

SPECIAL EVENT PERMIT POLICIES AND PROCEDURES



DEFINITIONS

AFTER ACTION REPORT – analyzing *what* happened, *why* it happened, and *how* it can be done better by the participants and those responsible for the project or event in subsequent years.

AMPLIFY – increase the volume of noise coming through a microphone and/or speakers so that everyone in the vicinity of the event can hear it.

CERTIFICATE OF LIABILITY INSURANCE (COI) – a document that verifies the existence of general liability insurance coverage and summarizes the key aspects and conditions of the policy. The Virginia Risk Sharing Association (VRSA) Tenant Use Liability Insurance Program is available.

CODE OF CONDUCT – posted in Town of Front Royal public space/property for all members of the public to adhere to at all times.

DECORATIONS/STRUCTURES – props, displays, tents, inflatables, amusement rides, booths, wagons, carts, and all similar types of property which may harm town land or street areas, including aesthetic interests.

DOWNTOWN AREA – includes Main Street, Chester Street, Crescent Street, Peyton Street, Laura Virginia Hale, High Street, Kidd Lane, Water Street, Jackson Street and portions of Church Street and Blue Ridge Avenue, and the Town Commons Area Parking Lot. This area also includes the Town Commons Area that includes the Gazebo, Pavilion, Parking Lot, and Visitor Center.

GATHERING – an assembly or meeting held for a specific purpose.

EVENT ORGANIZER – the individual(s) who signs, or whose authorized representative(s) signs, an application for an event permit and who will be responsible under the permit, if issued, for ensuring that the event will be conducted in accordance with these regulations. Also referred to as the “applicant”.

PARADE – procession, with or without vehicles, requiring closure of town streets to normal traffic; any march, demonstration, procession, or motorcade upon public space that interferes with or presents a significant probability of interfering with the normal flow or regulation of pedestrian or vehicular traffic upon public spaces.

PUBLIC SPACE/PROPERTY/RIGHT-OF-WAY – any street, sidewalk, alley, or any other property of the Town which is open to the public.

RACES/WALKS – a race or walk organized as a fundraising event.

RECURRING EVENT – occurring again periodically or repeatedly within the same day, week, or month.

SPECIAL EVENT – an outdoor event where a public forum of expressive activity occurs on any public space/properties/right-of-way during a particular interval of time hosted outside of the event organizers’ normal business or organization programs or activities, where the public is invited.

SPONTANEOUS GATHERING – an unplanned or unannounced coming together of persons which may occur in response to unforeseen circumstances.

SPONSOR – an individual or organization that pays some or all of the costs involved in staging a special event in return for advertising or similar recognition.

TOWN SPONSORED OR CO-SPONSORED EVENTS – all events the Town of Front Royal sponsors entirely or in conjunction with another organization.

APPLICATIONS TO RESERVE PUBLIC SPACE/PROPERTY/RIGHT-OF-WAY

The Town of Front Royal has made available to civic organizations, the ability to reserve a public property/space/right-of-way by submitting a completed application in accordance with the below policies and procedures to the Town Manager’s Office, or Manager’s designee for review. Information on the application will be used to define and determine permit eligibility through measurable criteria.

A separate application is required for Parades, Races/Walks, and Processions, or similar. Matrix does not apply.

SPECIAL EVENTS MATRIX CRITERIA

All applications will be reviewed by the Town Manager, or Manager’s designee on the basis of the following criteria to determine the appropriate event category and assist in the decision to approve the application.

1. Purpose
2. Demonstrated History of Event
3. Evidence of Partnership - multiple businesses/vendors participating.
4. Anticipated Attendance Figures
5. Organizational Structure & Management (support staff)
6. Target Market Budget for the Event
 - Events scoring below 15 are categorized as a Community Gathering.
 - Events scoring between 16 – 29 are categorized as a Community Special Event.
 - Events scoring 30 are categorized as a Tourism Special Event.

Matrix does not apply to Parades, Races/Walks, Processions, Town Events, Town Co-sponsored events.

SPECIAL EVENTS CATEGORIES THAT REQUIRE A PERMIT IDENTIFIED BY THE MATRIX

COMMUNITY GATHERING

An outdoor event where a public forum of expressive reserved activity occurs on public property, where the public is invited, and is anticipated by the event organizer to draw approximately 15 people or less.

- Applications accepted between twelve (12) months and thirty (30) days prior to event.
- Reservation Fee: \$50.00 (non-refundable) This includes use of electricity and water. If these services are not applicable, the reservation fee is \$25.00. Refundable if cancelled 48 hours before the event.
- Reservation Date accepted upon written request to Town Manager, or Manager's designee
- Applicants responsible for a completed application 30 days prior to event including payment of fees and Certificate of Liability Insurance.
- No applications accepted if received less than 30 days before event.
- Once approved, no changes to the permit will be allowed unless specifically authorized by the Town Manager, or designee
- Unlimited events are granted throughout the year; however, a maximum amount of eight (8) permits shall be allowed per year, per civic organization.
- Each event is permitted for up to six (6) hours per event.
- Closures of streets/parking lots will not be allowed
- Recurring events are not allowed (see DEFINITIONS in this policy)

COMMUNITY

An outdoor event where a public forum of expressive activity occurs on public property, where the public is invited, and that is anticipated by the event organizer to draw up to approximately 1000 people.

- Applications accepted between twelve (12) months and thirty (30) days prior to event.
- Reservation Fee: \$100.00 (non-refundable) This includes use of electricity, water and public works. If services are not applicable, reservation Fee: \$50.00. Refundable if cancelled 48 hours before the event.
- Reservation Date accepted upon written request to Town Manager, or Manager's designee
- Applicants responsible for a completed application 30 days prior to event including payment of fees and Certificate of Liability Insurance.
- No applications accepted if received less than 30 days before event.
- No changes to the permit will be allowed unless specifically authorized by the Town Manager, or Manager's designee
- Unlimited events are granted throughout the year; however, a maximum amount of eight (8) permits shall be allowed per year, per civic organization.

- Each event is permitted, regardless of closure, up to ten (10) hours per day per event.
- No full closure of streets will be allowed; however, the closures of partial streets and parking lots will be considered (see CLOSURES in this Policy)
- Event Organizers shall notify business and residents of the scheduled event and closures no longer than 10 days before the event by signing an Agreement to Notify all Adjacent Businesses and Residents form that will include a template of a letter for the Event Organizer to pass out to those affected by the special event closure(s).
- Recurring Events are not allowed (see DEFINITIONS in this policy)

TOURISM/VISITOR

An outdoor event where a public forum of expressive activity occurs on public property, where the public is invited, and that is anticipated by the event organizer to draw more than 1000 people.

- Applications accepted between twelve (12) months and six (6) months prior to event
- Reservation Fee: \$200.00 (non-refundable) This includes use of electricity, water and public works. Refundable if cancelled 48 hours before the event.
- Reservation Date accepted upon written request to Town Manager, or Manager's designee
- Applicants responsible for a completed application forty-five (45) days prior to event (including payment of fees and Certificate of Liability Insurance).
- No applications accepted if received less than six (6) months before event.
- Once approved, no changes to the permit will be allowed unless specifically authorized by the Town Manager, or Manager's designee
- A maximum amount of two (2) permits shall be allowed per year, per civic organization. This includes combinations of partial and full street closures.
- No more than two (2) complete street closures per month in the Downtown Area are allowed.
- Each event is permitted, regardless of closure, up to twelve (12) hours per day per event.
- Full and partial closure of streets/parking lots will be considered (see Closures in this Policy)
- Event Organizer shall notify business/residents of the scheduled event and closures no longer than thirty (30) days before the event by signing an Agreement to Notify all Adjacent Businesses and Residents form that will include a template of a letter for the Event Organizer to give out to those affected by the special event closures.
- Recurring Events are not allowed (see DEFINITIONS in this policy)

CLOSURES OF STREETS/ALLEYS/PARKING LOTS/SIMILAR PUBLIC AREAS

Closures are allowed for matrix-determined Community and Tourism/Visitor events as well as parades, races/walks and all other areas of Town-owned property that is not determined as being in the Downtown Area.

Closure of Full Street - \$100.00*

For Downtown Area this includes the adjoining streets

No longer than 12 hours per event per day

Tourism/Visitor Events, Parades, Race/Walks, Processions only

Closure of Full Street/Town Commons Parking Lot - \$150.00*

For Downtown Area this includes the adjoining streets

No longer than 12 hours per event per day

Tourism/Visitor Events, Parades, Race/Walks, Processions only

Closure of Partial Street - \$50.00*

For Downtown Area this includes the adjoining streets

No longer than 10 hours per event

Community and Tourism/Visitor Events only

Closure of Partial Street/Town Commons Parking Lot - \$100.00*

No longer than 10 hours per event

Community and Tourism/Visitor Events only

Closure of Town Commons Parking Lot - \$50.00*

No longer than 10 hours per event

Community and Tourism/Visitor Events only

**addition to Reservation Fee. Refundable if cancelled 48 hours before the event.*

No more than two (2) complete street closures per month in the Downtown Area are allowed. Combinations of partial and full street closures are limited to two (2) per month per civic organization in the Downtown Area.

CERTIFICATE OF LIABILITY INSURANCE REQUIREMENT

A certificate of liability insurance is required for all permitted special events held on any public space/properties/right-of-way. All applicants are to provide a *CERTIFICATE OF LIABILITY INSURANCE* listing insured civic organization, underwritten by insurers acceptable to the Town, indemnifying the Town against any perils, suits, claims and losses which may arise in connection with the proposed activity. Such coverage shall be based upon risks associated with the requested special event, in consideration of anticipated attendance and closure(s) of a specific public space/property/right-of-way. The Certificate of Liability Insurance shall list the following directly on the certificate:

1. Event Name
2. Event Date
3. Event Location and any specific closures.
4. Town listed as "Additional Insured."
5. Minimum \$1,000,000 (depending on event)

PERMITS NOT REQUIRED ON PUBLIC SPACE/PROPERTY/RIGHT-OF-WAY

All public spaces/properties/rights-of-way are public gathering places and are open to all residents and visitors in the community to enjoy at any time without a reservation. The Code of Conduct posted at all these areas must be followed by attendees at all times. Any gatherings requesting a reservation of Town public space, will require a special event permit.

Spontaneous Events as defined in these policy and procedures, do not require a permit. The Code of Conduct applies to all attendees of these events.

Town Sponsored or Co-Sponsored Events as defined in these policy and procedures take precedence over all special events. An application is required for co-sponsored events from the civic organization who is the co-sponsor with the Town. Matrix and fees do not apply.



Town of Front Royal Special Events Permit Application

Date Application Received:

All requests must be submitted to the Community Engagement Manager for review. The information requested on the application will be used to determine your eligibility for the special event permit request through an established matrix approved by Town Council. The event will not be considered for approval until the entire application is complete. **Event** applications are due, no later than **30 days prior to the event**. **Parade** requests are due **60 days prior to the event**. If your requested event includes **alcohol**, applications are due no later than **120 days prior to the event**. Submit completed applications to:

Elizabeth Lewis, Community Engagement Manager elewis@frontroyalva.com
102 E. Main Street (P.O. Box 1560) Front Royal, VA 22630

EVENT INFORMATION		
EVENT TITLE		FUNDRAISER? YES / NO
EVENT DATE		FIRST TIME EVENT?
EVENT TIME	START:	END:
	SETUP START:	CLEANUP END:
LOCATION		
ANTICIPATED ATTENDANCE	PARTICIPANTS:	SPECTATORS:
EVENT ORGANIZER'S CONTACT INFORMATION		
PRIMARY	NAME	PHONE
	EMAIL	ADDRESS

REQUESTED UTILITIES INFORMATION <small>FEES MAY APPLY – ALL CORDS AND HOSES MUST BE SECURED.</small>		
ELECTRICITY?	WATER?	TRASH COLLECTION?

STRUCTURE RESERVATIONS & TIMES REQUESTED <small>CHECK ALL THAT APPLY & INCLUDE TIMEFRAME</small>			
GAZEBO	COMMONS PARKING	PAVILION	STREETS
<input type="checkbox"/>	<input type="checkbox"/> LOT	<input type="checkbox"/>	<input type="checkbox"/> DETAILS ON PG 2

WILL YOU BE REQUESTING ASSISTANCE FROM THE POLICE DEPARTMENT?

WILL YOU BE USING PORTABLE RESTROOMS? HOW MANY AND LOCATION?

THE ESTIMATED NUMBER OF ATTENDEES WILL DETERMINE THE # OF PORTABLE RESTROOMS NEEDED.

WILL ITEMS BE LEFT OVERNIGHT?

PLEASE LIST ITEMS AND WHO WILL BE MONITORING THEM. TENTS, MECAHNICAL RIDES, BOUNCE HOUSES, ETC REQUIRE A BUILDING PERMIT AND MUST BE ADEQUATELY ANCHORED.

EVENT INFORMATION

WILL THERE BE ANIMALS?	WILL ALCOHOL BE SERVED?	WILL FOOD/BEVERAGE BE SERVED?	WHAT IS THE ESTIMATED MARKETING BUDGET?
HOW MANY VENDORS PARTICIPATING?	HOW MANY VOLUNTEERS/ STAFF?	WILL THERE BE MUSIC?	WILL THERE BE TENTS, MECHANICAL RIDES, BOUNCY HOUSES OR OTHER SIMILAR STRUCTURES?

DESCRIBE YOUR EVENT, INCLUDING DECORATIONS AND PLANNED ACTIVITIES IN DETAIL. PLEASE ALSO INCLUDE A SITE PLAN/SKETCH WITH APPLICATION.

EVENT FEE CALCULATOR		
GATHERING (0-25 PEOPLE) \$25 – NO UTILITIES \$50 – INCLUDES UTILITIES	COMMUNITY (26-1000 PEOPLE) \$50 – NO UTILITIES \$100 – INCLUDES UTILITIES	TOURISM (1001+PEOPLE) \$200 – INCLUDES UTILITIES

CLOSURE FEE CALCULATOR	
FULL STREET CLOSURE - \$100 FULL STREET & COMMONS LOT - \$150 PARTIAL STREET CLOSURE - \$50 PARTIAL STREET & COMMONS LOT - \$100 COMMONS PARKING LOT ONLY - \$50	TOTAL EVENT & CLOSURE FEES: <i>CHECKS PAYABLE: TOWN OF FRONT ROYAL</i> <div style="border: 2px solid black; height: 60px; width: 100%;"></div>

REQUIRED ATTACHMENTS <i>APPLICATION WILL NOT BE REVIEWED UNTIL ALL REQUIREMENTS ARE MET.</i>	
DETAILED MAP OR SKETCH OF CLOSURES REQUESTED	<input type="checkbox"/>
CERTIFICATE OF LIABILITY INSURANCE <i>MUST NAME TOWN OF FRONT ROYAL ADDITIONAL INSURED</i>	<input type="checkbox"/>
COPIES OF ALL PERMITS NEEDED	<input type="checkbox"/>

SIGNATURES & COMMENTS <i>SIGNATURES OF PRIMARY APPLICANT, TOWN DESIGNEE, & COMMENTS</i>	
<p>Event applications are due no later than 30 days prior to event.</p> <p>Parade applications are due no later than 60 days prior to event.</p> <p>Events including alcohol are due no later than 120 days prior to event.</p>	
APPLICANT SIGNATURE _____	DATE _____
TOWN DESIGNEE SIGNATURE _____	DATE _____
ADDITIONAL COMMENTS:	

**SPECIAL EVENT PERMIT
AGREEMENT TO NOTIFY ALL ADJACENT
BUSINESSES AND RESIDENTS**

Upon approval of my Special Event Permit, I understand and acknowledge that I am responsible for notifying all adjacent businesses and residents who may be affected by my event including but not limited to the closing of the street(s) or parking lot(s) for such event. I understand that if notification is not performed the ability to schedule an event in subsequent years may be hindered.

Signed (Event Organizer) _____ Date: _____

Print _____

Individual/Group/Organization _____

HELPFUL GUIDELINES

- Permits are granted based on the information in the application.
- No event organizer shall advertise their event without written approval of the event.
- Picnic tables are not to be removed from the pavilion
- Barricades and bollards are put in place by the Police Department and Town Staff and must not be removed for any reason. Unloading and loading must take place before the barricades and bollards are placed. Please call the Police Department at (540)635-2111 if other arrangements must be made.
- All areas are to be left clean and tidy immediately upon termination of the event.
- Shall not trespass on private property without written consent from the property owner
- Event Organizers are responsible for notifying all adjacent property and business owners if their event closes the Town Commons Parking Lot and/or Main and Chester Streets. This shall be accomplished in any way the event organizer sees fit. A template is provided with the application.
- Templates are provided with the application.
- Pets are required to be under control at all times and excrement removed and placed in trash receptacles.
- Event Organizers are responsible for all damage to public facilities occurring during their event
- Fire hydrants shall not be blocked
- The Town is not responsible for conduct of participants, guests or attendees for events that are not Town-sponsored or co-sponsored.
- All personal property shall be removed from Town property at the conclusion of the event. The Town is not responsible for stolen or damaged property that is not part of a Town-sponsored or co-sponsored event.
- The placement of tents, inflatables or other structures shall be disclosed in the application
- All decorations are to be confined to the reserved area and not result in damage to Town structures, trees, bushes or similar; and must be identified on the application. All decorations must be removed after the event. The following decorations are prohibited:
 - o Candles and open flames under all shelters, including but not limited to the pavilion and gazebo
 - o Paint, glitter, confetti, and glue
 - o Release of balloons, birds, insects, or any other wildlife
 - o Anything similar to the above
- Certificate of Liability Insurance information is available upon request through the Virginia Risk Sharing Association (TULIP – Tenant Use Liability Insurance Program)
- The After-Action Report shall be completed by the Event Organizer and submitted to the Town Manager's Office no later than two weeks after the conclusion of the event. This form is provided with the application.

Please report any issues or concerns to the Town Manager or Designee during normal business hours Monday – Friday, (540)635-8007 or the Police Department after hours and on weekends and holidays at (540)635-2111.

Date: _____

Dear Property Owner/Resident:

You are invited to attend a special event on _____ from _____ in the
Downtown Area. The streets in the area will begin closing at _____ and
remained closed until _____.

We understand you or your customers may have vehicles parked in these areas and wanted to give you
ample time to move them if necessary.

We apologize for any inconvenience this may cause. Please do not hesitate to contact me with any
questions or concerns you may have.

Sincerely,

Event Organizer:

Phone#:

Email:

Chapter 72SPECIAL EVENTS HELD ON TOWN STREETS AND PUBLIC PROPERTY**72-1 PURPOSE OF CHAPTER****72-2 TOWN STREETS AND PUBLIC PROPERTY REQUESTED FOR USE****72-3 APPLICATION, POLICY AND PROCEDURES AND PERMIT****72-4 PERMIT EXCEPTIONS****72-5 PERMIT REVOCATIONS/SUSPENSION****72-6 PROVISIONS OF THIS CHAPTER****72-7 VIOLATIONS OF THIS CHAPTER****72-8 APPEALS**

Adopted by the Town Council of the Town of Front Royal 3-11-85 (*formerly adopted 11-26-73. Section 72-8 added at time of adoption of Code.* Amended 3-13-06, 8-27-07 AND 1-14-10. Entire Chapter was amended 1-23-12 (*formerly Entertainment Festival*).; Revised/Reorganized Content and Added Subsections 1-14-19. Amended in its entirety 6-1-21 to remove reference to policy and procedures. Other amendments noted where applicable.

72-1 PURPOSE OF CHAPTER

The purpose of this chapter is to accommodate competing demands for the public use of Town streets, and public property that are requested to be used for a special event. Policy and Procedures regulating these areas of demand is necessary to maintain public peace, safety, acceptable conditions of traffic flow and prevention of any illegal or unlawful activity.

72-2 TOWN STREETS AND PUBLIC PROPERTY REQUESTED FOR USE

Town streets and public property may be requested for public use in the following areas.

1. Downtown Area that includes Main Street, Chester Street, Crescent Street, Peyton Street, Laura Virginia Hale, High Street, Kidd Lane, Water Street, Jackson Street and portions of Church Street and Blue Ridge Avenue. This area also includes the Town Commons Area that includes the Gazebo, Pavilion, Parking Lot and Visitor Center.

2. All Other Areas that are not included in the Downtown Area mentioned in 72.2.1 but are Town Streets or a public place.

72-3 APPLICATION, POLICY AND PROCEDURES AND PERMIT

No special events shall be held on Town streets and public property without an authorized permit from the Town Manager or his designee. Policy and Procedures including the application shall be found in the Town Manager's Office or on the Town's website.

72-4 PERMIT EXCEPTIONS

This Chapter shall not apply to:

1. Gatherings or events on private property;
2. Gatherings or events on Warren County owned property located within the Town's corporate limits;
3. Gatherings or events on public or privately owned school property;
4. Activities the Town Manager or his designee deem acceptable as an exception.

72-5 PERMIT REVOCATIONS/SUSPENSION

The Town Manager or his designee shall be authorized to revoke or suspend any permit previously granted:

1. For violation of any provisions of this Chapter;
2. For any material misrepresentation, intentional or otherwise, made in connection with the application or the permit;
3. When weather conditions render the subject activity unsafe;
4. When otherwise required in the interest of public health, safety and welfare or environmental considerations.

72-6 PROVISIONS OF THIS CHAPTER

The Town Manager may designate one or more officers and/or employees of the Town to administer the provisions of this Chapter and be the final authority for all events held on Town streets and public property.

72-7 VIOLATIONS OF THIS CHAPTER

Any person who shall violate any provision of this Chapter shall be suspended from having any future events for one year from time of event or as the Town Manager or designee deems appropriate based on the violation.

72-8 APPEALS OF ANY DECISIONS

Appeals of any decisions made by the Town Manager or his designee must be made to the Town Council within thirty days of decision.

(Entire Chapter Amended 6-1-21-Effective Upon Passage)

AFTER-ACTION REPORT

The After-Action Report assists the Town Manager or Designee and the Event Organizer to analyze the previously held event and to determine success of subsequent events. The report shall be completed by the Event Organizer and submitted to the Town Manager's Office no later than two weeks after the conclusion of the event. Reports will be filed to be used for subsequent events by the Event Organizer. The Town Staff reserves the right to include his own comments and observations to this report. Submit reports to:

Special Events Coordinator
Attn: Elizabeth Lewis
102 E. Main Street (P.O. Box 1560)
Front Royal, VA 22630
elewis@frontroyalva.com

PLEASE PRINT

Name of Event		
Event Organizer		
Date of Event		
Time of Event	FROM:	TO:
	Setup Start Time:	Cleanup End Time:
Location of Event		
Attendance	Participants:	Spectators:
Number of Business/Vendors if different than application		
Number of Volunteers if different than application		
Actual funds raised if event was a fundraiser		
Were the Police Called to your event? If so, indicate the nature and outcome of the call if known.		
Was area cleaned in a timely manner after the event, including all decorations?		
Were the policy and procedures followed to the best of your knowledge?		

AFTER-ACTION REPORT CONTINUED

If alcohol was served, did you have any issues with unruliness, drunkenness, etc. that warranted a call to the police?

If music was played, were you ever made aware of it being too loud?

If animals were part of your event, were you made aware of any issues involving them?

If structure such as tents, mechanical rides, bouncy houses or similar, were part of your event, did you have any safety issues that you were made aware of?

If you requested electricity, water, trash collection, did you have any issues that the Town should be made aware of for subsequent events? Please list here.

Were there enough restrooms and hand-washing stations for your event?

Did you receive any concerns from adjacent property owners pertaining to your event? If so, please list.

Please list suggestions that could assist the Town in a more successful event for you next year.

Applicant's signature _____ Date: _____

Town Manager/Designee Signature _____ Date: _____