EVENTS ON TOWN PROPERTY POLICY

PURPOSE

The "Events on Town Property" policy will provide guidelines for the Town to review all special event requests from civic and service organizations, not-for-profits, businesses, internal departments and citizens to be held in Town parks, facilities and other properties. Established procedures will be designed to ensure that all events support the Town's goals for services to the community and remain responsive to the public's needs and values. The policy will ensure that the corporate, business or not for profit sponsorships will not result in any loss of Town jurisdiction or authority. Parks, facilities and properties may be made available for uses consistent with the policies herein and are subject to availability and approval from the Special Event committee.

ISSUES ADDRESSED

The "Events on Town Property" policy will establish guidelines and principles to maintain consistency and organization internally when working with parties interested in providing events to the community. This will allow a committee to review all requests and ensure that such requests are organized, planned properly according to rules and regulations, Town Ordinances and liability requirements in a streamlined, centralized manner. The policy will also provide needed consistency to event organizers when communicating with the necessary Town personnel having jurisdiction over certain event logistics and permits.

The Town reserves the right in its sole discretion to review requests for all events and consider such factors as it determines are consistent with the Town's mission and values and that are in the best interests of the Town when considering any request.

There will be restrictions on events and their organizers whose industries and products do not support the goals of the Town on the services provided to the community and to remain responsive to the public's needs and values. This policy will also include a special event permit fee that will assist in recovering administrative expenses that come from extensive review and communication from Town personnel in advance of events.

EXPECTED OUTCOMES AND BENEFITS

- The detailed understanding of an event on Town property.
- To create a systematic and consistent approach to evaluating all event requests equally and fairly.
- To provide individuals, organizations, internal departments and businesses clear direction on how to apply for and implement an event as well as understand the rules and regulations they must abide by.
- To provide individuals, organizations, internal departments and businesses with a centralized application process and one point of contact for event communications.
- To provide staff with an organized and systematic way to ensure each party is adhering to not only Department rules and regulations but also Town Ordinances, applicable insurance requirements, and liability while the individuals, organizations, and businesses present events to the community.
- To ensure the events align with the Town's Strategic Plan, Parks Strategic Master Plan, as well as vision, mission and values.

- To ensure the events raise awareness of Town services and continues its image in the community.

GUIDING PROCEDURES FOR IMPLEMENTATION, MANAGEMENT

- "Special Event" means a group activity including, but not limited to, a performance, meeting, assembly, contest, exhibit, ceremony, parade, athletic competition, reading, or picnic involving a set amount of people that may require additional Town resources and/or staff as well as a designated facility, space or other amenity of the Town that would be requested to be reserved in order to accommodate such activities. Special Events do not include casual park use by visitors, or individual rentals.

PRIORITY USES

- Priority shall be given to groups and individuals whose request reflects significant community interest and value. The Town of Brownsburg Special Events Committee will review each request to ensure that applicants adhere to the policies herein. Applicants wishing to use facilities shall meet requirements as outlined under one of the four determined User Groups. User Groups are designated as the following:
    - Group 1: Government Related Activities – This Group includes, but is not limited to, Town meetings, classes, special events or activities. This Group will have no fees associated with the use of the Department's facilities.
    - Group 2: Town Partnerships and Sponsored Events – This Group includes, but is not limited to, Schools, Library, and Chamber of Commerce. This Group will have no fees associated with the use of the Town's facilities. Must have a defined partnership and written agreement.
    - Group 3: Civic and Service Organizations, and Not-for-Profits – This Group includes Youth Athletics, Youth Organizations and Clubs, and other Community Groups. This Group may have fees associated with the use of the Department's facilities. Must have a federally issued proof of nonprofit status.
    - Group 4: Private Businesses, Organizations and Citizens – Acceptable events will be determined by the Special Events Committee. This Group may have fees associated with the use of the Town's facilities.

PROCESS TO SUBMIT FOR AN EVENT ON TOWN PROPERTY

APPLICATION, FEES, AND WAIVERS

- Interested parties should contact the Town and submit an Event on Town property form to obtain an event permit no less than **120 days** in advance of your event online or in person at Town Hall or Parks offices. The Town reserves the right to expedite certain requests when deemed necessary.
    - The application form can be found on www.brownsburg.org within the Community Engagement page.

- An application fee of $100 will apply. This transaction will be done through the Town Manager's Office. The Town also reserves the right to require additional insurance. Other fees may apply as determined per Town ordinances.
- Permits applications, such Public Parade and Gathering, Temporary Use for Tents or Signs, must be completed in their entirety to be considered by the committee.
- The event application will be routed to each member of the committee for review.
    - Committee includes an assigned, consistent, appointed staff member from: Police, Fire, Street, Parks, Admin., Development Services, Chamber of Commerce, business representative, and Facility staff
    - The applicant should allow 4 weeks for committee review.
    - **No promotions should be initiated until application process and the permit has been granted. The committee will review all promotional items before they are dispersed.**
- A meeting will be scheduled between the event committee and the event planner for questions, comments and direction on any other needs from the event planner at 3 months in advance of the event.
    - Regularly scheduled event meetings will occur on the 2nd Tuesday of each month. If there are no events to review, the committee will not meet.
- The event applicant will have 10 business days to rectify any issues that will be communicated through follow up by committee designee.
- All issues will be handled through committee designee.
- If event is approved, the applicant will receive notification from committee designee.
- **Once the event applicant has received approval, no substantive changes to the event can be made unless written approval has been drafted by committee designee. All substantive changes must be made in writing to the Town Manager's Office.**
- The Town of Brownsburg reserves the right to refuse all requests associated with the use of the Town's facilities.
- The Town of Brownsburg reserves the right to prioritize its events over other requests.
- The Town and different departments within have limited resources each year to actively co-sponsor events. Depending on the request, the Town can waive fees (except deposit fees), rental fees, and provide some staff coordination and technical assistance as well as provide various pieces of equipment. Organizations still must fund other associated costs, such as the cost of additional dumpsters, portable toilets, lighting, and other requirements regarding event logistics. All permit fee waivers and reductions, reduced facility rentals, and agreements must comply with all ordinances, policies and procedures set forth for the Town as well as each department within.
- If a fee waiver, reduction or co-sponsorship are approved; the Town and departments providing resources reserve the right to be recognized, at no cost, on all materials and announcements associated with the event and have a presence at the event including but not limited to a booth or banner. All materials must be approved by the Town prior to being distributed.

- All fee waivers must be approved by the Town Council. Staff can provide recommendations in certain instances.

EVENT ON TOWN PROPERTY REVIEW PROCEDURES

Once the proposals have been submitted the staff will evaluate these proposals as outlined.

- The Special Events Committee meets once a month. The Special Events Committee members will review the application for available dates, required permits and fees, compliance with Town Ordinances, needed assistance, marketing and communication materials, and areas where more information is needed for their part in the event before the meeting.
    - Committee should understand the financial resources needed for this event.
- After the initial review, a committee designee will contact the applicant with questions and/or comments regarding the information received.
    - If all aspects of the event are in order and the date is available, the event will be approved.
    - If all aspects are not in order the Special Events Committee may request additional information, documentation, insurance, or decline the request.
- The Event on Town Property application will not be considered until the permit fee has been paid 120 days in advance to the event's date.
    - All other fees associated with the event will be due before a permit is officially issued.
    - Parties of the event will be held responsible for any additional charges that are incurred or damages caused by the activities.
- Approved events shall confine their use strictly to the specific area approved and will not be permitted to use any other space, equipment or apparatus unless expressed written or verbal consent and permission is given by the Town.

EVALUATION OF THE EVENT ON TOWN PROPERTY

Once the event has been completed, designated staff will meet with the event organizer to review the results and discuss changes that need to occur, if appropriate, about supporting the next event from this organization. The results of the meeting will be presented to the Special Events committee.