

City of West Branch Special Events Policy & Procedures

General Policy Statement

The City of West Branch sponsors, co-sponsors and encourages its residents and businesses to sponsor special events that enhance the quality of life, provide entertainment and other leisure activities, promote local economic health, attract visitors and contribute to the dynamic atmosphere of the community. To facilitate the use of City-owned, leased or managed facilities, the City has established orders, policies and procedures to ensure the success of such events by providing a system for advanced planning, standard information, and basic ground rules that allow special event sponsors and facility users to achieve their mutual goals, while minimizing the impact of the event on the community.

It is the purpose of this policy and related procedures to regulate Special Events held in the City so that such events can occur with the safety and health of the participants in mind, the protection of public property considered, and the impact on non-participating residents minimized.

The City of West Branch recognizes that the City is not the only governmental authority in West Branch. Approval from other entities may be required to complete the City of West Branch Special Event approval process. Therefore, any event that will utilize roads or property under the authority of West Branch, Cedar County, Johnson County, West Branch Community Schools or the National Park Service must also adhere to Federal, County and or City's policies and obtain necessary approval. Events utilizing private streets or property must obtain approval from the owner of the street. It is the responsibility of the event organizer to ensure that all applicable rules are followed and authorizations received.

General Information

The City provides a wide variety of facilities for special events and general leisure time use. When planning a festival, race, walk, parade, concert, rally, or any major event on City property, a Special Event Permit Application must be submitted. The City will then determine the review and approval process and the level of involvement or support service provision, if any, that the event requires. Usually, filling out a permit application is just the first step. Once the application is received, City staff will guide applicants through the process for City approval.

Special Event Permit Requirements

Special Event Permits are not required to reserve use of City of West Branch facilities. Special Events are: Pre-planned temporary major activities involving use of City property. Such activities are customarily held for purposes of entertainment, celebration, amusement, cultural recognition, fundraising, arts and crafts displays and/or sales and sports demonstrations or competitions aimed at drawing crowds that may impact surrounding neighborhoods and traffic flow.

Private events, ceremonies, or parties that anticipate less than 50 people and do not collect any money, sell any products, goods or services including food, beverage or alcohol, do not use roads, streets or pathways and do not have amplified sound or large tents do not require a Special Event Permit. A Facility Reservation may be required.

Commercial Events

Commercial Event means a large event, more than 300 people, held by for-profit organizations which are open to public participation (fee or free) and may include, but are not limited to: a fair, festival, exhibition, carnival centered around music, art, culture, food, car/truck/vehicle, etc. These events require an approved special event application.

Obtaining/Submitting Applications

The City of West Branch is responsible for distributing, receiving and processing all applications for Special Events and for coordinating review of applications by appropriate City departments and, if necessary, the West Branch City Council. The hours of operation are 8 a.m. to 4 p.m. Monday through Friday. For additional information, please contact Parks and Recreation Director Melissa Russell at 319-930-0393 or melissa@westbranchiowa.org. Special Event Permit Applications can be found on the City's website at www.westbranchiowa.org or at West Branch City Office at 110 N Poplar Street, West Branch, IA 52358

The City of West Branch is also responsible for distributing, receiving and processing all Facility Reservations for the use of City -owned or managed athletic fields, park pavilions, outdoor courts, and West Branch Town Hall. Reservations at these facilities for the purposes of conducting anything other than a Special Event do not require a Special Event Permit. Facility Reservations forms can be found at www.westbranchiowa.org or at West Branch City Office at 110 N. Poplar Street, West Branch, IA, 52358.

The Special Event Application approval process does not necessarily automatically reserve facilities. In some cases, park areas, city buildings and streets that can be reserved that are impacted by the event will require a Facility Reservation so not to further impact a park patron. A Facility Reservation does not provide exclusive use of the entire park and/or facility. The general area of the park, pathway and/or facility must remain open to the public.

Application Processing Time Frame

While all special events require the same application, the application review and approval period and required permits(s) may vary depending on the type and location. No events should be publicized until the applicant has received all necessary permits and approvals from the City and if necessary, the West Branch City Council. Permits and approvals for events, facility use or support services are issued on a first-come, first-served basis. Applications should be submitted within the time frames specified for the types of events proposed. When a request involves an event or athletic race event therefore, any athletic race event that will utilize roads under the authority of West Branch, Cedar County, Johnson County, or the National Park Service, the Applicant must provide proof of approval.

Special Event Permit Applications must be received by the City

7 Days prior for:

Private events, weddings, ceremonies or parties involving any of the following:

- Tents larger than 10 feet by 10 feet;
- Amplified sound;
- Fundraising;
- The sale of any product, goods or service; and
- More than 50 but less than 150 anticipated guests.

30 Days prior for:

Private events, weddings, ceremonies or parties involving any of the following:

- Tents larger than 10 feet by 10 feet;
- Portable restroom facilities (i.e. porta potties);
- The sale of any product, goods or service;
- Amplified sound;
- Fundraising; and
- More than 150 anticipated guests.

90 days' prior for:

Athletic races, walks, new events (those events which did not occur in the City within the past year) which

involve a County, City, or Federal road or street.

- All new events requiring a road or lane closure or impacting traffic flow will require West Branch City Council approval.
- A renewal of a previously held Special Event must follow the same policy and procedures as approved for the prior year's event.
- All organized event walks must take place on pathways unless streets are specifically requested or required due to high anticipated attendance.
- Event walks on pathways do not require City approval but may require a Certificate of Insurance/Indemnification and other restrictions.
- Law Enforcement/ Security requirements and/or traffic control requirements for walks on pathways will be determined based upon an evaluation of the level of services needed.

Community Festival - Defined by one (1) or more of the following activities occurring:

- An admission fee is charged;
- Vendors selling good, products/wares or services;
- Food and beverage are provided (NOTE: State Health Permit may be required);
- Games, amusement rides, or bounce houses are offered (NOTE: Insurance certificate/Indemnification may be required);
- Purpose of event is a fund-raiser;
- Amplified sound, music and/or bands will be present;
- Event is advertised to the public;
- Event will impact parking and safe movement of pedestrians and/or vehicular traffic in the area; and
- Alcoholic beverages are consumed (NOTE: A – Insurance Certificate/Indemnification is required; B – Law Enforcement and/or Security requirements will be determined based upon an evaluation of the event; and C – licensing may be required).

The City of West Branch may waive the submission deadline extreme cases of unforeseen events.

Criteria for Approval/Disapproval

In issuing a permit for a special event, the City considers whether:

1. The event is reasonably likely to cause injury to persons or property, create a disturbance, cause disorderly conduct or encourage or result in violation of the law, or community standards;
2. The event will unreasonably and substantially interrupt the safe and orderly movement of pedestrians and vehicular traffic in the area;
3. The proposed location is adequate for the size and nature of the event;
4. The event does not unreasonably interfere with the intended use of the area (e.g. athletic fields, picnic areas, trolley system, etc.);
5. The Applicant's apparent ability to execute the event;
6. The Applicant's apparent ability to obtain the appropriate insurance (if applicable);
7. The event unreasonably conflicts with other scheduled special events in the community;
8. Approvals by other governing agencies (i.e. County); and
9. All permit requirements have been met.

Required Approvals/Appeals Process

The application review process begins when the City of West Branch has received a completed application. Applications for special events must be approved by all appropriate departments, including but not limited to the West Branch Police Department, the West Branch Fire Department, West Branch Public Works, West Branch Public Library, West Branch Parks and Recreation, West Branch Administration and West Branch City Council.

If an application is denied by the City, the applicant may appeal to the West Branch City Council in writing within five (5) days of denial. The decision of the West Branch City Council is final.

Fees

The City establishes Reservation fees for the use of various City facilities. A refundable security/ damage deposit is required to secure the facility for the Special Event, and Reservation Fees are due at least one (1) week prior to the event. The Reservation Fee includes the use of the facility and existing utilities.

Additional charges may be incurred by the Applicant if the facility used for the Special Event is damaged or not cleaned up including but not limited to trash, sign/barricade, and traffic control device removal. Permit holder is responsible for all costs associated with the Special Event such as tents, tables, chairs, sound, trash removal, portable toilets, insurance, security, medical services/first-aid, advertising, etc.

Traffic Control

If a proposed athletic race event utilizes public roads, the government entities have policies and requirements for traffic control. Such traffic control plans approval must be obtained prior to the final approval of the City and issuance of the Special Event Permit. It is the sole responsibility of the event organizer to obtain these approvals. The City may require a Traffic Control Plan and/or Parking Plan for Special Events that may impact egress/ingress of the facility and parking in the area.

Public Notification

Special events that utilize most a park, city buildings, city streets, city sidewalks, or are a walk/run/race/bike ride will require a public notification plan. Plan may include, but is not limited to: Posting at the park or facility no more than one (1) week in advance of the event, advertisements in a local newspaper, and notification to impacted neighbors. Notices posted in the park or included in an advertisement shall be reviewed and approved by City staff. All costs incurred as part of the notification plan shall be borne by the event organizer or sponsor.

Amplified Sound/Noise

The City of West Branch has noise ordinances which prohibit excessive noise. Additionally, City of West Branch prohibits any activity which may be an annoyance or a nuisance to surrounding Owners or Residents. It is the sole responsibility of the event organizer to familiarize themselves with these noise restrictions and ensure the event complies.

Alcoholic Beverages

City of West Branch Code of Ordinance 654 Resolution 45.02 prohibits the consumption of any alcoholic beverage at, in or within any neighborhood park, street, or public building except for the West Branch Public Library, West Branch Town Hall, and Beranek Park. If alcoholic beverages are to be consumed at the Special Event at an alcohol-allowed facility: 1) A minimum of \$1 million General Liability Insurance coverage must be provided naming The City of West Branch as additional insured and included a Waiver of Subrogation; and 2) Additional restrictions may apply such as Security.

Sale of Food

Where food is to be offered for sale, organizers are responsible for obtaining appropriate permits from the County. A copy of the permit(s) will be required prior to the issuance of the Special Event Permit. Certain City facilities may be subject to a contractual exclusive right to sell food which requires consent of the Concessionaire for the Special Event Permit holder to sell food.

Insurance

Special events organizers may be required to carry and provide proof of liability insurance coverage in the amount of at least one million dollars (\$1,000,000) single limit, covering both bodily injury and property damage during the term of the event. Insurance limit may be increased depending on the nature, size and risk of the event. The certificate must:

1. Contain a provision for ten (10) days prior written notice to the City if the policy expires or is canceled or changed;

2. Not have exclusions in the insurance coverage regarding publicly owned or leased property or City operations or personnel, employees, licensees or agents; and
3. Include a Waiver of Subrogation.

All costs associated with insurance are the responsibility of the event organizer. Sub-contractors, vendors and others associated with the production of the Special Event may also be required to meet this condition.

Site Plan/Race Course Route Maps

To understand the impact of the special event to the City of West Branch community, a detailed site set-up plan and/or route or race course map and parking plan may be required as part of the application process. For walks that only utilize the pathway system a staffing plan (or Pathway Management Plan) is also required to address all pathway/street intersections to ensure the safety of event participants and the movement of traffic. For walks the plan would ensure the movement of vehicles is not delayed by the event.

Event Impact Management

Alternate locations/routes may need to be developed to assist The City in managing the number of events and walks/run in the community so that certain areas are not routinely impacted by events. It has determined that no public road or lane shall be closed for more than four (4) hours, except for those events that are City events and/or have an agreement with The City. To determine if an alternate location or route is needed; City staff will review the following:

- Community impact issues with the respective walk/run in previous years
- Did a run/walk occur in this location/road/pathway in the two weeks?
- Will a run/walk occur in this location/road/pathway next two weeks?
- How many runs/walks are scheduled in this area in the calendar year?
- Is the size of the walk/run suitable for an alternate location?

If staff determines the impact of the event is significant, as defined by the bullets above, they are authorized to work with the organizer to:

- Change the date of the event to other times in the community to reduce the congestion of events in certain months
- Alter the route of the event to minimize the impact to various neighborhoods
- Modify the route to reduce the overall time of the road/lane closure (10 K to 5K, 26.2 miles to 13.1 miles)
- If the organizer does not agree to the alternate location or date, they can appeal the decision of staff to the West Branch City Council. The decision of the West Branch City Council is final.

City Services

All regularly scheduled City services will be provided during the normal work hours whenever possible. The City does not have Special Event equipment, signs or supplies for loan or for rent. City staff will provide Applicants consultation as may be reasonably necessary to resolve problems, answer questions and facilitate review by outside agencies at no charge to the applicant.

Use of Private Security

In reviewing applications, the City may require the applicant to provide internal security and a Security Plan. Private licensed security or off-duty law enforcement officers may be used to meet these requirements. All costs associated with Security are the responsibility of the permit holder.

Clean-Up

Permit holders are responsible for providing clean-up during and following the event including all trash and litter removal. If it becomes necessary for the City to clean up any given area, the permit holder will forfeit any deposit and may be billed for all costs of the clean-up.

Restrooms

Organizers of Special Events may be required to provide portable toilets or decide for restroom facilities, at

the event organizer's expense. Portable toilets must be removed immediately following the event. The public restrooms at any City facility typically must remain open to the public during the Special Event.

Signs and Banners

All signs and/or banners to be displayed prior to and during the event must be approved prior to issuance of the Special Event Permit. Signs must be removed immediately after the Special Event. If it becomes necessary for the City to remove any signs or banners after the approved displayed time, the permit holder will forfeit any deposit and will be billed for all costs of the removal.

Special Rules and Additional Procedures

Approval of the event by any other entity does not imply approval by City of West Branch.

The City of West Branch City Administrator (or his designee) has the authority to cancel or stop an event, before or during the event, if the conditions required for approval of the event are not being met. In addition, the City Administrator and public safety officials have the authority to cancel or stop an event, or place additional restrictions on the event, if it is deemed that the public health, safety, or welfare is being jeopardized and/or would be better served with additional restrictions or requirements.

The City approval of a special event and/or issuance of a park permit does not grant or authorize use of The City of West Branch trademark, brand or domain name.

Please note that City staff and their respective contractors, shall have unrestricted access to the reserved facility or facilities at any time during the event (set up, tear down, event production) to execute the functions of their respective job or contract.

Please contact Parks and Recreation Director Melissa Russell at 319-930-0393 or melissa@westbranchiowa.org for further questions or information.