact.
- b. For identified property owners, managers, or lessees of property adjacent to the proposed closure area to consent in writing that they have been notified of the event’s proposed date, time, location, purpose, site plan, and noise impact.

Property owners, managers, or lessees adjacent to the proposed closure area must be notified by the Applicant at least 90 days prior to the event. Notice to the adjoining property owners shall include the following information related to the special event:

- Name of the event
- Sponsoring organization
- Date and timeframe of the event
- Description, location and times of proposed road closures
- Information and timeframe for noise impacts (such as music)
- Applicant’s name, phone number and email address
- Website associated with the event

Note: Applications will not be processed without a completed petition form inclusive of attachments with signatures. The form and attachments must be submitted with the application.

8. Event Insurance:

The Applicant is **REQUIRED** to furnish certificates of insurance, which names the City of Greenville as a certificate holder. Certificate requirements are as follows:

- | | |
|----------------------------------|-------------|
| a. Per occurrence | \$1,000,000 |
| b. Personal & Advertising Injury | \$1,000,000 |
| c. Products/Completed Operations | \$1,000,000 |
| d. General Aggregate | \$2,000,000 |

Note: The Applicant must provide to the City proof of required insurance no later than 30 days prior to the event, or the event will be subject to cancellation.

9. Outdoor Amplified Sound (Attachment 7):

Applicants are required to complete the Permit For Outdoor Amplified Sound to Exceed General Sound Levels form only in instances where the special event will include amplified sound. This form is **REQUIRED** to be submitted as part of the application package.

If the Applicant applying for the permit is an organization affiliated with East Carolina University, the Applicant must complete the Organizations Affiliated with East Carolina University form included in Attachment 7.

With the exception of organizations affiliated with East Carolina University, adjoining property owners surrounding the location proposed as the special event site of the permitted event must be notified by the Applicant at least 90 days prior to the scheduled event, and advised of the time by which cleanup of the area will be accomplished. Organizations affiliated with East Carolina University are required to provide notice to adjoining property owners at least 30 days prior to the scheduled event. Notice to the adjoining property owners shall include a statement indicating that comments or concerns regarding the issuance of the permit at the proposed location may be made to the Chief of Police prior to the event. These conditions are mandatory on all "permit to exceed" applications. The Applicant must complete the Notification of Adjoining Property Owners form included in Attachment 7.

Note: Applications will not be processed without a completed Outdoor Amplified Sound application inclusive of attachments with signatures. The form and attachments must be submitted with the application.

10. Policy and Procedure for the Conditional Sale and/or Service, Possession and Consumption of Alcoholic Beverages at Town Common (Attachment 8):

The City has a policy that governs the conditional sale and/or service, possession, and consumption of the following alcoholic beverages at the Town Common:

- Malt Beverages and/or
- Unfortified Wine

Applicants requesting to use the Town Common to host a special event that includes the sale, service, possession and consumption of the above alcoholic beverages **must read the policy and adhere to its requirements in relation to the proposed special event.**

Applicants requesting to use the Town Common may be required to obtain an ABC permit from the ABC Commission depending on the Applicant's intent to sell and/or serve alcohol. The following is a summary of those restrictions:

Malt Beverages and/or Unfortified Wine: Applicants may request to lease the Town Common for an event that includes the sale and/or service, possession and consumption of Malt Beverages and/or Unfortified Wine as follows:

- a. Serve, Possess and Consume: The following Applicants may request to serve, possess and consume Malt Beverages and/or Unfortified Wine:
 - The City
 - A nonprofit organization
 - A political organization
 - Any other person, group, or business

Note: An ABC permit is not required in order to request to serve, possess and consume Malt Beverages and/or Unfortified Wine.

- b. Sell, Serve, Possess and Consume: The following Applicants may request to sell, serve, possess and consume Malt Beverages and/or Unfortified Wine (in accordance with N.C.G.S. §18B-1002):
 - The City
 - A nonprofit organization
 - A political organization

Note: A Special One-Time Permit must be issued to the Applicant by the ABC Commission as required by law. See #5 below for requirements related to permits issued by the ABC Commission.

All Applicants requesting to sell and/or serve, possess, and consume alcoholic beverages at the Town Common for a special event MUST complete the Alcoholic Beverages at the Town Common Authorization form (Attachment 8) in order to certify the following:

- That the Applicant is requesting to sell and/or serve, possess and consume alcoholic beverages at the Town Common for a special event
- That the Applicant is aware whether they are required to obtain an ABC permit from the ABC Commission based on their intent to sell and/or serve alcoholic beverages
- That the Applicant is an approved Applicant type based on their intent to sell and/or serve alcoholic beverages

Applicant shall reference Attachment 8 for a copy of the Policy and Procedure and a copy of the Alcoholic Beverages at the Town Common Authorization form.

11. Application for Parade Permit (Attachment 9):

This form must be submitted as part of the application package to request a permit to hold a parade. The form must be submitted at least 30 days prior to the event.

12. Verification of the Hiring of Security Officers (Attachment 10):

This form certifies the security support that will be required at the special event. The form will be completed and approved by the Chief of Police or designee as part of the Committee review process. The form will break down the number of security officers required and the mix of officers comprised of private security, off-duty City of Greenville police officers, and/or other local law enforcement agencies. The Applicant must sign and date the form and return to the City no later than thirty (30) days prior to the event date(s).

For more information related to security service requirements, please reference Section Seven of this Policy and Procedure.

SECTION SEVEN: CITY SERVICE FEES

The following is a summary of the services that may be required by the City as part of the proposed special event. For more information on service fee rates that may be required, please see the Special Events Fee Schedule starting on page 24.

1. Security Support: The Applicant must provide security services for the special event. Security services must be provided from the following:
 - a. Private security organization properly licensed and authorized to do business within the State of North Carolina, and/or
 - b. Execution of a Secondary employment request for off-duty City of Greenville police officers, and/or
 - c. Other local law enforcement agencies such as the Pitt County Sherriff's Office and East Carolina University

Based on a.-c. above, the following are the staffing requirements for special events:

Security officers per Every 100 in Attendance:	1 Security Officer
Hourly Rate:	See Special Events Fee Schedule

Note: The Special Events Committee may require a larger or smaller number of security officers depending on event-specific conditions.

The hourly rates for City of Greenville off-duty officers are included for budgeting purposes in the Special Events Fee Schedule section (page 24).

Due to the availability of City of Greenville off-duty police officers, Applicants may be required to provide security services primarily through a private security organization and /or other local law enforcement agency. For all instances in which a private organization or other local law enforcement agency is utilized to provide security services, the following applies:

- The City of Greenville Police Chief (or designee) must approve the private security organization, the other local law enforcement agency, and the security plan to be used by the Applicant to provide security services for the event.
- The number of private security officers and/or other local law enforcement officers shall be determined by the City of Greenville Police Chief (or designee) using the security staffing requirements chart detailed above as a guide.

A Verification of the Hiring of Security Officers form (Attachment 10) will be completed and approved by the Chief of Police (or designee). The Applicant must sign and date the form and return to the City no later than 30 days prior to the event date(s).

2. Fire/Rescue: Events which exceed the following attendance thresholds require a specific number of Fire/Rescue units to be on site. Each unit will require a minimum of two EMS/Fire staff. See the Special Events Fee Schedule for applicable rates (page 24):

Attendance Range	Fire/Rescue Units Required- Non ABC Event	Fire/Rescue Units Required- ABC Event
0 to 5,000	1	1 – 2
5,001 – 10,000	1 – 3	1 – 4
Over 10,000	# Determined by F/R Chief	# Determined by F/R Chief
Hourly Rate	See Special Events Fee Schedule	See Special Events Fee Schedule

3. Recreation and Parks: Depending on the type of event, Applicants wishing to rent the City’s Recreation and Parks facilities will be classified as one of three types. Any user group or individual found to be intentionally misclassifying their event could be subject to financial penalty or restricted from future rentals. All three rental classifications are subdivided into Residential and Non-Residential. Applicants will be required to provide proof of residency in order to receive the residential rate. The following is a breakdown of each classification:

Class I: Any event for which admission is charged or any other type of compensation is realized, including donations. This does not include non-profit organizations. All Class I rentals must receive administrative approval.

Class II: Any event where no admission is charged nor any other type of compensation is realized. This includes a private event where alcohol is served but not sold.

Class III: Any event hosted by an organization which can provide proof of non-profit and federal tax-exempt status. Letter of proof of 501(c)3 or A527 status is required.

The following is a breakdown of the applicable rates for each classification:

Class I		Class II		Class III	
Resident	Non-Resident	Resident	Non-Resident	Resident	Non-Resident
\$600/day + \$40/hour Staffing Fee	\$900/day + \$40/hour Staffing Fee	\$300/day + \$40/hour Staffing Fee	\$450/day + \$40/hour Staffing Fee	\$100/day + \$40/hour Staffing Fee	\$150/day + \$40/hour Staffing Fee

4. Public Works Department: Applications which require the support of the City's Public Works Department will be required to cover the costs of barricades, sanitation services, and electrical connections. See the Special Events Fee Schedule for applicable rates (page 25). In addition, there will be a charge for the staff services provided by Public Works employees to support the function. The following is a breakdown of the applicable rates:

Public Works Extra Duty Fees	
Employee: \$40.00 per Hour	Supervisor / Premium Pay: \$50.00 per Hour

5. Clean-Up: The Applicant is responsible for clean-up and proper disposal of all waste, trash, garbage, and other debris. Failure to comply with the littering and nuisance ordinances of the City of Greenville shall subject the Applicant and sponsoring organization to civil fines, denial of future permits, and a bill from the City for any clean-up expenses incurred. Such expenses include, but are not limited to, man-hours, wages, fuel expenses, overtime, landfill fees, and similar charges that may be incurred by the City if the Applicant and/or sponsoring organization fails to clean the area in compliance with the ordinances of the City.

Note: Clean-up expenses incurred by the City will be deducted from the refundable deposit. If the total of the clean-up expenses incurred by the City exceeds the refundable deposit, the Applicant will be invoiced for the remaining expenses.

6. Additional Expenses: The Applicant is responsible for the conduct of those in attendance. If additional resources from the City's Police Department, Fire/Rescue Department, and/or Public Works Department are required as a result of the conduct of those in attendance, or to address problems caused or created by those in attendance, the Applicant and/or sponsoring organization shall reimburse the City for the additional expenses incurred. Such expenses include, but are not limited to, salary, overtime, fuel, travel, and other such expenses directly related to the event.

Note: Additional expenses incurred by the City will be deducted from the refundable deposit. If the total of the additional expenses incurred by the City exceeds the refundable deposit, the Applicant will be invoiced for the remaining expenses.

SECTION EIGHT: SPECIAL EVENTS CRITERIA

- Special Event Applicant Priority Ranking: The Special Events Committee will use the following priority ranking if there are conflicting requests for a particular time and date:
 - a. Events that have established historic precedence and are in good standing.
 - b. Events organized by the City of Greenville.
 - c. Events organized by Pitt County Schools.
 - d. Events organized by Pitt County governmental units.
 - e. Events organized by Greenville-based non-profit organizations with proceeds providing assistance to the organizer or another Greenville-based non-profit organization (requires proof of 501(c)3 status).
 - f. Events organized by private businesses in partnership with non-profit organizations.
 - g. Private businesses and/or individuals for a purpose of profit.

- Criteria Considered for All Street Closures and Other Event Impacts: The following factors are carefully considered prior to recommending approval of proposed events, in particular those which require street closures (whether lane closures, local streets or major/secondary streets). Organizers wishing to close any portion of a street will need to justify that need with a compelling case composed of information in the following categories:
 - a. Total number of event attendees, including historical trends and predicted increases.
 - i. The numbers will be considered both in terms of total attendance and attendance over time (i.e. a smaller total may still warrant closure if concentrated over a short period of time).
 - ii. Unless an event attracts more than 10,000 visitors per day, it would typically not warrant the closure of a majority of a main street.
 - iii. Smaller events with fewer than 10,000 visitors per day may warrant the closure of one or more blocks of a main street.

 - b. Total number of event vendors, including historical trends and predicted increases.

- i. Unless an event hosts more than 50 vendors, it would typically not warrant the closure of a majority of a main street.
 - ii. Smaller events with fewer than 50 vendors may warrant the closure of one or more blocks of a main street.
- c. Event Marketing Plan (Attachment 3).
 - d. Verification (if for profit) and Consideration (if governmental or non-profit) that the event Applicant or sponsor has completed the Street Closure/Sidewalk Impact Notification & Petition form (Attachment 6).
 - e. Impact of the proposed event on residents, occupants or business persons of the block.
 - f. Impact of the proposed event on the accessibility of emergency vehicles in the closure areas.
 - g. Impact of the proposed event on vehicular traffic such as circulation, traffic movement and availability of alternate routes for traffic.
 - h. Potential interference with commercial and business activities in the immediate vicinity.
 - i. Conditions existing in the surrounding area that, when occurring in conjunction with a street closure, might create a hardship or an unnecessary inconvenience to the general public or persons residing in the area.
 - j. Timing of the proposed closure in relation to other approved or proposed closures.

Note: Applications will not be processed without a completed petition form inclusive of attachments with signatures.

- o **Portable Toilets:** As an essential but sometimes overlooked element of special event planning, portable toilets are particularly important in Uptown Greenville as the availability of public restrooms is limited. The guidelines included below are provided as a requirement and reference. They are based on a four-hour long event. Longer or shorter duration events should consider modification to these numbers.

Attendance Range	Portable Toilets
1 to 100	1
101 to 500	2 – 5
501 to 1,000	6 - 10

Note: At least 1 handicap portable toilet is required for every 100 people. Event planners are responsible for arranging portable toilets at event sites.

SECTION NINE: SPECIAL EVENTS APPLICATION DENIAL PROCESS

The Special Events Committee may recommend that the City Manager (or designee) deny a permit application on one or more of the following grounds:

- The event Applicant does not generate a compelling case for the event's public benefit.
- The promoter and/or any of the acts scheduled to perform have a recent history of promoting and/or performing at events with documented instances of violence and/or disturbances.
- The event Applicant does not provide evidence of impacted property and business owner representation and support, whether via the Street Closure/Sidewalk Impact Notification & Petition (Attachment 5), through event co-sponsorship, or by other means.
- Failure to submit an application within the time periods outlined herein.
- Failure to submit a complete application. A complete application is one which addresses all required elements of the application.
- The Applicant has a debt to the City of Greenville from another event for services provided or as a result of damages to City property.
- The Special Events Committee has already received a completed application for the same date and/or space.
- The event would conflict with previously planned programs organized and conducted by the City or non-governmental agencies scheduled for the same date, time and/or place. Applicants should contact the Special Events Coordinator for applicable dates of such events. Examples of such events include, but may not be limited to, the following:
 - St. Patrick's Day
 - 4th of July
 - National Night Out
 - PirateFest
 - ECU Homecoming Parade
 - Halloween (Entire Week of)
 - Greenville Gives
 - C.M. Eppes Alumni Parade
 - Martin Luther King, Jr. Day March
 - Christmas Parade
 - ECU Home Football Games

- ECU Open House
 - Greenville Grooves
 - Freeboot Friday
 - Umbrella Market
-
- An event would require significant street closures (i.e. 3 or more blocks) and occur within ten (10) days of a previously approved event which also requires significant street closures.
 - The Applicant did not previously comply with all applicable City ordinances, traffic rules, park rules and regulations, state health laws, fire codes, and/or ABC licensing regulations.
 - The use of the public space, or event proposed by the Applicant, would present an unreasonable danger to the health or safety of the public.
 - The Applicant is unable to comply with applicable local, state and federal license requirements for all or part of the planned event.
 - The use or event is prohibited by law.
 - The application contains material misrepresentation or fraudulent information.

Note: Applicants working independently, or in partnership with Uptown Greenville, that request the City designate the proposed event as a City-sponsored event MUST complete the full application process before the event will be considered for City sponsorship. The City Manager's Office will review the full application and recommendation of the Special Events Committee before the designation of a City-sponsored event is approved or denied.

SECTION TEN: SPECIAL EVENTS COMMITTEE- ROLES & RESPONSIBILITIES

The Special Events Committee is established to ensure that all special event Applicants follow the procedures outlined in this document and to provide assistance in event logistics as it relates to the health and safety of organizers and attendees at special events conducted within the City of Greenville.

Applicants shall submit their application to the Special Events Coordinator in the City Manager's Office. The Coordinator will distribute copies to the Committee according to the timeline outlined on pages 5 through 7. The Applicant will then meet with the Special Events Committee at least 60 days prior to their event. The Special Events Coordinator is encouraged to schedule this as early as possible. For events within Uptown Greenville, the City Manager (or City Manager's designee) will distribute copies to Uptown Greenville representatives.

The Special Events Committee is made up of the following individuals:

1. City Manager's Office – Special Events Coordinator
2. Police Chief (or designee)
3. Fire/Rescue Chief (or designee)
4. Public Works Director (or designee)
5. Assistant City Manager
6. Recreation and Parks Director (or designee)

The Special Event Committee's primary role is to coordinate the variety of special events which take place in the City of Greenville, and to protect the health and safety of the community. To do so, the Committee:

1. Will maintain a running list of events, including those that have:
 - a. Received City Manager's approval.
 - b. Requested an annually recurring date, which has established historic precedent for this request (Example-PirateFest occurs in April of each year).
2. Will provide a comprehensive review of the event site plan, identifying and providing event organizers with cost estimates for any City services and personnel that their event requires.
3. Will review the event site plan and application to identify any life safety issues that the proposed event presents to the community.
4. May approve recurring events which have no material changes to the event proposal.

5. May approve events which have no impact on the streets or sidewalks of the City of Greenville and do not require more than \$1,000 in City resources.
6. May recommend denial to the City Manager based on the application.

If an event is being held in the Uptown Greenville district, the Special Events Committee will work directly with the uptown business owners and residents to make them aware of the event taking place in the Uptown Greenville district.

City of Greenville
Special Events Fee Schedules

Event Type	Application Fee	Permit Fee	Refundable Deposit	Late Fee
Parade	\$100.00	\$100.00	\$200.00	\$250.00
Race 5k or Less	\$100.00	\$100.00	\$100.00	\$250.00
More than 5k Race	\$100.00	\$250.00	\$100.00	\$250.00
Neighborhood Block Party	\$50.00	\$0.00	\$200.00	\$75.00
General Event	\$100.00	\$250.00	\$100.00	\$250.00
Festivals	\$100.00	\$100.00	\$500.00	\$250.00
Concerts	\$100.00	\$250.00	\$500.00	\$250.00
Outdoor Amplified Sound (Noise)	\$50.00	\$50.00	N/A	N/A
Temporary Street Closing	\$50.00	\$50.00	N/A	N/A

Police Off-Duty Fees			
	Officer	Supervisor	Premium
Rate per Hour	\$40.00	\$50.00	\$50.00
Parade Staffing	\$40.00 per Hour per Officer (Minimum 3 Hours per Parade) + \$25.00 per Vehicle per Event		

Fire / Rescue Stand-By Fees	
Base Charge per EMS Unit	\$100.00 (# of Units Required Based on Attendance)
Fire / EMS Staff per Unit	\$40.00 per Hour per Staff Member Minimum of 2.0 Staff Members Per Truck

Attendance Range	Fire / Rescue Units Required	
	NON ABC Event	ABC Event
0 – 5,000	1	1 – 2
5,001 - 10,000	1 - 3	1 – 4
Over 10,000	# Determined by F/R Chief	# Determined by F/R Chief

➤ F/R Unit Examples: EMS Unit, Fire Engine, and Quick Response Vehicle

City of Greenville
Special Events Fee Schedules

Applicant must have a designated crowd manager on site based on the following:

Crowd Managers	
Number of Attendees	Number of Required Crowd Managers
250	1

North Carolina Fire Code:

- 403.12.3: Crowd Managers for gatherings exceeding 1,000 people. Where Facilities or events involve the gathering of more than 1,000 people, crowd managers shall be provided in accordance with Sections 403.12.3.1 through 403.12.3.3
- 403.12.3.1: The minimum number of crowd managers shall be established at a ratio of one crowd manager for every 240 people.

Public Works Roll-Out Carts / Trash Cans / Barricades				
Barricade(s)	Traffic Cones	1 – 25	\$50.00	
		26 – 49	\$100.00	
		> 50	\$150.00	
	Bike Racks		\$20.00 Each	
	Type I, II, and/or III Traffic Barricades		\$30.00 Each	
	Water Barricades		\$50.00 Each	
Traffic Plan / Road Closure Review		\$40.00 per Hour		
Sanitation	Recycling Carts / Cans		\$20.00 per Set	
	Trash Cans			
	Street Sweeper (Truck + Labor)		\$100.00 per Hour	
Electrical	Usage Fee		\$100.00	
	Technician / Contract Assistance		\$100.00	

Note: The City is only responsible for the rental of the above listed items if available. Any other items needed for the event will be required to be purchased / rented by the Applicant privately. Any such additional requirements will not be the responsibility of the City.

Public Works Extra Duty Staffing Fees	
Employee	Supervisor / Premium Pay
\$40.00 per Hour per Employee	\$50.00 per Hour per Employee

City of Greenville
Special Events Fee Schedules

Recreation and Parks Staffing Fees					
Class I		Class II		Class III	
Resident	Non-Resident	Resident	Non-Resident	Resident	Non-Resident
\$600/day + \$40/hour Staffing Fee	\$900/day + \$40/hour Staffing Fee	\$300/day + \$40/hour Staffing Fee	\$450/day + \$40/hour Staffing Fee	\$100/day + \$40/hour Staffing Fee	\$150/day + \$40/hour Staffing Fee

Class I: Any event for which admission is charged or any other type of compensation is realized, including donations. This does not include non-profit organizations. All Class I rentals must receive administrative approval.

Class II: Any event where no admission is charged nor any other type of compensation is realized. This includes a private event where alcohol is served but not sold.

Class III: Any event hosted by an organization which can provide proof of non-profit and federal tax-exempt status. Letter of proof of 501(c)3 or A527 status is required.