

Dear Event Organizer:

We're pleased you have chosen Downtown Blacksburg as the site for your special event, and feel certain you will find a cooperative and friendly spirit among the businesses, merchants, employees and residents of the Town of Blacksburg.

Please review the downtown event requirements and contact the Community Relations Office before you begin to fill out the application. Depending on the type of event you are planning, filling out each section of the application may not be required.

Once your application has been received, our event review team will meet with you to discuss your plans, and then make a recommendation to the Town Manager for approval or denial of your application. It's our goal to assist you in planning safe and successful events for the downtown area. Please feel free to call us at (540) 961-1199 or email events@blacksburg.gov if you have any questions.

Regards,



Heather Browning
Community Relations Manager

DOWNTOWN EVENT APPLICATION

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OVERVIEW

The organizer of an event taking place in downtown Blacksburg must fill out the following application and is advised to return it to the Community Relations Office no less than thirty (30) days prior to the date of the proposed activity. An application for a major event (one involving the closure of more than three (3) blocks or which will last more than one day) shall be filed no less than sixty (60) days before the first date of the proposed activity. *Email applications to events@blacksburg.gov or deliver to 203 Washington Street (on the corner of Washington and Draper, across from the Municipal Building.)*

Note: All downtown events taking place on public property must be open to the public at all times.

WHAT IS AN EVENT?

For the purpose of this application, an event is any organized activity involving the use of, or having impact upon downtown public property, public facilities, parks, sidewalks, or public roadways in a manner that varies from its current land use. Examples of such activity include but are not limited to street festivals, craft fairs, concerts, etc. [Simple parades, processions, and road races](#) are required to fill out a shorter, separate application, unless they are part of a larger festival or event. In that instance, the full downtown [event application](#) is required.

Blacksburg Municipal Code Chapters 15 and 21 provide the framework and guidance for the issuance of Special Event Permits within the Town of Blacksburg.

EVENT PRIORITY

Town Sponsored Events

Town of Blacksburg events and town-sponsored events have priority use of any downtown public property or right-of-way. Other applications for downtown events are processed in order of receipt.

Annual Events

Applicants who have held a quality event in the previous year and remain in good standing with the town have priority for the same time and location the following year.

Market Square Park

To hold an event in Market Square Park, the event should promote downtown Blacksburg and be designed to attract the community at large and not primarily members of the group conducting the event. Vendor retail, concessions, and fund raising may be a part of event activities, but shall not be the primary or only reason for the event.

Given its primary purpose as a park and farmers market facility, priority for events at Market Square Park shall be given to those sponsored by the Town of Blacksburg, the Friends of the Farmers Market, and Downtown Blacksburg, Inc. However, entertainment and cultural events (art exhibits, concerts,

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Town of Blacksburg

Historic Five Chimneys House
203 Washington Street, Blacksburg

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events@blacksburg.gov

plays or dances, holiday celebrations and festivals); and health and wellness events related to the Farmers Market may also be permitted.

Permitted events should be open to the public without charge. In scheduling events, the Friends of the Farmers Market shall have priority for events conducted during regular Farmers Market hours, based on its existing license agreement. The permitting process shall follow the procedures established in Town Code §§ 15-102 and 15-103. However, the duration of any event in Market Square Park cannot exceed 48 hours.

APPLICATION PROCESS

The process begins when you submit to the Town of Blacksburg a completed Downtown Event Application. **Receipt of your application is not to be construed as final approval or confirmation of your request.** A representative from the town’s Community Relations Office will contact you upon receiving the application and thereafter will serve as your primary point of contact for the processing of your permit. Copies of the application are reviewed by a panel of town personnel and Downtown Blacksburg Inc., staff, and may include Virginia Tech representatives if university property is proposed for use.

During the initial application reviewing process you will be allowed time to provide the town with all pending documents (e.g., certificate of insurance, secondary permits, etc.). **These items must be received before issuing a Downtown Event Permit.** Delays in providing these items may delay the town’s ability to finish the review process and approve your application in a timely manner. Application payment must be received before event approval, (see page 3).

COMPENSATION FOR POLICE SERVICES

Depending on the size and type of event, the town may require additional police personnel to work the event, above and beyond those who are working the event as part of their regular work day. The fee for this service will be shared with the applicant prior to finalizing the event application. The town will determine the number of police officers necessary to ensure the safety of participants, minimize the inconvenience to our residents and reduce the public liability exposure to the organizing agency, as well as the town.

APPLICATION FEES

A nonrefundable processing fee, as follows, must be submitted with the completed application for an event. Please send payment to the Community Relations Office at 300 South Main Street, PO Box 90003, Blacksburg, VA 24062-9003 or deliver to 203 Washington Street, SW. If you have questions about under which category your event falls, please call our office at 540-961-1199.

Festival, art show or event held for two or more consecutive days	\$150
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Parade, procession, march, footrace, bicycle race, other event requiring closure of sidewalk, street or thoroughfare	\$75
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Parade, procession, march, footrace, bicycle race, other event requiring monitoring of sidewalk, street, or thoroughfare	\$25
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Festival, art show or event held for one day	\$75
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Commercial motion picture or television production for one day	\$50
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Activities or events requiring a variance from park regulations	\$75
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Use of Henderson Lawn and other Virginia Tech property	May require additional fees
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DOWNTOWN EVENT APPLICATION

Today's Date: _____

Event Name: _____

Event Date: _____ Event Time: _____ Event Website: _____

Event Location: _____

Applicant Name: _____ Organization Name: _____

Co Applicant: _____ Organization Name: _____

Mailing Address: _____

City/State/Zip: _____

Work Phone: _____ Cell: _____ Email: _____

Contact Name and Number During the Event: _____

GENERAL INFORMATION

Event Type

Festival Festival with Run/Walk/Bike Race/Parade or Procession

Concert Other (please specify) _____

Briefly describe the purpose and scope of your event and estimated attendance: _____

STREET CLOSURES AND PUBLIC SAFETY

Applicant Set Up Time Begins: _____

Applicant Clean Up Time Ends: _____

Should street closures be necessary, town staff will assist in designating those areas based on emergency vehicle access and public safety needs.

Will this event require street closure? Yes No

Street closures requested:

Time to close streets: _____

Time to reopen streets: _____

Towing: The applicant is responsible for towing vehicles out of the event area. Vehicles can be towed to the nearest legal parking space at the applicant's expense. Applicant will affix signs the day before the event to meters in the event area warning of towing. Police will bag the meters at a time to be determined.

Towing company: _____

Law Enforcement: The Town of Blacksburg will assist applicants with determining the number of law enforcement officers necessary for the event based on its size. Hourly fees will be applied for this service.

Fire and Emergency Medical Services: The Town of Blacksburg will assist applicants with determining the need for Fire and Emergency Medical Services for the event, and will work with the applicants to determine the proper set up location.

INSURANCE REQUIREMENTS

Events involving the types of activities listed below shall provide proof of liability insurance acceptable to the town and written for no less than the limits cited.

Event Type	Minimum Limit of Insurance
Amusement Devices	\$500,000 per occurrence
Fireworks or Pyrotechnics (including fire performers)	\$1,000,000 per occurrence
Food and Beverage: Sale or Distribution to General Public	\$1,000,000 per occurrence
Sporting Events: Not Requiring Street Closure	\$500,000 per occurrence
Sporting Events: Requiring Street Closure Major thoroughfare	\$1,000,000 per occurrence
Residential (block parties are exempt)	\$500,000 per occurrence
Outdoor Staged Entertainment	\$500,000 per occurrence
Parades and Other Miscellaneous Activities (Required for parades with motor vehicles only.)	\$300,000 per occurrence

The Town of Blacksburg does not sell insurance. However, this type of insurance policy can be acquired from most private insurance carriers. **The Town of Blacksburg requires that the town be named as an additional insured and contain the following information:**

1. Certificate Holder: Town of Blacksburg
2. Description of date(s) of event or a statement that the coverage is for all events held on town property during the policy period
3. For sale or distribution of food and beverage: Products Liability Coverage
4. For sale or distribution of alcoholic beverage: Liquor Liability Coverage

The Town of Blacksburg reserves the right to modify the cited minimum liability insurance limits based on the nature and degree of risks to the public.

Liability insurance is required for these events. Final consideration of the event application will be pending until a certificate of liability insurance is provided.

Applicant shall assume risks incident to or in connection with the permitted activity and shall be solely responsible for damage or injury, of whatever kind or nature, to person or property, directly or indirectly arising out of or in connection with the permitted activity or the conduct of the applicant's operation. Applicant hereby expressly agrees to defend and save the Town of Blacksburg, its officers, agents, employees, and representatives harmless from any penalties for violation of any law, ordinance, or regulation affecting its activity and from any and all claims, suits, losses, damages or injuries directly or indirectly arising out of or in connection with the permitted activities or conduct of its operation or resulting from the negligence or intentional acts or omissions of the applicant or its officers, agents, and employees.

Applicant Signature: _____

Date: _____

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Food and Alcohol Documents to be submitted to the Town of Blacksburg:

With the completed application:

- A description of proposed food and alcohol services, including a list of vendors if available.
- A map containing the proposed location of food and alcohol services.
- A copy of the application submitted to the Health Department and a list of all vendors who submitted permit applications.
- A copy of the alcohol license application submitted to Virginia ABC and indication of the types of alcohol being served.

Virginia ABC Guidelines for Alcohol Services

Applicants must receive permission from the Town of Blacksburg to sell alcoholic beverages in the public right-of-way. In order to do so, applicants must first obtain a license from the Virginia Department of Alcohol Beverage Control for alcohol consumption on public or private property for downtown events. Guidelines for obtaining a license are available at <http://www.abc.state.va.us/licensing/banquet.htm> or by calling (540) 562-3604.

Health Department Guidelines for Food Services

Organizers of events featuring food service must contact the Montgomery County Environmental Health Department of the New River Health District to determine if a permit is required. Complete guidelines and applications for temporary food events are available at: <http://www.vdh.state.va.us/LHD/newriver/environmental.htm#apps>.

The New River Health District requires that the applicant must complete an event information form and distribute health permit applications to **each** vendor who will provide food at the event. It's the applicant's responsibility to collect and submit all vendor applications to the Health Department at least **10 days** prior to the event deadline. For large scale events, every effort should be made to submit applications **30 days** in advance of the event.

Please review the guidelines carefully and contact the Health Department with questions at:

Montgomery County Environmental Health Department
210 South Pepper Street, Suite A, Christiansburg, VA 24073
Phone: (540) 585-3300, Fax: (540) 381-7104

Mats for College Avenue

Mats provided by the town must be used to prevent food grease, paint, and other potentially damaging materials from spilling on the sidewalk and/or roadway on College Avenue.

SOUND AMPLIFICATION

Will your event include amplified sound (i.e., live or recorded music)? Yes No

If yes, please briefly describe the intended sound amplification, i.e., types of equipment to be used.

How many stages and or entertainment locations will be on site, and where will they be located?

Note: No stages are allowed on College Avenue. Only the Henderson Lawn stage may be used. To reserve the Henderson Lawn stage, please contact Virginia Tech Event Planning at 540-231-5005.

More information on reserving space at Virginia Tech can be found at www.studentcenters.vt.edu/eventservices/event_planning/public_space/index.html. *There may be additional fees for Virginia Tech services.*

Note: No sound amplification shall occur before 10:30 am or after 10:00 pm.

Name of sound company if applicable: _____

Contact information for sound company: Name: _____

Phone: _____ Email: _____

Please attach detailed entertainment schedule:

PORTABLE RESTROOMS AND SINKS

The applicant is required to provide portable restroom facilities at the event unless the applicant can substantiate the sufficient availability of both ADA accessible and non ADA accessible public facilities in the area. 5% of those facilities should be ADA accessible with at least one being ADA compliant. Portable restrooms need to be removed 24 hours after the conclusion of the event.

A ratio of one portable sink for every four restrooms is also recommended.

Do you plan to provide portable restroom facilities? Yes No

Do you plan to provide portable sinks? Yes No

Number of Non ADA facilities: _____

Number of ADA accessible facilities: _____

Number of portable sinks: _____

If no, explain: _____

Restroom Company: _____ Contact Number: _____

Equipment Set Up Date: _____ Time: _____

Location of Facilities: _____

REFUSE AND RECYCLING

The Town of Blacksburg will provide refuse and recycling containers upon request with the number and location to be determined at the planning meeting following submission of this application. Any lost receptacles are the responsibility of the event organizers and there will be a charge for any lost receptacles. It is the applicant's responsibility to dispose of all trash and recycling during and after the event. Applicants are asked to leave the event area in its original condition. Should the town find that the event area was not restored to its proper condition, cleanup will be contracted and the applicant will be charged. The health department may also require individual food vendors to provide waste receptacles near their food preparation areas.

GREEN FESTIVAL GUIDELINES

Applicants are always encouraged to look for ways to make their event more sustainable. The following are some guidelines from the Virginia Department of Environmental Quality for becoming a "Virginia Green Event." To learn more or to apply to become a "Virginia Green Event," visit

www.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx.

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HAZARDOUS MATERIALS AND FIRE CODE

Tents over 400 square feet must be inspected by the town's fire inspector.

Will the event have any hazardous materials such as gasoline, butane, propane, helium tanks, and diesel tanks? Yes No

If yes, tanks must be labeled, upright, and secured at all times to prevent accidentally tipping. Caps must be on helium tanks when not in use. When renting portable tanks, be sure to rent the portable stand for mobility and upright securing.

Will there be any portable heaters? Yes No

No open flame devices shall be allowed in public gathering spaces, or within 10 feet of combustible materials such as fabrics and tents. Open flame devices include such things as grills, smokers, candles, Tiki torches, and fire pits. Warming tables and chafing dishes are allowed under a regular festival tent, as long as the warmers are not wrapped with combustible materials (paper or fabric).

Note: Fabric tents are combustible, unless a vendor is specifically using a fire resistant tent. Certification of fire resistance by the tent manufacturer must be provided upon inspection. **Gas or charcoal grills and smokers are not allowed under fabric tents.** Grills may be operated outside of the tented area as long as they are staffed at all times, and covered from the elements. The 10 foot rule still applies, particularly when a vendor next to you is using a combustible fabric tent.

Fire Extinguishers - Fire Code requires a 5 lb or larger ABC fire extinguisher at each cooking location.

Will there be any deep fat fryers? Yes No

If yes, please note: **Deep fryers must be used in enclosed areas with automatic fire suppression systems, such as a festival trailer. Fryers are not permitted under tents or in open areas.** A Class K fire extinguisher is also required when using a deep fryer. If preparing other food and using a fryer, both the Class K and 5 lb ABC extinguisher are required, in addition to the automatic suppression system.

Are any pyrotechnics or other flammable or materials or devices being proposed? **Note:** Fireworks are prohibited in downtown.

Yes No

If yes, applicant must provide to the town a plan which establishes procedures that will be followed and actions to be taken in the event a shell fails to ignite in, or discharge from, a mortar or fails to function over the fallout area. Location and description: _____

ELECTRIAL SERVICES

Upon application review, the Town of Blacksburg will advise the applicant of electrical needs and will provide staff for day of event connections. This is a requirement of all downtown festivals tapping into the downtown electric infrastructure. Electricity is intended for lighting, not for cooking or other high demand activities. The larger the event, the amount of electricity available to each vender gets smaller, so town staff may limit access to each participant. All cords must be grounded and tripping hazards minimized.

Do you require electrical service? Yes No

Location: _____

If yes, explain: _____

Generators: Electrical service required beyond that which is generally available must be provided for and arranged for by the applicant. Restrictions may apply to specific sites and to the type of generators allowed in the festival area. Please specify location, voltage, amperage, and phase of any additional electrical wiring that will need to be installed. Generators cannot be refueled during the event.

Only single plug extension cords are allowed in the event area. If more than one item needs to be plugged in, an outlet strip with a built in breaker may be used if not overloaded. Zip cords and multi-plug adaptors are not allowed.

SITE PLAN

In this section please provide to the best of your ability a preliminary site plan for your event using the checklist below. **Include a map of the entire event venue including all affected streets.** A sample downtown map is available at the end of this application. The area requested must be reasonably suited relative to the accessibility, size, and nature of the proposed special event. The event must accommodate the special needs of disabled persons whose rights are protected under the Americans with Disabilities Act and who chose to participate in this event.

Fire hydrants or sidewalk curb breaks that are used for ADA accessibility may not be blocked at any time.

The map should include the following information:

- Tents (list number and sizes)
- Food and Beverage Vendors
- Alcohol Vendors
- Fire Extinguishers
- Portable Toilets
- Hand Washing Sinks
- Stages or Amplified Sound
- Bleachers and/or chairs (if applicable)
- Retail Merchants (sidewalk sales)
- Assembly Areas
- Garbage Receptacles
- Recycling Bins or Carts
- Generator/Electricity
- Trailers, Vehicles, Storage Facilities
- Signs and/or Banners

ROUTE AND TRAFFIC PLAN FOR WALKS, RACES, AND PARADES

This page is only required if you’re planning a race, walk or parade as part of a larger event or festival. If the race, walk, etc., is to be held as a stand- alone event, please use the form titled “[Parade Permit Application](#)” found at www.blacksburg.gov/events, instead of this application.

Road Race Bike Race Walk Bike Tour
Parade Other: _____

Start Location: _____

Finish Location: _____

Event Duration: (ex 8am – 5pm): _____

Will this event require the closing of any streets? Yes No

Participants (animals, vehicles, bikers, walkers, runners, etc.):

Sponsors (individuals and organizations):

Please chart the proposed route on a map of the area and submit with application.

The applicants must:

- Notify surrounding residents about the event taking place in the area.
- Place traffic cones along the affected routes to keep participants within those coned boundaries.
- Place race marshals at the Start/Finish and at every intersection and along the coned route.
- Ensure that marshals are readily identifiable by wearing orange traffic vests, and in possession of a functional flashlight.
- Ensure that all participants of race wear high visibility/reflective clothing and a “cyalume” or other similar lighting instrument that would be clearly visible to vehicles.
- Ensure that all staff and/or participants do not park illegally, block or inhibit use of residential driveway(s), or block or impede traffic on any road.
- Post signs along the route to notify motorists of the race in progress.

ROUTE AND TRAFFIC PLAN, CONTINUED

Please indicate how many race marshals you will have and where will they be located:

PROPERTY AND PARKING PERMISSIONS

Kent Square Parking Lot or Garage

Contact Park, Inc.:

(540) 443-3542

Downtown Area Behind Poor Billy's

Contact Blue Ridge Real Estate:

110 Draper Road, Blacksburg, VA 24060

(540) 953-0054

Requesting use of Henderson Lawn, the Media building lawn or any other Virginia Tech property:

Contact Virginia Tech's Student Centers and Activities:

Call 540-231-5005

Squires Parking Lot

Call Virginia Tech Parking Services:

(540) 231-3200

For use of private property, obtain permission from property owner. Contact the town to determine the name and contact information for the property owner.

DOWNTOWN CALENDAR OF EVENTS

Downtown Blacksburg plays host to a number of annual and reoccurring events. Visit www.stepintoblacksburg.org, www.blacksburg.gov/calendar, www.blacksburgfarmersmarket.com, and www.downtownblacksburg.com for the most up to date listing of event dates.

Applicants are also encouraged to become familiar with Virginia Tech's academic and athletic calendars when planning an event. Visit www.registrar.vt.edu/registration/timetable_calendars.php for academic calendar information and www.hokiesports.com/ to access athletic schedules.

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USEFUL SERVICES AND VENDORS

The following is a list of vendors that may be helpful in the event planning process. The Town of Blacksburg does not recommend or endorse any particular vendor.

Music/Sound

Midway Productions: 209-B College Avenue, Blacksburg, (540) 951-5600

Stage Sound: 2240 Shenandoah Ave, Roanoke, (540) 342-2040

Outdoor Restroom Facilities

Montgomery Sanitation: (540) 382-2205

Tidy Services: 2011 Cook Drive, Salem, (540) 345-0168

Affordable Portables: 3818 Williamson Rd, Roanoke, (540) 589-3282

Handy John: 1514 Eastern Ave NE, Roanoke, (540) 343-4890

Logistics (Tents, Tables, Chairs, etc.)

Heavener Rental: North Main Street, Blacksburg, (540) 961-7638

New River Valley Rent All: W Main St, Radford, (540) 639-1619

Aztec Rental: 1531 N Main St, Blacksburg, (540) 552-7474

Volunteers

Virginia Tech Corps of Cadets: <http://www.vtcc.vt.edu/>

Virginia Tech Greek Organizations, Division of Student Affairs: www.greeklife.vt.edu/

Volunteer NRV through United Way: <http://volunteernrv.org/>

Refuse and Recycling Collection

Bob's Refuse: (540) 382-9335

Waste Industries: (877) 927-8346

Montgomery Regional Solid Waste Authority (drop off recyclables): (540) 381-2820

Poplar Manor Enterprises - Composting Services: (540) 763-5688 or PME-Compost@swva.net

Towing Services

Campus Automotive: (540) 951-7398

Price's Chevron: (540) 552-5041

Alternative Transportation

Blacksburg Transit: (540) 961-1185

Hooptie Ride: (540) 449-3748

Blacksburg Taxi: (540) 552-6671

MARKETING, MEDIA RELATIONS, AND RESIDENT INFORMATION

When planning an event, communication is the key to your success. Equally important is the proper notification of residents and businesses in the surrounding neighborhoods and commercial districts. The following are some resources to help you with that effort.

Business and Resident Notification: Depending on the location of the event, notification of the surrounding neighborhoods and downtown businesses will be required. The Town of Blacksburg can assist you with a list of addresses for surrounding neighborhoods and provide a list of all downtown businesses. Downtown Blacksburg, Inc., can also provide assistance by spreading the word to downtown businesses. They can be reached at (540) 951-0454.

WTOB Channel 2 Community Bulletin Board: Send short announcements with the basic who, what, when, and where information to announcements@blacksburg.gov. Please provide a contact name, number, and email, and a website for the event if available.

Take it on the Road: Introduce your organization to as many community groups as possible and ask to be on the agenda for their next meeting. Remember book clubs, Rotary, the Newcomers Club, neighborhood associations, the public library, etc.

Partner: Use your vendors, sponsors, and other partners to spread the word through their own list serves and networks.

Local Media: In addition to sending news releases and updates to the local media, reach out for media sponsorships. Sponsorships will allow you to give a high level of exposure to select media outlets while gaining, at times, thousands of dollars in free promotional spots, advertisements, and news coverage. Start early getting the word out, and send out updates closer to the date of the event. Some media sites, like Roanoke.com, have a free online event calendar.

Promote Far and Wide: Remember the people coming to your event won't all be from the New River Valley. Find ways to reach out into all New River Valley communities ,(Blacksburg, Christiansburg, Radford, Floyd, Giles), but also get the word out in Roanoke, Wytheville, and possibly even as far as two hours each way up the interstate. People will travel for quality events. Use local calendars such as www.stepintoblacksburg.org.

Advertise on Blacksburg Transit: BT has a variety of advertising options both on the bus and outside the bus. Call BT at (540) 961-1185 for details.

Social Media Sites: Use social media to get the word out (viral marketing). Facebook has advertising which targets people with particular interests or location. Or just set up an event on Facebook for free. Twitter allows you to get the word out, but also allows you to ask others to spread the word.

Event Calendars: Be sure to list your event on the public event calendars located at www.stepintoblacksburg.org, and <http://www.nextthreedays.com/>