



## Agenda Abstract

### BOARD OF COMMISSIONERS

Meeting Date:	Aug. 25, 2025
Department:	Planning & Economic Development
Agenda Section:	Regular
Public hearing:	No
Date of public hearing:	N/A

#### PRESENTER/INFORMATION CONTACT

Maj. Andy Simmons, Assistant Chief of Police  
Shannan Campbell, Planning & Economic Development Manager  
Dakotah Kimbrough, Planning Technician

#### ITEM TO BE CONSIDERED

**Subject:** Special Event Permit/Sponsorship – Hog Day 2025

##### Attachments:

1. Special Event Permit Application: Hog Day 2025
2. Draft Event Layout

##### Summary:

Hog Day is planning on returning the weekend of Sept. 12-13 to River Park and the Farmer's Market Pavilion. It is anticipated that approximately 5,000 individuals will participate in the event over the course of the weekend. The festival features activities such as live music, a vintage car show, the "Pigs on Parade," 5K run, arts and craft vendors, BBQ contest, and more. Setup begins the evening of Sept. 11, and breakdown is to be completed by Sept. 14. Equipment will be left on-site that Friday night. Event organizers are requesting that the town sponsor additional trash rollout carts, street closures and traffic control, and police assistance with street closures.

##### Issues:

The annual Hog Day logistics meeting held on Aug. 19 at 2 p.m. was not as productive as anticipated. Event coordinator(s) still had incomplete paperwork, despite the event being less than a month away (Sept. 11–13). This has now become a yearly pattern, and for the third year in a row, event organizers have failed to complete the requirements needed to run a safe event.

With an event that regularly brings in more than 3,000 people, the lack of permits, vendor lists, and an adequate safety/operations plan creates a serious public safety risk. The current plan and special event application is recycled from year to year and is full of outdated maps, overcrowded vendor layouts, and an evacuation plan that does not reflect the current site conditions for plans for the event.

Both the Hillsborough Police Department and the Orange County Sheriff's Office have already recommended canceling the 5K because no new route has been provided, with Gold Park and parts of Riverwalk being closed.

##### Outstanding items include:

- **Special Event Permit – Town application is outdated, it's missing Certification of Insurance for the event and needs an updated, final site plan**

- **Special Event Permit Fee – still owed (\$75)**
- **ABC Permits – not provided for alcohol vendors**
- **Special event sign permits – not obtained**
- **Updated 5K route – unresolved**
- **Updated safety/operations plan/emergency action plan – not provided**
- **Final Road Closure Plan**
- **Heat or Inclement Weather Plan**
- **Vendor list – not provided yet**

**Financial impacts:**

Medium; however, sponsorship is being requested for town services, so department-level costs are associated with Public Works and Police event assistance.

**Staff recommendation and comments:**

Staff has contacted the event organizer and recommended that they provide or resolve the outstanding items listed or may be turned down for event sponsorship by the town board. Staff recommended event organizer to attend the Aug. 25 Board of Commissioners work session.

Staff recommends that this event not take place in future years if it cannot be organized with all documentation reflective of the plans for that years' event, prior to June 1.

**Action requested:**

Approve, approve with conditions, or deny the permit and subsequent road closures/greenway use/sponsorship of police and trash assistance.