



CITY OF HENDERSONVILLE SPECIAL EVENTS COMMITTEE

Operations Center - Assembly Room | 305 Williams St. | Hendersonville NC 28792
Tuesday, April 19, 2022 – 10:30 AM

AGENDA

1. **CALL TO ORDER**

2. **APPROVAL OF MINUTES**

A. March 15, 2022 Special Events Committee Minutes

3. **OLD BUSINESS**

A. Garden Jubilee: Set Logistics Meeting

B. Update: Car Shows coinciding with Music on Main

4. **NEW BUSINESS**

A. Hendersonville's 175th Birthday Party - *Jamie Carpenter, City of Hendersonville*

B. July Fourth Festival & Fireworks - *Amy Boswell, TDA and Bridgette Thompson, Parks and Recreation*

C. July Fourth Parade - *Bessie Bright, Hendersonville Merchants and Business Association*

D. Chalk It Up - *Barbara Hughes, Narnia Studios*

E. North Carolina Apple Festival - *David Nicholson, NC Apple Festival, Inc.*

5. **ADJOURNMENT**

The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.



CITY HENDERSONVILLE SPECIAL EVENTS COMMITTEE MINUTES

Thursday, March 15, 2022 - 10:30 AM
Operations Center, 305 Williams Street

Committee members present: Tom Wooten, Public Works Director; Meredith Friedheim, Downtown Events Coordinator; Capt. Rich Olsen, Police; Sam Raph, Events and Marketing Assistant

1. CALL TO ORDER

10:43 a.m.

2. APPROVAL OF MINUTES

February 15, 2022, minutes were approved unanimously (T. Wooten/R. Olsen).

3. NEW BUSINESS

- A. Friday Main Street Car Shows** – William E Jacobs reported that the car show would be the same as 2021 with the exception of doubling the closure or increasing it by two blocks northward in order to incorporate additional cars for the car show. The closure will leave Allen Street open for cross traffic as well as a lane to allow access to Suntrust from Main Street. Public Works will need to prepare no parking signs for after 4 p.m. The organizer will not tow cars that are left in the event space; instead, they will work around them. The organizer requested water barricades for the closure and volunteered to move barricades aside to reopen the street after the event. The application was unanimously recommended for approval as presented (T. Wooten/R. Olsen) and was forwarded to City Council for final approval due to closure impact changes.
- B. Motorama** – Richard Rhodes reported that this event would be the same as in pre-pandemic years as long as there is vehicle inventory to go through with the event. This is a full Main Street closure from Sixth Avenue to First Avenue, and the avenues will all be left open to traffic. The organizer prefers sawhorse barricades although safety aspects may require water barricades. The closure will require no parking after 6 a.m. signs so that there are two hours to tow cars before the event starts. The event is usually cleared out by 4 p.m. The organizer has agreed to move barricades once the event is over. The application was unanimously approved as presented (T. Wooten/R. Olsen).
- C. Sneaky Squirrel Scavenger Race** – Lyndsey Simpson reported that 2021 was the first year for this event. The committee planning the event will meet in the coming weeks and may have updates to the layout and activities. The organizer requests to use water, the bathrooms in ball field and at the pavilion of Berkeley Park, as well as for extra trashcans for along the route and a few sawhorse barricades to block off parking. The application was unanimously approved as presented (T. Wooten/R. Olsen).
- D. Thanks to Henderson County Teachers Celebration** – Joey Moore reported that this was the first year planning this event. The requested closure is for the 100 block of Main Street

City of Hendersonville, NC

*Chair: Lew Holloway
Director of Community Development*

with most activities occurring on the Historic Courthouse Courtyard. The event will require no parking signs saying no parking after 4 p.m. The organizer has agreed to move barricades aside when the event is over. The application was unanimously recommended for approval as presented (T. Wooten/R. Olsen) and was forwarded to City Council for final approval due to closure impact changes.

- E. **Hendersonville Farmers Market** – Meredith Friedheim reported that there would be no changes to this event from 2021 and that very little public services are required. The application was unanimously approved as presented (T. Wooten/R. Olsen).
- F. **Rhythm & Brews Concert Series** – Meredith Friedheim reported that this event would have the same layout and public service needs as 2021 including the need for Public Works to fill water barrels at 10 a.m. the morning of each event. There may be a request to use city recycling and trash receptacles. The application was unanimously approved as presented (R. Olsen/T. Wooten).
- G. **Treat Street Carnival** – Meredith Friedheim reported that this event would be the same as 2021. The event hours may be adjusted slightly closer to the event. Event organizers will wait to close avenues until 3 p.m. while the Main Street closure will begin at 1 p.m. No parking after 1pm signs will be needed and should be put out first thing in the morning. T. Wooten said there may not be enough amperage in ground level outlets for vendors and that organizers should create the layout in such a way that it places vendors who need electricity next to planter panels. R. Olsen requested four off-duty officers to work this event for safety precautions. The application was unanimously approved as presented (R. Olsen/T. Wooten).
- H. **Holiday Tree Lighting** – Meredith Friedheim reported that there would be no changes to this event from 2021 and requested to use Public Works’ sleigh on site. The application was unanimously approved as presented (R. Olsen/T. Wooten).

4. ADJOURNMENT

11:30 a.m.

Lew Holloway, Chair



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

125 5th Ave, Ste 200, Hendersonville, NC 28792 Phone #: (828) 233-3205

Name of Special Event: Hendersonville's 175th Birthday Party

Event Sponsor: City of Hendersonville/Friends of Downtown Phone #: 828-233-9144

Sponsor Address: 125 5th Avenue W. Suite 200. Hendersonville NC

Authorized Event Coordinator: Jamie Carpenter

Cell Phone #: 828-551-1748

Email: jcarpenter@hvlnc.gov

Requested Event Date(s): May 22

Requested Event Hours: 1-5pm (2-4pm even time)

Estimated Past Attendance: n/a

Predicted Attendance: 500 (dropping in)

Past Vendor Participation: n/a

Predicated Vendor Participation: 15

"Hold Harmless Agreement"

By signing this agreement, the sponsor 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.

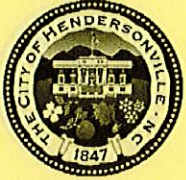
Signature of Authorized Event Representative: Jamie Carpenter

Date: 4/14/22

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 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: **Hendersonville's 175th Birthday**

Event Description:

The City of Hendersonville is celebrating its 175th anniversary – and what better way to celebrate than with a birthday party? City departments and local organizations will commemorate the demisemiseptcentennial by highlighting the history and people who have contributed to the City of Four Seasons ' vibrant past and exciting future.

When: Sunday, May 22, 2022 from 2 – 4 pm

Where: Historic Courthouse Plaza at 1 Historic Courthouse Square on Main Street

Who: The entire community is invited!

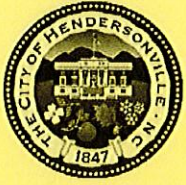
Attendees will be invited to visit booths displaying local history and interact with local organizations and non-profit groups. Commemorative Hendersonville posters and postcards will be available for

Statement of Public Benefit:

This event is to celebrate Hendersonville's history and community.

Event Marketing Strategy and Budget:

This is a part of a whole-year promotion to celebrate Hendersonville's history. Social media and flyers distributed are a key part of the strategy.



**City of Hendersonville
SPECIAL EVENT APPLICATION
CITY SERVICES REQUIRED**



Name of Special Event: City of Hendersonville's 175th Birthday

What City services are you requesting for this event? Check all that apply.

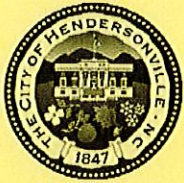
- ☒ Road, sidewalk or parking space closure
- ☐ City park reservation
- ☐ "No Parking" signs (can specify time frame on sign)
- ☒ Barricades and/or cones
- ☒ Trash/recycling receptacles
- ☐ Off-duty police
- ☐ Off-duty fire/EMS
- ☒ Electricity access
- ☐ Water access
- ☐ Other

Please provide further explanation (i.e. if road closure is requested, what roads and during what time frame?):

Request closing the courthouse square by 12:30 pm on Sunday, May 22.

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.



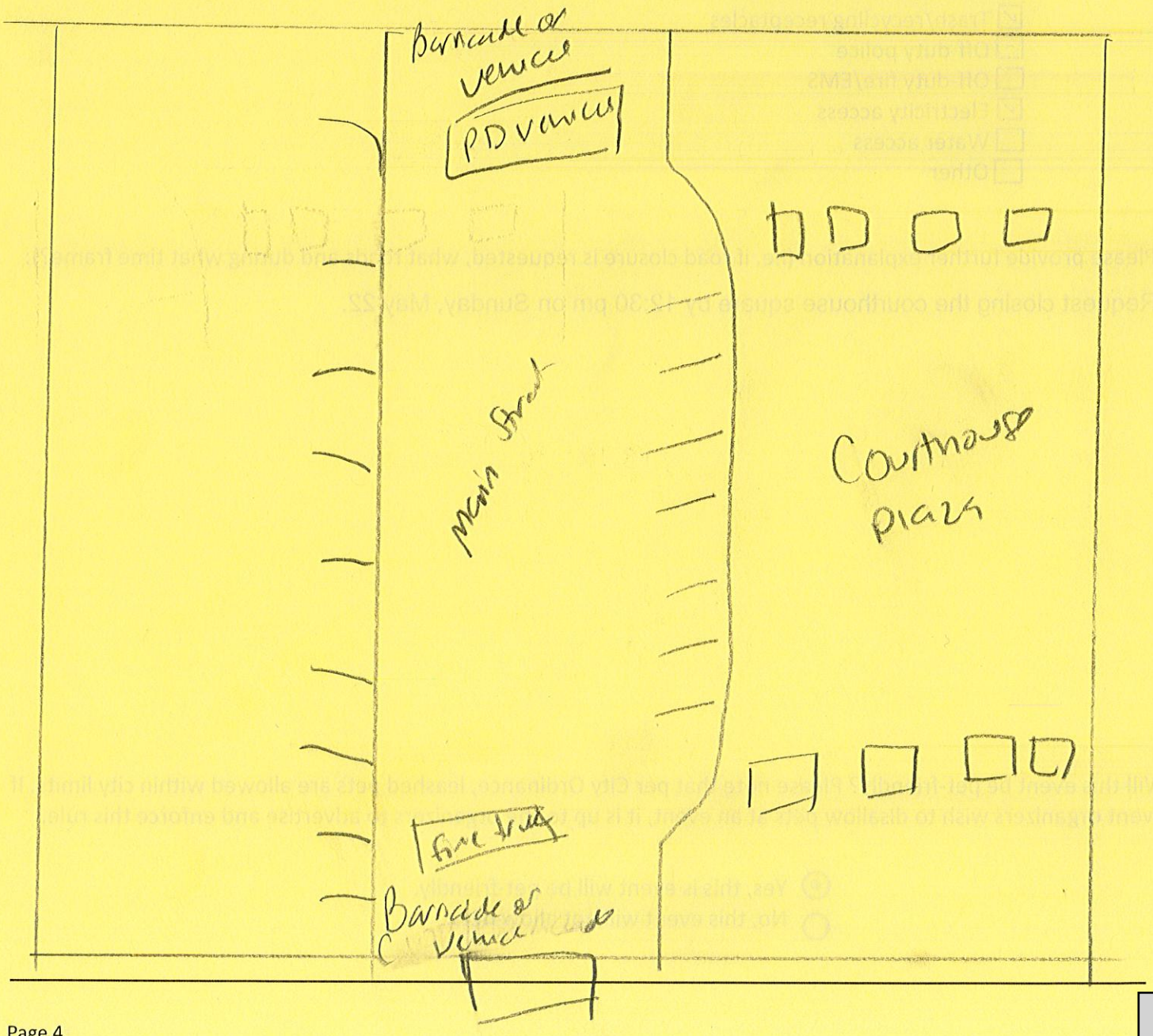
City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT SITE PLAN



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.

Name of Special Event: City of Hendersonville's 175th birthday

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.





**City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT IMPACT NOTIFICATION REQUIREMENT
(FOR COMMERCIAL AREAS)**

Item A.



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.

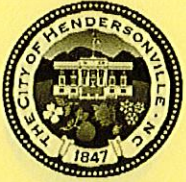
Once approved by the Special Events Committee the notice must then be mailed or hand delivered to impacted areas at least twenty days prior to your event. Information on the notice should include, but not be limited to; the name of the event, event date(s), time(s) of event and overall impacts (including 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

Jamie Carpenter



**City of Hendersonville
SPECIAL EVENT APPLICATION
VENDOR PERMITS AND ELECTRICAL NEEDS**



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: City of Hendersonville's 175th Birthday

Authorized Vendor Coordinator: Jamie Carpenter Phone #: 828-551-1748

Cell Phone #: 828-551-1748 Email: jcarpenter@hvlnc.gov

Please calculate your event vendor fees & electrical usage fees below.

Total # _____ of Retail Vendors X \$15 = _____

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

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

Total Vendor Fee Due: _____

Electrical Requirements: Location of electrical needs to be included on Event Site Plan.

((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: _____

All Event and Vendor Fees are to be submitted prior to the event. Checks can be made out to the "City of Hendersonville." 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.



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
100 N. King Street Hendersonville, NC 28792 Phone #: (828) 233-3219

Name of Special Event: July 4th Festival & Fireworks

Event Sponsor: HC TDA & HC Parks & Recreation Phone #: 828-693-9708

Sponsor Address: 201 South Main Street, Hendersonville, NC 28792

Authorized Event Coordinator: Amy Boswell & Bridgette Thompson

Cell Phone #: 864-293-8993 Email: events@visithendersonvillenc.org

Requested Event Date(s): 07/04/2022 Requested Event Hours: 5:00pm-10:00pm

Estimated Past Attendance: 10,000 Predicted Attendance: 8,000-10,000

Past Vendor Participation: 0 Predicated Vendor Participation: 0

"Hold Harmless Agreement"

By signing this agreement, the sponsor 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:  Date: 4/1/2022

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
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- ☒ Event Insurance (REQUIRED)



City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT DESCRIPTION, STATEMENT OF
PUBLIC BENEFIT AND MARKETING STRATEGY



Please provide a detailed “Event Description” along with your “Statement of Public Benefit” and “Public Services Required” for review. 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: **July 4th Festival & Fireworks**

Event Description:

Henderson County Tourism Development Authority (HCTDA) and Henderson County Parks and Recreation Department will be providing a mini July 4th festival with bounce houses, games, food trucks, blue grass band at the Historic Courthouse and rock band at Visitor Center stage. At 9:00pm we will have the public viewing of the annual fireworks display.

HCTDA and HCPRD is requesting the closure of the five blocks of Main Street between 3rd Ave. and Caswell St. the evening of the event from 3:00pm-10:00pm for the festival and extra seating area. HCTDA is requesting closure of South Grove Street lot for fireworks show conducted by Dustin Gosnell from 8:00am-11:00pm.

Statement of Public Benefit:

The event is designed to provide a family friendly July 4th festivities and fireworks visitors and locals. The ultimate goal is to increase the number of overnight stays and visitor spending in Henderson County. Financial benefit will accrue to downtown merchants, restaurants, accommodations, attractions and other local businesses.

This closure is intended as a safety measure. Closing the two blocks between Allen St. and Caswell St. allows the overflow crowd to set up chairs in the street, and also separate the crowd from vehicular traffic. Closing the three blocks between Allen St. and 3rd Ave. allows us to setup a safe zone for families enjoy the bounce houses, games and food trucks. Closure of the South Grove Street lot allows for safe operation for the fireworks operator.

Event Marketing Strategy and Budget: Please provide an “Event Marketing Strategy” along with your “Marketing Budget” for review. Feel free to attach your response to this sheet.

The July 4th event will be marketed by HCTDA through its concert season schedule rack card, website, social media and other outlets, as is done for all of the summer music shows. HCPRD will also market through their website, social media and other outlets.



City of Hendersonville
SPECIAL EVENT APPLICATION
CITY SERVICES REQUIRED



Name of Special Event: July 4th Festival & Fireworks

What City services are you requesting for this event? Check all that apply.

- ☒ Road, sidewalk or parking space closure
- ☐ City park reservation
- ☒ "No Parking" signs (can specify time frame on sign)
- ☒ Barricades and/or cones
- ☐ Trash/recycling receptacles
- ☒ Off-duty police
- ☐ Off-duty fire/EMS
- ☐ Electricity access
- ☒ Water access
- ☐ Other

Please provide further explanation (i.e. if road closure is requested, what roads and during what time frame? If trash/recycling receptacles are requested, how many and where, etc.)

3:00pm-10:00pm Caswell to 3rd avenue road closure; see attached maps. Water access needed in front of the courthouse from the planter close to 2nd Avenue. HC Sheriffs Department will be on site to assist Hendersonville PD with crowd monitoring. Hendersonville FD needed at fireworks site to ensure safe operation of the fireworks show and for pre-event check of bounce houses located between 2nd and 3rd Avenue.

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 event will be pet-friendly.
- ☐ No, this event will not allow pets.



**City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT SITE PLAN**

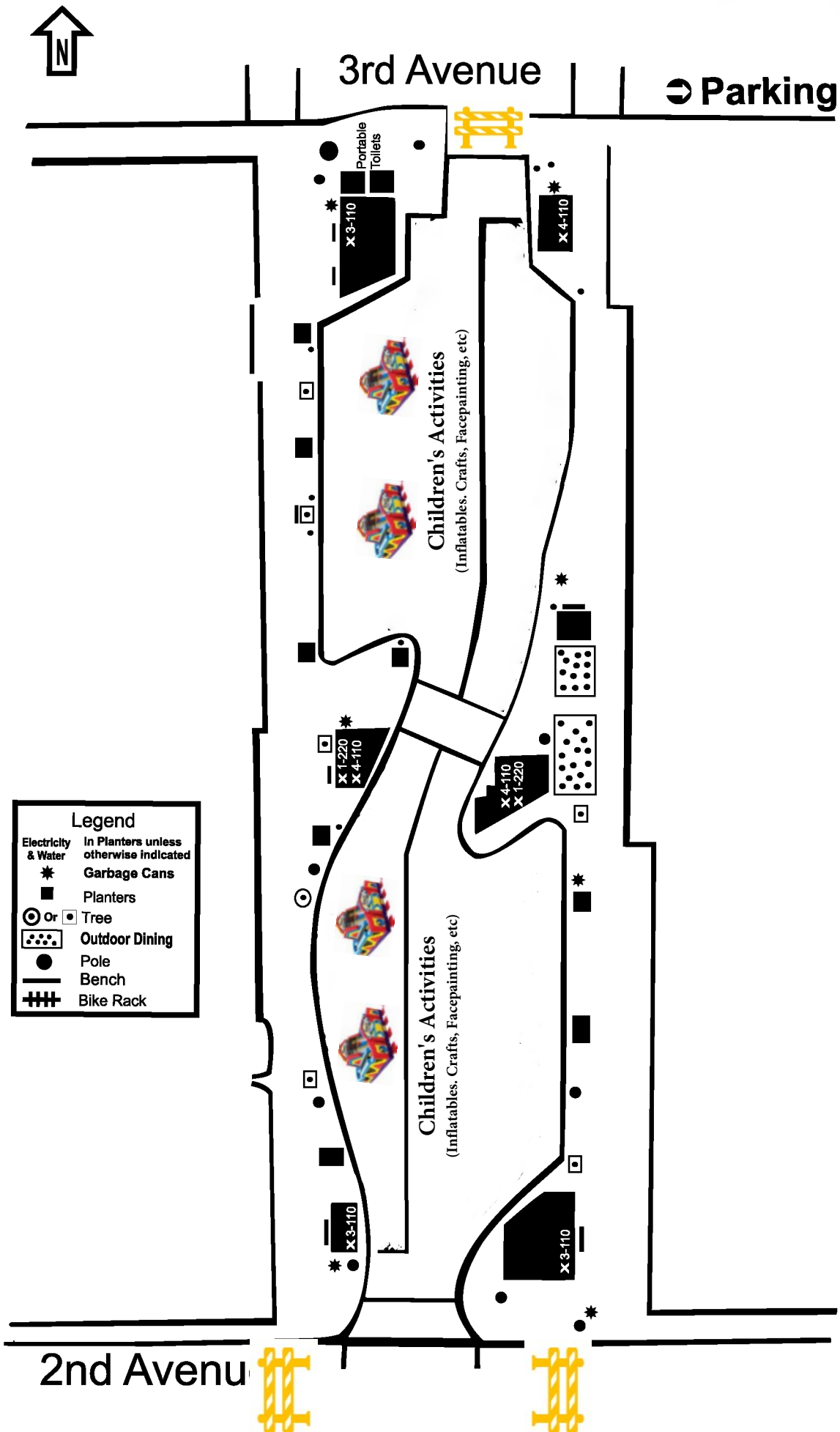


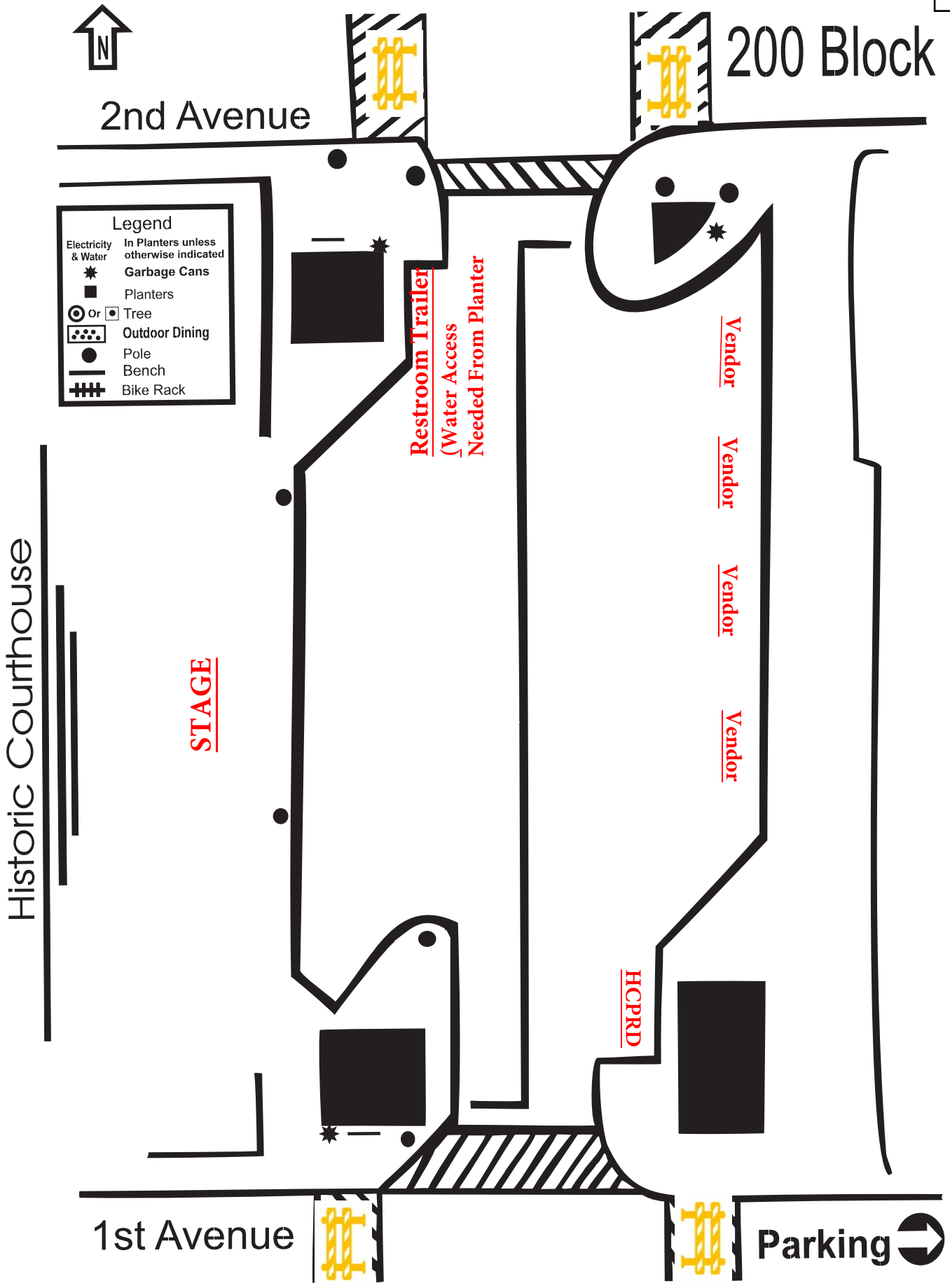
Please provide a detailed “Event Site Plan” and your notification guarantee. Please reference the City’s Special Event Policy - page 5 for additional information about this application requirement. Feel free to attach your site plan to this sheet.

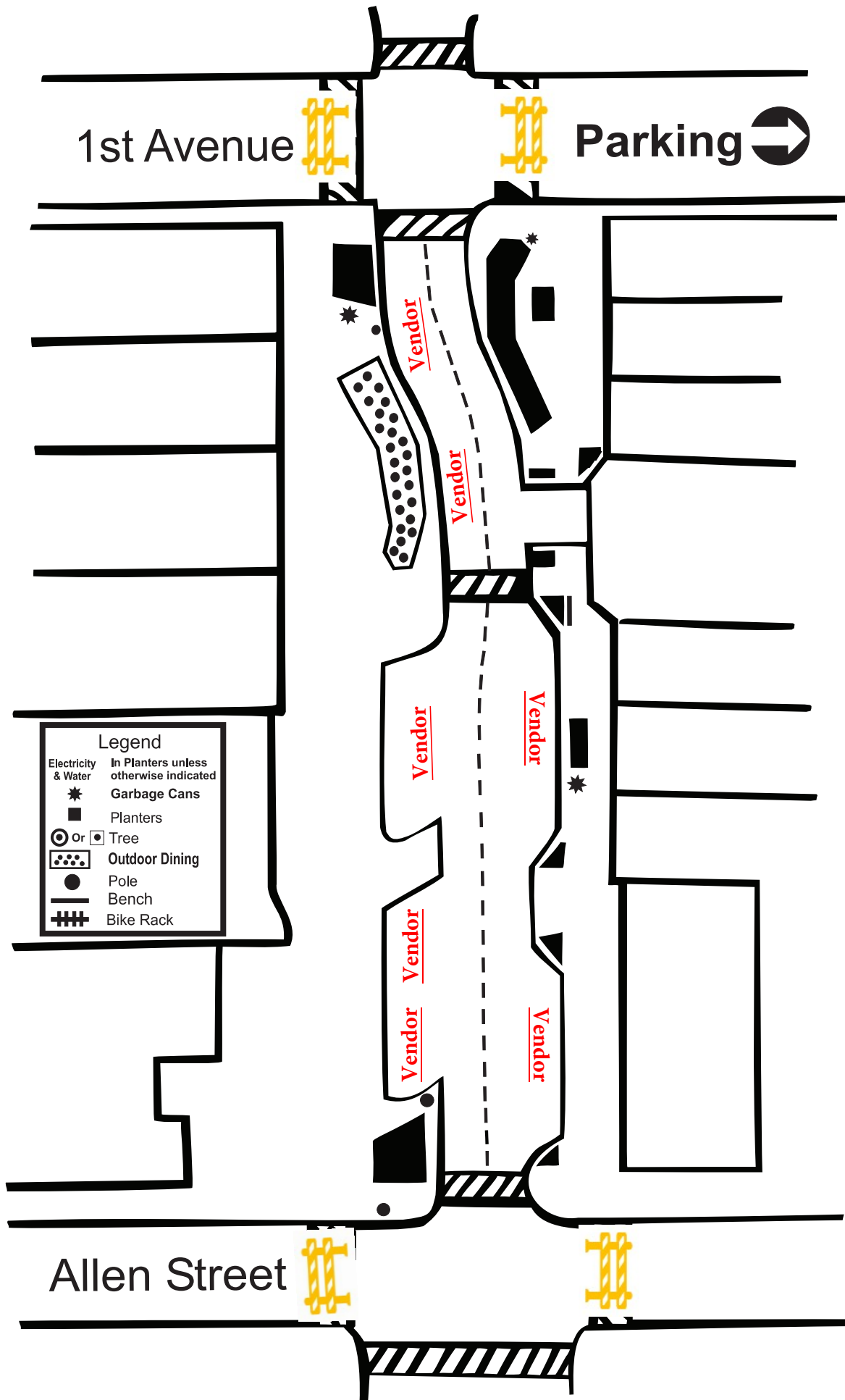
Name of Special Event: **July 4th Festival & Fireworks**

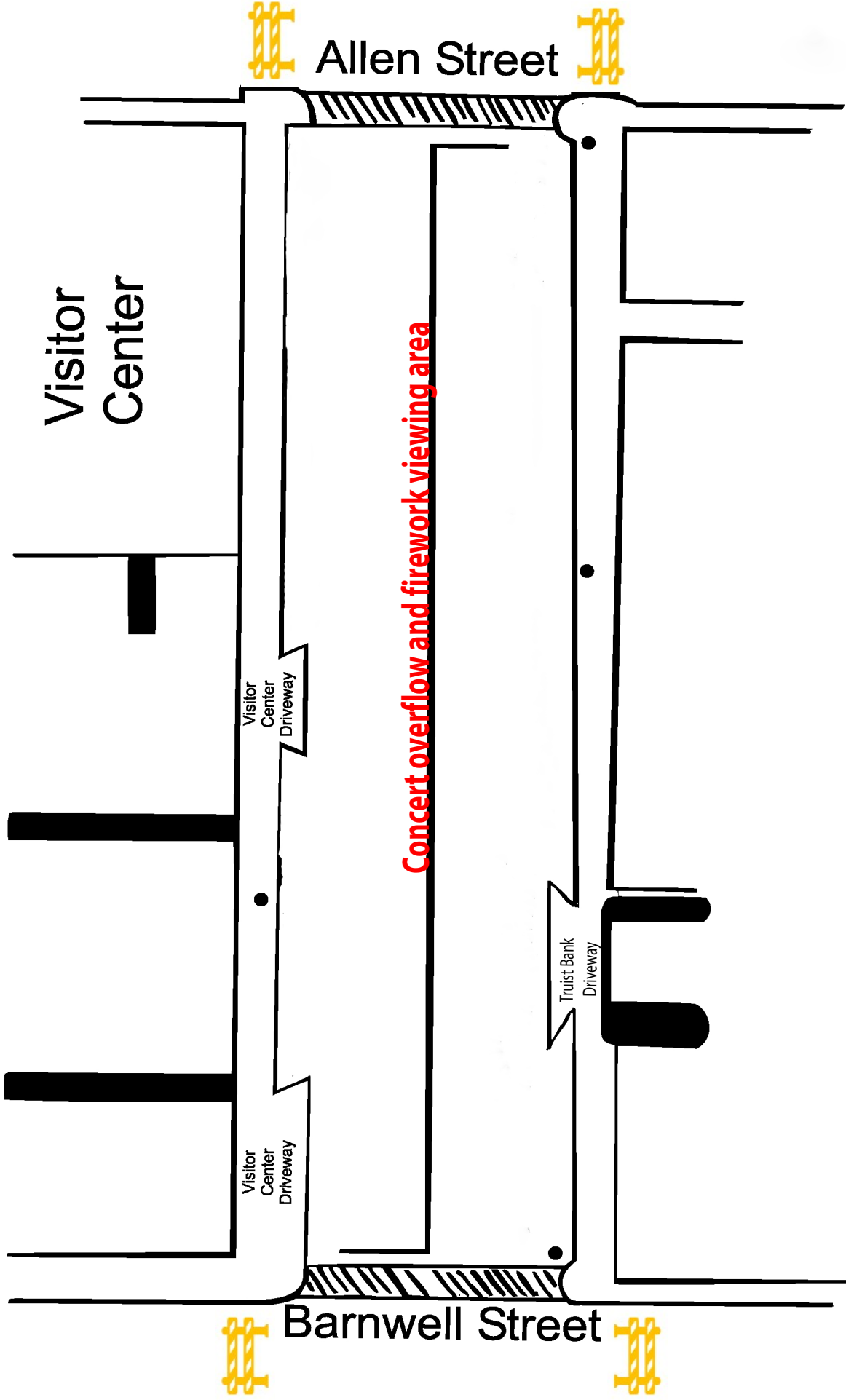
Event Site Plan: Please draw or attach a visualization of your proposed use of public space(s) including important aspects such as road closures, port-o-johns, inflatables, stages, etc.

see next page

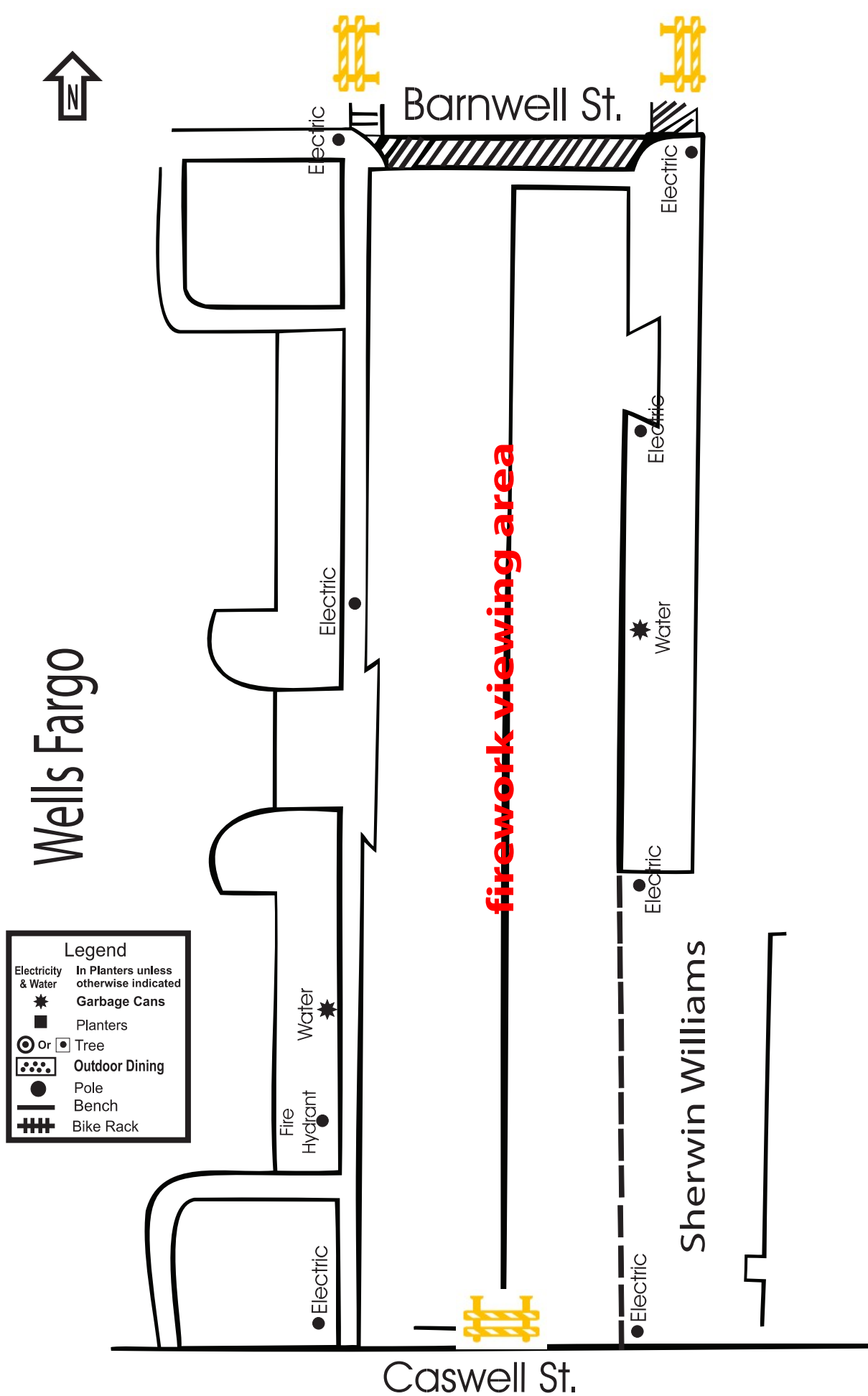


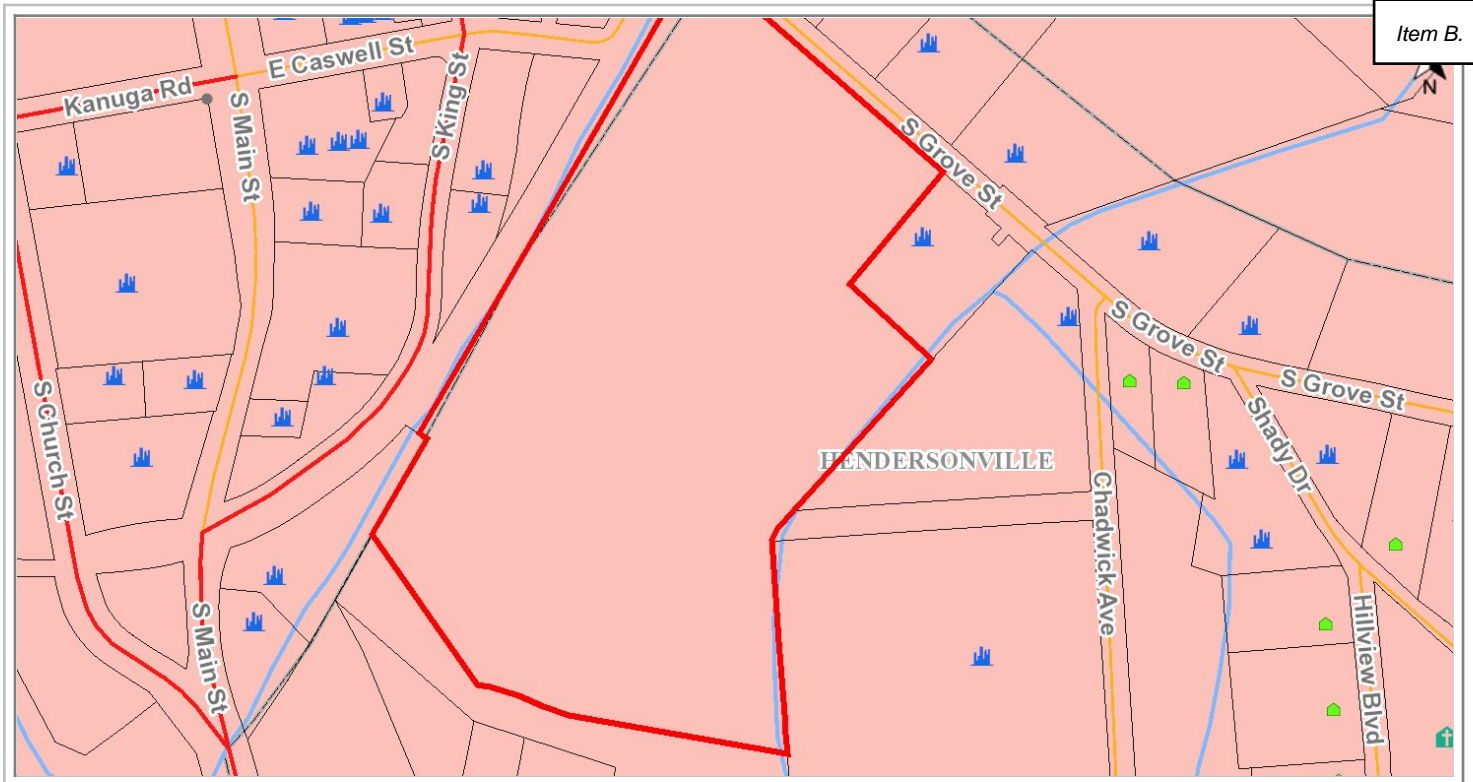






Item B.





WARNING: THIS IS NOT A SURVEY

Parcel Information

REID:	9969442	Pin:	9568858793
Listed to:	CITY OF HENDERSONVILLE	Neighborhood:	SOUTH GROVE TO 176
Mailing Address:	145 5TH AVE E	Township:	Hendersonville
Mailing City, State, Zip:	HENDERSONVILLE, NC 28792	Municipality:	HENDERSONVILLE
Physical Address:	0 NO ADDRESS ASSIGNED	Tax District:	HENDERSONVILLE CITY
Deed:	001099/00522	Plat:	Not Available
Date Recorded:	2002-05-15 00:02:00.0	Elementary School District:	BRUCE DRYSDALE
Revenue Stamps:	300	Middle School District:	HENDERSONVILLE MIDDLE
County Zoning:	Cities	High School District:	HENDERSONVILLE HIGH
Property Description:	SR1764 ON OLD SPARTANBURG HWY	Soil:	Hatboro loam
Map Sheet:	9568.12	Voting Precinct:	Hendersonville 2
Assessed Acreage:	14.00000000	Commissioner District	2
Building Value:	\$0.00	Agricultural District	None Found
Land Value:	\$105,000.00	North Carolina House District	117
Value To Be Billed:	\$105,000.00	U.S. House District	11
North Carolina Senate District	48	Flood Zone:	Floodway Areas in Zone AE



Henderson County
Geographic Information Systems (GIS)
200 North Grove Street
Hendersonville, NC 28792
P: (828) 698-5124
F: (828) 698-5122

THIS IS NOT A SURVEY.

All information or data provided, whether subscribed, purchased or otherwise distributed, whether in hard copy or digital media, shall be at the user's own risk. Henderson County makes no warranties or guarantees, including the warranties of merchantability or of fitness for a particular purpose. Map data is not appropriate for, and is not to be used as, a geodetic, legal, or engineering base system. The data is not intended as a substitute for surveyed locations such as can be determined by a registered Public Land Surveyor, and does not meet the minimum accuracy standards of a Land Information System/Geographic Information System Survey in North Carolina (21 NCAC 56.1608).



**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



City of Hendersonville
SPECIAL EVENT APPLICATION
VENDOR PERMITS AND ELECTRICAL NEEDS



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: July 4th Festival & Fireworks

Authorized Vendor Coordinator: Amy Boswell & Bridgette Thompson Phone #: 828-693-9708

Cell Phone #: 864-293-8993 Email: events@visithendersonvillenc.org

Please calculate your event vendor fees & electrical usage fees below.

Total # 0 of Retail Vendors X \$15 = 0

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

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

Total Vendor Fee Due: 0

Electrical Requirements: Location of electrical needs to be included on Event Site Plan.

((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: 0

All Event and Vendor Fees are to be submitted prior to the event. Checks can be made out to the "City of Hendersonville." Payment is accepted in person at

145 Fifth Avenue East
Hendersonville, NC 28792

Please remit payment along with the final invoice you receive from the Community Development Department.



City of Hendersonville SPECIAL EVENT APPLICATION



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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

100 N. King Street Hendersonville, NC 28792 Phone #: (828) 233-3219

Name of Special Event: Independence Day Parade

Event Sponsor: Hendersonville Merchants and Business Association

Phone #: 828-702 6903

Sponsor Address: Willow Brook Rd. Hendersonville NC.

Authorized Event Coordinator: Sandra Walker

Cell Phone #: 828-702-6903

bessiebright@hotmail.com
Email: Sandra.deavon@yahoo.com

Requested Event Date(s): July 4, 2022

Requested Event Hours: 9am-1:00pm

Estimated Past Attendance: ~~20~~ 3000

Predicted Attendance: ~~0~~ 4000

Past Vendor Participation: 0

Predicated Vendor Participation: 0

"Hold Harmless Agreement"

By signing this agreement, the sponsor 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.

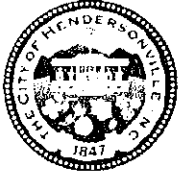
Bessie Bright for Sandra Walker
Signature of Authorized Event Representative: Sandra Walker

Date: 4-5-2022

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 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 PUBLIC SERVICES REQUIRED**



Item C.

Please provide a detailed "Event Description" along with your "Statement of Public Benefit" and "Public Services Required" for review.

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: **Independence Day Parade** Monday July 4, 2022

Event Description:

Family oriented parade with families churches, and civic clubs participating with special salute to Veterans and Veteran Organizations.

Statement of Public Benefit:

Family oriented Request families and individuals to decorate cars, bicycles, trucks animals and patriotic theme celebrating our Independence

Community Participation

Public Services Required:

Police to direct traffic , city workers to block parade route



City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT MARKETING: STRATEGY AND BUDGET



Please provide an "Event Marketing Strategy" along with your "Marketing Budget" for review.
 Please reference the City's Special Event Policy - page 5 for additional information about this application.
 Feel free to attach your response to this sheet.

Name of Special Event: Independance Day Parade

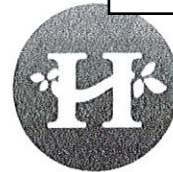
Event Marketing Strategy:

Adds on WHKP and WTZQ news paper listed with Travel and tTourism and Downtown
 Hnedersonville event sites. banner on Four Season Blvd. Website and social mediaand word of
 mouth

Marketing Budget: \$300 -



City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT SITE 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.

Name of Special Event: Independance Day Parade

Event Site Plan: Route City Police think best

In years past we have started on 9th Ave.
 Either by High School or up hill at Bruce Drysdale
 & down to hooast.

last year ~~we~~ due to construction we started on
 South Main around Bedcock Farm Dure and
 went North to 6th Ave. suprsingly this
 & turned East.
 worked very well.

Parade is not as big as Apple Festival and
 Chrstmas parades.
 we will be flexiable.



**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

Sandra Walker, President



City of Hendersonville
SPECIAL EVENT APPLICATION
VENDOR PERMITS AND ELECTRICAL NEEDS



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: no vendors

Authorized Vendor Coordinator: _____ Phone #: _____

Cell Phone #: _____ Email: _____

Please calculate your event vendor fees & electrical usage fees below.

Total # _____ of Retail Vendors X \$15 = _____

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

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

Total Vendor Fee Due: _____

Electrical Requirements: Location of electrical needs to be included on Event Site Plan.

((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: _____

All Event and Vendor Fees are to be submitted prior to the event. Checks can be made out to the "City of Hendersonville." Payment is accepted in person at

145 Fifth Avenue East
Hendersonville, NC 28792

Please remit payment along with the final invoice you receive from the Community Development Department.



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

100 N. King Street Hendersonville, NC 28792 Phone #: (828) 233-3219

Name of Special Event: 26th Annual "Chalk It Up!"

Event Sponsor: Narnia Studios Phone #: 828 697 6393

Sponsor Address: 408 N Main Street 28792

Authorized Event Coordinator: Barbara Hughes

Cell Phone #: 828 458 3225 Email: narniastudios@yahoo.com

Requested Event Date(s): 7/16/22 Requested Event Hours: 8:30A - 11 Am

Rain dates 7/23 and 7/30

Estimated Past Attendance: _____ Predicted Attendance: _____

Past Vendor Participation: Ø Predicated Vendor Participation: Ø

"Hold Harmless Agreement"

By signing this agreement, the sponsor 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: Barbara Hughes Date: 3/28/22

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
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- ☒ Event Insurance (REQUIRED)



City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT DESCRIPTION, STATEMENT OF
PUBLIC BENEFIT AND PUBLIC SERVICES REQUIRED



Please provide a detailed "Event Description" along with your "Statement of Public Benefit" and "Public Services Required" for review.

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: 26th Annual "Chalk-It Up!"

Event Description:

150 artists of all ages from 5 under-21 + over create chalk art on the east/west sidewalks of downtown Hendersonville from 6th Ave to ~~Castwell~~ West Allen

Statement of Public Benefit:

To promote Hendersonville as "A City with a Heart for Art"

Public Services Required:

We appreciate any HPD presence!
 Also, we need the signs that say
no dogs during event?



City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT MARKETING: STRATEGY AND BUDGET



Please provide an "Event Marketing Strategy" along with your "Marketing Budget" for review.
Please reference the City's Special Event Policy - page 5 for additional information about this application.
Feel free to attach your response to this sheet.

Name of Special Event:

26th Annual "Chalk It Up!"

Event Marketing Strategy:

We send press releases from Florida to Virginia and west to Tennessee.
Huge social media presence + plan.
Flyers to businesses, schools, etc in Western NC.

Marketing Budget:

1700.- 1,500.-



City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT SITE 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.

Name of Special Event:

26th Annual "Chalk It Up!"

Event Site Plan:

W
sidewalks from 6th Avenue
to ~~Barnwell~~ West Allen

N
Main Street
S

Sidewalks from 6th Ave
south to ~~Barnwell~~
Allen Street
E



**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



City of Hendersonville
SPECIAL EVENT APPLICATION
VENDOR PERMITS AND ELECTRICAL NEEDS



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: _____

Authorized Vendor Coordinator: _____ Phone #: _____

Cell Phone #: _____ Email: _____

Please calculate your event vendor fees & electrical usage fees below.

Total # _____ of Retail Vendors X \$15 = _____

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

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

Total Vendor Fee Due: _____

Electrical Requirements: Location of electrical needs to be included on Event Site Plan.

((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: _____

All Event and Vendor Fees are to be submitted prior to the event. Checks can be made out to the "City of Hendersonville." Payment is accepted in person at

145 Fifth Avenue East
Hendersonville, NC 28792

Please remit payment along with the final invoice you receive from the Community Development Department.



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

100 N. King Street Hendersonville, NC 28792 Phone #: (828) 233-3219

Name of Special Event: 76th North Carolina Apple Festival

Event Sponsor: North Carolina Apple Festival, Inc Phone #: 828-697-4557

Sponsor Address: P. O. Box 886 Hendersonville, NC 28793

Authorized Event Coordinator: David Nicholson

Cell Phone #: 8286065628

Email: apple@ncapplefestivla.org

Requested Event Date(s): 9/1-5/2022

Requested Event Hours: 6:00 9/1 92-5 10:00 to 10:00

Estimated Past Attendance: 250,000

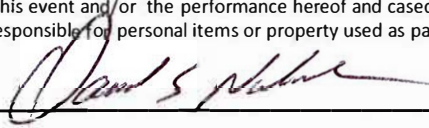
Predicted Attendance: 250,000

Past Vendor Participation: 200

Predicated Vendor Participation: 200

"Hold Harmless Agreement"

By signing this agreement, the sponsor 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: 

Date: 03/21/2022

APPLICANT CHECKLIST

Please reference the City of Hendersonville's Special Event Policy for additional information about the requirements listed in the checklist below.

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City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT DESCRIPTION, STATEMENT OF
PUBLIC BENEFIT AND PUBLIC SERVICES REQUIRED



Item E.

Please provide a detailed "Event Description" along with your "Statement of Public Benefit" and "Public Services Required" for review.

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: **76th North Carolina Apple Festival**

Event Description:

The North Carolina Apple Festival is WNC Premier Family Festival. It consists of a Street Fair, Entertainment, Parade and many Community Events

Statement of Public Benefit:

According to a study that we did a few years ago, our economic was 12.5 million dollars outside of the Street Fair

Public Services Required:

Police, Fire, Public Works, Community Development



**City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT MARKETING: STRATEGY AND BUDGET**



Item E.

Please provide an "Event Marketing Strategy" along with your "Marketing Budget" for review.
Please reference the City's Special Event Policy - page 5 for additional information about this application.
Feel free to attach your response to this sheet.

Name of Special Event: 76th North Carolina Apple Festival

Event Marketing Strategy:

We usually spend \$20,000 in media buys through newspapers, radio, TV and on-line sites

Marketing Budget:

\$20,000



**City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT SITE PLAN**



Item E.

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.

Name of Special Event: **76th North Carolina Apple Festival**

Event Site Plan:

See Attached for festival vendor layout.

DETAILS:

EVENT START: Thursday at 6pm; street closure complete at 5pm. Vendors will be lined up at Courthouse parking lot. Setup occurs Thursday night.

CLOSURE: Main street is closed from 7th to Kanuga/Caswell, all avenues closed between Church and King except 7th, 6th; East side of Barnwell is left open for food vendor access.

On Friday at all there will be an opening ceremony at 4pm followed by one entertainment act including confetti cannons, which the event organizers promised to clean up. On Saturday the headliner band will start at 5pm and things should be shutting down both nights around 8pm. All food vendors will be located at Wells Fargo block. The visitors center block is the kids activity block. Between 6th and 7th is the exhibit block. Handicap parking is located at city hall. The stage is located at the old courthouse.

EVENT END: Monday after the parade; Breakdown will start from 2nd ave to 7th ave on Sunday for 3-day vendors so there will be room for people to attend the parade. The rest of the vendors will breakdown once the parade ends Monday around 4pm.

PD:

Night security starting at 8pm
Assistance with street closure
Command post/information table

PW:

Barricades and signage for street closure
Key to the Public Restrooms so organizer can clean/stock the restrooms.
Bears need to be moved from street corners

FIRE/EMS:

Fire inspections each morning of the event

PARADE:

Parade is Monday; vendors set up on Oakland 11-1130am using Bearcat Blvd and parking in front of the high school. Main street closes before 2:30pm going south from Oakland down. Parade starts at 5 points and goes to Caswell. about 65 entries, minimum.



**City of Hendersonville
SPECIAL EVENT APPLICATION
EVENT IMPACT NOTIFICATION REQUIREMENT
(FOR COMMERCIAL AREAS)**



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Authorized Event Coordinator's Signature _____



City of Hendersonville
SPECIAL EVENT APPLICATION
VENDOR PERMITS AND ELECTRICAL NEEDS



Item E.

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: 76th North Carolina Apple Festival
Authorized Vendor Coordinator: David Nicholson Phone #: 8286974557
Cell Phone #: 8286065628 Email: apple@ncapplefestival.org

Please calculate your event vendor fees & electrical usage fees below.

Total # 65 of Retail Vendors X \$15 = 975

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

Total # 23 of Multi-Day Food Vendors X \$55 X Total # 1265 of days = 5060

Total Vendor Fee Due: 6036=5

Electrical Requirements: Location of electrical needs to be included on Event Site Plan.

((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: 8500

Total of All Event Fees: 14,535

All Event and Vendor Fees are to be submitted prior to the event. Checks can be made out to the "City of Hendersonville." Payment is accepted in person at

145 Fifth Avenue East
Hendersonville, NC 28792

Please remit payment along with the final invoice you receive from the Community Development Department.

