



April 8, 2025
Special Event Updates
Town Council Meeting



CURRENT TIER EVENT BREAKDOWN

TIER 1	TIER 2	TIER 3	TIER 4
<ul style="list-style-type: none"> • Fewer than 200 people • No Town services • No closure of public right-of-way • No inflatables, tables, food trucks, tents, alcohol 	<ul style="list-style-type: none"> • 201-500 people • Minimal Town services • Possible closure of public right-of-way • No alcohol 	<ul style="list-style-type: none"> • 501-1000 people • Minimal Town services • Possible closure of public right-of-way • No alcohol 	<ul style="list-style-type: none"> • 1001 people and more, or any number of people with alcohol • Multiple Town services • Closure of Town parking lots, greenways, and/or streets • Alcohol can be present with proper approval & permits
Application Submission Deadline: 14 days prior to the event date	Application Submission Deadline: December 1	Application Submission Deadline: December 1	Application Submission Deadline: December 1

TIER 1 EVENTS

- Ethos Business Fair
- Leon Herndon Memorial Event
- International Day of Yoga
- Fall Pride Picnic
- Gingerbread Competition

TIER 2 EVENTS

- Memorial Day Ceremony
- Patriots Day Ceremony
- TransAmerica Motorcycle Event
- Triangle Yoga Festival
- Fall Car Show
- Hum Sub Anniversary Events
- Chanukah Festival

TIER 3 EVENTS

- Veterans Day Ceremony
- Run the Peak
- Oktoberfest
- Peak City Fitness Festival
- Juneteenth Festival

TIER 4 EVENTS

- PigFest
- PeakFest
- Pride Festival
- Festa Italiana
- Rotary Christmas Parade

PROPOSED NEW TIERS

TIER 1	TIER 2	TIER 3	TIER 4
BUDGET THRESHHOLD	BUDGET THRESHHOLD	BUDGET THRESHHOLD	BUDGET THRESHHOLD
\$500.00	\$3500.00	\$10,000.00	50,000.00
<ul style="list-style-type: none"> Up to 2 Town services No closure of public right-of-way Up to 3 event hours No Town resources No inflatables, tables, food trucks, tents, alcohol 	<ul style="list-style-type: none"> Up to 5 Town services Up to 2 closures Up to 4 event hours Up to 2 Town resources Alcohol can be present with proper approval & permits 	<ul style="list-style-type: none"> Up to 6 Town services Up to 4 closures Up to 6 event hours Up to 3 Town resources Alcohol can be present with proper approval & permits 	<ul style="list-style-type: none"> Up to 7 Town services 8 plus closures Up to 9 event hours, per day Up to 4 Town resources Alcohol can be present with proper approval & permits
Application Submission Deadline:	Application Submission Deadline:	Application Submission Deadline:	Application Submission Deadline:
14 days prior to the event date	December 1	December 1	December 1

ADDITIONAL ITEMS
If an Event Organizer would like additional items, there would be an option to pay for them or ask Council for a special dispensation.

TIER 1 EVENTS

- Ethos Business Fair
- Leon Herndon Memorial Event
- International Day of Yoga
- Fall Pride Picnic
- Gingerbread Competition
- Gingerbread Lane

TIER 2 EVENTS

- Memorial Day Ceremony
- Patriots Day Ceremony
- TransAmerica Motorcycle Event
- Triangle Yoga Festival
- Fall Car Show
- Hum Sub Anniversary Events
- Chanukah Festival

TIER 3 EVENTS

- Veterans Day Ceremony
- Run the Peak
- Oktoberfest
- Peak City Fitness Festival
- Juneteenth Festival

TIER 4 EVENTS

- PigFest
- PeakFest
- Pride Festival
- Festa Italiana
- Rotary Christmas Parade

TIER OPTIONS

TOWN SERVICES	TOWN SPACES	CLOSURES	RESOURCES
<ul style="list-style-type: none">• Park Operations• Special Event Team• Police• Fire• Public Works• Electric• Communications• Water Resources	<ul style="list-style-type: none">• Town Courtyard• Arc Lot (Inner/Outer)• Town Hall Lot• Gazebo Lot• ATM Lot• Senior Center Room(s)• Community Center Room(s)• Halle Auditorium and Room(s)• Depot Lot• Depot Rooms• Nature Park Amphitheatre• Park Shelters• Athletic Fields• Pollinator Garden	<ul style="list-style-type: none">• Salem St from Center St to Saunders St• Salem St beyond Center St• Salem St beyond Saunders St• Service Memorial• Saunders Street• Ambergate Dr• Hunter St	<ul style="list-style-type: none">• A-Frame barricade• PRCR barricade• Water barricade• Vehicle barricade• External building power• Temporary and permanent electric boards• Water• AV equipment• Tech equipment• Tables and chairs• Trash/Recycling Cans• Utility sinks• Tents

RESOURCE RATES

TOWN SPACES	RATES
Town Courtyard	\$200 per hour
Arc Lot (Inner)	\$100 per hour
Arc Lot (Outer)	\$50 per hour
Town Hall Lot	\$200 per hour
Gazebo Lot	\$100 per hour
Senior Center Room(s)	\$100 per hour
Community Center Room(s)	\$35 per hour
Halle Auditorium	\$100 per hour
Halle Room(s)	\$50 per hour
Depot Lot	\$100 per hour
Depot Room(s)	\$25 per hour
Nature Park Amphitheatre	\$125 per hour
Park Shelters	\$20 per hour
Athletic Fields	\$100 per hour

CLOSURES	RATES
Salem St from Center St to Saunders St	\$250 per hour
Salem St beyond Center St	\$250 per hour
Salem St beyond Saunders St	\$250 per hour
Service Memorial	\$100 per hour
Saunders Street	\$100 per hour
Ambergate Dr	\$150 per hour
Hunter St	\$250 per hour

RESOURCES	RATES
A-Frame barricade	\$10 per barricade
PRCR barricade	\$10 per barricade
Water barricade	\$50 per barricade, filled
Vehicle barricade	\$200 per vehicle, per day
External building power	\$100 per building, per day
Temporary/Permanent electric boards	\$100 per unit, per day
Water	\$50 per unit
AV equipment w/Town staffed technician	\$75 per hour, per day
Tech equipment	\$100 per item, per day
Tables and chairs	\$5 per table/chair combo (1 table, two chairs)
Tents	\$250 per tent
Trash/Recycling cans	\$10 per can, per day
Utility sinks	\$50 per sink, per day

TIER 1 EVENT EXAMPLES

LEON HERNDON PARKINSON WALK			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 214.38	\$ -	
POLICE	\$ -	\$ -	
FIRE	\$ -	\$ -	
ELECTRIC	\$ -	\$ -	
PUBLIC WORKS	\$ -	\$ -	
TOTAL	\$ 214.38	\$ -	\$ 214.38

GINGERBREAD COMPETITION			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 214.38		
POLICE	\$ -	\$ -	
FIRE	\$ -		
ELECTRIC	\$ -	\$ -	
PUBLIC WORKS	\$ -	\$ -	
TOTAL	\$ 214.38	\$ -	\$ 214.38

FALL PRIDE PICNIC			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 214.38	\$ -	
POLICE	\$ -	\$ -	
FIRE	\$ -	\$ -	
ELECTRIC	\$ -	\$ -	
PUBLIC WORKS	\$ -	\$ -	
TOTAL	\$ 214.38	\$ -	\$ 214.38

ETHOS BUSINESS FAIR			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 383.72	\$ -	
POLICE	\$ -	\$ -	
FIRE	\$ -	\$ -	
ELECTRIC	\$ -	\$ -	
PUBLIC WORKS	\$ -	\$ -	
TOTAL	\$ 383.72	\$ -	\$ 383.72

TIER 2 EVENT EXAMPLES

CHANUKAH FESTIVAL			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 447.67	\$ -	
POLICE	\$ 647.04	\$ 183.23	
FIRE	\$ 584.58	\$ 441.10	
ELECTRIC	\$ -	\$ -	
PUBLIC WORKS	\$ -	\$ -	
TOTAL	\$ 1,835.07	\$ 624.33	\$ 2,459.40

PATRIOTS DAY CEREMONY			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 191.86	\$ -	
POLICE	\$ 1,319.95	\$ 137.23	
FIRE	\$ 1,117.42	\$ 532.74	
ELECTRIC	\$ 107.16	\$ -	
PUBLIC WORKS	\$ -	\$ -	
TOTAL	\$ 2,801.95	\$ 669.97	\$ 3,471.92

FALL CAR SHOW			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ 842.20	\$ 808.16	
PRCR	\$ 383.72	\$ -	
POLICE	\$ 1,321.03	\$ -	
FIRE	\$ 2,046.02	\$ 173.47	
ELECTRIC	\$ -	\$ -	
PUBLIC WORKS	\$ -	\$ -	
TOTAL	\$ 4,592.97	\$ 981.63	\$ 5,574.60

YOGA FESTIVAL			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 678.00	\$ -	
POLICE	\$ -	\$ -	
FIRE	\$ -		
ELECTRIC	\$ -	\$ -	
PUBLIC WORKS	\$ -	\$ -	
TOTAL	\$ 678.00	\$ -	\$ 678.00

TIER 3 EVENT EXAMPLES

RUN THE PEAK			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 383.72	\$ -	
POLICE	\$ 3,954.59	\$ 687.30	
FIRE	\$ 109.78	\$ -	
ELECTRIC	\$ -	\$ -	
PUBLIC WORKS			
TOTAL	\$ 4,448.09	\$ 687.30	\$ 5,135.39

VETERANS DAY CEREMONY			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 191.86	\$ -	
POLICE	\$ 1,319.95	\$ 137.23	
FIRE	\$ 1,117.42	\$ 266.37	
ELECTRIC	\$ 160.75	\$ -	
PUBLIC WORKS	\$ -	\$ -	
TOTAL	\$ 2,789.98	\$ 403.60	\$ 3,193.58

OKTOBERFEST			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 639.53	\$ -	
POLICE	\$ 2,657.92	\$ 366.56	
FIRE	\$ 2,046.02	\$ 173.47	
ELECTRIC	\$ 684.47	\$ -	
PUBLIC WORKS	\$ 1,887.75	\$ 405.54	
TOTAL	\$ 8,046.81	\$ 945.57	\$ 8,992.38

PEAK CITY FITNESS FESTIVAL			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ 2,739.84	\$ 808.16	
PRCR	\$ 639.53	\$ -	
POLICE	\$ 1,779.36	\$ 366.56	
FIRE	\$ 219.56	\$ -	
ELECTRIC	\$ 1,026.71	\$ -	
PUBLIC WORKS	\$ -	\$ -	
TOTAL	\$ 6,601.68	\$ 1,174.72	\$ 7,776.40

TIER 4 EVENT EXAMPLES

PEAKFEST			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ 10,655.26	\$ 3,375.55	
PRCR	\$ 1,090.52	\$ -	
POLICE	\$ 27,723.31	\$ 3,528.14	
FIRE	\$ 7,821.81	\$ 4,079.90	
ELECTRIC	\$ 6,599.82	\$ -	
PUBLIC WORKS	\$ 2,445.75	\$ 4,620.40	
TOTAL	\$ 56,533.15	\$ 15,603.99	\$ 72,137.14

PRIDE FESTIVAL			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ 3,883.27	\$ 1,032.48	
PRCR	\$ 639.53	\$ -	
POLICE	\$ 11,345.25	\$ 678.30	
FIRE	\$ 1,753.73	\$ 1,040.82	
ELECTRIC	\$ 1,026.71	\$ -	
PUBLIC WORKS	\$ -	\$ -	
TOTAL	\$ 18,845.37	\$ 2,751.60	\$ 21,596.97

ROTARY CHRISTMAS PARADE			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ 1,602.59	\$ -	
PRCR	\$ 511.63	\$ -	
POLICE	\$ 26,853.11	\$ 4,673.64	
FIRE	\$ 3,216.55	\$ 477.98	
ELECTRIC	\$ 3,634.85	\$ -	
PUBLIC WORKS	\$ 9,992.45		
TOTAL	\$ 45,942.30	\$ 5,151.62	\$ 51,093.92

FESTA ITALIANA - ON CAMPUS			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ 7,622.37	\$ 3,375.55	
PRCR	\$ 1,090.52	\$ -	
POLICE	\$ 4082.05	\$ 678.30	
FIRE	\$ 3807.15	\$ 4,079.90	
ELECTRIC	\$ 7,367.26	\$ -	
PUBLIC WORKS	\$ 10,376.76	\$ 1,343.28	
TOTAL	\$ 34,346.11	\$ 9,477.03	\$ 43,823.14

TIER 4 EVENT EXAMPLES

2024 PIGFEST			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 1,308.63	\$ -	
POLICE	\$ 12,250.43	\$ 2,203.48	
FIRE	\$ 4,385.71	\$ -	
ELECTRIC	\$ 2,174.41	\$ 4,720.00	
PUBLIC WORKS	\$ 12,857.37	\$ 3,763.35	
WATER RESOURCES	\$ 5,488.48	\$ -	
TOTAL	\$ 38,530.59	\$ 10,686.83	\$ 49,217.42

2025 PROJECTED PIGFEST			
	PERSONNEL	RESOURCES	
PRCR OPS	\$ -	\$ -	
PRCR	\$ 1,308.63	\$ -	
POLICE	\$ 5,647.20	\$ 2,203.48	
FIRE	\$ 4,385.71	\$ -	
ELECTRIC	\$ 2,174.41	\$ 4,720.00	
PUBLIC WORKS	\$ 12,857.37	\$ 3,763.35	
WATER RESOURCES	\$ -	\$ -	
TOTAL	\$ 26,373.32	\$ 10,686.83	\$ 37,060.15

WALKS AND RACES

We would like to modify the for PARADES, RACES, AND WALKS section of the Community Special Event Policy to read:

PARADES, RACES, AND WALKS

Parades, races, and walks are defined as an organized activity following a set course that involve full or partial closure of any Town streets, Town property, sidewalks, and/or greenways. A Community Special Event application is required for any run or walk.

Any Special Event with a Parade component will be required to fill out a Special Event Application in addition to the parade permit required by Article X, Chapter 20 of the Apex Town Code of Ordinances.

(Example: Apex Christmas Parade). Parades unrelated to a special event must follow the permit process in Article X, Chapter 20 of the Apex Town Code of Ordinances.


Any walk less than 100 expected participants will be considered a Tier 1 event. Any walk greater than 100 expected participants will be assigned to Tier 2 – Tier 4 based on the event requirements. All races, of any nature, will be assigned to Tier 3 – 4 based on the event requirements. All race, walk and parade organizers will need to abide by the Town of Apex Walk/Race/Parade Organizer PRCR Guidelines and Checklist.

Redundancy: Tier 1 walks will be approved on a first come, first serve basis. The same shelter, greenway, park or other Town space cannot be effected two consecutive weekends. Tier 1 walks will be limited to 2 per month, per space and not on consecutive weekends. Each organization can have a maximum of one race, walk or run per fiscal year.

Walks and Races at the Tier 2 – Tier 4 level will be essentially new events. Do we want to have a set number per month or per year?



NEW EVENTS

- The Special Events Team is currently slated to work 54 events, 30+ of those on weekends and holidays such as Memorial Day, July 4, and Veterans Day.
 - We have four event seasons with several back-to-back weekdays and/or weekends
 - Spring (8)
 - Summer (5)
 - Fall (8)
 - Winter (6)
 - The Saunders Street Lot is still under construction.
 - The Special Events Team is now responsible for walks and races in Town parks.
 - The Town has received several applications for new events, specifically an Asian American Pacific Islanders event with Shop Local Raleigh, but with the current calendar, there is limited date availability along with staff constraints.
 - We do not have a clear system for what the Town should and should not provide for community events.
 - I would recommend re-evaluating our current special events, taking into consideration
 - How many events the Town hosts per Community organization. For example, we have one organization with 5 separate events.
 - Staff hours/Event hours
 - Town resources required
- 

POLICY CHANGES

- Special Event Presentation (attached)
- Additional edits requested for the Community Special Event Policy (see below)
- Change Special Event Coordinator to Special Event Team
- Remove the word contracts for Special Events
- Add in language about requiring Community Event Organizers to offer the Town one vendor space, if requested.
- Specifically state the Community Event Organizers are required to get recycling dumpsters
- Remove mention of cleanup plan p. 11
- Removing the following sentence re: alcohol if we change the Tier system “ Tier 4 are the only events permitted to request alcohol” p. 14
- Change After Action Evaluation to After Action Meeting p. 19
- Remove the (for-profit organizations only) from section b.


POLICY OVERVIEW

REQUIREMENTS

1. **Sanitation, Recycling, & Sustainability.** The event organizer is responsible for litter and debris cleanup of the special event site both during and after the event. The event organizer is responsible for all costs should the Town be required to clean up following the event. All organizations are responsible for site clean up after their event.
 - a. The Town of Apex requires recycling at all events.
 - b. Trash cans, liners, and dumpsters must be purchased and organized by the event organizer (for-profit organizations only).
 - c. Town of Apex will have oversight over all cleaning.
 - d. All special events must provide an appropriate number of staff or volunteers devoted to litter pick-up for the entire event area during and after the event. Event organizers should apply a “cleaner than we found it” mindset to respect the environment in which the event was held.
 - i. A cleanup plan will be required on the application.
 - e. The Event Organizer is responsible for arranging for the proper disposal of grease and other similar waste with a private service or agency in advance of the event.
 - i. Please see page 18 for Grease-Cycle’s Raleigh location information to rent their grease collection containers
 - ii. Food ash collection will need to be arranged with the Special Events Coordinator
 - f. Improper disposal or spills may be classified as a hazardous waste and result in fines in accordance with Chapter 2703.3 of the North Carolina Fire Prevention Code. The entirety of the festival boundaries must be left in the same condition as prior to the event.



DECISIONS POINTS

- Does the Town want to move to a new tier system with budget thresholds?
 - Walks and Races at the Tier 2 – Tier 4 level will be essentially new events. What ratio of walk/races to special events does the Town want to create? How many should the team be prepared to take on?
 - How would you like to move forward on adding new events, especially with the new race and walk addition and the Asian American Pacific Islanders Month event? Should we create criteria to drop events or add more resources to continue adding to our event portfolio?
- 



QUESTIONS?