



# TOWN OF PALM BEACH

## Administrative Procedure

Procedure No.....1-15-9

Effective Date.....October 8, 2015

APPROVED: Thomas G. Bradford  
Thomas G. Bradford, Town Manager

### **TITLE: TOWN SPONSORED BUSINESS ASSOCIATION SPECIAL EVENTS**

#### **OBJECTIVE:**

It is the policy of the Town of Palm Beach to allow for Town-sponsored special events within the public right-of-way or other public lands within the three identified commercial areas commonly described as Worth Avenue, South County Road, and Royal Poinciana Way, by the business associations representing each area. All proposed events will be carefully reviewed, individually approved, and restricted in accordance with the procedures as outlined herein and the Town Code of Ordinances. All expenses pertaining to such special events shall be borne by the association originating the event, and the Town shall be held harmless from any and all liabilities that may arise from such events.

#### **RESPONSIBILITY:**

It is the responsibility of the business association requesting Town sponsorship of a special event to complete and submit a Business Association Special Event Proposal Form and provide supporting documents, site plans, etc. to the Town's Director of Recreation, who will ascertain whether or not the proposal is complete and sufficient information has been provided. Once deemed complete, it will be reviewed by multiple Town Departments, including but not necessarily limited to Recreation, Police, Fire Rescue, Public Works, and Planning, Zoning and Building. Each department may provide comments/recommendations regarding event conditions. Once the Director of Recreation is satisfied that such internal review is complete, the application will be presented to the Town Manager or his/her designee for approval prior to Town Council's review and final approval, denial, or approval with modifications.

## **PROCEDURE:**

Each proposal for a special event to be sponsored by the Town shall be weighed on its individual merits and acted upon by the Town Council without regard to precedents. The following rules shall apply to special events:

- The maximum number of such Town-sponsored special events shall be two (2) per calendar year per commercial area, excluding holiday lighting ceremonies traditionally held in November and/or December.
- No more than one (1) special event per day shall be allowed in Town, based upon a first-come, first-served basis.
- Proposals should be submitted at least 90 days prior to the proposed special event and no earlier than one year in advance.
- It is expected that the duration of each event will be eight hours or less. Any and all exceptions from such rule shall be clearly identified within the proposal.
- Obstruction of public rights-of-way may be approved. Obstructions must be clearly identified within the proposal.
- Each proposal must include a detailed site plan identifying vehicular access, pedestrian access, event venue(s), and all related equipment. Barricades and related safety equipment must be provided to the satisfaction of the Town. A Maintenance of Traffic Plan (M.O.T.) may be required depending upon size and complexity of the special event.
- The business association may be responsible for securing any/all regulatory approvals necessary for each such event, including State DOT permit(s).
- Special detail officers, including Police and Fire Rescue personnel, may be required to ensure public safety at such events. The Town shall have authority to require same, and all costs shall be borne by the business association.
- Food trucks shall not be permitted, nor shall any temporary cooking facilities be allowed. All food served at each event shall be prepared in licensed restaurants, or transported to the event from alternate locations.
- A liquor license must be obtained by the business association if money is required to purchase drinks, tickets, coupons, etc. No liquor license shall be required if alcohol is served free of any charge whatsoever.
- Signage of all kinds, including banners and photo backdrops, shall be approved on a case by case basis. Signage must be set up and removed in accordance with the eight hour event restriction unless specifically allowed for longer periods by the Town Council.

- Any special equipment, including but not limited to staging, lights, amplifiers, generators, etc., must be detailed within the proposal, and will be approved, denied, or modified per Town Council approval.
- All equipment not previously identified herein, including but not limited to fencing, barriers, tents, stages, platforms, risers, canopies, portable restrooms, garbage cans, dumpsters, etc., shall be clearly identified within the proposal and shown on a detailed site plan.
- The business association must submit proof of insurance to the Town in accordance with the recommendation of the Town's Risk Manager for each special event, and each certificate of insurance shall name the Town of Palm Beach as an additional insured.
- A Hold Harmless Statement must be provided, in format satisfactory to the Town's Risk Manager, exempting the Town of Palm Beach from any and all liabilities stemming from a special event.
- The Town has the right to require a refundable bond or satisfactory form of cash deposit to be paid as a condition of approval. The bond or cash equivalent will be refunded thereafter, unless the Town determines to retain all or a portion of same for Town-determined remedial expenses.

#### **ATTACHMENTS:**

**Business Association Special Event Proposal Information and Form**



# Business Association Special Event Proposal Information & Form

## **Proposal Process**

The proposal process begins when you submit the completed Business Association Special Event Proposal Form to be considered for Town sponsorship. ***Keep in mind that acceptance of the proposal should in no way be construed as final approval or confirmation of your request.***

Upon receipt of your proposal the Town will assign a coordinator to help guide you through the process. The coordinator distributes the proposal to all Town departments for review. During the review process you will be notified if your event requires additional information, permits or licenses. You will be allowed time to provide us with all pending documents.

Delays in providing these items often delay our ability to finish our review and issue a decision on your special event proposal.

You may be contacted individually by these departments if they have specific questions or concerns about your event. Depending on the impact on Town services, a group meeting with all affected departments and the association may be scheduled to clarify questions and concerns.

## **Proposal Steps:**

1. Submit your completed proposal at least 90 days prior to your proposed event. Proposals will be accepted up to 1 year in advance. Completed proposals may be:
  - Delivered: Recreation Center, 340 Seaview Avenue or
  - Mailed: Town of Palm Beach Recreation Department, ATTN: Business Association Special Event Proposal, P.O. Box 2029, Palm Beach, FL 33480 or
  - Emailed: [bzickar@townofpalmbeach.com](mailto:bzickar@townofpalmbeach.com)
2. You will be sent an e-mail acknowledgement that your proposal has been received. Your proposal will be reviewed by Town staff, which may take up to three weeks. During this time, you may be contacted by Town staff for clarification of event details.
3. After a full review of your proposal, including Town Council approval, you will receive either a conditions of approval letter or a denial letter. The conditions of approval letter will outline requirements for your event, such as necessary permits, approvals and/or event bonds/cash deposit fees. This may include, but is not limited, to the following:



- Certificate of Insurance showing evidence of a commercial liability policy
  - Copy of Temporary Liquor License, if applicable
  - Traffic/Parking Control Services
  - Inspections
4. Once all the conditions of approval have been met a final Special Event Approval Letter will be issued by the Town.

### **Fees**

It will be the association's responsibility to pay for the cost of all inspections and other Town services (i.e., Police and Fire). Other fees such as permit fees may apply for tents, stages, etc. Depending on the type of event, respective fees may vary. Events will require a refundable security deposit, depending on the type, location and size of the event. Fees can range as follows:

<b>Event Description</b>	<b>Event Size</b>	<b>Security Deposit</b>
Minor	Less than 250 attendees	\$500
Medium	Between 251 – 1,000 attendees	\$2,000
Major	Over 1,000 attendees	\$5,000

For additional information, contact Beth Zickar, Director of Recreation at 561-838-5485 or [bzickar@townofpalmbeach.com](mailto:bzickar@townofpalmbeach.com).



## BUSINESS ASSOCIATION SPECIAL EVENT PROPOSAL FOR TOWN SPONSORSHIP

EVENT TITLE Flags for Heroes EVENT DATE 11/08/19 - 11/11/19

### SECTION 1: CONTACT INFORMATION

Business Association	Main Street Palm Beach Association, Inc.(MSPBA) w/ Rotary Club of Palm Beach Foundation	
Representative Name	Frances Frisbie (1)	Richard P. Zaretsky (2)
E-Mail Address	frances@frisbiegroup.com	RPZ@ZaretskyLaw.com
Mailing Address	125 Worth Avenue, #221 Palm Beach, FL 33480	1615 Forum Place, STE 3A West Palm Beach, FL 33401
Primary Telephone	561-717-9803	561-689-6660
Secondary Telephone	NA	561-249-4820
Fax Number	NA	561-683-1559

### SECTION 2: EVENT INFORMATION

Event Location	The two large medians within Royal Poinciana Way between Bradley Place and County Road	
Event Admission Fee	<input type="checkbox"/> Yes, Amount _____ <input type="checkbox"/> No <b>NO</b>	
Anticipated Attendance	250 +/- over the course of 3 days	
Event Time	From: 11/08/19 To: 07/11/19	
Event Set Up	Date: 11/08/19 1:00 PM - 8:00 PM	
Event Dismantle	Date: 11/11/19 3:00 PM- 8:00 PM	

#### Event Description

Flags for Heroes enables citizens to recognize the heroes in their lives while raising funds for charitable causes. Citizens may purchase a medallion to be placed on a flagpole recognizing their hero. A goal of 500 or more flags has been established. People have the option of purchasing a \$75 medallion or a \$100 medallion to commemorate their hero. All proceeds, net of event costs, will be donated to college scholarships for children of Town of Palm Beach Fire-Rescue, General and Lifeguard employees.

Footnote (1) Frances Frisbie is a Director of MSPBA and their primary representative.

Footnote (2) Richard Zaretsky is the President and primary representative of the Rotary Foundation.

Is this event part of a larger marketing campaign? If yes, please describe.

**NO**

<b>Public Inquiries Contact (Name, Telephone and E-Mail Required)</b>	Richard Zaretsky Tele: 561-689-6660; Email: RPZ@Zaretskylaw.com
<b>Are you requesting any street and/or sidewalk closures?</b>  <div style="border: 1px solid black; padding: 2px; display: inline-block;">YES</div>	If yes, specify street and/or sidewalks and time of closures. <div style="border: 1px solid black; padding: 2px;">Closure of the U-Turn Cross Thru between the east and west medians for pedestrian safety during the opening event on 11/09/19 approx. 9AM - 10AM.</div>
<b>Does your event include food concessions?</b> <div style="border: 1px solid black; padding: 2px; display: inline-block;">NO</div> (No On-Site Cooking Permitted)	Anticipated Number of Vendors:
<b>Does your event involve the sale or consumption of alcoholic beverages?</b>  <div style="border: 1px solid black; padding: 2px; display: inline-block;">NO</div>	If yes, please check all that apply:  <input type="checkbox"/> Free Alcohol <input type="checkbox"/> Distilled Spirits <input type="checkbox"/> Alcohol Sales <input type="checkbox"/> Beer <input type="checkbox"/> Wine  <i>If alcohol is sold at an event, the applicant is required to obtain a temporary liquor license from the Division of Alcoholic Beverages and Tobacco. Copy of temporary liquor license must be provided to Town prior to event date. Additional insurance requirements and police enforcement will be required.</i>
<b>Does your event require amplified sound and/or music?</b> YES. A PA system is contemplated for the kick off ceremony for announcements and statements.	If yes, please check all that apply: <div style="border: 1px solid black; padding: 2px;"> <input checked="" type="checkbox"/> Amplified sound for announcements &amp; short speeches in compliance with Noise Ordinance.         </div> <input type="checkbox"/> Amplified sound for recorded music <input type="checkbox"/> Amplified sound for live music  <i>Approval of a Special Event Proposal does not necessarily exempt the planned event from the requirements of the Town of Palm Beach's Noise Ordinance.</i>
<b>Will you be installing any temporary signage?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <div style="border: 1px solid black; padding: 2px; display: inline-block;">Banners</div>	If yes, list number, description and location: <div style="border: 1px solid black; padding: 2px;">Signage, no, banners, yes. Banners approx. 3' X 5' stating "Rotary Club Foundation" &amp; names of any underwriters. FDOT Banner permit is required. Locations marked on site plan. Limit of 6 underwriters.</div> <i>Compliance with Section 134-2371 of the Town of Palm Beach Code of Ordinances is required.</i>
<b>Do you plan to provide portable comfort stations at your event?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <div style="border: 1px solid black; padding: 2px; display: inline-block;">NO</div>	If yes, how many stalls will be in each station: _____  <input type="checkbox"/> Yes <input type="checkbox"/> No   Is comfort station ADA accessible?  <i>If not providing, provide information as to availability of restroom facilities in the immediate area of the event site that will be available to the public, include ADA accessible and non-ADA accessible.</i>

<p><b>Will you be installing any temporary structures?</b></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p style="text-align: center; border: 1px solid red; padding: 5px;">NO</p>	<p>If yes, identify number and size of tents &amp; canopies:</p> <p>_____</p> <p>_____</p> <p>Delivery Date: _____ Removal Date: _____</p> <p>Stage/Platform/Riser Dimensions:</p> <p>Length: _____ Width: _____ Height: _____</p> <p>_____</p> <p>Delivery Date: _____ Removal Date: _____</p> <p><i>Vendors will be required to provide a certificate of commercial general liability insurance in an amount to be determined by the Town, listing the Town of Palm Beach as additional insured. Permits may be required.</i></p>
<p><b>Will funds be solicited for any charities?</b></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p style="text-align: center; border: 1px solid red; padding: 5px;">YES</p>	<p>PB Rotary Foundation to raise funds for college scholarships for children of Town of Palm Beach Fire-Rescue, General and Lifeguard employees. TPB Charitable permit(s) to be submitted per TPB Ordinance.</p>
<p><b>Will this event utilize a generator(s)</b></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p style="text-align: center; border: 1px solid red; padding: 5px;">NO</p>	<p>If yes, list the number and size of each:</p> <p>It is requested that TPB allow PA system for opening event to use power at base of palm tree(s). This will negate need for generator and reduce event noise.</p>
<p><b>Site Plan</b></p> <p style="border: 1px solid red; padding: 10px; margin-top: 20px;">YES. Event site plan has been submitted with this application.</p>	<p>Please include a complete site plan of the proposed event, including:</p> <ul style="list-style-type: none"> <li>An outline of the event site including the names of the streets or areas that are part of the venue and the surrounding area.</li> <li>Any street or lane closure requests.</li> <li>The locations of fencing, barriers and/or barricades. Include any removable fencing for emergency access.</li> <li>Vehicular access.</li> <li>Pedestrian access.</li> <li>Location of stages, platforms, risers, canopies, tents, comfort stations, dumpsters and any other temporary structures.</li> <li>Generator locations and/or source of power.</li> <li>Placement of vehicles and/or trailers.</li> <li>Anticipated parking locations.</li> <li>Vendor locations.</li> <li>Temporary signage locations.</li> <li>Locations of all other event activities.</li> </ul>



**FOR OFFICIAL USE ONLY  
DEPARTMENT REVIEW**

**Recreation**

Reviewer: \_\_\_\_\_

\_\_\_\_ Approved

Date: \_\_\_\_\_

\_\_\_\_ Approved w/Comments:

\_\_\_\_ Rejected w/ Comments:

**Police**

Reviewer: \_\_\_\_\_

\_\_\_\_ Approved

Date: \_\_\_\_\_

\_\_\_\_ Approved w/Comments:

\_\_\_\_ Rejected w/ Comments:

**Fire Rescue**

Reviewer: \_\_\_\_\_

\_\_\_\_ Approved

Date: \_\_\_\_\_

\_\_\_\_ Approved w/Comments:

\_\_\_\_ Rejected w/ Comments:

**Public Works**

Reviewer: \_\_\_\_\_

\_\_\_\_ Approved

Date: \_\_\_\_\_

\_\_\_\_ Approved w/Comments:

\_\_\_\_ Rejected w/ Comments:

**Planning, Zoning & Building**

Reviewer: \_\_\_\_\_

\_\_\_\_ Approved

Date: \_\_\_\_\_

\_\_\_\_ Approved w/Comments:

\_\_\_\_ Rejected w/ Comments:

**Town Manager's Office**

Reviewer: \_\_\_\_\_

\_\_\_\_ Approved

Date: \_\_\_\_\_

\_\_\_\_ Approved w/Comments:

\_\_\_\_ Rejected w/ Comments:

- After final Department review, please return to the Recreation Department.