

City of Alexandria
Department of Recreation, Parks & Cultural Activities
Proposed Special Events Policy Updates

Park & Recreation Commission Public Hearing
January 15, 2015

	Issue to Address	Policy Update
1.	Implement goal of Waterfront Small Area Plan to increase activity and vibrancy of the City's waterfront	Repeal the alternating weekend restriction for events exceeding 500 in Waterfront Park, Market Square and proposed Fitzgerald Square.
2.	Clearly define roles and responsibilities of the Applicant vs. the City	Establish a City Sponsored; City Co-Sponsored; and City Non-Sponsored Event Policy which clearly defines sponsorship category and identifies sponsorship benefits. (Attachment 1)
3.	Reduce Financial Risk to the City for the George Washington Birthday, St. Patrick's Day, and Scottish Christmas Walk Parade Support	Establish a designated general fund appropriation for George Washington Birthday, St. Patrick's Day, and Scottish Christmas Walk Parade Support to cover City Direct Cost (staff), and waive all City assessed permit fees. Parade organizers would be responsible for 100% reimbursement for direct City costs above designated general fund appropriation and direct payment for all non-City costs (rentals, contracted services, etc.)
4.	Update Special Event Cost-Sharing Policy Consistent with City Council Approved RPCA Resource Allocation and Cost Recovery Policy	Establish an additional fee assessment above 100% recovery for direct City costs for Tier 4 (Event Manager receives Considerable Individual Benefit) and Tier 5 (Event Manager receives Mostly Individual Benefit).
5.	Specified approval process for proposed Race/Walks	Implement DRAFT Foot / Walk / Bike Race Policies and Management Guidelines (Attachment 2)

**City of Alexandria
Special Events Policies & Procedures
Policy for Event Sponsorship**

1. PURPOSE

To establish a consistent citywide general approach to special events and establish guidelines for the manner in which the City will coordinate efforts in processing and implementing special event sponsorships.

2. SPECIAL EVENT DEFINED

A Special Event shall be defined as a celebration, gathering, meeting, program, or similar occasion, open to the public, which involves the use of parks, park areas, facilities, public rights-of-ways or any part thereof, and which may include but not necessarily be limited to entertainment, dancing, music, dramatic productions, parades, exhibitions, sports competition, sale of merchandise or food, or any combination thereof, and may out of necessity require a level of City services for its execution or conduct that is above the level provided under ordinary circumstances. This definition shall not apply to events that are political rallies, religious observances, or building or facility rentals unless such singular activities or uses are proposed as an integral part of a larger special event as defined herein.

A. City Sponsored Event

City Sponsored event shall be defined as a public event, program, or activity which is directly related to a recognized function of the City of Alexandria which is initiated, and in major part financed and executed by the City. City Sponsored events shall not include those events, programs or activities in which the City is merely listed as a co-sponsor unless the City has at least a de facto responsibility for initiation, direct or indirect financial support and/or execution. This rule shall not preclude the solicitation of co-sponsorship assistance for programs initiated by the City.

B. City Co-Sponsored Event

City Co-Sponsored event shall be defined as any public event, program or activity in which the City of Alexandria allows the use of its name and/or logo by another sponsoring organization to conduct an event as well as advertising, promotion or general public awareness. In addition to the use of its name and/or logo, the City may assist by means of in-kind services or the reduction/waiver of required fees at the discretion of the City Manager or his/her designee. Support will be determined on a case-by-case basis, generally based on assessment of the value of the event to the community or City as a whole, as limited by the availability of resources for individual City Departments.

**City of Alexandria
Special Events Policies & Procedures
Policy for Event Sponsorship**

C. City Non-Sponsored Event

City Non-Sponsored event shall be defined as any public event, program or activity conducted in the City of Alexandria that City does not lend the use of its name and/or logo to, in any manner, except as may be denoted for location of directional purposes for the public. City assistance shall be limited to permit processing, site and/or facility reservation, and normal facility/property maintenance. The sponsoring organization shall pay all fees established by Special Event Permit for use of the parks, park areas, facilities, public rights-of-ways or any part thereof including permit fees, rental charges, concession fees, grounds deposits, and the costs of additional services (i.e. utilities hookups, trash collection, security, staffing, etc.) as determined through evaluation of the permit request. Non-Sponsored events are assessed normal fees, charges, and service levels per approved City policies, as based on City resources for Departments.

3. LIMITATION TO CO-SPONSORSHIP

The City of Alexandria shall not co-sponsor any public event, program or activity where such event is being conducted primarily for commercial promotion of gain using the parks, park areas, facilities, public rights-of-ways or any part thereof. Likewise, the City shall not co-sponsor any public event, program, activity, gathering, procession, or similar function for the primary purpose of which is a political demonstration, rally, or religious observance through the exercise of the rights of assembly and free speech as guaranteed by the first amendment of the Constitution of the United States. Such events, demonstrations or parts thereof as defined herein shall be processed and permitted as Non-Sponsored events unless deemed otherwise by motion and ordinance of City Council.

4. CO-SPONSORSHIP EVALUATION CRITERIA

The following criteria shall be evaluated to determine the role and extent of any City of Alexandria co-sponsorship:

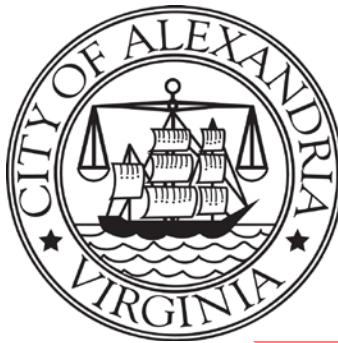
- A. If the City Manager's office by Administrative Order, or the City Council by Motion or Ordinance, have declared or established a role of Co-Sponsorship by the City;
- B. Whether the event, program, or activity is directly related to a recognized function of the City of Alexandria;
- C. The City costs of such Co-Sponsorship meet a greater public good by providing or expanding public service;
- D. The likelihood that the event will contribute positively to the recognition and image of the City of Alexandria;
- E. The ability of the co-sponsor(s) to meet the requirements necessary for issuance of a Special Event Permit; and
- F. The results of a reference check.

**City of Alexandria
Special Events Policies & Procedures
Policy for Event Sponsorship**

5. PROCEDURE FOR REQUESTING CO-SPONSORSHIP

- A. Requesting organization shall submit a Special Event application and cover letter requesting co-sponsorship and provides details of the proposed event, including tax status with documentation, operating budget including both revenues and expenditures, letter of intent identifying the percent or dollar amount of a donation to a specified organization(s), and the merit of the request based on the criteria outlined in 4. above.
- B. The Chair of the Special Events Committee will review the request and consult with appropriate staff regarding feasibility of required level of City services for the proposed event, and the criteria for evaluation of such events. The City Manager or his/her designee shall approve levels of City service outside the scope of City Departments prior to approval of the proposed event.
- C. The Chair of the Special Events Committee may request additional information or a meeting with the requesting organization to ascertain further details regarding the proposed event.
- D. Subject to approval by the City Manager or his/her designee, the Chair of the Special Events Committee will respond in writing to the request within forty-five (45) business days from the receipt of the request for co-sponsorship. Should the Chair of the Special Events Committee deny the request for co-sponsorship, the requesting organization shall have the right to appeal to the City Manager ten (10) business days of the receipt of notification of denial. Upon denial, the proposed event shall then be considered a non-sponsored event as defined above.
- E. Upon approval, the Chair of the Special Events Committee shall initiate a co-sponsorship Memorandum of Agreement negotiated to meet the requirements of the parties in conduct of the event.

CITY OF ALEXANDRIA FOOT / WALK / BIKE RACE POLICIES & MANAGEMENT GUIDELINES



<u>SECTION</u>	<u>PAGE</u>
General Information	2
Permit Process	3
Application Requirements	3
Event Requirements	6
Post Race Requirements	8
City Race Districts	8
Application	Attached

**City of Alexandria Virginia
Office of Special Events
Foot Race / Walk / Bike Permit Application**

GENERAL INFORMATION

Each Foot Race / Walk / Bike Permit Application will be reviewed on a case by case basis. The following information provides procedures and management guidelines followed by the City of Alexandria.

1. Permit Applications are submitted to the City of Alexandria Department of Recreation, Parks and Cultural Activities, Attn.: Office of Special Events, 1108 Jefferson St., Alexandria VA 22314.
2. Races with a past success record of 3 years or more in the City of Alexandria may submit an application 90 days in advance of the proposed event.
3. Races, including events with less than 3 years success record, must submit an application 180 days in advance of the proposed event.
4. Applicants or Sponsors who are not a certified 501(c) (3) non-profit organization must contribute a specified portion of the event proceeds to a named certified 501(c) (3) non-profit organization that delivers services in the City of Alexandria.
5. Races which require road closures, parking removal, or disruption of public right-of-ways:
 - a. May not occur on consecutive weekends within a single City Race District; and
 - b. All road closures, parking removal, or disruption of public right-of-ways must not start later than 8 am and must reopen by 10 am, with the exception of George Washington Memorial Parkway events which must reopen in compliance with National Park Service policies and procedures.
6. Races proposed for the Old Town District must be approved by City Council (City of Alexandria Policies and Procedures Manual, Approval, 11.), with the exception of the George Washington Parkway Classic, George Washington Parade 1 Mile Win Sprint Woodrow Wilson Bridge Half Marathon and USATF Championship Series.
7. Road closures, parking removal, or disruption of public right-of-ways will not be permitted on Thanksgiving Day (with the exception of the Annual Del Ray Turkey Trot), Christmas Eve and Christmas Day, New Years Eve and New Years Day and Independence Day (July 4).
8. Applicants will be required to submit a pedestrian detour plan, to be approved by the Alexandria Police Department, if pedestrians are not permitted to cross the race course.
9. Applicants will be required to clean up all water cups/sports gels/banana peels, etc. left on the race course, in City parks, on sidewalks, and all other public right-of-ways. Water stations must not block public access to residential and commercial properties, sidewalks and other public right-of-ways.
10. Total road closure will not be allowed on Cameron St., Commonwealth Avenue, Duke Street, Eisenhower Avenue, Gibbon Street, Route 1 North (Patrick Street), Route 1 South (Henry Street) and Washington Street. King Street west of Russell, Braddock west of Russell and Prince Street. Portions of these streets may be closed on a case by case basis.

11. Races which allow for participants other than runners (i.e. dogs, strollers, walkers, etc.) must include a detailed start plan in the **Route & Site Plan** (Application Requirements – 5.)
12. **City Council approved Special Event Application Fee and Trail Fee, if applicable, due at time of application submission. Race organizers are required to complete Special Event and Foot Race / Walk / Bike Permit Applications.**

PERMIT PROCESS

Each Foot Race / Walk / Bike Permit Application will be reviewed by the Office of Special Events, and if complete, the application will be forwarded to the Special Events Committee for initial review. Applicants do not need to contact each City Department prior to the application review. Incomplete applications, and/or applications not submitted with the \$50 Permit Fee will not be processed and returned to the applicant.

The City's Special Events Committee will make decisions on granting or denying this permit application based on the criteria specified in the City of Alexandria Policies and Procedures Manual adopted by City Council.

After the initial review by the Special Events Committee, the Office of Special Events will schedule a meeting between the Special Events Committee and the applicant to provide final review and make preliminary approval for the proposed event. The applicant will receive, in writing, notification of any additional permits required and the necessary contact information prior to this meeting. Additional permit requirements must be filed a minimum of **30 days** in advance of the event date. Race organizers may not promote their activity until preliminary approval has been received by the Special Events Committee.

The City of Alexandria, after final review by the Special Events Committee, reserves the right to amend event requirements and/or request additional information from the applicant to ensure the safety and quality of life for event participants and residents of the City.

If the Special Events Committee denies the permit application, the applicant may appeal the decision as specified in the City of Alexandria Policies and Procedures Manual.

If you have additional questions, please contact the Office of Special Events at 703.746.5418 or visit www.alexandriava.gov/39824.

APPLICATION REQUIREMENTS

The application must be filled out completely. The application may be approved and a permit issued only after all requirements and deadlines of the City of Alexandria are met. Failure to comply with any of the following requirements and deadlines may terminate the permit process; eliminate a segment of your event; or result in denial or revocation of the event permit.

If the permit is denied, the City of Alexandria assumes no liability for expenses incurred by the applicant.

If during the course of the event, on-site City staff determines there is a public safety hazard or if there is a violation of any permit condition, the event must be terminated immediately at the request of any City representative. The City of Alexandria is not responsible for any expenses incurred by the permit holder. Failure to meet the requirements of this permit may provide basis for denial of future permits for a given event, event manager, or sponsor.

The following information is required at the time the application is submitted to the Office of Special Events:

1. Application

Completed Special Event and Foot Race / Walk / Bike Permit Application

2. Event Manager Resume

Any type of race event (bicycle, foot, etc) requires the event manager to show successful past experience organizing and producing events or races of the same category. Include a resume detailing this experience.

3. Multi Jurisdiction Approvals

Provide evidence of approval from or applications filed with all affected jurisdictions and private property owners associated with your race course (i.e. National Park Service, Fairfax County, Arlington County, MNCPP, VDOT, National Harbor, etc.). Any consideration by the City's Special Events Committee is contingent on other jurisdiction's cooperation.

4. Civic & Business Support

The applicant must provide a letter of support from City of Alexandria Civic and Business Associations affected by the proposed race course on their official letterhead. After initial review of the application, the City of Alexandria may consider a public review period of not less than two weeks and not to exceed 30 days to receive public comment.

5. Route & Site Plan

Provide a plan/map showing:

- a. Race Course
- b. Start/Finish points
- c. Event information, food and merchandise tents
- d. Stage and sound equipment
- e. Banner placement
- f. Participant staging and dispersal sites
- g. First Aid Stations
- h. Parking Plan

6. Marketing/Promotional Plan

The applicant must provide a plan identifying promotional activities and target markets for the event.

7. Course Marshal/Volunteer Plan

Provide a plan indicating how course marshals/volunteers will be utilized, and on the map required in 5., show the location of course marshals/volunteers along the race course.

8. Parking Plan

Provide a plan indicating that is suitable for the environment in which the event is taking place including the use of car pools, public transit, securing private property use, etc.

9. Event Schedule

List all events with their corresponding start and finish times (Race start and finish, awards announcements, on-site radio or TV coverage, performances, etc.). For security purposes, provide a list of dignitaries expected to attend the race.

10. Barricade/Cone Plan

Provide a proposed barricade plan for Alexandria Police review. Automobiles, trucks or other large, heavy objects are not acceptable barricades. Barricades in place at night must have lights. Include barricade/cone setup and take down times. Once the original barricade/cone plan is submitted, only City initiated changes may be made. Detour Plans will be developed by the Alexandria Police Department. The Police Department will have the final decision on the placement of barricades/cones for any run / walk / bike event.

11. Transit Service Agreements

Affected transit services must agree to street closures if bus/light rail/trolley/ etc. travel on proposed closed streets. Applicants must provide a signed letter from transit operations stating their agreement to the closure with the permit application. If transit services do not agree, streets will not be closed.

12. Recycling Plan

Applicants are required to recycle during the event. A recycling plan is required at the submission of the application.

13. Insurance Certificate

Applicants must secure a general liability insurance policy with a combined single limit of not less than \$1 million (\$2 million preferred) per occurrence. If this information is not included, the certificate will not be accepted. The entity that holds the insurance rider must be the one filling out the application for risk management purposes. The following language must be included in the description area of the insurance rider:

“The City of Alexandria, 301 King Street, Alexandria, VA 22314, is named as an additional insured on general liability for [name the event, the location, and date].”

14. Non-Profit Certification

Applicants or Sponsors indicating to be a certified 501(c) (3) non-profit organization must submit a letter providing proof of current verification of your current tax exempt non-profit status.

Applicants or Sponsors who are not a certified 501(c) (3) non-profit organization must contribute a specified portion of the event proceeds to a named certified 501(c) (3) non-profit organization. Applicants must provide, on organization letterhead, acceptance from the certified 501(c) (3) non-profit organization indicating the minimum contribution amount resulting from the proposed event, and a letter of proof certifying the recipient organization(s) current tax exempt non-profit status.

15. Proposed Budget

Include a proposed budget for your event.

16. Application Permit Fee

City Council approved Special Event Application/Permit Fee (nonrefundable), made payable to the **City of Alexandria**, is required at the time the application is submitted.

EVENT REQUIREMENTS

1. Earnest Deposit

A security deposit, as specified in the City of Alexandria Special Events Policies and Procedure Manual, is due 30 days in advance of the event date (City of Alexandria Policies and Procedures Manual, Special Event Fees, Earnest Deposit).

2. Public Notification

A flyer must be distributed to all affected residents and businesses showing the approved race course, street closure hours (including set up to take down) and areas designated for assembly and dispersal of participants a minimum of 30 days in advance of the event date. New races, or events with less than 3 years success record, must also provide notification two (2) weeks in advance of the event date.

3. Emergency Access

Accommodation for emergency response must be provided at all times on streets, alleys, and parks. In some cases event marshals must maintain internal radio contact to facilitate immediate access to event areas. Barricades and similar devices must be staffed at all times and must be movable to accommodate emergency access for police, fire, emergency medical services and any City personnel responding to an emergency situation. Race courses and event areas may be disrupted by emergency traffic at any time.

If your event or race has bandstands, reviewing stands, tents or other stationary fixtures which may impact access to or through public thoroughfares, a minimum 18 feet wide fire lane is required. Applicants are responsible for maintaining the fire lane in an unobstructed manner.

4. Tents

Fire Prevention Permits are required for all tents equal to 200 square feet or larger.

5. Traffic & Crowd Control Personnel

Marshals/Volunteers must be 16 years of age or older; wear high visibility vests; comply with all permit conditions. Marshals/Volunteers shall not act as flaggers or traffic controllers or otherwise direct traffic on public streets. Marshals/Volunteers must be provided an information sheet which informs them of their role and responsibilities. The event manager is responsible for the content of the information provided to marshals/volunteers, and any necessary training as determined by the Alexandria Police Department. Alexandria Police Department has the only authority to determine when and where police officers are to be used during the event. All direction and instructions to assigned Law Enforcement Personnel will only come from the Police Event Supervisor or Commander. Police officers are required at any location where traffic is being controlled other than by existing traffic signals. Representatives of the Police Department retain final authority and decision making. Civilian personnel, course marshals, volunteers, etc. are not authorized to control traffic.

6. Amplification

Amplified sound must comply with all City Noise Ordinances.

7. Alcohol Permits

Special Event ABC Permits to serve alcohol to the general public and/or sell alcohol direct and indirectly may be applied for, with permission from the City of Alexandria Department of Recreation, Parks and Cultural Activities if proper State and City applications and fees are filed at least 30 days before the event date. For assistance, contact the Office of Special Events at 703.746.5418.

8. Signs & Banners

Event signs and banners, and their placement, must be approved by the Department of Planning and Zoning. For assistance, contact the Office of Special Events at 703.746.5418.

9. Emergency Medical Assistance

Depending on the size and nature of the event, you may be required to provide on-site emergency medical assistance. The City's Emergency Services group will determine necessary requirements.

10. Payment of Taxes

Applicants are responsible to the State of Virginia for collecting and reporting Virginia Sales Tax.

11. Food Vendors

Food vendors for temporary events are required to obtain a Temporary Food Permit with the Virginia Department Health, and comply with all City codes and ordinances. Applicants will be held responsible for the clean-up of food areas, and are responsible for the reimbursement of costs associated with any damage to public property. Permits are required from the Office of Code Administration for open flame or propane cooking appliances.

12. Race Course Identification

Course markings must be removed following the event.

POST RACE REQUIREMENTS

1. Post Race Review

The Office of Special Events will schedule a meeting with the applicant and the Special Events Committee to provide a post evaluation of the event. Applicants may be required to participate in an on-site post race review if determined necessary by the City of Alexandria.

2. Status, Proceeds and Reporting

The Applicant must provide, within 30 days of receipt of invoice for City support services, an event report, including the following information, but not limited to:

- a. Expense & Revenue Report: actual gross revenue including entry fees, vendor fees, product sales, sponsorships, and donations.
- b. Number of Registrants
- c. Complete list of sponsors
- d. Distribution of net dollar amounts to host sponsor or beneficiary organization(s).

CITY RACE DISTRICTS

Races which require road closures, parking removal, or disruption of public right-of-ways may not occur on consecutive weekends within established City districts so to not overly burden any one neighborhood on a consistent basis. In addition, road closures, parking removal, or disruption of public right-of-ways must not start later than 8 am and must reopen by 10 am.

The City Race Districts are as follows (see attached maps):

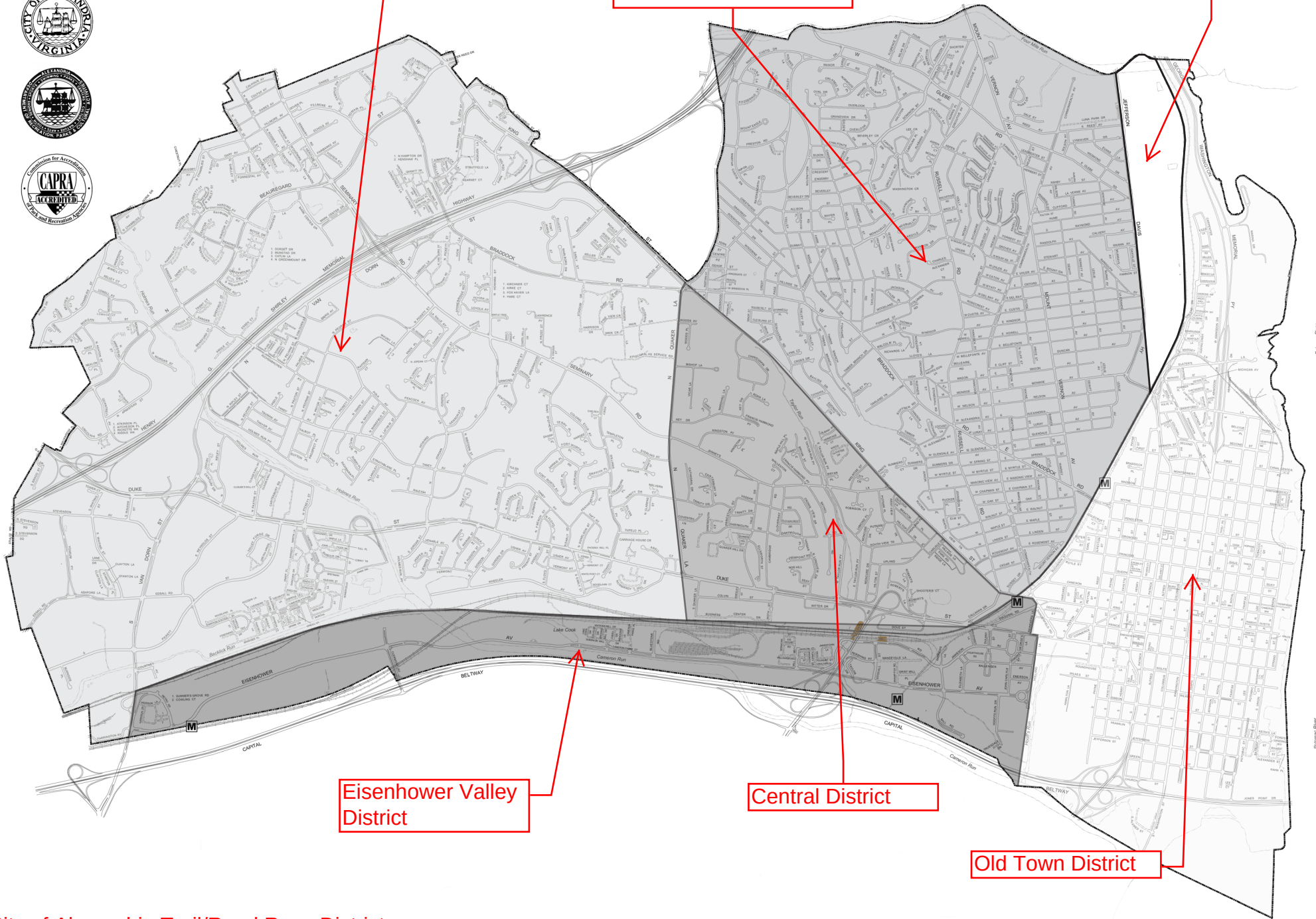
1. **Old Town District:** Upper King Street at the King Street Metro Station east to the Waterfront, North of the Woodrow Wilson Bridge to south of Slaters Lane. **Note:** Races proposed for the Old Town District must be approved by City Council.
2. **Arlandria, Del Ray and Rosemont District:** East and North of King Street and West of Route 1.
3. **Central District:** North of Duke Street, East of Quaker Lane and West of King Street
4. **Eisenhower Valley District:** West of Holland Lane, South of Duke Street, and West of Van Dorn Street
5. **West End District:** West of Quaker Lane, North of Business Center Drive and East of Van Dorn Street
6. **Potomac Yard District:** East of Jefferson Davis Highway, North and West of Potomac Avenue, and South of Four Mile Run stream (Alexandria border).



West End District

Arlandria, Del Ray &
Rosemont District

Potomac Yard District



Foot Race / Walk / Bike Event Permit Application
City of Alexandria – Office of Special Events

Attachment 2



INSTRUCTIONS: Please carefully read the “Event Permit Application and Event Requirements” before completing this application. Incomplete applications and/or applications without the required “Permit Fee” will not be processed.			
EVENT INFORMATION			
Date of Event		Event Name	
Event Description:			
Event Setup Time ____ am ____ pm	Event Start Time ____ am ____ pm	Event End Time ____ am ____ pm	Event Takedown Time ____ am ____ pm
Note: If your event includes multiple days and/or varying times, a detailed schedule must be attached.			
Event Location (provide site and route map)			
Participant Assembly Site		Participant Dispersal Site	
Number of Participants		Number of Spectators	
Will there be music at your event? ____ Yes ____ No		If Yes to music, will it be amplified? ____ Yes ____ No	
Will fees be collected? ____ Yes ____ No If yes, ____ Onsite ____ In Advance ____ Both		Will alcohol be served? ____ Yes ____ No If yes, include an additional \$25 nonrefundable fee for ABC approval from the City of Alexandria.	
Will food be served? ____ Yes ____ No. If yes, provide a description of type of food and how prepared:			
APPLICANT INFORMATION			
Name of Applicant (same as name listed at Signature)			
Street Address			Apt/Unit/Suite
City		State	Zip Code
Day Time Phone	Fax	Cell Phone	E-mail
Is the Applicant a Non Profit Organization? ____ Yes ____ No		If yes, attach current letter of verification of non profit status	



SPONSOR INFORMATION		
Are you, the Applicant, organizing this event on behalf of another organization? ____ Yes ____ No		
If yes, Name of Organization		
Street Address		Apt/Unit/Suite
City	State	Zip Code
Name of Sponsoring Organization Contact		Contact Phone
Additional Documentation Required: If you checked "Yes" above, submit an endorsement letter from the organization (on their official letterhead) on whose behalf you are organizing this event.		
Is the Sponsor a Non Profit Organization? ____ Yes ____ No	If yes, attach current letter of verification of non profit status	
ADDITIONAL INFORMATION		
Is your event a recurring walk, run or bike? ____ Yes ____ No	If yes, attach your previous year final participant roster identifying the number of participants (Do not include personal information).	

Application Checklist: All applicants requesting to stage all or any portion of a foot race / walk / bike event, must provide the following at the time of the application:

- | | |
|--|--|
| ☐ completed application
☐ City Council approved application fee(s)
☐ event manager resume
☐ route & site plan
☐ traffic marshal plan
☐ event schedule
☐ detour & barricade plan
☐ multi jurisdiction approval/application
☐ parking plan
☐ marketing/promotional plan | ☐ transit services acceptance letter
☐ insurance certificate
☐ recycling plan
☐ endorsement letter from sponsor organization
☐ current certification letters of non profit tax Status
☐ civic & business association letters of Support
☐ proposed budget |
|--|--|

As an applicant for a Foot Race / Walk / Bike Event Permit, the undersigned certifies that he or she is familiar with the rules, regulations and responsibilities of the use of City facilities and equipment and that the same will be enforced and honored by the sponsoring organization. The undersigned further certifies that he or she is the legally authorized representative of the sponsoring organization, and has the legal authority to submit this application and to enter into binding contracts on behalf of the organization. The undersigned further certifies that the information furnished in this application is true and correct to the best of the undersigned knowledge and information.

I agree to indemnify and hold harmless the City of Alexandria, and all City of Alexandria officers, employees, agents and representatives, from any claims (including costs of defending such claims) or damages that may arise from the occurrence of the special event or from related events. I also understand that a Foot Race / Walk / Bike Event Permit does not excuse failure to comply with orders of law enforcement personnel, firefighters or other emergency workers, and that it does not provide immunity from civil claims of third parties that are based upon damages occurring at, or in conjunction with this event.

Applicant Signature & Date

Sponsor Signature & Date