

Special Events Operational Guidelines

Application Process

- A) A pre-application conference is available based on the complexity of the event as determined by Town staff.
- B) Written application to the Town clerk must be submitted at least 60 days before the first day of the proposed special event. Applications for a major event must be submitted at least 180 days in advance of the first day of a proposed major event.
- C) The fee for any use or event regulated by the Town shall be
 - 1) Special use \$370.
 - 2) Special event \$ 50.
 - 3) Major event \$200

Although no refunds will be provided, a credit may be applied to a future application should the event be postponed or cancelled due to unforeseen circumstances.

- D) Any person desiring to operate a special event shall file a written application with the Town clerk, which shall contain the following facts and information:
 - 1) The name, age, residence and mailing address of the person making the application.
 - 2) The address or legal description and present zoning of the place or premises where the proposed event is to be conducted, operated or carried on.
 - 3) Description of the event, including activities, entertainment, and type of retail sales if applicable.
 - 4) The dates for which the permit is sought.
 - 5) An estimate of the number of customers, spectators, participants and other persons intended, calculated or expected to attend the event for each day it is conducted.
 - 6) A site map or sketch showing the location of the property in relation to surrounding properties, the area to be used, the access to the property and the location of any proposed facilities, parking areas, vending areas, stages and other principal features of the venue.
- E) Upon receipt of the application,
 - 1) The Town clerk shall circulate the application as appropriate for review by the Town Special Events Committee comprised of members from the following Departments: Development & Infrastructure Services, Police, Town Attorney, Parks Recreation Library & Cultural Resources, Finance and Town Manager; and by the Town Fire Marshal. These departments will review the application and impose conditions related to the potential impact of the event upon the Town's resources and pursuant to section 10-6-4 of the Oro Valley Town Code after meeting to discuss all conditions.

- 2) The applicant will be invited to a second meeting of the applicable Town departments to discuss the conditions.
- F) The Town clerk shall respond to the applicant with an approval, approval with conditions, denial or request for additional information within 10 business days of the submission of application.
- G) The applicant shall demonstrate adherence with all conditions or requests for additional information no later than ten days prior to the event or no permit shall be issued or if a permit has already been issued it will be revoked for failure to meet all conditions.

Typical Conditions

- A) Noise Standards.
 - 1) It shall be unlawful for any person, entity or operation at any special event to create any amplified noise, or to allow the creation of any amplified noise, which causes the noise level that rises to the level of a nuisance.
 - 2) Under circumstances as determined by the Town manager or designee an applicant will be required to notify the neighboring community before a permit will issue.
- B) Sanitation.
 - 1) The applicant shall provide and maintain toilet and hand washing facilities that are adequate for the anticipated maximum attendance and event duration as directed by the Town.
 - 2) The applicant shall provide and maintain an adequate number of trash receptacles as directed by the Town.
 - 3) All food vendors shall comply with the requirements of the county health department for permits and food handling practices.
- C) Security. The applicant may be required, at the applicant's expense, to provide security services, and/or extra-duty law enforcement officers for event security, as determined by the chief of police. In making the determination of the need for security services, the chief of police shall consider the event nature, anticipated attendance, access to alcohol, ticket or money handling and any other factors deemed relevant. If private security services are to be used, the chief of police must approve the security service provider and the security plan for the event. If extra-duty law enforcement will be used, the Town will coordinate the hiring of officers and the security plan preparation.
- D) Medical services. The applicant may be required to furnish medical services to the event. Conditions which may warrant this requirement include the expected temperatures during the event, the nature of the event, expected attendance, age of the expected attendees, and accessibility of the event venue to emergency vehicles. In the event medical services are used at the event, the medical services plan shall be approved by the chief of police and the Town Fire Marshal.
- E) Lighting. Events which will take place or where attendees may still be present after dark will be required to provide adequate illumination of all use areas, sanitation facilities, parking areas and areas of pedestrian travel. If lighting is required for the

event, a lighting plan shall be submitted to the Town for compliance with the Town's outdoor lighting code.

- F) Parking. Adequate parking shall be provided for all special events, without spillover. In the event temporary parking areas are to be used, a parking layout and circulation plan shall be prepared and submitted for approval by the Town's Public Works Department and Fire Marshal. In temporary parking areas, all parking spaces shall be adequately marked and dust control measures shall be performed.
- G) Traffic control.
 - 1) Adequate access to the event venue shall be required for the general public and emergency vehicles. If the access points to the event venue do not have adequate capacity for the expected ingress/egress traffic volumes, temporary traffic control measures will be required. Where temporary traffic control measures are to be employed, a traffic control plan must be submitted for approval by the Town's Development & Infrastructure Services Department and Fire Marshal.
 - 2) Pavement markings on publicly owned roadways are required to be temporary. Consequently any pavement marking material cannot be utilized unless approved by the Town Engineer or his designee.
- H) Appropriate zoning. The venue for a special event shall have the appropriate zoning for the proposed event.
- I) Signage. All signage to be employed in the advertisement of the special event shall be in compliance with the Oro Valley Zoning Code.
- J) Sales. All event vendors shall hold a current Oro Valley business license. This includes the applicant if tickets are to be sold. All merchandise and ticket sales are taxable in accordance with the laws of the state of Arizona. Tickets to an event shall not be sold prior to approval of the special event permit.
- K) Insurance. The amount and type of insurance required for a special event shall be determined on a case by case basis, based upon the recommendation of the Arizona Municipal Risk Retention Pool or other insurance provider to the Town. The applicant shall provide at a minimum \$1,000,000 in liability insurance and name the Town as an additional insured. Insurance certificates must be provided to the Town clerk prior to the event date.
- L) Event Costs. The Town will charge event applicants for all personnel costs and other resource costs to the Town. Event Coordinators must pay half of their portion of the costs as a deposit up front and the remainder after the event.

Cancellations: Should the event be postponed or cancelled due to unforeseen circumstances, the Town will refund the deposit less the cost of personnel and other resource costs already expended by the Town.

Community Event Discounts: The Town will offer a 50% "community event discount" off of the total town costs for events that meet all of the following criteria:

- 1) Must be a 501(c)3 non-profit organization that has been in business for at least 3 years; and
- 2) The community event must be one at which the general public may attend or participate; and

3) The event must generate a positive economic benefit to the Town of Oro Valley.

Economic Development Waiver: Event Coordinators have the option of requesting a waiver of the 50% cost sharing with the town. Requests are reviewed and approved by the Town's Special Event Committee and approval is based upon the event meeting the "Major Event" criteria as listed in the Special Event Permitting Ordinance and demonstrating extraordinary positive economic impacts to the town. In addition, the Town shall take into account the following considerations:

- a) Contributes to the promotion of tourism;
- b) Contributes to positive economic impacts (complete with estimated impacts);
- c) Increases in cultural programming available to the community;
- d) The impacts of the event on the environment;
- e) The frequency and history of the same of similar events(s);
- f) Attendance and the number of people brought into the area;
- g) Duration of the event
- h) Other primary supporters, revenue sources and/or sponsorships; and
- i) Past performance.

Special Event Committee decisions will be submitted to the Town Manager for review. The Town Manager shall advise the Town Council of the decision and request input prior to final approval or rejection.

Town Sponsored Events: These events are town-initiated, even if the event is organized and implemented by another agency or organization. Town sponsored events may also include free-to-all, goodwill or celebratory events. The Town application fees, personnel costs and/or other resource costs to the Town may be waived. Vendor licenses, including associated fees, are still required.

Events Coordinators from outside agencies or organizations who wish to have their event designated as a Town Sponsored Event should submit a request letter with the Special Event Application. Request letters will be forwarded to the Town Council for final approval or rejection.

- M) Building Permit. Certain temporary structures require building permits. All temporary structures requiring a building permit will be required to obtain the required permits before any activity as described in OVTC § 10-6-1 will be allowed to take place.
- N) Use of Town Seal & Event Marketing. The use of the Town seal must be pre-approved by the Communications Division. Any marketing and promotions offered by the Town will be handled in accordance with current Town policies. Use of the Town's electronic media (including web site, Facebook, Twitter and other social media tools) is limited to events co-sponsored by the Town of Oro Valley, unless other arrangements have been made. The Town is prohibited from posting any social, political or commercial information on any of its electronic media. The Town will post events for non-profit organizations on its online master calendar; event organizers are responsible for providing the content to the Communications division a minimum of two weeks prior to the event. Event organizers are responsible for all press releases and media relations, unless the event is co-sponsored by the Town of Oro Valley. Any deviations from Town policy must be approved by the Communications division.