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TOWN OF JEROME, ARIZONA

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Town of Jerome Special Event Guidebook 2023- 2024

Thank you for choosing Jerome!

Jerome is an ideal environment to hold a special event due to inviting weather, unique historical significance, an abundance of shops and galleries, and year-round attractiveness to our many visitors and residents. Jerome is a dynamic destination with exemplary art, entertainment, and culinary offerings.

Many requests are received from individuals and groups to hold special events within the Town. These events vary in scope, size, purpose, cost, complexity and frequency. The Town recognizes the special events as an important part of Jerome's quality of life and the contribution they make to a sustainable tourism industry. Special events provide economic benefits to the local businesses and residents, while providing a love of our Town. Special events also provide unique civic, cultural, educational, recreational and entertainment opportunities and experiences.

Most special events represent a major investment of time, money and dedication. When well planned and executed, they can bring rewarding dividends to the organizers as well as the Town of Jerome. Successful events require responsible leadership, careful planning, sensitivity to potential impacts, good organization and follow through, plus the ability to anticipate the unexpected. Town staff are available from multiple departments to assist with questions and potential solutions to your specific event and its planning needs.

This guidebook is a planning resource for special event organizers to assist in executing a safe, successful event. It outlines important procedural items, policies, and contact information to ensure event requirements are met. Please be aware that additional requirements, conditions, and/or permits may be required, and all local, state and federal codes, ordinances, laws, policies, and regulations must be followed.

SPECIAL EVENTS USER GUIDE

Section 1: Special Event – General Information and Definition

What is a special event?

A Special Event is considered any temporary event or activity or series of temporary events or activities held outdoors on public property or private property that is inconsistent with the legal use of the property under the Town's Zoning Ordinance and open to the public by advertisement or invitation, with or without charge, or which utilizes amplified outdoor sound; tents; canopies; and signage.

A special event provides a unique organized, civic, cultural, educational, recreational, or entertainment activity or experience. The description of your event is required as part of your application request and shall identify the type of activity the event attendee will experience.

Neighborhood block parties and private parties or celebrations at private residences such as birthdays, weddings, holiday parties, etc. are not considered a special event.

Where may they occur?

Events may occur anywhere within the Town of Jerome. Events may be held on private or public property or in combination and shall be in compliance with the applicable Town ordinances and State and County regulations.

Special events that are organized, sponsored or co-sponsored by the Town may be exempt from these special event permit requirements. Additionally, the following activities also listed as exempt are required to be in compliance with all applicable town codes, including those pertaining to noise, signs and off-premises activities.

1. Weddings and funeral ceremonies. Weddings, funerals and similar religious ceremonies conducted at churches, cemeteries, private facilities or residences.
2. Election activities and political rallies. Activities, meetings, and gatherings of a political nature.
3. Events conducted entirely on private property at a single location that are also otherwise exempt from obtaining a Special Event Permit

Section 2: Special Event Submittal Process & Timelines

When must I submit a permit application?

Applicants shall submit **completed** applications to the Town no later than:

- 60 calendar days before the special event.

How far in advance may I apply?

Applications are accepted no more than one year in advance of the event date.

May I apply for multiple event dates on one application?

Yes, provided the event layout and general timeframe and duration is the same for each event.

SPECIAL EVENTS USER GUIDE

If my event is approved, when am I required to pick up the special event permit?

Town staff need assurance that an event is going to occur, to dedicate resources, services and provide proper planning. This assurance is provided with the issuance of a special event permit that indicates the applicant intends to hold the event as requested.

- Permits for events held on private property must be picked up at least five (5) days prior to the event.

Section 3: Special Event Review Requirements

Amplification & Sound

Sound: Sound mitigation to nearby businesses and residents should be part of the amplification/sound plan. Speakers must be directed towards the event footprint and positioned to help mitigate sound travel to residences or other nearby businesses. A designated person shall be on site throughout the event to monitor sound and volume levels both on and off site. In some instances, even applicants may be required to conduct decibel readings at pre-determined locations during the event to prevent disturbing others. Noise complaints can result in calls for service from the Jerome Police Department. A police officer or Code Enforcement inspector may require the volume to be reduced or turned off based on complaints or unreasonable sound levels.

Stage: Placement of stage should take into consideration surrounding businesses and residents for proximity to sound and/or performances. If stage placement is in the middle of the event footprint, allow for space to accommodate the crowd while creating space for safe, unrestricted passage to avoid crowd clustering and bottlenecks. Dimensions of the stage should be noted in the application site plan and must meet nationally recognized standards, constructions and listings, and not adversely affect surrounding vegetation on public property.

Equipment & Speakers: Details for any proposed sound systems must be included in the event application and speaker locations shown on the site plan with arrows indicating direction of sound. Potentials sound impacts will be evaluated, and the following considered as part of the evaluation: sound mitigating design features; hours of operation; assigned individual to monitor sound levels throughout the duration of the event; direction of sound travel; and history of noise complaints and violations at the site.

Performances: The application shall address the type of performance and name of performers if known at time of submittal. For type of performance, please indicate if it's a disc jockey, a live band and number of musicians, a live artist, a pre-recorded music, dance troupe, performers, speakers, presenters, auctioneer, etc.

Event Production Schedule, Event Hours including Setup & Teardown Details

As part of your event planning process, you must evaluate the potential impact of your event on the surrounding neighborhood(s). As an event organizer it is your responsibility to assess the venue, environment, anticipated attendees, and components of your proposed event and mitigate impacts to the community and demonstrate what solutions are in place for anticipated

SPECIAL EVENTS USER GUIDE

negative impacts on businesses and residences. The Special Events Administrator is responsible for evaluating the proposals, requesting additional documentation, and conducting outreach, as needed, to businesses and residences to confirm whether impacts can be adequately addressed and adjusted accordingly.

All events will need to include the event schedule and beginning and ending times, noting the various activities with associated times. Times for setup and removal of event items shall be listed for review. For events with multi-day setup and teardown, note the beginning and ending times each day for consideration of impacts to neighboring properties. Please include the schedule for loading, unloading, deliveries, staging of equipment, and onsite event staff with oversight responsibility.

Fire Services, Emergency Medical Services & Tents

Fire Services: The Fire Department reviews several components of the event request. These include:

- Event entry and emergency exiting for patrons
- Emergency vehicle access
- Tents and canopies
- Propane or flammable equipment such as grills or other cooking devices
- Bonfires and performers using fire.
- Establishing an occupant load for the event area
- Fencing height, type and locations
- First aid facilities
- Vehicle displays

The above items need to be clearly identified on the site plan and may require a separate permit. Some events may require a minimum twenty foot (20') wide emergency access lane as determined by the Fire Department

Health Permits (Yavapai County)

If you intend to prepare, sell, serve, give away, or sample food or consumable products, including beverages, at a public event, you must adhere to all County Health Codes. The Yavapai County Environmental Health Unit is the regulatory authority that issues permits for food and beverage concessions at special events. It is the Department's responsibility to regulate the food sold at these events. If food or drink is not prepared and handled in a sanitary manner, the public's health may be at risk. Any vendor that is preparing or selling food must have a permit from the County. Applications and further information can be found by visiting www.Yavapaiaz.gov and search special event permits.

Insurance & Liability Waivers

Insurance: Event activities on Town/public property must be covered by insurance that protects the event sponsor/applicant and the Town of Jerome. Various types and levels of liability insurance are required depending on the event. This guide provides what is generally required. However, the required coverage and limits will be at the discretion of the Safety & Risk Management division depending on the size and scope of the event. Applicants and entities that are approved and permitted to hold a special event on public property must agree to an

SPECIAL EVENTS USER GUIDE

indemnity agreement, insurance with the proper endorsements and participant waivers for athletic events.

Indemnity and Hold Harmless: The indemnity agreement in the special event application must be signed by an entity principal or person authorized to contract on behalf of the entity requesting the special event permit. The indemnification provision contained in the application is an agreement that the applicant will take full financial responsibility for any and all liability arising from or related to the special event regardless of insurance coverage.

Commercial General Liability: Commercial general liability which includes contractual liability in the amount of \$1,000,000 per occurrence; \$1,000,000 Products-Completed Operations Aggregate; and \$2,000,000 General Aggregate is the standard minimum requirement.

Commercial Automobile Liability: The standard requirement is \$1,000,000 combined single limit on owned, non-owned, and hired autos. If the only vehicle used for the special event is that of a barricade company or vendor, the vendor's automobile liability may be used to fulfill this need under the following circumstances:

1. A written contract exists between the special event applicant/permit holder and the vendor that indicates the vendor will assume the vehicle liability for the event. And that contract between special event application/permit holder permit holder and the vendor specifically requires that the vendor make the Town of Jerome an additional insured.
2. The vendor provides a certificate of insurance showing the automobile liability insurance and listing the Town of Jerome as additional insured.
3. The 'Description' section of the certificate notes the event name and the dates including the set up and take down.
4. Providing the above-listed insurance and contract does not in any way reduce or eliminate any responsibility the Applicant assumed under the indemnity agreement, described in the Special Event Application or Permit.

Liquor Liability Insurance: Special events held on Town Property that involve serving of any type of liquor require liquor liability insurance. The amount of liquor liability coverage required depends on several factors including but not limited to the focus of the event, expected demographics of attendees, hours of the event, and number of liquor service areas. The standard requirement is for \$2,000,000 per occurrence coverage.

Required Endorsements: The Town of Jerome shall be endorsed and listed as an Additional Insured under Commercial General Liability, Liquor Liability and Automobile Liability insurance. Applicant/permit holder is required to submit a Certificate of Insurance or other evidence of insurance acceptable to the Town of Jerome reflecting the above insurance coverage before a permit will be issued. The certificate must have the name of the event and dates of the event that include set up and removal/tear down noted in the description section of the certificate along with the following statement: A waiver of subrogation applies in favor of the Town of Jerome for all listed policies and coverages. The certificate holder address is Town of Jerome, 600 Clark St, Jerome, AZ 86331 Attn: Special Events. Providing the insurance certificate does not in any way reduce or eliminate any responsibility the applicant assumed under the indemnity agreement, described in the Special Event Application or Permit.

Liquor Control, Management & Licenses

SPECIAL EVENTS USER GUIDE

Liquor Control: If liquor is present at your event, state law requires liquor to be contained within the event footprint. Adequate fencing, at a minimum of Four feet (4') in height, and security personnel must be used to prevent alcohol from being removed from your liquor licensed premises. For any event involving liquor, access to alcohol must be controlled. A perimeter with access points, both entrances and exits, should be illustrated (show the liquor service areas, security staffing locations, identification checking areas) and describe the security process. The perimeter for an event needs to be done in a manner to help prevent liquor violations. Use of security personnel (can be volunteers) must be used to ensure compliance with Arizona Liquor Laws and safety of patrons. Applicant must submit a security plan noting or depicting on the site plan the number and location of security staff to ensure compliance with Arizona Liquor Laws.

Liquor Management: For Security, state the company being used, their responsibilities, identification, checking procedures (Identification Logs, if used, and retention period), security or volunteer uniforms if used, and perimeter fencing (height and material). All security personnel must be properly licensed, and volunteers properly trained.

Liquor Licensing/Permit Requirements: For special events held at locations where there is an existing liquor license, an additional special event liquor license is not required, provided the event is completely contained within the existing liquor license footprint.

If the event footprint includes areas for which there is not an existing liquor license, then a Temporary Special Event liquor license is required if: the event is open to the public, if there is a fee for admission or a fee for food or drink, or if any products are being sold. A liquor license must be obtained through the Arizona Department of Liquor License and Control (ADLLC). Applications can be found on the ADLLC website by visiting <https://www.azliquor.gov/index.cfm>. There are two options for obtaining a liquor license to sell or serve alcohol at a special event, which include:

1. Application for Extension of Premises – This application is required to temporarily expand or enlarge the area that is covered by a current state-issued liquor license. Completed applications must be submitted to the Town of Jerome as part of the special event permit application, either electronically or in person. Once the event is approved, the form will be signed by town staff and sent to the applicant. It is the responsibility of the applicant or licensee to bring the signed form to the ADLLC Liquor Board for the issuance of a temporary liquor permit, with a copy subsequently provided to the town no less than five (5) days prior to the event. For questions on the submittal process, please call Town Hall at 928-634-7943.
2. Special Event Liquor License – These temporary licenses are only available to qualified charitable, civic, fraternal, political party/campaign committees, or religious organizations and require 25% of gross event proceeds be donated to the event charity. A charity can submit for this license a maximum of ten (10) days per year. The charity company members or officers must be in good standing with no criminal record(s). Completed ADLLC and Town applications must be submitted to Jerome Town Hall located at 600 Clark St, Jerome, AZ 86331 for review a minimum of 30 days prior to the event. In addition, all charitable organizations must be registered with the state. Once the request is approved, it will be signed by the Town Manager/Clerk and returned to the applicant to be submitted to the ADLLC Liquor Board for issuance of a liquor license, with a copy subsequently provided to the town

SPECIAL EVENTS USER GUIDE

no less than five (5) days prior to the event. For questions on the submittal process, call Town Hall at 928-634-7943.

In addition to the two temporary liquor licenses, there are festival licenses that are required when a winery or distillery sells wine or distilled spirits to patrons to drink on site and “to-go” in sealed, original containers. Completed ADLLS Fair/Festival applications for both farm winery and craft distillery must be submitted to the Town of Jerome for review and signature. Town staff will confirm that the event has been approved prior to final signature. Once approved it will need to be submitted to the ADLLC Liquor Board for issuance of a permit, with a copy subsequently provided to the town no less than five (5) days prior to the event.

The ADLLC is located at 800 W. Washington 5th Floor, Phoenix, AZ 85007. Applications and further information can be found on the ADLLC website.

Parking Plan & ADA Requirements

Parking Plan: A written parking plan must be provided to indicate where the event parking will be. This plan may be illustrated by a map. The applicant is responsible for ensuring that adequate parking for attendees, event volunteers, employees, and vendors is available. The Parking Plan serves to demonstrate that parking or traffic impacts to adjacent areas are minimized. The approved parking locations shall be identified on the planned event webpages and social media.

Offsite Parking: Applicant must obtain written approval from an authorized individual for any privately-owned parking areas and a copy of the approval must be included with the application. Off-site directional signage is reviewed as part of the permit application. A map depicting locations, sign types, and sizes is required for review and approval to assist directing event traffic to approved offsite parking locations.

Ride Services (paid or hired): If ride providers are being planned as part of the event (taxis, Uber, Lyft, pedicabs, golf carts, etc.) please indicate the location of passenger loading and unloading areas along with the estimated number of vehicles to be incorporated into the parking plan for event attendance.

Restroom Facilities

Temporary restroom facilities must be provided at an event unless sufficient availability of public restroom facilities in the immediate area are available for public use. If portable restrooms are provided, at least one shall be ADA accessible with proper approach for access. Temporary toilets may not be placed within 25 feet of an entryway to an adjacent business or residence, unless the adjacent property owner or tenant approves. Delivery and pickup dates, times, and quantities for portable restrooms or trailers shall be provided as part of the event application. If restroom trailers are used that require water and electrical hookups, sources will need to be shown.

SPECIAL EVENTS USER GUIDE

Signage

Signs: Signage used to identify the event may be displayed on-site during the event and within event boundaries. The quantity, size, and location for these items must be included on the site plan or a separate signage plan submitted with the application. Inflatables are not permitted on the rooftops of any buildings. Signs may not be hung or affixed to town property unless given permission to do so directly by the Town of Jerome.

Directional Signage: Temporary, off premises directional signage may be permitted to assist with safe traffic flow. Off Premises signage may be necessary due to the anticipated event attendance (large volume of vehicles) or event location (hidden, off major streets). Proposed sign locations shall be submitted for review and decision as part of the application request. Directional signage placement, standards and quantity allowance questions can be directed to the Town of Jerome.

Course Markings: For athletic events, including runs/walks, signage for directional arrows or course identifiers such as mile markers, shall be included on the course map or can be submitted as a separate signage plan. All approved signage shall be installed the day of the event, unless otherwise approved, and removed immediately following the close of the event. If sidewalks, walkways, or asphalt are being marked, only washable chalk may be used. Tape is not permitted.

Site Plan & Course Map

Site Plan: A detailed site plan is required as part of the application. While site plans are not required to be professionally drawn, they must be legible and provide sufficient detail to demonstrate what an event will look like when activated. The site plan should clearly show the entire event footprint, including the names of all streets or areas that are part of the venue and surrounding area. Site plan footprints should be on an aerial view to show the relationship and location of event items with surrounding properties. Colored site plans are preferred but may be accepted in black and white if the footprint is legible and identifiable. The size of the site plan shall not exceed 11" by 17". If multiple site plans are submitted, one key map showing an overall footprint and corresponding sheet number shall be submitted. If applicable, the following must be shown on the site plan as part of the activated event footprint:

- Tables, chairs, bars, furniture, seating, activities, and games
- Barriers and/or barricades
- Stages (location and dimensions), speakers, platforms, scaffolding, bleachers, grandstands
- Canopies, tents, portable tents, booths, beer gardens, trash containers, and dumpsters, and other temporary structures
- Food booths and cooking areas, grills, and flammable gasses
- Event footprint dimensions and exits
- Generator locations and/or source of electricity
- Placement of display vehicles, food trucks, trailers
- Fencing height and type along with entrance and exit locations
- Passenger loading and unloading areas for valet, transport vehicles, ride providers or shuttles
- Signs, banners, elaborate decorations such as inflatables, balloon arches, etc.

SPECIAL EVENTS USER GUIDE

- Vendor and merchandise areas or booths

Course Map/Route: A detailed route or racecourse is required for distance events such as walks, runs, rides, and parades. Indicate the direction of travel and all street or lane closures. All event items being placed along the course must be included as part of the event request. This includes any temporary toilets, water stations, aid stations, tables, canopies, signs, etc.

Street Use, Closures & Restrictions

Traffic Control Plan: A traffic control plan is required if the event impedes, obstructs, impairs, interferes, or disrupts normal use of Town streets, facilities, public sidewalks, or right-of-way. The applicant is responsible for hiring a barricade company for any street, alley, lane, or public sidewalk closure. The Town does not provide barricades. Barricades used in the public right-of-way must comply with state and nationally accepted standards, with regard to placement, type, size, and nighttime reflectivity. For road closures, detour routes including necessary detour signs shall be shown on the plan. Homemade devices, vehicles, and/or other objects are not authorized in lieu of barricades. Any street closures and barricade setup/removal shall match the approved barricade plan on file. Oversight of the barricade setup is the responsibility of the event applicant. Discrepancies or safety issues may result in the delay or cancellation of the event.

Barricade Set/Strike: The event applicant must assign a person with sole responsibility for coordinating the barricade and temporary sign setup and ensuring the traffic control is placed correctly before the event start. Placement of barricades can only be performed by a certified temporary traffic control technician employed by the barricade company. Following the event, all barricade devices need to be removed promptly. Post event barricade and signage removal on arterial streets or plans with extensive devices must be removed by certified employees of the barricade company. Event staff can remove barricades and signs on local streets if it is safe to do so, wearing required safety vests and using extreme caution when maneuvering in traffic. Once the devices are placed on the side of the road, arrangements must be made to have the devices removed promptly by the barricade company.

For athletic or moving events, the Police Department will review the setup in the field prior to the start of the event. If it is not set up correctly or there is an obvious hazard created by the setup, Police will not allow the event to begin until the event is setup correctly and/or all hazards have been fixed. If the improper barricade setup delays or impacts the timing of the street or lane closure, the event may be cancelled.

Neighborhood Notification: Business and resident input is required for proposed full street closures, and other circumstances as directed by the Town.

Trash, Recycling & Cleanup Plan

Trash: Plans must be developed that ensure the proper disposal of waste generated from the event, including setup and teardown. At event conclusion, the venue and surrounding areas must be cleaned and returned to a condition equal to or better than the condition prior to the event. If any portion of the event takes place on town property and town personnel perform additional cleaning due to the event, the applicant will be billed by the Town for this service. Dumpster and recycling container rental inquiries can be directed to Town Hall.

SPECIAL EVENTS USER GUIDE

Cleanup Plan: A written cleanup plan must be submitted as part of the Special Event application. This plan must include the types and locations of dumpsters, quantities of individual trash receptacles, the names of any hired services responsible for cleaning up during and after the event, and the location(s) where all waste, including cooking oils and gray water, will be disposed of in an approved manner.

Event applicants are responsible for prompt cleanup and removal of debris after the event, from all Town streets, sidewalks, rights-of-way, affected property owners' property including parking areas, sidewalks, steps, and landscaped areas. For multi-day events, clean up should take place daily. Applicants are responsible for cleanup from when the set up begins until tear down crews have finished and removed all event items from the event site. Please be thoughtful of the community and those properties surrounding the event to ensure that the event footprint is in the same or better condition than prior to the event occurring. Clean up includes small pieces of trash removal, broom sweeping, and power washing or street sweeping if necessary.

Tape, spray chalk, or spray paint is not permitted to mark locations for event booths and equipment on sidewalks, walkways or asphalt. Only washable chalk may be used. For culinary events or those that are focused on food and beverage, power washing will be required to remove stains and/or spills that result from the event. Should the Town use its personnel, a contractor, or other provider, and schedule power washing to occur following the event, the bill for these services will be forwarded to the event applicant for payment.

Utilities

Electrical: Events must supply their own electrical resources and planned power source, including any generators. If connecting to a building or outside electrical source, any exposed cables shall be covered with a cable ramp for safety and tripping prevention. Generators that are 20kw or greater require an electrical permit and city inspection.

Water: Applicants must provide a plan for water sources and/or services along with the proper disposal of water, if needed, in accordance with Town storm water regulations. For access to water hydrants or other water sources, based on event needs, may require approval and permit.

Vendor Sales, Tax & Licensing

Vendors: Vendors who sell products, food or beverages at a special event must obtain a Transaction Privilege Sales Tax License from the Arizona Department of Revenue and have Jerome listed as a region code.