



**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: Summer Session 5k

Event Producer: Kick It Event Management Phone #: (828) 301-2886

Producer Address: 17 Sylvan Avenue, Asheville NC 28801

Authorized Event Coordinator: Rhianna Scott

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

Cell Phone #: (828) 301-2886 Email: rhianna@kickitevents.com

Street Closure Date(s): 6/29/2024 Requested Closure Hours: 8AM-9:30AM

* Include Dates for Setup

Event Dates: 6/29/2024 Event Hours: 7AM-10AM

Estimated Past Attendance: N/A Predicted Attendance: 200-400

Past Vendor Participation: n/a Predicated Vendor Participation: 1-3 Sponsors

"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: Rhianna Scott Date: 7/10/2023

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: **Summer Session 5k**

Event Description: 5k family friendly run/walk that starts and finishes at Trailside Brewing. Event will start at 7AM on Trailside Brewing Property. Race will begin at 8AM and we estimate runners will be off of the course by 9:15AM. Event will end on Trailside Brewing Property by 10AM.

Statement of Public Benefit:

The Summer Session 5k will be a great summertime outdoor activity for the Hendersonville community. The race will invite ages 3+ for a very beginner friendly course through a beautiful neighborhood. Kick It Events will also work with a Nonprofit partner within WNC area for a volunteer based donation. The race will also support a new, local business Trailside Brewing and invite new guests to their property.

Event Marketing Strategy and Budget:

Kick It Events will promote the Summer Session 5k both locally and nationally to our base of over 9,000 runners. We will use social media marketing and email marketing to promote the launch of the race, race nonprofits/sponsors, and any event updates. We will cross promote this race with our other races as well as with other Race Director's events.

Kick It Events will design post cards to distribute at other race events and posters to place in local businesses/race sponsors. Our marketing budget is approximately \$750-1000 based on race sponsorship.



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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: OTHER x 1 # of Days =

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

Notes (any deviation from event closure): Not requesting complete closures. Race will only need rolling closures.

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
- ☐ 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?):

Not a full road closure. A rolling road closure with a police lead and bike sweep is requested on the attached course. Race will begin at 8AM and runners will be off of the course by 9:15AM.

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 find site plan & course map with cues attached. Event is requesting rolling closures and no FULL road closures. Race will be led by a police vehicle or bike lead and swept by a Kick It Events vehicle. Race will begin at 8AM and runners will be off the course by 9:15AM. Kick It Events will staff the course with course marshals to help direct runners and slow down traffic.

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 cancellation (notifying vendors, managing traffic for load in, load out, etc.

All vendors will be on Trailside Brewing property and will load in at approximately 7AM. The event will be over by 10AM and all vendors will be off property by 11AM. Any load in will be by vehicles in the parking lot of Trailside Brewing and not on the street.

Kick It Events will monitor the weather leading up to the race and communicate any delays or cancellations to all vendors/participants/etc. This race is rain or shine and will only be cancelled due to lightning or unsafe weather conditions. Kick It Events will have a PA system at Trailside Brewing and will be able to make announcements.



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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 Rhianna Scott

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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: Summer Session 5k

Authorized Event Coordinator: Rhianna Scott Phone #: _____

Cell Phone #: (828) 301-2886 Email: rhianna@kickitevents.com

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: ^{OTHER} _____ x # of Days 1 = _____

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

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

+ Application fee= \$25

Total Event Closure Fees:

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

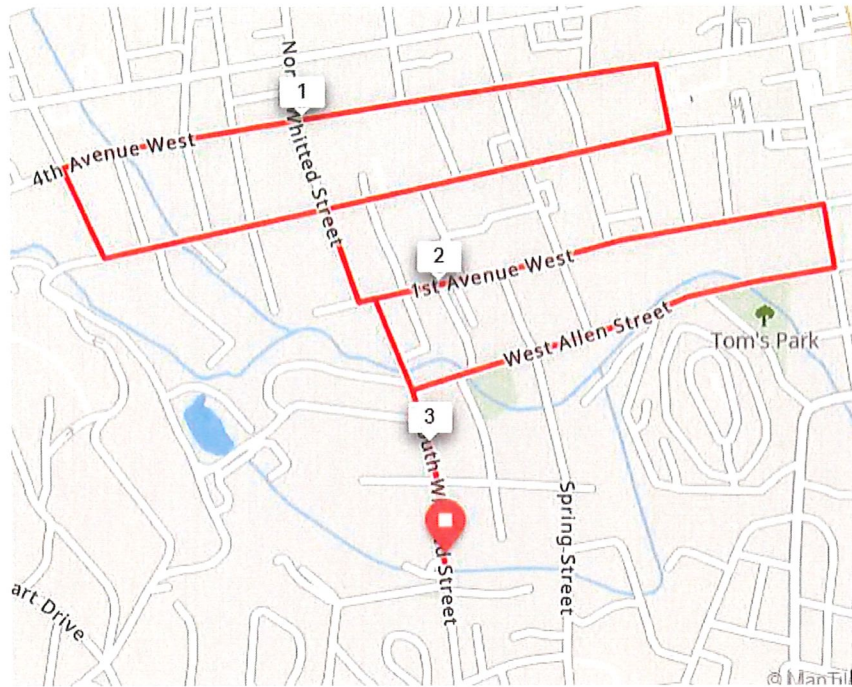
½ of all event fees due within 2 weeks following the event

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.

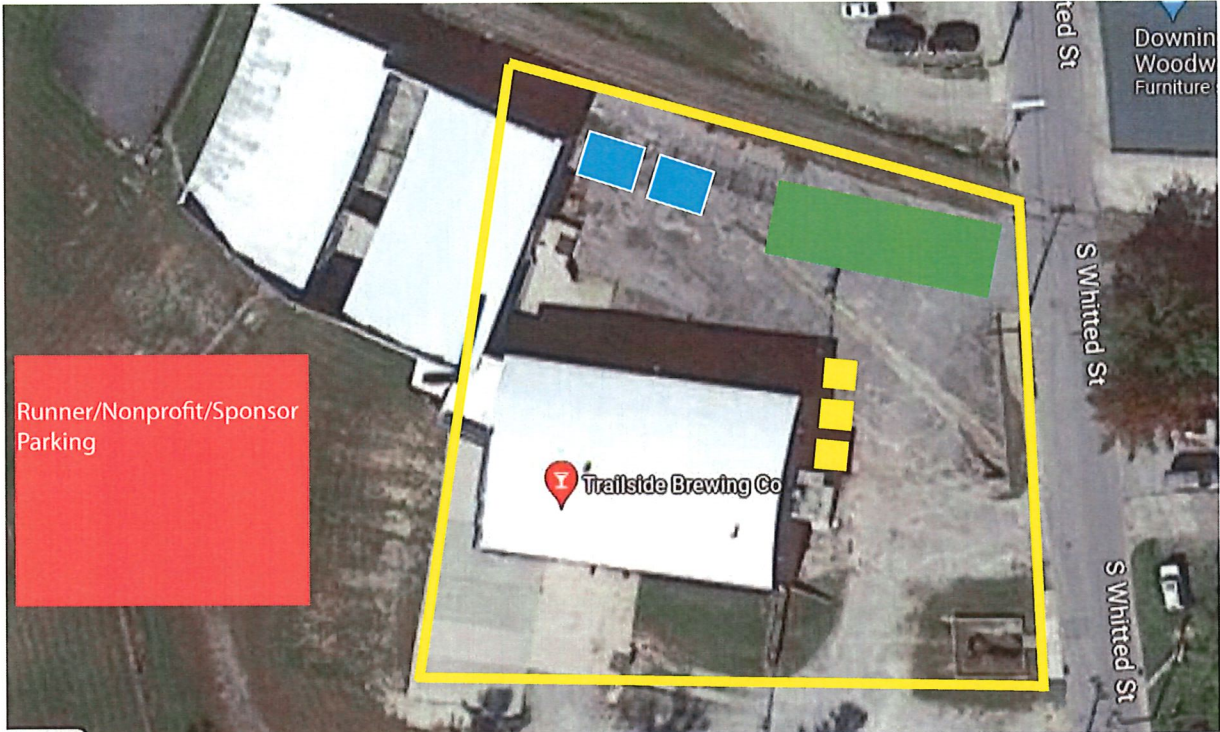
Trailside Brewing / Summer Session 5k Course Map & Cues



- Turn left onto 1st Avenue West
- Turn right onto North Whitted Street
- Turn left onto 3rd Avenue West
- Turn right onto Blythe Street
- Turn right onto 4th Avenue West
- Turn right onto Buncombe Street
- Turn right onto 3rd Avenue West
- Turn left onto North Whitted Street
- Turn left onto 1st Avenue West
- Turn right onto South Washington Street
- Turn right onto West Allen Street
- Continue onto West Allen Street
- Turn left onto South Whitted Street

Summer Session 5k 6/29/2024

NORTH



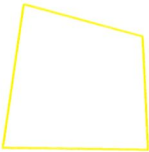
Race start/finish chute



Portajohns



10x10 tent



Event Area