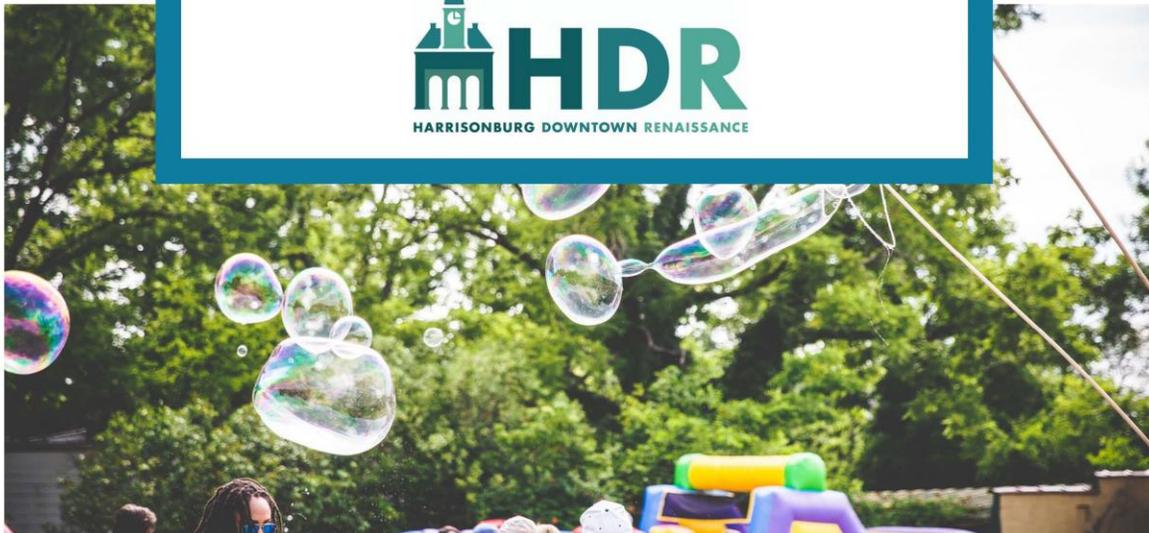


CITY OF HARRISONBURG

SPECIAL EVENT GUIDEBOOK

RESOURCES TO PLAN OUTDOOR
EVENTS, FESTIVALS AND
GATHERINGS



WELCOME

The City of Harrisonburg celebrates special events for their contributions to cultural, community and economic growth. We are pleased you have selected Harrisonburg as the site for your special event. Harrisonburg strives to provide excellent assistance while facilitating your event needs.

Please take into consideration that producing a successful event will usually require months of planning, much of which must be done prior to submitting a Special Event Application to the City.

City and Harrisonburg Downtown Renaissance staff meet monthly to oversee the outdoor special event application process. We serve as a resource to assist event organizers during the event planning process and will coordinate the collaborative involvement of City resources. Depending on the scope of your event, a number of City and state departments may be involved in the logistics necessary to produce a safe and successfully executed event. The **City of Harrisonburg Special Event Application** will facilitate these requirements.

This Outdoor Special Event Guidebook has been developed for you to use as a reference while you complete your application. The guidebook provides a review of the process and key information needed during the planning stages of your event. Please feel free to contact the Events Manager at 540-432-8909 or events@harrisonburgva.gov if you have any questions.

It is our goal to work with event organizers to ensure safe and successful events are held in the City of Harrisonburg. We hope you find these instructions helpful in completing your Special Event Application and your event is a great success!

Sincerely,



Erin Smith
Events Manager
Harrisonburg Downtown Renaissance

Contact information:

events@harrisonburgva.gov

540-432-8909

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Special Event Application Process At-A-Glance

All event organizers must go through the events process, regardless of whether they are planning a new or an annual event. Organizers of a new event should contact HDR's Event Manager before submitting an application.

STEP ONE: Submit Special Event Application

The Special Event Application is designed to help the City of Harrisonburg support organized outdoor events that improve residents' quality of life, build community, and attract visitors. Special Events can include concerts, festivals, benefits, run/walks, and more in the downtown area, public parks, and city neighborhoods. Larger, more complex events that require additional City support will be reviewed by City staff and presented to Harrisonburg City Council for final approval. This process can take up to three months to fully complete. Smaller events can often be supported by a City single department and may not need fall under the definition of a Special Event.

As of September 2019, a "Special Event" is defined as an organized activity, event, celebration, or other gathering, whether for profit or not for profit, which:

- 1) Involves the temporary use of any city street, sidewalk, or other public park or place open to the general public;
- 2) Requires the provision and coordination of municipal services to a degree significantly over and above that which the city routinely provides under ordinary everyday circumstances; and
- 3) Either:
 - a. Seeks the exclusive use or closure of a city street, sidewalk, or other public park or place;
 - b. Involves the erection of stages, utility poles, booths, tents, stands, or other temporary structures in a public place; or
 - c. Substantially and necessarily affects or interferes with the use of a city street, sidewalk, or other public place by persons not participating in the special event.

SUBMISSION DEADLINES:

- Applications for events occurring between January 1st and May 31st will be accepted no later than 90 days prior to the event. Applications for events occurring between June 1st and December 31st will be accepted no later than **February 24, 2019**.
- An event site plan must be included with the application in order for it to be reviewed.
- Depending on location of the event, permission from Harrisonburg Parks and Recreation or Rockingham County may be required prior to submitting the application.

After you complete the Special Events Application, please return it to HDR's Events Manager as directed on the application. The Events Manager will contact you upon receipt of the application and serve as your point of contact for processing your application. ***Please keep in mind that acceptance of your application should in no way be construed as final approval of your request.***

Throughout the application process you will be notified if your event requires any additional information, permits, licenses, certificates, or fees. During the initial application review, you will be allowed time to provide with pending documents (e.g. certificate of insurance, secondary permits, etc.). We MUST receive these items before the event can be submitted for City Council's approval. Delays in providing these items often impede our ability to finish the review process and approve the application in a timely manner.

STEP TWO: Event Application Review

Your application will be reviewed by the Special Events Committee, which meets the first Thursday of each month. The application will be distributed to all City departments and public agencies affected by your event, and reviewed at the upcoming Special Events Committee meeting. The Committee will review the application only if all forms are completed and all necessary information and supporting documents are included. In some cases, the applicant must attend this meeting to discuss the event details with the Committee. You will be contacted individually by these departments or agencies only if they have specific questions or concerns about your event. *Please be aware that in some cases you may have to contact federal, state, county or local agencies in addition to the City of Harrisonburg.*

Special Events Committee (SEC)

The SEC consists of staff representing the various City departments that may provide a service during an event. These members review the Special Event Application and offer suggestions and recommendations for approval or denial. Representatives from the following departments attend the SEC meetings or may review the application and recommend approval or denial to Harrisonburg City Council.

- Commissioner of Revenue
- Harrisonburg Fire Department
- Harrisonburg Police Department
- Harrisonburg Public Works Department
- Harrisonburg Parks and Recreation Department
- Harrisonburg Community Development
- Harrisonburg City Manager
- Harrisonburg Department of Finance & Purchasing
- Harrisonburg Downtown Renaissance

STEP THREE: Approval or Denial by Harrisonburg City Council

Once the Special Events Committee has received all pertinent application materials for review, and resolved any outstanding issues in coordination with the applicant, the application will be submitted to the various City departments for final review and recommendation. At this time, the application will be added to the agenda for a City Council meeting. Organizers of new events must attend this City Council meeting to present the application and answer any final questions from City staff or City Council. City Council will then vote to approve or deny the application. If Council votes in favor of approval, the event is officially approved to proceed. *It is the recommendation of the Special Events Committee that events not be advertised until this official approval is received.*

Revocation of Special Event Application Approval

City Council's approval of a Special Event Application may be revoked 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 may have arisen.

The approval by City Council of a Special Event Application may be revoked during an event. If this occurs, the event must be cancelled and activities must be terminated immediately. This will be determined by senior public safety officials on-site and/or with the City Manager or designee.

Guidance for Completing the Special Events Application

All rules and regulations provided for City parks and public property must be followed. Due to increased demand for public property as event sites, applications will be reviewed on a first-come, first-served basis, according to the date in which an application is received.

Site Plan/Route Map

The Special Events Committee requires that you submit a Site Plan and/or Route Map with your application. Your site plan should be clear and legible and, if possible, computer-generated.

Based on your event site plan and its components, the Harrisonburg Fire Department, Harrisonburg Police Department, Virginia Department of Health, Harrisonburg Public Works, and any other City department may require an inspection of your venue before and during an event.

- List the entire event venue. Include streets and areas that are a part of the venue. If the event is a moving event (e.g. marathon, walk/run, parade), label the direction of the route and all street closures requested.
- Please mark the location of all fences and barricades. Please indicate an area for emergency access to the site.
- Please remember to leave a minimum of 20' for emergency access lanes within the event site.

- Indicate all stages, platforms, bleachers, tents, portable toilets, ABC zones, vendors, trash areas, inflatable amusement devices, info tents and first aid stations.
- Indicate food vendors and type of cooking devices (e.g. propane, grill, self-contained unit).
- Indicate locations of all sources of electricity/generators.
- Please indicate Entrance and Exit locations for fenced-in events.
- Please indicate any information that may be relevant to the event site/route.

HDR’s Event Manager can provide sample site and course maps upon request.

Portable Restrooms

It is recommended that each event have one (1) portable toilet for every 150 participants anticipated to attend your event during peak time. Ten percent (10%) of the portable toilets must be ADA-accessible. Events where alcohol will be served should increase the ratio to accommodate additional demand. The Special Events Committee reserves the right to determine the total number of required portable toilets on an individual case basis.

*Please note, permanent restrooms are not available at the Turner Pavilion and Park. Event organizers should be prepared to bring in their own portable toilets. Several companies service the Harrisonburg region and can be found online with a quick Google search. HDR cannot make recommendations or disclose which providers work with us on our own events.

Vendor Requirements

A vendor is any individual or organization who is participating in a special event to provide products or information.

Food/Beverage Vendors: Selling or sampling food/beverage products

Merchandise Vendors: Selling products (non-food/beverage)

Commissioner of the Revenue

If you have merchandise, food, or beverage vendors selling goods at your event, they each must possess a valid business license with the City of Harrisonburg. Or, the event organizer may procure a show license from the Commissioner of Revenue, which is a blanket license that allows the vendor to sell goods in Harrisonburg during the event only. Event organizers should provide the Commissioner of Revenue with a list of food vendors prior to the event.

*All food vendors must pay the 7% food and beverage tax to the City of Harrisonburg Commissioner of Revenue. Vendors selling prepared foods (bottled sauces, jams, etc.) or private, catered meals prepared off-site and transported to the event are exempt from this tax.

Contact the Commissioner of Revenue’s office for more information: 540-432-7704

VA Department of Health

If you're planning to provide food to the general public, all food vendors must possess a valid food service permit.

Contact the Rockingham-Harrisonburg Department of Health for more information on required permits and exemptions: 540-574-5200

Harrisonburg Fire Department

The Harrisonburg Fire Marshal's office may conduct an on-site inspection of food vendors cooking on-site. Any event with fireworks or fire features will require approval and coordination with the Harrisonburg Fire Department. Note: events with vendors using propane tanks are limited to 20 lb cylinders. Each food preparation tent must have an ABC extinguisher (at least a 5 lb) that has been annually inspected and tagged. Vendors using deep fryers must be at least 20 feet away from other tents (measured from the anchoring system of the tents). Tents with deep fryers must also have a Class K fire extinguisher that is annually inspected and tagged. Questions should be directed to the Fire Marshal's Office at (540) 432-7703.

Alcohol Regulations

If alcohol service is approved, the event organizer is responsible for checking the identification of all persons being served alcohol, as well as for ensuring that all persons acting as servers are at least 21 years of age. It is the volunteer servers' and event organizers' responsibility to make sure that intoxicated persons are not served. You may request a ABC training from the Harrisonburg Police Department (HPD).

Events where alcohol is served usually require the hiring of off-duty officers from HPD. HPD will review the event application and determine whether police and/or private security support is necessary.

If alcohol is to be served, liquor liability coverage will be required. Failure to provide a Certificate of Insurance will result in the denial of your event application. Additionally, a Banquet License must be obtained from the Department of Alcohol Beverage Control. For permit information, visit:

<https://www.abc.virginia.gov/licenses/get-a-license/banquet-licenses>

Street, Parking Lot, Right-of-Way Use

For the City to allow for a road or public parking lot closure, the following must be considered: resident/business impact, detour routes, signage and notification, set up of barricades and directional signage, traffic control and safety. If your event requires road closures, you may be required to pay fees related to the staff and traffic safety equipment required for the safe closure of the event site and proper detour and parking information.

The City has designated and recommended specific courses and locations for events. These are listed in the Special Event Application. Please note that a requested road or parking lot closure may not be permitted, and will need approval by City Council. In some cases, volunteer traffic marshals may be

required to safely manage events, especially runs/walks. Harrisonburg Police Department can provide training for these volunteers. The Special Events Committee will assist you in determining the best strategy to accommodate the particular needs of your event.

Event Security and Safety

If your event includes serving or selling alcohol, the applicant must submit a security plan. The Harrisonburg Police Department has the final authority to determine the event requirements.

In some cases, security may be required for large public events - even those without alcohol service.

Event organizers can contract with private security firms, an/or work with the Harrisonburg Police Department to secure uniformed, off-duty police officers for a fee. After your event has been reviewed by City Staff, the Event Manager will put you in touch with the Harrisonburg Police Department to finalize your security plan.

Certain events, like adventure races, contact sports, 10ks, or events scheduled to occur during seasons that produce extreme or oppressive weather, may require additional EMS support. After your event has been reviewed by City Staff, the Event Manager will put you in touch with the Harrisonburg Fire Department to discuss emergency medical support, when applicable. Fees may apply.

Parking and Shuttles

Please remember that parking and traffic congestion may be concerns for your event. If there is not adequate on-site parking for the event, the event organizer may be responsible for developing a shuttle plan. If a shuttle will be used, indicate the route, as well as pick-up/drop-off points. This can be described on a separate document attached to the Special Event Application upon submission.

Trash & Waste

Event planners may need to provide extra trash receptacles for their event. All trash and debris must be removed from the event site. Trash removal is the responsibility of the event organizer, unless coordinated with the City. Arrangements for trash removal may be made with Harrisonburg City Department of Public Works and may incur a fee. For events with alcohol, food or other products which may cause debris, residue or stains to remain on public property, the City may require the use of flusher trucks, sweeper trucks or blowers to clean the area. Event organizers may be charged for this service. There may be a penalty incurred if there is any damage to public property or structures, or if any trash, debris, waste or residue remains on-site.

Community Notification

For all events taking place downtown, event organizers must notify businesses, churches or residences that are located near or adjacent to the event site. Businesses near a parking lot or parking structure that you wish to use for your event or that will be inaccessible because of a street closure must be

notified as well. Contact Harrisonburg Downtown Renaissance for assistance with identifying all businesses that might be impacted by your event.

Insurance Requirements

The City of Harrisonburg requires that the following TWO insurance documents are provided no later than 30 days prior to the event. Failure to provide will result in the cancellation of the event.

It is recommended that you contact your organizations', or your individual, insurance broker and share with them the following requirements. If you do not have organizational or personal liability insurance, you are able to purchase single-day coverage through the City of Harrisonburg's TULIP program:

- 1) A **Certificate of Insurance (COI)** providing evidence of liability insurance of a minimum of \$1,000,000 and property damage of \$100,000. The addendum must include this exact wording: **"The City of Harrisonburg, 409 South Main St., Harrisonburg, VA 22801, is hereby named as additional insured."**
- 2) An **Endorsement** from the insurance company listing the City as an Additional Insured is also required. The insurance company must have a minimum financial rating from the A.M. Best Company of an "A" or better.
 - If alcohol will be served, the City requires a Liquor Liability endorsement be added to the insured's policy.
 - If your organization has employees, you must provide evidence of Workers Compensation Insurance with statutory limits that meet state requirements.

Contact events@harrisonburgva.gov for sample insurance documents and more information on TULIP.

For more information on insurance requirements, please contact Pat Hilliard, Procurement Manager, 540-432-7794, or pat.hilliard@harrisonburgva.gov.

Turner Pavilion and Park Usage

As of September 2019, Turner Pavilion and Park rentals will be available through Harrisonburg Parks and Recreation. Please visit <https://www.harrisonburgva.gov/shelters> to access the required Facility Use Permit application, and the City of Harrisonburg's Facility Use Policies document. This permit application must be submitted in person at the Community Activities Center (305 South Dogwood Drive). Rental payments are due upon receipt.

Event organizers producing Special Events (see Special Event definition on page 1) must reserve the Pavilion through Harrisonburg Parks and Recreation *before* submitting a Special Event Application through HDR.

Event organizers who wish to use the Pavilion on Saturdays (applicable all year round) and Tuesdays (between April-Thanksgiving) must plan set up and start times around the farmers markets that end at 1

p.m. You'll need to allow time for market vendors to pack up. Turner Pavilion is not available during business hours (8am-5pm) from Monday-Friday.

Event Capacity

The Turner Pavilion is 30' x 215', or 6,450 square feet. Contact events@harrisonburgva.gov for site maps, floor plans and elevations.

Access to Electricity

Electricity is available in several convenient locations surrounding the Turner Pavilion & Park. Live music, cooking equipment, and audio/visual displays can be supported. The use of generators is not recommended; generators are typically only needed if a vendor is located too far away from a power source.

Once your application is approved, the Events Manager will give you the codes to access the panel boxes on site. Please turn off all power at the conclusion of your event.

All vendors connecting to the electrical outlets must use a grounded extension cord that is approved for outdoor use. If connecting to the 120VAC/20A (standard household) outlets, they must use an extension cord with a wire gauge of no less than 12AWG for the first 100 feet of cord. If a vendor needs to be more than 100 ft from the outlet, the cord should be at least a 10 AWG cord. All vendors connecting to 240VAC/50A outlets should also use a wire gauge of no less than 6 AWG for the first 50 feet of cord and use a 4 AWG cord for any distance further than 50 ft from the outlet. If they use a converter in the 50 amp outlet to plug in with 30 amp, they need to use a minimum of a 10 gauge extension cord.

Vendors who use propane tanks under tents must limit the size of propane cylinders to 20 lbs. Each food preparation tent must have at least a 5 lb. ABC extinguisher. Each extinguisher must be inspected and tagged annually. Propane cylinders must be protected from physical damage and from being knocked over.

Access to Water

There is a water spigot located adjacent to one of the middle columns on the south side of the Pavilion. Hoses are not provided.

Rockingham County Properties

Rockingham County Department of Public Works administers the courthouse grounds, steps, portico, walks and gazebo in the center of Court Square, and the County Administration Building Parking Lot on Gay Street. If interested in using these spaces for your event, you must contact Rockingham County.

*Events at the Rockingham County Courthouse expecting attendance greater than 250 people are required to inform the HDR Events Manager and may require submission and approval of the City’s Special Events Application before Rockingham County will grant approval to use their property.

Additionally, if you would like to reserve use of the banner display on the east or west side of Court Square, you must contact Rockingham County.

For questions or to receive an application for use of County property, please contact Lisa Shepard, lshepard@rockinghamcounty.gov or 540-564-3048.

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 outdoor special events permit holder shall be billed for clean-up or repair services as recommended by City staff. Cleanup costs are calculated and billed to the event producer.

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

- Have all event-related items been removed? (blocks, lumber, chairs, signs, tables, tents, etc.)
- Has all trash been removed or moved to a designated area?
- 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 property been damaged?
- Have any electric panels and outlets been misused or damaged?
- Has the area been cleared of all animal waste?
- Have portable bathrooms been picked up?

Event Fees

Please note that your event may incur fees, depending on the nature, location and specific needs of the event. These fees may include, but are not limited to:

- Rental of the Turner Pavilion and/or adjacent Park
- Access to electricity
- Off-duty police officers, if serving alcohol
- HPD traffic and/or public safety support
- Public Works equipment and/or staff for road closures, signage, etc.
- Show license, required for events with businesses/vendors not licensed in City of Harrisonburg

Special Event Points-of-Contact

City Events Manager (HDR)..... (540) 432-8909
Commissioner of Revenue..... (540) 432-7704

Harrisonburg Department of Parks & Recreation.....	(540) 433-9168
Harrisonburg Police Department – Traffic Operations.....	(540) 434-4436
Harrisonburg Fire Department.....	(540) 432-7703
Harrisonburg Public Works – General Program Supervisor.....	(540) 434-2695
Rockingham County Public Works.....	(540) 564-3008
Rockingham County Sheriff’s Office (Special Operations).....	(540) 564-3800
Virginia Alcoholic Beverage Control.....	(540) 332-7800
Virginia Department of Health.....	(540) 574-5200

Events Calendars

Promote your events online at:

Downtown Events Calendar (for events occurring in downtown Harrisonburg) -

<http://downtownharrisonburg.org/downtown-calendar/>

City of Harrisonburg Events Calendar - <https://www.harrisonburgva.gov/calendar>

Harrisonburg Tourism Events Calendar - <http://www.visitharrisonburgva.com/events>

WHSV’s Community Calendar: <https://www.whsv.com/community/calendar/?/>