



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: Walk to End Alzheimer's - Henderson County

Event Producer: Alzheimer's Assoc Phone #: 828-398-5780

Producer Address: 4600 Park Rd Suite 250 Charlotte NC 28209

Authorized Event Coordinator: Meredith Willis

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

Cell Phone #: 828-244-8478 Email: mmwillis@alz.org

Street Closure Date(s): 09/30/2023 Requested Closure Hours: 7am - 12pm

\* Include Dates for Setup

Event Dates: 09/30/2023 Event Hours: 7am - 12pm

Estimated Past Attendance: 100 Predicted Attendance: 125

Past Vendor Participation: 4 Predicated Vendor Participation: 5

"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: Kathleen Schubert Date: 2/27/23

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: Walk to End Alzheimer's - Henderson County

Event Description: Nationwide Walk to raise awareness and funds for support, care and research of Alzheimer's and other dementias.

**Statement of Public Benefit:**

Held annually in more than 600 communities nationwide, Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support and research.

**Event Marketing Strategy and Budget:**

We have a statewide budget that get distributed among 17 Walks.

We have marketing for the Walk that is created through posters, social media and sponsorships. There are sponsor levels that are created and marketing that covers, pre-walk materials, t-shirts, social media, post-walk materials, mobile apps, walk day signage, etc.





**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:** D x **# of Days =** 1

**(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.



City of Hendersonville  
SPECIAL EVENT APPLICATION



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
- ☐ 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?):

Early opening of restrooms closest to old courthouse on 5th Ave W across from parking garage

Option D of One block closure at the old downtown courthouse

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.

## **City of Hendersonville SPECIAL EVENT APPLICATION**

### **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. Note the red star is the old courthouse and will be where we do our opening ceremony with dj and info

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.

This event is rain or shine. In case there is a weather emergency we will ask all participants to return to their vehicle since we do not have a shelter to flee to.

Vendors will load and unload from closest parking area. We are only asking for 1 block to be closed. Participants will park at parking deck or any other parking area available.

We will have a full emergency plan on that day that covers emergencies, weather, missing person, EMT assistance, etc.





**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 Katherine Lambert

**City of Hendersonville**  
**SPECIAL EVENT APPLICATION**

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: Walk to End Alzheimer's  
Authorized Event Coordinator: Meredith Willis Phone #: 828-398-5780  
Cell Phone #: 828-244-8478 Email: mmwillis@alz.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: D x # of Days 1 = 75

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

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

+ Application fee= \$25

Total Event Closure Fees: \$100

**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 =       

((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:**       

**Total of All Event Fees:**       

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.

## **Walk to End Alzheimer's Henderson County Walk Route**

- Starting at the Historic Courthouse and head on 1<sup>st</sup> Ave toward Grove Street (use sidewalk on left)
- Left on N Grove St
- Left on 5<sup>th</sup> Ave East (stay on sidewalk) to N Justice St
- Left on N Justice St (follow sidewalk where it is. May need police to help follow sidewalk crossover)
- Left on 1<sup>st</sup> Ave and follow back to N Main to courthouse yard

We can use volunteers at cross walk intersections. The only issue we may have is where the sidewalk changes sides of the street on N Justice.



