



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: Grateful Hendo Block Party

Event Producer: Oklawaha Brewing Company Phone #: 828-808

Producer Address: 147 1st Ave E, Hendersonville, NC 28792

Authorized Event Coordinator: Joseph Dinan

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

Cell Phone #: 828-808 Email: oklawahabrewingcompany@gmail.com

Street Closure Date(s): 6/8/24 Requested Closure Hours: 1PM-11PM

* Include Dates for Setup

Event Dates: 6/8/24 Event Hours: 2:30-10:30

Estimated Past Attendance: 0 Predicted Attendance: 2,000

Past Vendor Participation: 0 Predicated Vendor Participation: 8

"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: [Handwritten Signature] Date: 2/6/24
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: Grateful Hendo Block Party

Event Description: Grateful Hendo is a festive homage to the music and art of the '60s and '70s, set in the heart of downtown Hendersonville. This year's celebration features classic rock band The Lads, reggae ensemble Rockstead, and a headline performance by Josh Daniels' Grateful Band, delivering beloved Grateful Dead classics.

Statement of Public Benefit:

The Grateful Hendo event significantly contributes to the economic vitality and cultural enrichment of downtown Hendersonville. By drawing both locals and visitors to the heart of our city, the festival stimulates increased patronage to surrounding businesses, including retail stores, restaurants, and cafes, enhancing overall commerce in the area.

Hotels, inns, and short-term rental properties also benefit from the influx of out-of-town guests who come to experience the music and arts scene unique to Hendersonville. This leads to increased occupancy rates and tourism revenue, supporting the local hospitality industry.

Event Marketing Strategy and Budget:

To ensure the success of Grateful Hendo, our marketing strategy encompasses a comprehensive mix of traditional and digital channels to maximize reach and engagement. We plan to run targeted radio ads on WNCW and WTZQ, capitalizing on their broad local listenership to spread the word about the festival. In addition, strategic placements in regional publications like MountainXpress will cater to arts and culture enthusiasts, providing them with detailed information about the event. We will also engage with local news organizations such as WLOS to secure wider coverage and generate public interest.

Our digital marketing efforts will include a robust social media campaign across platforms like Facebook and Instagram. Moreover, we are partnering with other local businesses to help promote the festival; these collaborations will involve displaying promotional materials and leveraging each other's networks for cross-promotion, thereby extending our reach within the community.

The budget for our marketing efforts is allocated to ensure a balanced approach, with a significant portion dedicated to radio advertising to capture the local audience's attention, followed by investments in print media and digital promotion to cover a broad spectrum of potential attendees. Collaborations with local businesses and other promotional activities will receive targeted funding to ensure every opportunity for visibility is maximized. This strategic allocation of resources is designed to ensure that Grateful Hendo is a well-attended and memorable event that benefits both the local arts scene and the broader Hendersonville community.



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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 = D1

(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
- 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?):

This festival will follow a similar map to those events that Oklawaha Brewing has produced in the past. We WILL be renting the parking lot across the street for this event nor will we have an outdoor stage.

We'd like to close First Ave East from Main St to King St (leaving the driveway for Papa John's open). See Attached map.

Because we'd like to sell alcohol, we'll be in need of off-duty police officers.

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.

See Attached

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.

We'd like to close the street down at 1PM which would give vendors an hour and a half to load in before the festival begins at 1pm. The Artisan Market will be managed by Blue Rdige Artisan Market's Brittany Shirley, who's executed artisan markets all over Western Carolina over the last few years.



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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: Grateful Hendo Block Party
Authorized Event Coordinator: Joseph Dinan Phone #: 828-595-9956
Cell Phone #: 828-595-9956 Email: oklawahabrewing@gmail.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: D x # of Days 75 = 75

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

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

+ 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 0) x (# of days 0) x \$25 = 0

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

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

Total Electrical Usage Fee: 0

Total of All Event Fees: 100

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

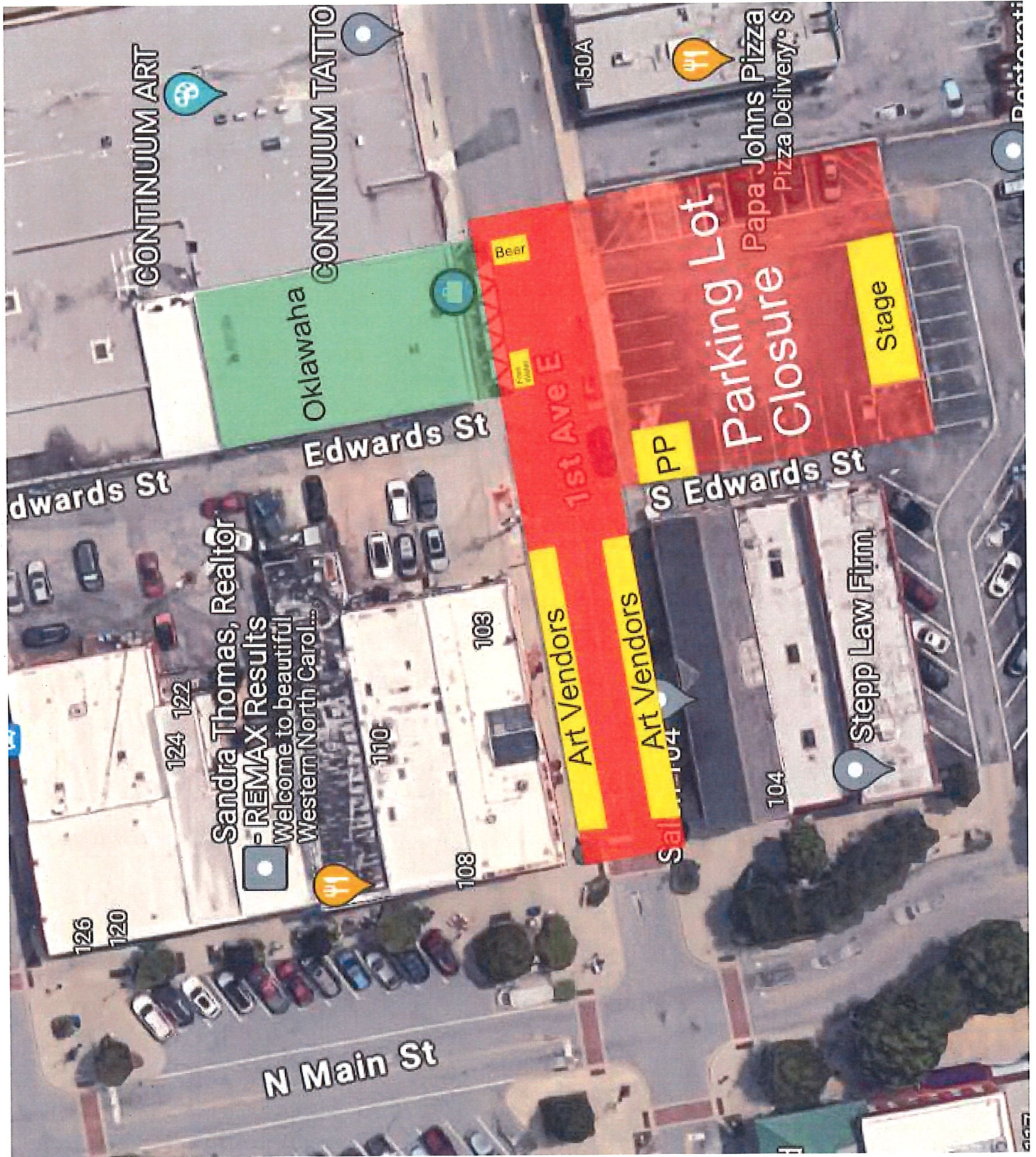
½ of all event fees due 2 weeks prior to event

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.



CONTINUUM ART

Oklawaha

CONTINUUM TATTO

Edwards St

Edwards St

1st Ave E

S Edwards St

Sandra Thomas, Realtor
-REMAX Results
Welcome to beautiful
Western North Carol...

124 122

126

120

110

108

103

104

Art Vendors

Art Vendors

Stepp Law Firm

Parking Lot
Closure

Stage

Papa Johns Pizza
Pizza Delivery

150A

N Main St