

TOWN ORGANIZED SPECIAL EVENT POLICY

Policy reviewed and adopted by the Apex Town Council on October 22, 2024.

This policy is for internal Town of Apex use ONLY.

INTRODUCTION

Town-organized special events enhance the quality of life for residents and staff. These events bring cultural awareness, opportunities for personal, social and economic growth as well as promoting a sense of community for our residents and for our staff.

Since a significant amount of time and resources are dedicated for each special event, every Town event must go through the Town-Organized Special Event Application process. This includes

- submission of the Town-Organized Special Event Application
- an application review and official approval by Town Administration and Town Council.

Once the event has been approved, the Special Events Team, consisting of the Special Events Manager, Special Event Specialist, and the Volunteer Coordinator, will serve as liaisons, helping to coordinate safety, staffing and event logistics. The Special Event Team will set up regular meetings with the Cultural Advisory Groups, Special Event Logistics Committee, and other associated Town staff to coordinate the logistics and resources needed to put on a successful event. The Special Events Team has right of first refusal for attending any and all planning meetings.

Please review the following Special Events Policy for the Town of Apex.
Questions should be directed to the Town of Apex Special Events Manager, Lisa Raschke.

Lisa.Raschke@apexnc.org

919-372-7465

What is a Cultural Advisory Group

A Cultural Advisory Group is a set of volunteers that serve as consultants for specific cultural events. The purpose of this collaboration is to help create a welcoming environment, foster community connections and provide high-quality cultural experiences that support a sense of belonging.

Who is on the Special Event Logistics Committee?

The Special Event Logistics Committee is comprised of staff from different departments throughout the Town. Their job is to help evaluate the resources needed for each event and determine the viability of the event requests. This group meets monthly, and as needed throughout the year.

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POLICY OVERVIEW

For purposes of this policy, a *special event* is defined as an event, festival, parade, run, walk, or other recreational, cultural, entertainment, community, or social awareness activity. This special event will engage the community, promote tourism, showcase local talent, expose artists and performers to new audiences, invigorate community spirit, provide economic health and wellness, or cultural/social benefits to a community or organization.

Town-Organized Special Events are events that take place on Town-owned property and include a closure of a facility, green space, road, parking lot or a series of parking spaces.

Outdoor special events held on private property require a Temporary Use Permit (issued by the Town of Apex Planning Department) and are *not covered* under the Town Special Event Policy. You can find a link to the Temporary Use Permit on page 16.

APPLICATION PROCESS

The application approval process consists of five steps. An event is not considered official until it has successfully moved through each step. For new event requests from external groups, applications are due by December 1 for consideration in the next fiscal budget year. For internal group requests, applications are due 60 days prior to the event date unless a shorter time frame has been approved by Town Administration. For the best results, please read through this policy and reach out to the Special Events Manager with any questions:

1. Application Submission – Only completed applications will move forward to the next step.
2. Special Event Logistics Committee Review
3. Administration Review
4. Budget Addition
5. Council Approval

Applying for an event does not guarantee approval.

TIER EXPLANATION

The Town of Apex differentiates events by tiers. Each tier differs based on projected attendance, Town services, street closures, and the type of promotion from the Communications Department.

Tiers	Details
TIER 1	<ul style="list-style-type: none"> • 1-500 people • Closure of public right-of-way • No alcohol • Minimal Town Services
TIER 2	<ul style="list-style-type: none"> • 501+ people • Multiple Town services • Closure of Town parking lots, greenways, and/or streets • No alcohol

APPLICATION SUBMISSION

1. Upon submitting your application, you will receive a confirmation email within five business days that your application has been received.
2. An application is not considered complete until all required information and documents are submitted. Incomplete applications will be returned for completion and resubmittal.
3. If available, the location and date will be tentatively reserved.
4. Based on the feedback from the Special Event Logistics Committee, Town Administration and Town Council, the submitter will receive an email that the application has been
 - a. Approved
 - b. Approved with conditions
 - c. Denied

DIRECTIVES

The directives in this section shall apply to all Town Special Events unless otherwise expressly stated.

1. **Signs** - All special event signage must meet the requirements of the Town of Apex Sign Ordinance. The Ordinance link can be found on page 16.
 - a. This includes, but is not limited to flyers, yard signs, posters, and banners.
 - b. Yard signs are permitted on Town and private property no sooner than 1 week prior to the commencement of the event and must be removed no later than 2 days after the end of the event. Note: You must have prior approval from the owner to place any yard sign on private property. Please contact the Planning Department at planninginfo@apexnc.org or 919-249-3426 at least three weeks prior to the event in order to have adequate time to apply for, and receive approval of, any required sign permit.
 - c. Over-the-street banners are not permitted for Town Special Events.
2. **Conditions of Approval** - Town Organized Special Events shall not violate or deviate from any applicable laws, rules, regulations, Town Ordinances, and conditions of approval listed in this Town Special Event Policy.

- a. Please review the Town Ordinance section 15.9 for details on:
 - i. Unlawful to operate bicycle or other wheeled vehicle
 - ii. Unlawful to throw balls, unless pursuant to an official approved festival activity.
 - iii. Unlawful to use fireworks at the special event, unless pursuant to an official approved festival activity.
 - iv. No animals at events, unless a service animal as defined by the American with Disabilities Act, except as part of officially pre-approved activities.
3. **Permits and Approvals** – Town staff and the Cultural Advisory Group will work with the Special Events Team to obtain all other required permits and approvals prior to their event. This may include but is not limited to: Wake County Food Permits, etc..
4. **Evaluation Criteria** - The Town of Apex utilizes the following criteria when evaluating and scheduling special events:
- a. The nature of the event and how it can serve the Town of Apex and its residents;
 - b. Proposed event budget;
 - c. The dates and times during which the proposed event will occur;
 - i. Including set up and breakdown times
 - d. The location(s) of the event and traffic impacts;
 - e. Whether the activities are in compliance with applicable laws and Town ordinances;
 - f. The general health, safety, and welfare of the participants in/or attending the event and the residents of Apex;
 - g. Environmental impacts;
 - h. Economic benefits;
 - i. The impact and/or cost of the event on Town supported services;
 - j. The frequency of the event or similar events;
 - k. The proposed event is community, art, culture, history focused and/or recreational in nature;
 - l. The proposed event has been planned to facilitate a positive impact to the community;
 - m. The proposed event is inclusive to all;
 - n. No political events, campaigning or fundraising;
 - i. The Town does not permit campaigning or Town association with any political party at its sponsored events.
 - ii. Town employees have a civic responsibility to support good government by every available means and in every appropriate manner. However, no employee shall:
 - 1. Engage in any political or partisan activity while on duty;
 - 2. Use official authority or influence for the purpose of interfering with or affecting the result of a nomination or an election for office;
 - 3. Be required as a duty of employment or as condition for employment, promotion or tenure of office to contribute funds for political or partisan purposes;
 - 4. Coerce or compel contributions from another employee of the Town for political or partisan purposes;

5. Use any supplies or equipment of the Town for political or partisan purposes;
or
6. Be a candidate for nomination or election to office for the Town of Apex;

REQUIREMENTS

1. **Sanitation, Recycling, and Sustainability** - Town staff from the Parks, Recreation and Cultural Resources and/or Public Works department will be assigned to each approved Town Special Event. Assignment will be determined at the Special Event Logistics Committee monthly meetings and by the respective department directors or their representative(s). Events needing dumpsters must include both trash and recycling dumpsters.
2. **Insurance and Liability** – Town staff will work with the Special Event Team to obtain safety guidelines, best practices and approvals from the Risk and Safety Manager and the Legal Department.
 - a. Proof of insurance is needed for the following:
 - i. Food Vendors
 - ii. Inflatable Rentals
 - iii. Stage Rentals
 - iv. Any other items determined by the Risk and Safety Manager and the Legal Department.
 - b. The Special Event Team will collect proof of insurance and require the Additionally Insured Endorsement sheet and the Certificate of Insurance cover sheet with the following included in the “Description of Operations”.
 - i. The Town of Apex and the “Event Group Name”
 - ii. Regarding the General Liability coverage, “Blanket Additional Insured applies to the entities listed below” in the certificate holder section.
 - iii. Regarding the General Liability coverage, “Waiver of Subrogation applies to the entities listed below” in the certificate holder section.
 - iv. Regarding the General Liability coverage, “Primary and Non-Contributory coverage applies to the entities listed below “in the certificate holder section.
3. **Electricity** - Specific requirements for the use of electricity must be submitted and approved at the time of the application. Anything requested beyond what already exists must be reviewed and approved by the Special Event Logistics Committee.
 - a. Power provided by extension cords shall not pass through doorways, windows, or walkways, but shall be supplied by an exterior outlet or electric pedestal. Extension cords shall be grounded and shall not be placed over walking surfaces. If there is anything placed over walking surfaces, yellow jackets must be used. Town staff will work with the Special Event Team to facilitate the use of Town yellow jackets or similar cable protectors.
 - b. Town staff will work with the Special Event Team to facilitate the use of Town generators.
 - c. Town staff must be cognitive of the amperage requirements for items plugged into receptacles to ensure compatibility.

- d. The Town will have an Electric Department employee on-call for all Town Special Events.
 - e. Only approved manufactured electrical devices are permitted for use with the electric pedestals, spider boxes and other electrical units.
4. **Bathroom Facilities** - The Special Events Team will work with the Special Event Logistics Committee to provide adequate on-site toilets to facilitate the needs of the event. They will determine:
- a. if on-site toilets are needed;
 - b. the number of toilets needed;
Note: Handicapped accessible toilets are required for all special events and the use of Town of Apex restroom facilities is contingent on the normal operating hours of the building.
 - c. the location of the on-site toilets;
 - d. the duration of the on-site toilets.
5. **Noise** - Permission to include music or amplified sound, including megaphones, as part of a special event may be given, provided that compliance with the Town's noise ordinance is assured. Town staff must be sensitive to local businesses and residences when preparing sound equipment for special events.
- a. The Town reserves the right to limit the sound amplification equipment so that it will not unreasonably disturb non-participating persons around the event.
 - b. Complaints of loud, disturbing, or unnecessary noise in violation of the noise ordinance will need to be resolved immediately in order for the event to proceed. Link to the ordinance is on page 16.
6. **Food Sales** - Town staff will work with the Special Events Team, at least four (4) weeks prior to the event, to apply for the Temporary Food Establishment Coordinator Permit from Wake County Environmental Health & Safety Department.
- a. In addition:
 - i. All rules and regulations regarding any food preparation and service as established by the Wake County Environmental Health & Safety Department must be followed.
 - ii. A fire inspection is required by the Apex Fire Department to make sure all fire safety equipment is in place. Fire Marshals and inspectors have the right to close booths operating outside of health regulations. A Certificate of Insurance (COI) is required for each food vendor with the following:
 - a. The Town of Apex named as the Certificate Holder
 - b. Personal and Advanced Injury Coverage of \$1,000,000
 - c. General Aggregate Coverage of \$1,000,000
 - d. Auto Liability Coverage of \$2,000,000
 - iii. All food vendors must have the appropriate fire extinguisher(s) on-site for the entirety of the event.
 - iv. All clean-up including grease removal is the responsibility of the Staff Event Organizer. See page 16 for grease collection contact information.

- v. All vendors at the special event must follow the Town of Apex Code of Ordinances for Transient and Mobile Food Vendors to meet National Fire Protection Association (NFPA) Recommendations for Food Truck Safety.
 - 1. Sec. 13-63. - General operating standards.
 - 2. Link to the ordinance is on page 16.

7. **Vendors** – Town staff will work closely with the Special Events Team on all vendor related items at events, including, but not limited to

- a. **Communication** – The Special Event Team will serve as the lead communicator with vendors. Town staff and the Cultural Advisory Group can initiate conversations with vendors, but any communication regarding selection, payment, rules and regulations, and logistics must come from the Special Event Team.
- b. **Selection** – The Special Event Team will work closely with Town staff on vendor selections, but final selection of vendors will be the responsibility of the Special Events Team. A vendor cannot be approved or denied from an event without the express consent of the Special Event Team. The Town reserves the right to refuse any vendor. For example, the Town will refuse a vendor that:

- i. is in conflict with Town’s policies, regulations or rules;
- ii. includes alcohol, tobacco, firearms and/or gaming companies or distributors. These are not permitted absent special circumstances and approval by the Town Manager;
- iii. could disparage, impair, or adversely impact the mission, reputation, image, integrity, or best interests of the Town;
- iv. appears to create an endorsement by the Town of a particular company, product, political candidate or position regarding public policies;
- v. is considered to contain obscene, indecent or profane material; or
- vi. ridicules, exploits, or demeans persons on the basis of their race, color, religion, sex, sexual orientation, actual or perceived gender identity, age, national origin, disability, veteran status, or genetic information.

8. **Cultural Advisory Groups**

A Cultural Advisory Group is a set of volunteers that serve as consultants for specific cultural events. The purpose of this collaboration is to help create a welcoming environment, foster community connections and provide high-quality cultural experiences that support a sense of belonging. These groups are open to the community at large and members are selected on a rolling basis. Members of these groups are recommended by the Apex Parks, Recreation, and Cultural Resources Department and approved by Town Administration.

9. **Alcohol** - Alcoholic beverages are prohibited on Town property and rights-of-way for Town-Organized Special Events.

10. Tents, Stages, Inflatables, Accessories – Temporary structures, containers or storage tanks required for the event require a safety inspection by an Apex Fire Marshal. The Town of Apex defines and classifies any structure, enclosure, or shelter constructed of canvas or pliable material supported in any manner as a tent. Temporary structures such as decks, platforms, stages and kiosks will require an inspection. Any approval of these items may be rescinded if the inspected items do not meet the standards.

- a. All tents are required to have flame retardant certification.
- b. The Special Event Team will coordinate with the Fire Marshal to confirm the following:
 - i. A copy of flame-retardant certification (This should be attached to the tent, and inspector will check and approve on the day of the event);
 - ii. A site plan showing the location of the tents;
 - iii. A description of the activity(s) to be conducted under the tent(s);
 - iv. A method of providing adequate anchorage against collapse from winds or other loads. Anchorage type will be determined at time of review;
 - v. No tents may be staked into asphalt, the Town Campus Courtyard, or any other locations determined by the Special Event Logistics Committee;
 - vi. All tents must be secured or weighted down at all corners;
 - vii. No tent may be erected in front of a building used as a place of public assembly, within fifteen (15) feet of a fire hydrant, or in any way obstructing any building exit or doorway;
 - viii. Tents may not block streets such that Special Event Logistics Committee deems the layout / location dangerous or inappropriate for public safety;
 - ix. All tents may be inspected and approved before occupancy or use by the public
 - x. At least one UL rate 2A: 10BC extinguisher shall be provided for all tents where there is cooking. Additional extinguishers may be required after the inspection.
- c. LP Gas use shall be restricted to cylinders no larger than one, 100lb tank (24 gallons of propane). Cylinders shall not be expired and must be adequately secured to prevent over turning. Cylinders may not be secured to items such as fire hydrants, temporary electric poles or barricades. Cylinders may be secured to the grill, a tent post, a signpost or permanent electric pole.

11. Budget – The Special Event Team is responsible for managing the overall event budget. The Special Events Team will work closely with Town staff on specific needs, performers, vendors and other event specific parties to ensure that the event stays within the approved budget.

- a. **Donations** – Town staff can accept monetary or in-kind donations to supplement event specific budgets. Town staff and the Special Event Team will designate how the monies or in-kind donations will be used towards the event.
- b. **Sponsorships** – See Sponsorship Guidelines on page 19.

12. Safety & Security

- a. **Safety barricades** ensure the safety of patrons, volunteers, staff, and others during special events. Any event that involves the closure of a public street may require barricades, variable message boards, and/or Police presence. The Town can provide the Town staff with barricades or other special event related equipment as approved by the Special Events Team. The Special Event Logistics Team will determine which

- department will provide the barricades and where they will be located based on the event map.
- b. **Weather Conditions** – The Special Event Team will work in conjunction with the Emergency Management Coordinator and Town staff to track weather conditions and make the final call for cancellation. Only designated Public Safety Town Staff are approved to make weather cancellations. The Special Event Team reserves the right to modify existing Site Plans due to weather conditions.
 - c. The Special Event Team will coordinate with the Fire Department for Wake County **EMS** or similar services.
 - d. The Special Event Logistics Committee, which includes the Emergency Management Coordinator, will develop an **Emergency Action Plan** for all Tier 2 – Tier 4 level events.
 - i. The Emergency Action Plan, in turn, may dictate site plan alterations. This will be communicated to the Town staff prior to the event.
 - e. **Security** - The Special Event Logistics Committee will review each application and provide requirements on the number of officers or other security needed for the event.
 - f. **No Parking Signage** - The Apex Police Department will post “no parking” signs at least 24 hours before any parking lot closure.

13. **Communications & Marketing**

- a. All Town-Organized Special Events, regardless of tier, are subject to promotion by Town staff.
- b. All Town-Organized Special Events, with an approved application, will follow the same minimal communications guidelines provided to Community Events. Additional promotional efforts beyond the minimum can be created when significant updates are made to event details.
- c. Promotional materials should originate in the Communications Department, in collaboration with applicable Town staff and organizing committees.
- d. The Communications Department will create a stand-alone webpage for all events deemed applicable.
- e. The Town will create a communications plan outlining the promotion of each event, ensuring that Town staff and any committee members understand what group is responsible for each promotional piece.
- f. Marketing efforts will distinguish that town events are “organized by the Town of Apex”.
- g. Town staff must provide public notification to all adjacent businesses and residents of the date and time of the event with a description of the roads to be closed a minimum of thirty (30) days before the event.

14. **Nondiscrimination.** The Town of Apex strives to be a welcoming and diverse community with a sense of belonging for anyone that chooses to live, work, or visit and enjoy the “Peak of Good Living”. Special events are examples of how we embrace this goal. To achieve this goal, the Town’s special events shall be inclusive to all.

- a. Our objective is to foster and promote an inclusive environment that ensures equal and equitable access to opportunities and participation for all individuals and does not

discriminate on the basis of age, race, religion, religious belief or non-belief, ethnicity, color, national origin, creed, sex, sexual orientation, gender identity, marital status, natural hair style, genetic information, pregnancy, familial status, disability, veteran or military status, or disabled veteran status. The attainment of event success is contingent upon ensuring that every attendee is accorded the opportunity to participate free from discrimination. The Town will ensure that no special event excludes any person on the basis of Protected Class status, as defined in Town of Apex Code of Ordinances Section 3-3.

- b. For more information on the Town’s nondiscrimination policy and commitment to inclusivity, please refer to Chapter 3 of the Town of Apex Code of Ordinances.

15. **Town Parks.** Due to heavy use and demand, the Town does not close entire parks for special events.

16. **Event Site Plan.** Sidewalks, Greenways and Multi-Use Paths are to be used for public refuge and pedestrian traffic only and must remain clear and unobstructed in case of emergency; unless the closure permit specifically states that the sidewalk, greenway or multi-use path is to be closed. **The final event site plan is required no fewer than 60 days prior to the event and any modifications must be approved by the Special Event Team.**

The Event Site Plan should include a high-quality map of the proposed festival boundaries including:

- i. Street closures
- ii. Barricades
 1. Entrances and exits if barricades create enclosures
- iii. Vendor locations
- iv. Vendor driving directions
- v. Tent locations
 1. Entrances and exits if tent is enclosed
- vi. Restrooms
- vii. Trash Can locations
- viii. Dumpster locations
- ix. Proposed ABC sales and ABC footprint

17. **NCDOT Roadways.** Any North Carolina Department of Transportation State Highway or road must receive permission from NCDOT to be closed. Please see the link on page 16 for NCDOT contact info.

- a. To differentiate between NCDOT roads and Town of Apex roads, please see the link on page 16.

18. **Town Facilities.** The inside use of Town Hall will need approval from the Town Manager. Other Town facilities will be approved based on availability and overall impact.

- a. Please see links on page 16 for more info.

DURING & AFTER THE EVENT

- **On-Site** – Associated Town staff or designated representatives must be present during the entire duration of the event (this includes set up and clean up). The Special Event Team will need to approve any substitutes or designated representatives prior to the event.
- **Site Visit** – The Town of Apex performs routine site visits during special events. The Special Event Team and other select Town staff will ensure compliance with the regulations outlined in this policy and with the regulations enforced by other Town departments or partner agencies as applicable.
 - Failure to meet these conditions may result in the immediate shutting down of the event.
- **After Action Meeting** – The After-Action Evaluation meeting will be organized by the Special Events Team within 30 days of the completed event unless there is an otherwise agreed upon time frame. Events with an unsatisfactory evaluation may have additional requirements imposed for future years or may be denied for future events.

DEFINITIONS:

COMMUNITY EVENT

This is an event that is created, facilitated, planned, and funded by a non-profit or for-profit group outside of the Town of Apex organization.

CULTURAL ADVISORY GROUP

A Cultural Advisory Group is a set of volunteers that serve as consultants for specific cultural events. The purpose of this collaboration is to help create a welcoming environment, foster community connections and provide high-quality cultural experiences that support a sense of belonging.

EMERGENCY ACTION PLAN

An emergency action plan is defined as comprehensive documentation of procedures based on the required emergency standard.

FESTIVAL BOUNDARIES

The festival boundaries are defined as the approved geographical location of the festival. The Festival Boundaries may not exceed the barricades as shown on the site map.

HISTORIC DOWNTOWN

The historic downtown is defined as the section of Salem Street between Hunter Street and Highway 55/Williams Street.

INCLUSIVE TO ALL

The Town of Apex strives to foster and promote an inclusive environment that ensures equal and equitable access to opportunities and participation for all individuals and does not discriminate on the basis of age, race, religion, religious belief or non-belief, ethnicity, color, national origin, creed, sex, sexual orientation, gender identity, marital status, natural hair style, genetic information, pregnancy, familial status, disability, veteran or military status, or disabled veteran status.

PARADES, RACES, AND WALKS

For Town events, the Staff Event Organizer is exempt from applying for a parade, picketing and demonstration activities.

PROTECTED CLASS

Protected Class means an individual's age, race, religion, religious belief or non-belief, ethnicity, color, national origin, creed, sex, sexual orientation, gender identity, marital status, natural hair style, genetic information, pregnancy, familial status, disability, veteran or military status, or disabled veteran status.

SIGNIFICANT CHANGE

This is any large change made to an event like a change in the outer festival boundary, personnel, or more.

SPECIAL EVENT

A special event is defined as an organized activity that has a stationary footprint requiring the closure of streets, public spaces, or plazas. These events often contain amplified noise, food, beverage, merchandise, and other entertainment. Examples would include: festivals, markets, memorials, demonstrations, marches, and ceremonies.

SPECIAL EVENT LOGISTICS COMMITTEE

The Special Event Logistics Committee is comprised of staff from different departments throughout the Town. Their job is to help evaluate the resources needed for each event and determine the viability of the event requests. This group meets monthly, and as needed throughout the year.

SPECIAL EVENTS TEAM

The Special Event Team is comprised of the Special Events Manager, Special Event Specialist, and the Volunteer Coordinator. They serve as liaisons, helping to coordinate safety, staffing and event logistics.

THE TOWN

This notes the Town of Apex.

TOWN ORGANIZED SPECIAL EVENT

Sometimes referred to as a “Town Owned Event”. This is an event that the Town of Apex Organization created, facilitated, planned, and funded.

YELLOW JACKETS

Yellow Jackets are defined as the equipment that covers cords and cables that go over walking paths with a smooth transition. These can be purchased online.

HELPFUL LINKS

Town of Apex Temporary Use Permit	https://apexnc.org/DocumentCenter/View/459/Temporary-Use-Permit-EVENT-Private-Property-Only-PDF?bidId=
Town of Apex Code of Ordinances	https://www.apexnc.org/149/Code-of-Ordinances
Town of Apex ABC Permit Information Guide	https://www.apexnc.org/787/ABC-Permits
Wake County Health Department	http://www.wakegov.com/food/festivals/Pages/tfe.aspx
Photos of the Town of Apex Shelters	http://www.apexnc.org/DocumentCenter/View/31866/Park-Shelter-Photos?bidId=
Town of Parks, Recreation and Cultural Resources Rental Form	https://www.cognitoforms.com/TownOfApex1/INTERNALFacilityUsageRequestForm
NCDOT Website	https://www.ncdot.gov/Pages/default.aspx
What is an NCDOT road and what is a Town of Apex road?	https://apexnc.maps.arcgis.com/apps/webappviewer/index.html?id=506270ba8fa546bcb790203def056a13
Town of Apex Unified Development Ordinance (UDO)	http://www.apexnc.org/DocumentCenter/View/24/Unified-Development-Ordinance-UDO-PDF?bidId=
Grease-Cycle	https://grease-cycle.com/contact-us Phone: 919-817-6792

TOWN OF APEX FEES REFERENCE GUIDE

These service fees do not apply to Town events, but are here for your reference.

ITEM	DESCRIPTION	FEE
Water Barricades	Includes water. Used for streets.	\$50 per barricade
A-Frame Barricade	For light blockades. Not for traffic	\$10 per barricade
Power	Temporary and permanent electric boards	\$100 per unit / per day
External Building Power	If you plug into a Town building	\$100 per building / per day
Water	Temporary hose connection, food vendor water, dunk tank	\$50 per day
Trash Cans	Landfill trash and recycling trash	\$10 per can / per day
Utility Sinks	Includes connection	\$50 per sink / per day
Large Blockade Vehicle or Police Vehicle		\$200 per vehicle / per day
Police Off-Duty	Required for an event with alcohol	\$40.43 per hour / per officer
Police Personnel		\$70 per hour / per officer
Public Works Personnel		\$45 per hour / per person
Parks Operations Personnel		\$45 per hour / per person
Saunders Street Lot	Lot in front of the Police Station	\$100 per day
Templeton Street Lot	Lot near The Halle	\$100 per day
Town Hall Lot	Lot directly in front of Town Hall	\$100 per day
Community Center Gazebo Lot	Lot in front of the Community Center with the gazebo	\$100 per day
Community Center ATM Lot	Lot to the right of the Community Center with the ATM	\$100 per day
Senior Center Lot	Lot next to the Senior Center	\$50 per day
Town Arc Lot	Arc shaped lot between Town Hall and the Community Center	\$50 per day
Park Parking Lots	Any Town of Apex park parking lot	To be determined per event
The Depot Lot and Plaza	Depot parking lot and outdoor plaza	\$100 per day
Town Campus Courtyard	Does not include any parking lots	\$200 per day

TOWN OF APEX VENDOR FEES REFERENCE GUIDE

These are the standard rates for Park, Recreation and Cultural Resources events.

TYPE	FEE
Non-Profit	\$0
Small Business	\$50
Commercial Business	\$100
Food Truck	\$100

SPECIAL EVENTS SPONSORSHIP GUIDELINES

STATEMENT OF GUIDELINES

The Sponsorship Program was created to encourage collaborative partnerships that enhance the quality of life for the residents and businesses of Apex through monetary or in-kind support. The Town will seek sponsors that further the mission of providing exceptional public service and fostering opportunity for the individual and community to live, thrive and reach their peak. With the Sponsorship Program, the Town strives to protect and maximize its brand from the financial and collaborative benefits received from sponsorships. This policy sets the standards, guidelines and approval criteria for solicitation, consideration and acceptance of sponsorships.

DEFINITIONS

A **Sponsorship** is the contractual commitment and provision of consideration (i.e. money, goods, or services) to the Town of Apex in exchange for an **Acknowledgment** of the subject sponsor or sponsorship. Sponsorships and Sponsorship Acknowledgments are not **Advertising** and may not include an **Endorsement**, as defined herein.

An **Acknowledgment** signifies the recognition of Sponsorship support by a third-party entity. A typical Acknowledgment of a sponsorship relationship is the use of external sponsor's trademark and/or logo, along with information about the subject sponsor in promotional material for a Town program, special event, or facility that is financially supported by the sponsor. An acknowledgement can appear in a brochure, on a webpage, on a t-shirt or sports team uniform, on permanent or temporary signage, or in other marketing and promotional information about the program, event or facility. An acknowledgment on an institutional web site may contain a link to the sponsor's web site. Acknowledgments are not advertising.

An **Endorsement** is any statement or depiction which contains or implies a preference by the Town and/or its employees.

PROCEDURES

- Any corporation, organization, or individual that offers and provides support for Town programs, events, or facilities may be considered as an Acknowledged sponsor. Donations will be treated as voluntary gifts and will not receive any recognition or acknowledgement from the Town, with exception for those items in the Pleasant Park Gift Guide.
- The Acknowledgement of a sponsor by the Town may create a public perception of an association between the sponsor and the Town or activity being sponsored. When Town considers entering into a Sponsorship relationship, Town staff will evaluate the compatibility between the Town's policies, goals, objectives and initiatives and those of the sponsor.
- No Sponsorship will be approved that will compromise or damage public trust or conflict with or compromise the Town's reputation, mission, image, values or aesthetic interests. The Town reserves the right to refuse any Sponsorship. For example, the Town will refuse a

Sponsorship that:

- is in conflict with Town’s policies, regulations or rules;
 - includes alcohol, tobacco, firearms and/or gaming companies or distributors. These are not permitted absent special circumstances and approval by the Town Manager;
 - could disparage, impair, or adversely impact the mission, reputation, image, integrity, or best interests of the Town;
 - appears to create an **Endorsement** by the Town of a particular company, product, political candidate or position regarding public policies;
 - is considered to contain obscene, indecent or profane material; or
 - ridicules, exploits, or demeans persons on the basis of their race, color, religion, sex, sexual orientation, actual or perceived gender identity, age, national origin, disability, veteran status, or genetic information.
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- No materials or communications, including, but not limited to print, video, internet, broadcast, or display items developed to promote or communicate the Sponsorship using Town’s name, marks, or logo, may be issued without written approval from Town staff.

 - Any leftover Sponsorship monies per event will be carried forward to the following year.

SPONSOR RECOGNITION

Sponsor recognition will be determined on a case by case basis by the Sponsor and Town staff as detailed below in Levels of Sponsorship.

AUTHORITY LEVELS TO SOLICIT AND APPROVE SPONSORSHIPS

The Town of Apex possesses sole and final decision-making authority for determining the appropriateness of a sponsorship. Unless a sponsorship opportunity requires Town Council approval, the Town shall act through its Town Manager, or designee(s). The Town has and reserves the right to refuse any offer of sponsorship. All offers of sponsorship will be reviewed in accordance with this policy.

The Parks, Recreation and Cultural Resources (PRCR) Director, in consultation with the Town Manager, shall be responsible for determining the programs, events, and facilities for which his or her department is responsible that are suitable for sponsorship.

LEVELS OF SPONSORSHIP

Level 1, Council Approval Required:

Offers of sponsorship that are for terms of six or more years, or are projected to generate \$500,000 or more, and that involve naming rights for any Town facilities, parks and amenities, shall require the approval of the Town Council.

Level 2, Town Manager Approval Permitted:

Offers of sponsorship that are for terms of up to and including five years, and are projected to generate less than \$500,000, may be approved by the Town Manager or Assistant Town Manager (referred to hereafter as 'manager'). This approval includes the authority to approve sponsorships for naming rights of designated portions of Town facilities, parks and amenities. Such naming rights otherwise meet the requirements of this Level 2 authority. All Sponsorship Agreements within this Level 2 shall be approved by the manager. The manager may refer any proposed offer of sponsorship or Sponsorship Agreement within the manager's authority level to the Town Council for approval.

Level 3, PRCR Director Approval Permitted:

Offers of sponsorship that are for terms of up to three years, are projected to generate \$90,000 or less and do not involve any naming rights may be approved by the PRCR Director, who may also execute the resulting Sponsorship Agreement. The Director may refer proposed offers of sponsorship or Sponsorship Agreement to the Town Manager or Assistant Town Manager for approval.

Level 4, Departmental Staff Approval Permitted:

The PRCR Director may delegate the authority to approve offers of sponsorship and to execute Sponsorship Agreements for sponsorships that are within the Director's authority and are for terms of one year or less and projected to generate less than \$5,000 per year to an appropriate staff member. All such approvals shall be in consultation with the PR&CR Director.

SPONSORSHIP AGREEMENT

The Sponsorship Agreement outlines the conditions of sponsorship between the Sponsor and the Town of Apex. It details the agreed upon terms, services and value of the sponsorship, and serves as the first step in the approval process.