



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, Downtown Division
160 6th Ave E Hendersonville, NC 28792 Phone #: (828) 233-3205

Name of Special Event: Historic 7th Avenue District Pup Crawl

Event Producer: Blue Ridge Humane Society Phone #: 828-692-2639

Producer Address: 1214 Greenville Hwy, Hendersonville, 28792

Authorized Event Coordinator: Laresa Griffin

* this should be the person who is the primary event contact

Cell Phone #: 828-329-8108 Email: lgriffin@blueridgehumane.org

Street Closure Date(s): June 24, 2023 Requested Closure Hours: 10:30pm - 6:30pm
* Include Dates for Setup

Event Dates: June 24, 2023 Event Hours: 12pm - 5pm

Estimated Past Attendance: 150 Predicted Attendance: 250

Past Vendor Participation: 32 vendors Predicated Vendor Participation: 20 vendors

"Hold Harmless Agreement"

By signing this agreement, the producer 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: [Signature] Date: 2-17-23

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 & Safety 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 MARKETING STRATEGY



Please provide a detailed description for each section below. 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: **Historic 7th Avenue Pup Crawl**

Event Description: This event raises funds and awareness for Blue Ridge Humane Society by encouraging people to purchase a "pupport" (instead of passport) and visit a number of destinations with their dogs in the Historic 7th Avenue District. Each destination hosts an activity for the dogs, like Paw Art, pics with your pet, an

Statement of Public Benefit:

Blue Ridge Humane Society (BRHS) is dedicated to ensuring the highest quality of life for animals in Henderson County and our neighboring communities through adoption, outreach, and education. The Historic 7th Avenue Pup Crawl will not only be fun for the community and boost businesses in the District; it will also help BRHS raise money to fund our impactful programs here in Henderson County.

Potentially bringing 250+ people to the area during the event timeframe, local businesses and the Farmers Market will see an increase in traffic and sales that day. More people will become aware of Event Marketing Strategy and Budget:

The Historic 7th Avenue Pup Crawl is presented by Hunter Subaru and will be cross-promoted heavily between Hunter Subaru and BRHS. A representative from BRHS and Hunter Subaru will be guests on "Local Focus" on WTZQ Radio to talk about the upcoming event. Along with a press release to local media outlets to announce the event, we ' ll advertise on all local calendars (hendoevents.com, Community Foundation of Henderson County, visithendersonvillenc.org, WLOS community calendar, WTZQ Q-munity Events, and more). Our own social media pages (on Facebook and Instagram) will be very active with information about this event and promotion of our sponsors and participating businesses. It will also be advertised in the BRHS e-news, volunteer newsletter, BRHS Thrift Store newsletter, and BRHS printed newsletter this spring. Each of the participating businesses will also help advertise the event online, through social media, and with advertisement cards and flyers in their businesses for 6-8 weeks ahead of the event date.

Our budget for this event is intentionally quite simple, allowing 97% of funds raised to go directly toward our work with animals and pet families.

Revenue from sponsorships – \$15,000 projected
Revenue from pupports - \$3,125 projected
Revenue from vendors - \$2,000 projected
Revenue from participating business donations - \$400
Total revenue: \$20,525

Expenses from advertising: \$350 projected



City of Hendersonville
SPECIAL EVENT APPLICATION
CITY SERVICES REQUIRED



Please review the closure types below and note the type of closure most closely related to your event. If you have different requests that are not represented below, please add to notes.

Note that the Special Events Committee reserves the right to adjust event type based on city services required for production of event.

Event Type: Class D x 1 **# of Days =** \$75

(Note HALF DAYS only if the event requires an evening setup before the event)

Notes (any deviation from event closure): _____

CLASS A - \$700 per day

- Closure of Main Street for the scale of the Apple Festival and Garden Jubilee (Streets, Avenues and partial blocks on avenues).
- Additional resources in cleanup and garbage pickup are required to manage impact for this scale of event.
- When the day of the street closure is for an evening setup, the per day fee is ½.
- All streets and avenues are fully secured with water barricades after setup is complete. Barricades and street closures should be watched by volunteers during breakdown to ensure safe breakdown.
- Vehicles will be towed if parked after designated time

CLASS B - \$450 per day.

- Closure of Main Street is from 6th Avenue to Allen Street with avenues closed.
- Events have less attendance and therefore less impact on garbage pickup and maintenance.
- All streets and avenues are fully secured with water barricades after setup is complete. Barricades and street closures should be watched by volunteers during breakdown to ensure safe breakdown.
 - One entrance/exit may be barricaded with a vehicle closure in lieu of a filled water barricade
- Vehicles will be towed if parked after designated time

CLASS C - \$300 per day.

- Main Street closure from 6th Avenue to Allen Street, with each Avenue open to incentivize opening the cross-streets and have a lower impact on downtown traffic.
- Events have lower attendance therefore safe for cross streets to be open and less impact on trash/cleanup.
- Additional signage for traffic and pedestrians shall be included to make sure there is awareness.
- Event organizer may choose to work around vehicle rather than towing. Under no circumstances can a vehicle leave while the street is closed, and pedestrians are on the street.

CLASS D - Less than 2 block closure - \$75 (1 block) \$150 (2 blocks). This includes the Courthouse Square Block.

CLASS E - Parking Spaces for Courthouse Plaza - \$50 per day

- Parking enforcement for event hours only on the courthouse side of the street.

OTHER

- Events that do not fall within these classes will have fee assessed by need determined by special events committee based on the block closure rate.
- Garbage and recycling cans - \$40
- Use of electricity and/or water
- Off duty officer and EMS rates are applied separately.



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What City services are you requesting for this event? Check all that apply.

NOTE: The Special Event Committee for the City of Hendersonville may make some city services required based on the event logistics and safety

- ☒ Road, sidewalk, or parking space closure
- ☐ City Park reservation (park name): _____
- ☒ "No Parking" signs (can specify time frame on sign) Barricades and/or cones barricades on Barker St.
- ☐ Additional Trash/recycling receptacles
- ☐ Off-duty police
- ☐ Off-duty fire/EMS
- ☐ Electricity access
- ☐ Water access
- ☐ Early/Late 5th Avenue public restroom hours
- ☐ Other

Please provide further explanation (i.e., if road closure is requested, what roads and during what time frame?):

We would like to set up our vendor fair on Barker Street from 7th Avenue to E. Pace Street, beginning at 11am so that people visiting and shopping the Farmers Market can also visit the Pup Crawl vendors. We think having the two simultaneously will be advantageous for both groups and will bring even more people to the District. We would request that segment of Barker Street be closed by 10:45am and reopen at 6pm.

Will this event be pet-friendly? Please note that per City Ordinance, leashed pets are allowed within city limits. If event organizers wish to disallow pets at an event, it is up to the organizers to advertise and enforce this rule.

- ☒ Yes, this is event will be pet friendly.
- ☐ No, this event will not allow pets.

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EVENT SITE AND SAFETY 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.

Event Site Plan: Please draw or attach a visualization of your proposed use of public space(s) including important aspects such as road closures, port-o-johns, inflatables, stages, etc.

Please see attached event site plan.

No other streets will be closed in the area for this event besides Barker Street from the intersection with 7th Avenue south to E. Pace Street. We request closure of this section of Barker Street from 10:45am until 6pm. This will be the designated area for the Pup Crawl Vendor Fair.

Event Safety Plan: The Special Events Committee will make recommendations and further work with you on event safety and logistics. Please describe as best as you can:

1. Please describe your vendor load in and load out plan and how traffic will be managed
2. Describe your plan in case of weather event or early cancelation (notifying vendors, managing traffic for load in, load out, etc.

Pup Crawl parking will be in designated parking spaces along the streets in and around the district and also at St. James Episcopal Church. Vendor parking will be close to Barker Street. I have contacted Michael Thompson about the possibility of using his vacant lot for vendor parking.

Load in for the vendor fair will be from 7th Avenue, between 11am and 11:30am. Barricades will remain there to keep Barker Street closed except for Pup Crawl vendors. All vehicles will travel from 7th Avenue, down Barker Street, toward E. Pace Street. Each vehicle will stop at their designated space to drop materials and then move vehicles to the empty lot at the corner of Barker Street and E. Pace Street. At 5pm, vendors will begin bringing their cars from that lot back toward 7th Avenue on Barker Street. Barricades will remain in place on either end of Barker until vendors are cleared out, then Barker Street will reopen at 6:00pm.

In case of a weather event or early cancelation, vendors will be notified by BRHS staff who are already assigned to the vendor area (to answer questions, direct traffic, and monitor vehicles from either end of Maple Street). Vendors will pack up immediately and will follow planned exit procedures by going to get their vehicles at the lot on the corner of Barker Street and E. Pace Street and bringing their cars up Barker Street toward 7th Avenue; loading up, and exiting onto 7th Avenue.

In case of a weather event or early cancelation, attendees visiting the participating businesses will be notified by staff or volunteers who are already assigned to each business (to greet customers and help business staff with their chosen pet activities). Each business will be



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**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

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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: Historic 7th Avenue Pup Crawl
Authorized Event Coordinator: Laresa Griffin Phone #: 828-692-2639
Cell Phone #: 828-329-8108 Email: lgriffin@blueridgehumane.org

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

Any adjustments to # of vendors and electrical usage can be made up to 2 weeks prior to event.

Event Type: ^{Class D} _____ x # of Days 1 = \$75

Total # _____ of Single-Day Food Vendors X \$30 = 0

Total # of Multi-Day Food Vendors _____ X \$55 X Total # of days = 0

+ Application fee= \$25

Total Event Closure Fees: \$100.00

Electrical Requirements: Location of electrical needs to be included on Event Site Plan. Any adjustments must be submitted no later than 2 weeks before the event.

((Total # of connections @ 20 Amps or less _____) x (# of days _____)) x \$25 = 0

((Total # of connections @ 21 to 50 Amps _____) x (# of days _____)) x \$50 = 0

((Total # of connections @ 50 Amps or more _____) x (# of days _____)) X \$100 = 0

Total Electrical Usage Fee: 0

Total of All Event Fees: \$100.00

Application Fee is Due at the Special Events Committee Meeting For Approval

½ of all event fees due 2 weeks prior to event

½ of all event fees due within 2 weeks following the event

Checks can be made out to the "City of Hendersonville ATTN: Special Event Fees."

Payment is accepted in person at
160 Sixth Avenue East
Hendersonville, NC 28792

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

Amended Pup Crawl supporting documents

Submitted 02/17/2023

Event description: This event raises funds and awareness for Blue Ridge Humane Society by encouraging people to purchase a "pupport" (instead of passport) and visit a number of destinations with their dogs in the Historic 7th Avenue District. Each destination hosts an activity for the dogs, like Paw Art, pics with your pet, an agility course, etc. This year, the event will also feature a vendor fair along Barker Street.

Statement of public benefit: Blue Ridge Humane Society (BRHS) is dedicated to ensuring the highest quality of life for animals in Henderson County and our neighboring communities through adoption, outreach, and education. The Historic 7th Avenue Pup Crawl will not only be fun for the community and boost businesses in the District; it will also help BRHS raise money to fund our impactful programs here in Henderson County. Potentially bringing 250+ people to the area during the event timeframe, local businesses and the Farmers Market will see an increase in traffic and sales that day. More people will become aware of the Historic 7th Avenue District and all it offers. We also hope they will see it as a quick hop over from Main Street and enjoy the full scope of our lovely downtown while they are in the area.

Event marketing strategy and budget: The Historic 7th Avenue Pup Crawl is presented by Hunter Subaru and will be cross-promoted heavily between Hunter Subaru and BRHS. A representative from BRHS and Hunter Subaru will be guests on "Local Focus" on WTZQ Radio to talk about the upcoming event. Along with a press release to local media outlets to announce the event, we'll advertise on all local calendars (hendoevents.com, Community Foundation of Henderson County, visithendersonvillenc.org, WLOS community calendar, WTZQ Q-munity Events, and more). Our own social media pages (on Facebook and Instagram) will be very active with information about this event and promotion of our sponsors and participating businesses. It will also be advertised in the BRHS e-news, volunteer newsletter, BRHS Thrift Store newsletter, and BRHS printed newsletter this spring. Each of the participating businesses will also help advertise the event online, through social media, and with advertisement cards and flyers in their businesses for 6-8 weeks ahead of the event date. Our budget for this event is intentionally quite simple, allowing 97% of funds raised to go directly toward our work with animals and pet families.

Revenue from sponsorships – \$15,000 projected

Revenue from pupports - \$3,125 projected

Revenue from vendors - \$2,000 projected

Revenue from participating business donations - \$400

Total revenue: \$20,525

Expenses from advertising: \$350 projected

Expenses from City fees: \$100 projected

Expenses – incidental: \$150 projected

Total expenses: \$600

Net revenue: \$19,925

Most advertising will be free, with the exception of printing of the flyers and cards for 7th Avenue District businesses to help promote. Other expenses will include City fees for closure of Barker Street and event application fees. We'll leave a little wiggle room (\$150) for other unknown expenses.

Event safety plan: Pup Crawl parking will be in designated parking spaces along the streets in and around the district and also at St. James Episcopal Church. Vendor parking will be close to Barker Street. I have contacted Michael Thompson about the possibility of using his vacant lot for vendor parking. Load in for the vendor fair will be from 7th Avenue, between 11am and 11:30am. Barricades will remain there to keep Barker Street closed except for Pup Crawl vendors. All vehicles will travel from 7th Avenue, down Barker Street, toward E. Pace Street. Each vehicle will stop at their designated space to drop materials and then move vehicles to the empty lot at the corner of Barker Street and E. Pace Street. At 5pm, vendors will begin bringing their cars from that lot back toward 7th Avenue on Barker Street. Barricades will remain in place on either end of Barker until vendors are cleared out, then Barker Street will reopen at 6:00pm. In case of a weather event or early cancelation, vendors will be notified by BRHS staff who are already assigned to the vendor area (to answer questions, direct traffic, and monitor vehicles from either end of Maple Street). Vendors will pack up immediately and will follow planned exit procedures by going to get their vehicles at the lot on the corner of Barker Street and E. Pace Street and bringing their cars up Barker Street toward 7th Avenue; loading up, and exiting onto 7th Avenue. In case of a weather event or early cancelation, attendees visiting the participating businesses will be notified by staff or volunteers who are already assigned to each business (to greet customers and help business staff with their chosen pet activities). Each business will be responsible for making their own decisions on closures, but attendees to the Pup Crawl will be notified by BRHS staff of the emergency or situation.

Event Site Plan
 Blue Ridge Humane
 and Crawl, June 24,
 2023

