

Town of Maggie Valley, North Carolina
Maggie Valley Recreation & Festival Grounds

Special Events & Festivals Application Form

This form is used by the Town of Maggie Valley for event evaluation.

Instructions: Please read all information included in this document, sign and forward completed pages 1, 2 & 3 to the Town of Maggie Valley, 3987 Soco Road, Maggie Valley, N.C, 28751. Questions, please contact the Town of Maggie Valley at 828-926-0866, via fax @828-926-3576 or email @ mvfestivals@townofmaggievalley.com.

EVENT NAME:	
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PHONE NUMBER TO BE PUBLISHED:	
WEBSITE:	
EMAIL ADDRESS:	

EVENT SCHEDULE:	DATE:	START TIME:	END TIME:
Setup:			
Event Day - 1:			
Event Day - 2:			
Event Day - 3:			
Strike:			

EXPECTED DAILY ATTENDANCE:
Expected # of Participants/Spectators (per day) _____

SPONSORED BY: _____

EVENT OVERVIEW: Please provide the type of event and a brief explanation of the event activities. Also, please include the target demographic (ages 21+, family event, etc.), if the event is open to the public or a private event and if the event will charge admission or be a free event. Use additional paper if necessary.

Special consideration, approval, permits, contract addendums and forms are required should the following elements occur at this event. Please indicate the intent for consideration during the event application process stage.

Will Alcohol be Sold or Served at this Event? _____

Will Overnight Camping on the Festival Grounds be requested for this Event? _____

Will Food be Sold or Served at this Event?

Will Fireworks, Pyrotechnics and/or other Special Effects be scheduled during any part of the Event?
Please explain: _____

CONTACT INFORMATION:

EVENT PROMOTER/PRODUCER (PLEASE PRINT): (NAME OF RESPONSIBLE ORGANIZATION/ GROUP/INDIVIDUAL AND/OR EVENT ORGANIZER)			
REPRESENTING GROUP (PLEASE PRINT):		Fed I.D. Number:	
Drivers License #:		Date of Birth:	
MAILING ADDRESS: (Address, Town, State, Zip Code)			
PHONE #: _____	FAX# _____	CELL# _____	
E-Mail Address:		Web Address:	

Previous Event Hosting: Please identify if your organization has hosted this event (or similar type of event) in the past. Please provide information on any prior events, festivals, etc. that you have sponsored, promoted and/or produced. (Use additional sheets if needed)

Event:	Event:
Location:	Location:
Contact Person:	Contact Person:
Telephone #:	Telephone #:
Email:	Email:
Website:	Website:

Event:	Event:
Location:	Location:
Contact Person:	Contact Person:
Telephone #:	Telephone #:
Email:	Email:
Website:	Website:

The Town of Maggie Valley Board of Aldermen has final approval of all events held at the Maggie Valley Festival Grounds and may require addendums to this application based on event specifics, special accommodations and/or requirements. The applicant will be notified in writing outlining the board's decisions and/or requirements by a designated Town official within 14 days.

Thank you for your interest in the Maggie Valley Festival Grounds. The Town of Maggie Valley is excited at the prospect of partnering with you on this event. We are a full service venue and will assist with as much or as little as you need. Following is a partial services list for your review. A more detailed Special Event Checklist may be downloaded from the www.maggiervalleyfestivalgrounds.org website.

SERVICES LIST (SOME MAY REQUIRE A SMALL FEE):			
<u>Food & Beverage:</u> As a non-profit, the Town of Maggie Valley, or any other non-profit of the organizers choice, may assist in securing appropriate permits, sales (including alcohol) for each promoter. We can discuss splits on alcohol and other concessions that may be applicable to help you maximize all revenue streams.			
<u>Merchandise</u>	<u>Police</u>	<u>Public Works</u>	<u>Security</u>
<u>Trash</u>	<u>Advertising</u>	<u>Camping</u>	<u>Site Planning</u>
<u>Ticketing Sources</u>	<u>Parking Attendants</u>	<u>Insurance</u>	
<u>Information on Local Restaurants, Hotels and other Area Attractions</u>			

During follow-up conversations, we can discuss how the Town of Maggie Valley may assist with your special event or festival.

Application Check List:

- Completed and Signed Application Pages 1, 2 & 3
- Site Plan - Map; a map of the festival grounds is attached and may be helpful in planning this event. If possible, please include a rough sketched site plan outlining the event details and send this along with the application. This may also be downloaded from the www.maggiervalleyfestivalgrounds.org website.

PLEASE READ AND SIGN THE STATEMENT BELOW

I certify that I am authorized to act for the above organization/group/individual. This organization/group/individual understands that approval of the use of the Maggie Valley Festival Grounds in no way constitutes or signifies town sponsorship of the activity or function conducted by this organization/group/individual, and that this organization/group/individual will be responsible for adhering to the Maggie Valley Festival Grounds guidelines. Rules for the use of the property are subject to change at any time without prior notice. I and this organization/group/individual defend, save harmless and indemnify the TOWN OF MAGGIE VALLEY against any tort, liability, claim, demand or other legal action, whether groundless or otherwise, arising out of an alleged act or omission occurring in the use of the Festival Grounds. By signing this document I expressly give the TOWN OF MAGGIE VALLEY the right to perform a background check to verify the information contained herein or other such information as may be determined expedient by the Town. I further certify that I have been provided with a copy of the Town's operating policies for the use of the Festival Grounds and agree to abide by same.

(PLEASE PRINT)

NAME: _____

SIGNATURE: _____ DATE: _____

*** All event organizations may appear before the Board of Alderman for special consideration, on a case-by-case basis.

****FOR OFFICE USE ONLY****

EVENT APPROVED (Authorized Signature): _____

DATE: _____

Town of Maggie Valley, North Carolina

MAGGIE VALLEY RECREATION & FESTIVAL GROUNDS OPERATING POLICIES & TERMS OF USE

PURPOSE: To establish operating policies intended to benefit Maggie Valley Citizens, Festival Grounds Customers, and the Town's Management and Operating Staff.

ASSEMBLY: A planned or prearranged meeting, performance, rally, demonstration, speech, social function, or similar event, whether or not open to the general public, attended by a group of 25 or more persons engaged as organizers, participants, or spectators.

TOWN SPONSORED EVENT: An assembly or other event or activity sponsored by and conducted under the authority and control of the Town of Maggie Valley.

USE OF FESTIVAL GROUNDS:

- A. The Town of Maggie Valley does not discriminate on the basis of race, national origin, sex, religion, age or disability in any provision of providing services to the public.
- B. The Maggie Valley Festival Grounds shall be available for use from 7:00 a.m. to 11:00 p.m. every day, except as otherwise provided herein.
- C. Violation of facility use rules may result in expulsion with denial of future rental privileges. Rules and regulations are subject to the interpretation of and enforcement by designated Town Officials.
- D. Users are to obey all applicable laws concerning public conduct and safety during their use of the Festival Grounds.
- E. The Town of Maggie Valley promotes safety first and reserves the right to require anyone who poses a threat to another person, structure or property to leave the Festival Grounds at any time.
- F. The designated Town official may determine that it is necessary to keep persons temporarily off the Festival Grounds for the purpose of safety, maintaining, improving, or preventing damage to the same.
- G. The Town of Maggie Valley reserves the right to restrict the flow of vehicle traffic on the festival grounds during inclement weather to prevent the destruction of the grounds as a courtesy to future events.
- H. The Town will require the organizers of events to provide parking attendants to protect adjoining properties from improper parking.
- I. Dedicated fence/gates must remain open or be attended by event organizers during all times that assemblies are ongoing.
- J. Temporary sign(s) of any kind, including banners and flags, hung or placed on the Wade Reece Memorial stage must be submitted for approval by the Town of Maggie Valley. Special considerations will be given to event sponsorships.
- K. No nails, tacks or tape of any kind shall be used on the Wade Reece Memorial stage walls (inside or outside) or pillars before, during or after the event. With regards to sound, lights, scrims and sets - approved clamps, tacks and tape may be used as necessary during the set-up, tear down or event operation.
- L. Designated light poles 1, 7 and 9 may be used as necessary during the set-up or tear down operation. All lights must be turned off by 12:00 MIDNIGHT.

- M. All amplified music must end by 11:00p.m. Promoters shall agree to cooperate with the Police Department in enforcing this provision. Failure of the promoter to be present or to assist police in complying with this provision will be cause to close the event.
- N. All not-for-profit and for-profit promoters, producers, event professionals, groups, and/or individuals that want to rent the grounds, ***must fill out an application for use and approval*** of the Maggie Valley Festival Grounds. Please submit all applications to Vickie Best at the Town of Maggie Valley Clerk's Office for processing. The Festival Director had been given proxy to approve use of the grounds. The Board of Aldermen will make the final decision on all applications.
- O. **SITE INSPECTION:** Whenever possible the Town of Maggie Valley designated personnel and event promoter and/or producer will walk the Festival Grounds with a punch list prior to and after each function. The person or organization reserving the facility shall be responsible for cleaning it prior to leaving the premises. All trash must be placed in appropriate receptacles. Failure to clean the site, parking areas, and adjacent street will result in the Town charging the responsible person or organization for the direct cost of cleaning the site.
- P. **Trash:** Trash collection and disposal is the responsibility of each event producer and/or promoter. There is a dumpster located on the Festival Grounds for event promoter and/or producers use. There are two options available.
- Option 1: The event promoter and/or producer will arrange for their own trash collection and disposal independent from the Town of Maggie Valley. The dumpster located on the Festival Grounds will not be in use.
 - Option 2: The event promoter and/or producer will utilize the trash collection and disposal services offered to them by the Town of Maggie Valley. If option 2 is used, the event promoter and/or producer will be responsible for paying the cost by tonnage and fee service. Whenever possible, the cost will be taken out of the deposit. To calculate this, the Town of Maggie Valley must wait for the haul bill to arrive. This may delay reimbursement of the deposit.
- IMPORTANT:** Each promoter must notify the Maggie Valley Festival Grounds Division, which option will be used 21 days prior to the first festival date.
- Q. **Recycling:** The Town of Maggie Valley Festival Grounds is a "green" venue. As such we require the recycling of bottles and cans. Each event producer and/or promoter must arrange for their own purveyor. A list of suggested affiliates may be provided upon request.
- R. **Restrooms:** The Festival Ground restrooms can accommodate up to 2,000 people on the grounds at one time. It is the responsibility of the Events promoter and/or producer to have enough facilities for the event based on daily estimated event attendance. For events with an estimated attendance of over 2,000, one portable restrooms per 100 (1 per 100) event attendees is industry standard and required by the Town of Maggie and/or Haywood County Fire Marshall. The event promoter and/or producer is responsible to arrange for their own restroom facilities purveyors independent from the Town of Maggie Valley.
- **IMPORTANT:** Each event promoter and/or producer must notify the Town of Maggie Valley which purveyor will be used 21 days prior to the first festival date. A list of suggested affiliates may be provided upon request.
 - The Town of Maggie Valley will provide toilet paper, paper towels and/or soap for the festival ground restrooms. It is the responsibility of the events promoter and/or producer to keep these items replenished and to ensure the festival ground restrooms are kept clean during each event
- S. Cooking oil collection and disposal is the responsibility of each event producer and/or promoter. Contact Septic Haulers (same as port-a-johns) to arrange for proper disposal. A list of suggested affiliates may be provided upon request.

- T. **Overnight Camping:** Overnight camping shall be approved by the Board of Alderman on a case by case basis with restrictions and fees may apply. Event promoters and/or producers are responsible to make their intent to have camping on the grounds known as part of the application/contract process. Signature is required on separate, mutually agreed upon documents and addendums prior to overnight camping occurring on the grounds. Organizers shall be responsible for obtaining the appropriate permit(s) as may be required by the Town of Maggie Valley or other such regulating agency.
- U. **Food:** Organizers shall be responsible for obtaining the appropriate food preparation and handling permit(s) as may be required by the Haywood County Health Department or other such regulating agency.
- V. **Fireworks and/or Pyrotechnics:** Request for use of fireworks and/or pyrotechnics during a special event and/or festival must be submitted as part of this application process for approval by the Board of Alderman. Due to the nature of these activities, The Production Company hired by the event promoter and/or producer must meet all state, county and local requirements for the use of fireworks, pyrotechnics and/or other special effects. Additional costs may apply.
- W. **Alcohol Sales:**
1. All functions at the Maggie Valley Festival Grounds where alcoholic beverages are intended to be sold, must first secure a valid North Carolina ABC permit prior to the event. Each event promoter and/or producer is required to submit an application to the North Carolina ABC Commission after receiving approval for use of the grounds. Prior to submitting the paperwork, the permit application must first be verified, accepted and signed off by the Maggie Valley Police Department. North Carolina ABC permits MUST be obtained prior to each event.
 2. As a non-profit, the Town of Maggie Valley, or any other non-profit of the organizers choice, may assist in securing appropriate permits and selling alcohol for each applicable event held at the Festival Grounds. Splits on concessions will be negotiated with each event promoter and/or producer on a case by case basis.
 3. Any consumption of alcoholic beverages must be done in compliance with applicable state ABC rules and regulations. NO Alcohol allowed on the premises other than by valid ABC Permit only.
 4. All events where alcohol sales will occur (excluding authorized brewery and/or wine vendors, see policy below) require the event promoter and/or producer is required to hire and pay for at least one (1) Maggie Valley Police Officer to be onsite while the festival grounds is open to the public.
 5. **Alcohol Sales Training:** Each manager, bartender or sales person of alcoholic beverages must go through an ALE training class and obtain a certificate of completion. For authorized events, the bars program may be completed on-line. Event promoter and/or producer is required to keep a copy of the certificate on file for verification purposes. The Town of Maggie Valley Police Department may request to see the certificate at any time.
- X. **Alcohol Distribution and/or Vendor Sales for Authorized Brewery or Wine Vendors**
1. An event promoter and/or producer may authorize a brewery or winery to participate as a vendor at any Maggie Valley Festival Ground event. These purveyors must have the appropriate alcohol permit to sell only their product. It is each event promoter and/or producers responsibility to ensure that all vendors have all state, county and town permits.
 2. To ensure there are no misunderstandings, please be advised that all promoters and/or producers are required to notify the Maggie Valley Police Department of every authorized brewery or wine vendor that will be issuing samples and/or selling products at each Maggie Valley Festival Ground Event. Notification must be received @ a minimum of 24 hours prior to the 1st day of the scheduled opening of each event. All vendors must have valid permits on premises and displayed for verification as required by ABC Commission.
- W. **Certificate of Liability Insurance:** The Town of Maggie Valley requires insurance coverage on all events that take place on the Festival Grounds. The event promoter and/or producer must provide a \$1,000,000.00 liability

policy with the Town of Maggie Valley named as a co-insured. The certificate of insurance must be received 21 days prior to the 1st day of the event for verification. A list of suggested affiliates may be provided upon request.

- X. **APPLICATION/CONTRACT:** All users of the Maggie Valley Festival Grounds are required to execute the Town's standard individual or group application/agreement prior to their use of the Grounds. The agreement includes an indemnity holding the town harmless from any and all liability caused by the user's negligence during their use of the Grounds. The Town of Maggie Valley Board of Aldermen may authorize a Town designee to modify and/or negotiate base/user, as well as, processing fees at anytime. All previous approvals are superseded by this contract.
- Y. **BASE USER FEES:** Base/User fees shall be adopted by the Town Board of Aldermen. Generally, user fees will be established at the time the annual budget is adopted. Base/User fees are subject to change based upon the time of year, day of the week and nature of the event requested. All event organizations may appear before the Board of Alderman for special consideration, on a case-by-case basis, by going through the Festival Director.
1. **DEPOSIT:** All Organizations must pay a refundable \$1,000.00 damage/security deposit at least 90 days before the event. The damage/security deposit will be refunded after the event if the Festival Grounds are left in good condition and applicable advertising and/or promotional project requirements are met.
 2. **RENTAL FEES:**
 - a) Not-For Profit Events and Non-profit Entities: Maggie Valley Festival Grounds rental fees are waived.
 - b) For Profit Entities: Maggie Valley Festival Grounds rental fees are \$500.00 per day inclusive of existing electricity, water, stage, concession stand, restrooms and ticket booth. Promoters, producers, event professionals, groups, and/or individuals may elect to pay the rental fees or to have those equivalent rental fees redirected to be spent on advertising and/or promotional projects.
 - i) Option 1 - Rental Fees Paid: If the organizer decides to pay the fees, payment is due at least 90 days before the event. Rental fees paid by promoters, producers, event professionals, groups, and/or individuals may be refunded if requested within 30 days post event and advertising and/or promotional project equivalent requirements are met.
 - ii) Option 2 - Redirected Equivalent Rental Fees: Promoters, producers, event professionals, groups, and/or individuals may elect to have their equivalent rental fees redirected to be spent on advertising and/or promotional projects. Redirected Equivalent Rental Fees are \$1,000.00 for a two day event, and \$1,500.00 for a three day event.
 3. **REDIRECTED EQUIVALENT RENTAL FEES ADVERTISING AND PROMOTIONAL GUIDELINES:**
 - a) Fifty percent (50%) or more of the redirected funds must be used for advertising and promotion in areas outside of Maggie Valley and at least 2 hours driving time (i.e. Charlotte, Atlanta, etc.). The remaining fifty percent (up to 50%) can be used for local/regional advertising and promotion.
 - b) Promoters, producers, event professional, groups or individuals may select where the redirected equivalent rental fees will be most effective for their respective functions.
 - i) Examples of advertising and/or promotional projects approved for redirected equivalent rental fees include but are not limited to the following media:
 - Flyers
 - Posters
 - Brochures
 - Newspaper Advertising
 - Magazine Advertising
 - Radio Advertising
 - Television Advertising
 - Internet Advertising

- Billboards
 - Advertorials
- c) *Town of Maggie Valley logo* and the 828-926-0866 phone number must be included on the advertising up to the amount of their redirected equivalent rental fees.
- d) If an organization has a website for an event to be held at the Maggie Valley Festival Grounds, a link to both the *Maggie Valley Festival Ground*; www.maggievalleyfestivalgrounds.org and *Town of Maggie Valley*; www.townofmaggievalley.com websites must be included and/or linked on their event website.
- e) If an organization is promoting an event at the Maggie Valley Festival Grounds, the event organizer cannot advertise accommodations outside of Maggie Valley and/or Haywood County.

4. To Receive Fee Waiver/Deposit Reimbursement:

- a) Invoices generated for advertising functions at the Maggie Valley Festival Grounds must be paid by the organizer. A copy of the check, the paid invoice/bill, and proof of advertising must be submitted to Vickie Best at the Town Clerks office within 60 days following an event to be eligible for the deposit reimbursement.
- b) Submit proof of advertising and examples as follows:
- i) If an organization places Banner Ads for their event, they must provide a screen shot showing the banner ad from the website where the ad was placed.
 - ii) If an organization places Print Ads for their event, they must provide a tear sheet showing the periodical or newspaper from where the ad was placed.
 - iii) If an organization places electronic ads, (radio, tv, etc.) storyboards, video and/or audio clips must be provided from where the ad was placed.
- c) If the advertising terms are not met, an invoice sent to the organizer for the equivalent rental fees due. The deposit will be retained until the invoice is paid.
- d) Any expenses incurred by the Town for the recovery of unpaid fees are solely the responsibility of the applicant.

5. Other Consideration(s):

- a) All not-for-profit, non-profits, and for-profit promoters, producers, event professionals, groups, and/or individuals that want to rent the grounds, must fill out an application for use and approval of the Maggie Valley Festival Grounds. Please submit all applications to Vickie Best at the Town of Maggie Valley Clerk's Office for processing. The Board of Aldermen will make the final decision on all applications.
- b) As a non-profit, the Town of Maggie Valley, or any other non-profit of the organizers choice, may assist in securing appropriate permits to sell alcohol for each function held at the Festival Grounds. Special consideration will be given to local non-profits.
- c) All events requiring Police and/or Public Works assistance will have to pay for that assistance, unless those fees are waived by the Town Board.
- d) All events at Maggie Valley Festival Grounds must have a significant positive impact on Maggie Valley businesses. Occupancy rates, traffic counts, and attendance figures are examples of measures that can be used to verify.
- e) PAYMENT TERMS: EVENT DATES are not guaranteed until the refundable deposit of \$1,000.00, is paid in full. Access to the grounds will be prohibited applicable fees are paid, contracts and addendums are received.
- f) EVENT CANCELATION - FEES: If the event is canceled by the promoter and/or producer within 60 days prior to the 1st event date, the security deposit will be forfeited.
- g) In the event of a declared national disaster, all paid deposits will be returned.

6. This policy will extend from September 1, 2011 - December 31, 2012 and will be re-evaluated at that time.

- Z. **ADDITIONAL COSTS:** Depending on the size and scope of your event, civic service costs may be incurred by the event (i.e. road closures, police, public works personnel, medical services, equipment rentals, etc.).
1. Police and Public Works personnel are recommended for each event and in some instances may be required.
 2. The Chief of Police, Public Works Director and/or Festival Director will work with each promoter and/or producer to determine appropriate police protection and/or public works staffing need unique to that specific festival. Additional costs may apply.
 3. All events requiring road right-of-ways, such as road closure permission, from NC DOT requires a special form prepared and submitted 3 months prior to the event. The Chief of Police will make all the arrangements but must have prior notice.
 4. If Emergency Medical Services are required, please contact Haywood County EMS at (828) 452-6600.