



City of Hendersonville SPECIAL EVENT APPLICATION



An application for a permit to conduct a special event pursuant to Section 28-39, Hendersonville City Code.
Please reference the City's Special Event Policy for additional information about the application process.
Note: The person responsible for the special event, or his/her designee, must be present for the duration of the event.

Submit This Completed Application & All Supporting Material Outlined Below To:

Community Development Department City of Hendersonville

100 N. King Street Hendersonville, NC 28792 Phone #: (828) 233-3219

Name of Special Event: 76th North Carolina Apple Festival

Event Sponsor: North Carolina Apple Festival, Inc Phone #: 828-697-4557

Sponsor Address: P. O. Box 886 Hendersonville, NC 28793

Authorized Event Coordinator: David Nicholson

Cell Phone #: 8286065628

Email: apple@ncapplefestivla.org

Requested Event Date(s): 9/1-5/2022

Requested Event Hours: 6:00 9/1 92-5 10:00 to 10:00

Estimated Past Attendance: 250,000

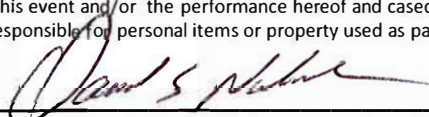
Predicted Attendance: 250,000

Past Vendor Participation: 200

Predicated Vendor Participation: 200

"Hold Harmless Agreement"

By signing this agreement, the sponsor will hold harmless the City of Hendersonville, its officers, employees and agents, the Public Works Department and staff free and harmless from and against any and all losses, penalties, damages, settlements, costs, charges professional and attorney's fee or other expenses or liabilities of every kind and character arising out of or relating to any and all claims, liens, demands, obligations, actions, proceedings or causes of action of every kind and character in connection with or arising directly or indirectly out of this event and/or the performance hereof and caused by the negligence of the Sponsor. The Sponsor will take full responsibility. The City of Hendersonville will not be responsible for personal items or property used as part of event.

Signature of Authorized Event Representative: 

Date: 03/21/2022

APPLICANT CHECKLIST

Please reference the City of Hendersonville's Special Event Policy for additional information about the requirements listed in the checklist below.

- ☐ Event Description, Statement of Public Benefit & Public Services Required (REQUIRED) - Page #2 in application
- ☐ Event Marketing Strategy & Budget (REQUIRED) - Page #3 in application
- ☐ Event Site Plan (REQUIRED) - Page #4 in application
- ☐ Event Impact Notification (REQUIRED) - Page #5 in application
- ☐ Formal Event Notice (REQUIRED)
- ☐ Vendor Application & Electrical Needs (AS NEEDED) Page #6 in application
- ☐ Event Insurance (REQUIRED)



City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT DESCRIPTION, STATEMENT OF
PUBLIC BENEFIT AND PUBLIC SERVICES REQUIRED



Please provide a detailed "Event Description" along with your "Statement of Public Benefit" and "Public Services Required" for review.

Please reference the City's Special Event Policy for additional information about this application requirement. Feel free to attach your response to this sheet.

Name of Special Event: **76th North Carolina Apple Festival**

Event Description:

The North Carolina Apple Festival is WNC Premier Family Festival. It consists of a Street Fair, Entertainment, Parade and many Community Events

Statement of Public Benefit:

According to a study that we did a few years ago, our economic was 12.5 million dollars outside of the Street Fair

Public Services Required:

Police, Fire, Public Works, Community Development



**City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT MARKETING: STRATEGY AND BUDGET**



Please provide an "Event Marketing Strategy" along with your "Marketing Budget" for review.
Please reference the City's Special Event Policy - page 5 for additional information about this application.
Feel free to attach your response to this sheet.

Name of Special Event: 76th North Carolina Apple Festival

Event Marketing Strategy:

We usually spend \$20,000 in media buys through newspapers, radio, TV and on-line sites

Marketing Budget:

\$20,000



**City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT SITE PLAN**



Please provide a detailed "Event Site Plan" and your notification guarantee. Please reference the City's Special Event Policy - page 5 for additional information about this application requirement. Feel free to attach your site plan to this sheet.

Name of Special Event: **76th North Carolina Apple Festival**

Event Site Plan:

See Attached for festival vendor layout.

DETAILS:

EVENT START: Thursday at 6pm; street closure complete at 5pm. Vendors will be lined up at Courthouse parking lot. Setup occurs Thursday night.

CLOSURE: Main street is closed from 7th to Kanuga/Caswell, all avenues closed between Church and King except 7th, 6th; East side of Barnwell is left open for food vendor access.

On Friday at all there will be an opening ceremony at 4pm followed by one entertainment act including confetti cannons, which the event organizers promised to clean up. On Saturday the headliner band will start at 5pm and things should be shutting down both nights around 8pm. All food vendors will be located at Wells Fargo block. The visitors center block is the kids activity block. Between 6th and 7th is the exhibit block. Handicap parking is located at city hall. The stage is located at the old courthouse.

EVENT END: Monday after the parade; Breakdown will start from 2nd ave to 7th ave on Sunday for 3-day vendors so there will be room for people to attend the parade. The rest of the vendors will breakdown once the parade ends Monday around 4pm.

PD:

Night security starting at 8pm
Assistance with street closure
Command post/information table

PW:

Barricades and signage for street closure
Key to the Public Restrooms so organizer can clean/stock the restrooms.
Bears need to be moved from street corners

FIRE/EMS:

Fire inspections each morning of the event

PARADE:

Parade is Monday; vendors set up on Oakland 11-1130am using Bearcat Blvd and parking in front of the high school. Main street closes before 2:30pm going south from Oakland down. Parade starts at 5 points and goes to Caswell. about 65 entries, minimum.



**City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT IMPACT NOTIFICATION REQUIREMENT
(FOR COMMERCIAL AREAS)**



Event applicants are required to notify, by a formal notice, all residents, businesses, places of worship and schools that are affected by street and sidewalk impacts related to your event. This notice must be submitted with the event application to the Special Events Committee for review prior to notification delivery, and example format for this notification is included in the City's Special Events Policy appendices.

Once approved by the Special Events Committee the notice must then be mailed or hand delivered to impacted areas at least twenty days prior to your event. Information on the notice should include, but not be limited to; the name of the event, event date(s), time(s) of event and overall impacts (including set-up and tear down), specific location of impacts, type of activity and telephone number where the public can contact your organization about the event.

Failure to comply with the notification requirement can result in the cancellation, postponement or other significant restrictions to your event or future events. The Special Event Committee requires that the Authorized Event Organizer verify that this notification will take place, please see below.

NOTIFICATION GUARANTEE: I hereby certify that all residents, businesses, places of worship and schools affected by any street closures and sidewalk impacts related to this event and outlined in this application's "Event Site Plan" will be notified at least 20 days prior to the event with the attached notice by the Authorized Event Coordinator or designee.

Authorized Event Coordinator's Signature _____



City of Hendersonville
SPECIAL EVENT APPLICATION
VENDOR PERMITS AND ELECTRICAL NEEDS



Complete the form below based on the number of vendors and types of electrical connections required for your event. If you have questions about the electrical requirements for your event please contact the City Public Works Department at (828) 697-3000.

Name of Special Event: 76th North Carolina Apple Festival
Authorized Vendor Coordinator: David Nicholson Phone #: 8286974557
Cell Phone #: 8286065628 Email: apple@ncapplefestival.org

Please calculate your event vendor fees & electrical usage fees below.

Total # 65 of Retail Vendors X \$15 = 975

Total # _____ of Single-Day Food Vendors X \$30 = _____

Total # 23 of Multi-Day Food Vendors X \$55 X Total # 1265 of days = 5060

Total Vendor Fee Due: 6036=5

Electrical Requirements: Location of electrical needs to be included on Event Site Plan.

((Total # of connections @ 20 Amps or less _____) x (# of days _____)) x \$25 = _____

((Total # of connections @ 21 to 50 Amps _____) x (# of days _____)) x \$50 = _____

((Total # of connections @ 50 Amps or more _____) x (# of days _____)) X \$100 = _____

Total Electrical Usage Fee: 8500

Total of All Event Fees: 14,535

All Event and Vendor Fees are to be submitted prior to the event. Checks can be made out to the "City of Hendersonville." Payment is accepted in person at

145 Fifth Avenue East
Hendersonville, NC 28792

Please remit payment along with the final invoice you receive from the Community Development Department.