

Hendersonville Proposed Special Events Policy Updates- Special Events Committee January 2022

Summary:

Main Street in Downtown Hendersonville has become more popular among event organizers to be the prime location for events and festivals. As events become more prominent, the internal special events committee would like to standardize the special event processes and fees. The following challenges and solutions are outlined below:

1. Challenge – Barricades

Depending on the street closure and staff time available, different barricades have been used to close the street. Some events have had the sawhorse barricades, some use water barricades (unfilled) and some have used filled water barricades.

- Filled water barricades take a substantial drain on public works staff time.
- Water barricades (unfilled) additionally take substantial public works staff time to unload and pick up before and after each event
- The sawhorse style barricades do not provide adequate safety barrier for vehicles

a) **Proposed Solution – Using vehicles for road closures** - Staff proposes that for smaller, 1-2 block street closures, event organizers can use vehicles and sawhorse barricades to block traffic. This would be most useful for events in the courthouse square. This would allow event organizers to close the street when needed and use the sawhorse barricades and street closure signage to signify to oncoming traffic with the added vehicle barrier to prevent safety issues. Vehicles could also be used to bookend larger street closures, protecting the outer perimeters of the event.

b) Proposed Solution – AST Modular Barrier

Chief Myhand and Tom Wooten have reviewed a new traffic solution – AST Modular Barrier

PRO's of AST Modular Barriers

- These barriers provide substantial protection for event attendees.
- The barriers would take less staff time to install.

CON's of AST Modular Barriers

- Expense: barriers are \$1400 per unit, and would require 6-7 units per lane for adequate safety



Lack of mobility: currently, barricades are placed the day before by public works, and event organizers will pull the barricades to block the road. AST barriers would need to be placed by public works at the time of closure, which would require weekend staff time or installation of the road closure the day before the event. This would cause a substantial change to the logistics for event organizers who do one-day events and would have a need to do the street closures the night before on Saturday street closures, creating a longer time for street closures and impacting businesses and residents.

2. **Challenge: Event fees.** The current fee structure is based on number of vendors. However some events have a larger footprint with fewer vendors, so the vendor fee is not adequately reflective of the costs of the event. Vendor fees do not adequately cover the costs of producing events from the city's end, and the number of vendors associated with an event has more of a transitive impact on the city rather than a tangible, direct impact, such as the need for barricades. Additionally, coordinating with organizers to produce the exact number of vendors ahead of the event in an effort to create an invoice and vendor permits can be challenging due to the nature of event planning.

Background information - Apple Festival Barricade Expenses (Parks Dept)

Total Barricades for Event - 115

- 10 Employee's to set out water barricades, 2 ½ hrs to complete
 - \$190.88/hr = \$477.20
- 6 Employee's to set up barricades and fill with water, 4 hrs. to complete
 - \$99.52/hr = \$398.08
- 10 Employee's to empty and remove water barricades, 4 hrs to complete
 - \$190.88/hr = \$763.52
- Water trucks to fill barricades - \$85/hour - \$680 to fill all barricades + \$32 (water) = \$712

Total Cost for Park's Dept. - \$2350 / 9 blocks = \$261 per block expense (divided by 5 days = \$52 per day)

\$2350/115 = \$20 per barricade

Equipment that also is used but not charged is both water trucks. I would charge for the use of the trucks. Usually, it's 4 hours for each truck to fill all barricades. I think a rate, somewhere in the neighborhood of \$85.00 per hour is fair, so that would be a total of \$680.00 for the use of the trucks.

1 block event with regular barricades for one day is \$312.56

- Materials \$28.00
- Labor \$179.56
- Equipment \$105.00

1 block event with water barricades for one day is \$529.28

- Materials \$34.00
- Labor \$207.78

- Equipment \$287.50

2 block event with regular barricades for one day is \$404.09

- Materials \$66.00
- Labor \$228.09
- Equipment \$110.00

2 block event with water barricades for one day is \$749.54

- Materials \$ 79.00
- Labor \$ 249.54
- Equipment \$421.00

Apple festival event this year had a total of \$53,050.65 before overtime with OT \$68,509.82.

- Materials \$4,416.00
- Labor \$30,918.35
- Labor W/ Overtime \$46,377.52
- Equipment \$17,716.30

This does not include the electrical needs of the events, that would be extra.

Additional expenses not accounted for:

- Trash pickup and cleaning during event (reflected in Apple Festival costs)
- Public restroom additional cleaning (Currently cleaners come 2x per day in peak season. This should at least be doubled for events based off visitor feedback - \$500 per day)
- In 2023 – loss of metered parking revenue
- Wear and tear on barricades, equipment, etc.
- Apple Festival does NOT pay for police/fire on site, other events pay police/fire staff directly. (correct?)
- Apple Festival PD - \$13,000 approx (event pays overnight time)

Proposed solutions:

- a) Remove vendor fees and replace with a flat rate street closure fee for each option:
 - a. Large Festival Main Street Closure - \$675 per day – this is for the closure of Main Street for the scale of the Apple Festival and Garden Jubilee (streets, avenues and partial blocks on avenues). When the day of the street closure is for an evening setup, the per day fee is 1/2
 - b. Medium Scale Main Street Closure - \$450 per day. ½ fee for evening setup. This is from 6th Avenue to Allen Street. Event organizers must spread their vendors to each block to encourage shoppers to visit all of Main Street

- c. Avenues Open Main Street closure - \$300 per day. This is a closure from 6th Avenue to Allen Street, with each Avenue open. This is to incentivize opening the cross-streets and have a lower impact on downtown traffic.
- d. Less than 2 block closure - \$75 (1 block) \$150 (2 blocks). This includes the Courthouse Square Block
- e. Parking Spaces for Courthouse Plaza - \$50 per day
- b) *Keep food vendor fee by per day fee (remove single day food vendor) - \$55 x # of days*
- c) Institute a \$25 application fee to cover a portion of administrative time
- d) Keep the water use fee in place (based off of metered usage)
- e) Simplify the electrical usage fee

Fee impact example:

	Apple Festival	Antique & Vintage	Garden Jubilee	Jump Off Rock Half Marathon	Parades
Retail Vendor Fees	\$975	\$900	\$2955	\$0	
Multi Day Food Vendor Fees	\$3795		\$330	\$0	
Electrical Fees	\$8500		\$2700	?	
Total - \$20,155	\$13270	\$900	\$5985	\$0	\$0
New proposed fees:					
Permit application fee	\$25	\$25	\$25	\$25	\$25
Type of closure	\$675 per day X 5 days = \$3375	\$450 per day x 1 day	\$675 per day x 3 days = 2025	\$150 2 block	
Multi Day Food Vendor Fees	\$3795		\$330		
Electrical Fees (structure TBD but should be comparable)	\$8500		\$2700		
Total - \$21,522	\$15,967	\$450	\$5080	\$175	\$25
True event cost (Public works, does NOT include electric + water)	\$68,509	~\$1200 - \$2200	~\$3000-6000	\$400	??
True costs – Police	\$13,000	\$0	<i>Paid direct</i>	<i>Paid direct</i>	??

3. **Challenge: Day of Event Point of Contact** -There have been a few occasions where an event organizer has a need the morning or day of an event and has had to call around different city staff to find someone to help them.

a) **Proposed solution:** The Downtown Division's event and marketing assistant (DEMA) will be a full-time employee (previously was 25 hrs/week) and will be the on-call staff liaison for downtown events.

- i. Most events will occur during the Farmers Market season and the events assistant will already be on site on Saturday mornings. The Downtown Division will likely want to plan to have 2 staff working the farmers market on those days.
- ii. DEMA will need to have a list of department staff to call for emergency needs:
 1. Public works
 2. Police
 3. Fire
- iii. DEMA will check in with event organizer the week before the event to make sure they have everything needed.