



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: 7th Aveune Street Fest

Event Producer: Friends of Downtown Phone #: (828) 233-3205

Producer Address: 160 6th Ave E Hendersonville, NC 28792

Authorized Event Coordinator: Terrye Jacobs

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

Cell Phone #: (828) 551-9874 Email: tjacobs@hvinc.gov

Street Closure Date(s): May 3rd, 2025 Requested Closure Hours: 6am - 6pm

* Include Dates for Setup

Event Dates: May 3rd, 2025 Event Hours: 12pm - 5pm

Estimated Past Attendance: N/A Predicted Attendance: 500

Past Vendor Participation: N/A Predicated Vendor Participation: 35-45

"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: 2/12/25

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)



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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: **7th Avenue Street Fest**

Event Description: Celebrating the completion of phase 1 of the 7th Avenue Streetscape, this event is the official 'grand opening' of the street and project. There will be live music, craft beverages, and a ribbon cutting ceremony to celebrate the 7th Avenue District.

Statement of Public Benefit:

This festival brings together local businesses, vendors, live music, and family-friendly activities, creating a vibrant space for neighbors to reconnect and rediscover everything 7th Ave has to offer. By attending, you're not just having a great time, you 're supporting local shops, restaurants, and entrepreneurs who have weathered the construction period and are ready to thrive

Event Marketing Strategy and Budget:

We will be marketing the event through:

Facebook

Instagram

Newsletters

Flyers

Radio Ads

Website News Posts

Press release

Budget: depends on sponsorship – approximately \$4000 total for event

Items that will impact budget:

Bands / entertainment

Sound equipment

Stage

Porta johns (\$175 per unit x 4 = \$700)

Swag/give aways – depends



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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 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 no parking after 5am
- 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?):

The Road closure will be the same as when the fencing from the construction was up. A Layout with closures is included on the application. Barricades on 7th at the corner from Claywood and Marcos allowing parking access at Claywood and Marcos, 2 barricades on both side of Maple Street one at the end of the Farmers Market and one just after Homemade Pasta Noodles shop, 1 barricade across the railroad track on white duck taco side, and 1 barricade on Locust Street shortly after the old Chicken Shack Building.

The closure will begin at the same time that Maple gets closed for the Farmers Market at 6am. and will reopen after the event is finished and broke down around 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.

Attached is the layout of the closure and event space.

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.

6am - Street to close at same time Maple street closes for the Farmers Market. Will need assistance regarding AST Barricades and/or water barricades for this closure

9:30am - Stage will load in and Start setting up

10am to 11:30am 7th Avenue vendor load in (drop and move – all vehicles out by 11am)

11am Band arrives - behind stage on Locust Street

Note: For the layout we need to determine how to safely barricade off the farmers market area so it is clearly blocked off when the market is going on. Maybe this can be with the van or other city vehicle?



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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

Type text here

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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: 7th Avenue Street Fest

Authorized Event Coordinator: Terrye Jacobs Phone #: (828) 233-3205

Cell Phone #: (828) 551-9874 Email: tjacobs@hvlnc.gov

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

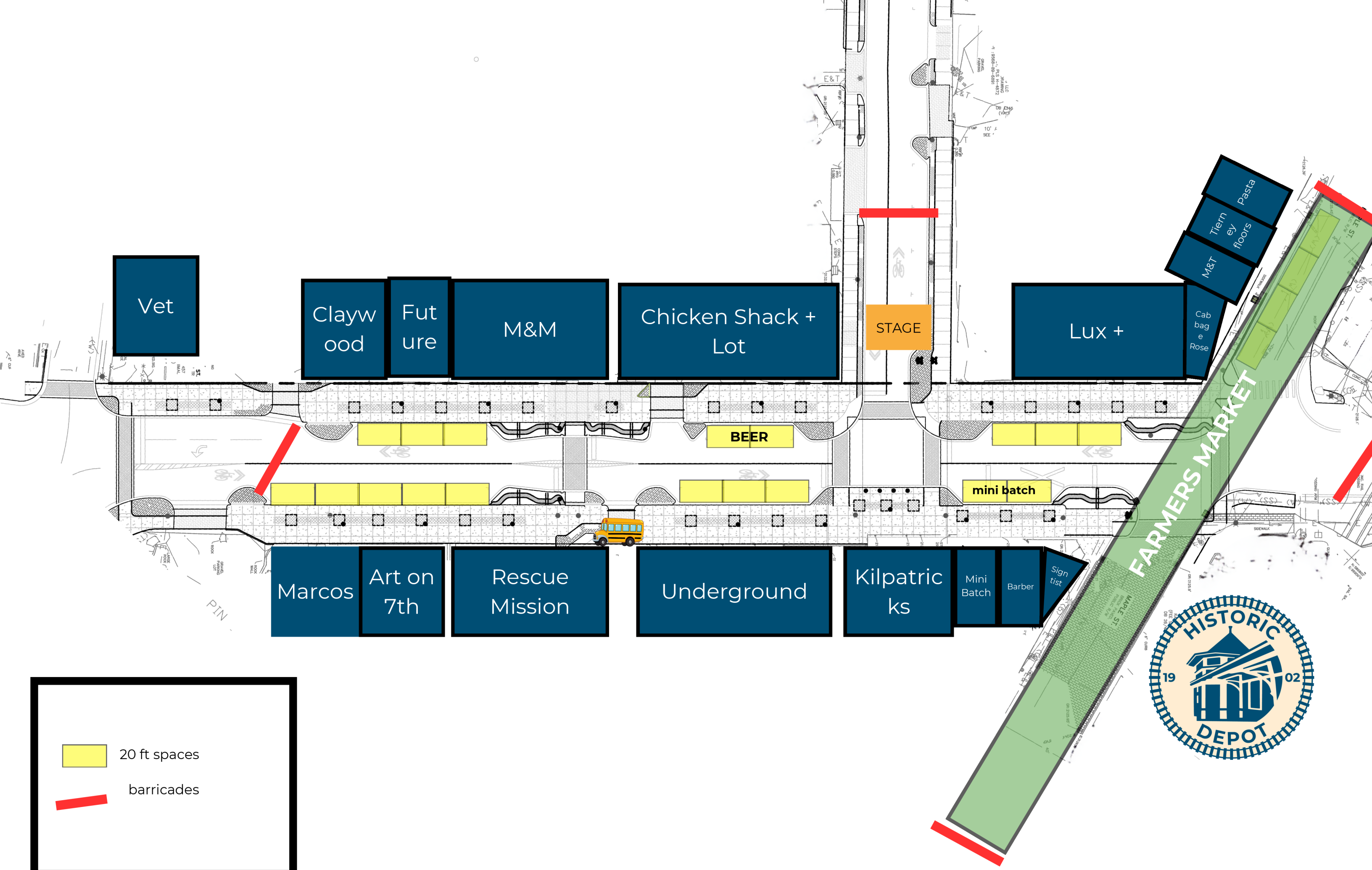
½ of all event fees due 2 weeks prior to event

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.



20 ft spaces

barricades

7th Avenue Street Fest Timeline & Planning – updated after 1/14/25 meeting and further confirmation

Staff (Jamie/Terrye/Dakota) responsible for (in red). Any additional items will need to be supported by committee members/businesses.

Event Day: May 3, in conjunction with opening day of the Hendersonville Farmers Market

DAY OF EVENT Timeline:	Event Time – 12pm to 5pm	Responsible
6am	street closure of event area in conjunction with the Farmer’s Market closure	(Terrye / Jamie) (Staff / City responsibility)
6-7:45am	Farmers Market Vendor Load In (from 5 th Avenue)	(Dakota) (Staff / City responsibility)
8am	Farmers Market Opens	Dakota (Staff / City responsibility)
9:30am	stage set up on Locust	Terrye– requesting stage from HC Parks and Rec)
10am to 11:30am	7th Avenue vendor load in (<u>drop and move</u> – all vehicles out by 11am)	Launa/Linda - responsible for vendor communication placement - (city staff will advise/support)
11am	Band arrival (from behind stage on Locust) Sound check/setup for band to start at noon	Committee member/recruit someone to be stage manager (we have a volunteer who can possibly do it) (DT staff will advise/support)
1pm	Farmers Market Breakdown begins – vendors who choose to stay for the rest of the day will be set up from the Alley to 7 th Avenue on Maple, farm vendors will break down and leave from 5 th Avenue	Dakota
2pm	Ribbon cutting and remarks	Staff + committee
2:15pm	Artscape Reveal	Diane Dean / Art League (Jamie& Terrye to meet with)
3-5pm	Music	Committee member/recruit someone to be stage manager (we have a volunteer who can possibly do it) (DT staff will advise/support)
5pm	Breakdown event	Staff + committee + volunteers

Pre-Event Responsibilities:

Task	Person responsible	deadline
Event permit application	Terrye	February
Sponsor Requests	Terrye	March
Stage	Terrye/HC Parks and Rec	
Porta Johns	Terrye	
Stage tent (downtown's 10x20)	Downtown volunteers/setup crew	
Table rentals (high tops?)	Terrye	
Vendor coordination: <ul style="list-style-type: none"> Coordinate with 7th businesses who want to set up on street for event Layout for vendors (work w/ Terrye/Jamie) 	Launa & Linda (Linda – day of help, both will talk to businesses)	Mid April
Music Coordination <ul style="list-style-type: none"> Someone responsible for coordinating music – work w/ Terrye on budget Will music bring their own sound equipment? 	Matthew is asking Derrick Stipe – try to see if he can help with the whole day for sound? STEAP has requested Kat Williams & other act	March
ABC Permit	Jamie	
Beer/brewery coordination	Jamie	
Marketing	Jamie/Dakota	
Artscape Reveal	Art League / Diane	

Budget: depends on sponsorship – approximately \$4000 total for event

Items that will impact budget:

- Bands / entertainment
- Sound equipment
- Stage
- Porta johns (\$175 per unit x 4 = \$700)
- Swag/give aways – depends

NOTES/TASKS

- Jamie will make a form that Launa/Linda can use for talking to 7th avenue businesses who might want to have a space. We will also provide a map laying out where things will occur so they know where people can go
- Businesses should have extra activities...
 - Underground will have Reaper Challenge
 - Pasta Noodles will have a pasta table
 - Other ideas... block party games, face painters, etc
- The Farmers Market will shift to cross over 7th to cover both sides of Maple for this event. Launa will handle activities on Maple, Mini Batch will be at corner by store, Brezel bus will be at alley during market and move to Underground's driveway before 7th event begins
- Maple Street North of Main will be coordinated by Launa (w/ Dakota regarding market vendors)
- Friends of DT will have a swag table with give aways
- Beer – Jamie will coordinate w/ Guidon and Southern app
 - Currently determining permitting
- Vendors will just be businesses from 7th Avenue (both businesses that are within the construction area and outside but in district) and market vendors

7th Ave Street Fest Event Safety Plan

General Requirements

FoDH (Friends of Downtown Hendersonville)

- There will be FoDH staff members on site throughout the event ensuring safe operation of the event.
- FoDH volunteers will be on site throughout the event to assist staff members with monitoring the event.
 - Volunteers go through a pre-event training and are given a manual of what to do in the event of the incidents listed below.

City

- Per City of Hendersonville special events policy all event organizers must walk through the event area with the City of Hendersonville Fire Marshall before opening of the event to ensure there is a 20' emergency lane and no other potential hazards.
- All emergency personnel and public works are given a vendor listing along with a map of the event area to assist with quickly locating calls for assistance.

Vendor

- Vendors are required to carry liability insurance and provide proof of insurance to the Friends of Downtown Hendersonville prior to an event.
- Vendors are required to tape down all electrical cords to prevent a tripping hazard.
- Vendors must ensure that their spaces are kept in an orderly fashion to prevent tripping hazards.

Minor Incident

Medical

- Henderson Count Rescue Squad and/or Hendersonville Police Officers are to be contacted immediately in case of a medical emergency.
 - The event coordinator or event staff are to report medical emergencies to the rescue squad and/or Hendersonville Police Officer(s) or officers on site that are assigned to the event.
 - 911 should be used in the event of a serious medical incident in which medical attention is needed immediately. Make sure you communicate where you are located within the event area.
 - If possible, send a bystander to locate the nearest police officer or rescue squad member.
 - Have a bystander ready to help flag down the rescue squad.
 - After the medical emergency has been reported to emergency services contact FoDH event staff to report the incident.

Non-Medical

- In the event of a disorderly patron that is not threatening anyone with physical violence please find the nearest police officer to report the incident so that they

7th Ave Street Fest Event Safety Plan

can handle the situation. Or call the Hendersonville Police Department non-emergency line 828-697-3025.

- Once the incident is reported to the police, please contact FoDH event staff to report the incident.

Inclement Weather

- Outdoor events/festivals that are deemed “rain or shine” will proceed as normal.
- In the event of a thunderstorm, the event will temporarily suspend operations and will resume operations after the storm has passed.
 - Vendors and patrons will be asked to shelter in appropriate buildings or their vehicles.
- In the event of high winds, event coordinator/staff are to recheck that all tents in use are securely anchored. Secure any items that could become airborne.
 - If the wind gusts become too strong the event will temporarily suspend operations and will resume when the wind gusts have returned to a safe speed.
 - Vendors and patrons will be asked to shelter in appropriate buildings or their vehicles.

Major Incident

Medical

- 911 should be used in the event of a serious medical incident in which medical attention is needed immediately. Make sure you communicate where you are located within the event area.
 - Have a bystander ready to help flag down the rescue squad.
 - After the medical emergency has been reported to emergency services contact FoDH event staff to report the incident.

Non-Medical

- In the event of a disorderly patron that is threatening others or themselves with physical violence or is suspected of having a weapon on them please immediately call 911 to report the incident.
 - Make sure you clearly state where you are located within the event area. If possible, have a bystander ready to help flag down responding officers.
 - Do not engage with the person and do your best to keep others away from the individual
 - Once the incident is reported to the police, please contact FoDH event staff to report the incident.
- If you receive a report of a bomb or suspicious bag/package, immediately call 911 and follow the directions of emergency services.
 - Do not touch or get near the bag/package. Only get within a safe distance to properly report the location of the item in question.

7th Ave Street Fest Event Safety Plan

- Call for back up from other FoDH events staff.
- Assist emergency personnel as directed with crowd control.

- Call 911 if you receive any reports of fire within the event area or within proximity of the event area.
 - Report the fire to FoDH event staff after the fire has been called in.
 - Begin asking vendors and patrons within proximity of the fire to maintain a safe distance from the fire.
 - Assist Hendersonville Fire Department and Police Department with crowd control as directed.

Severe Weather

- In the event of a tornado watch/warning, the event will temporarily suspend operations and will resume operations after the storm has passed.
 - Vendors and patrons will be asked to shelter in appropriate buildings.
 - FoDH event staff will monitor weather reports and will begin moving vendors and patrons to safe locations as soon as a tornado watch is issued for the area.
 - If the event area does receive a direct hit from a tornado the area will be checked by emergency personnel and FoDH events staff before allowing vendors/patrons to return to the event area.