

**TOWN OF SUNSET BEACH  
SPECIAL EVENT POLICY  
Adopted October 17, 2017**

**Special Event Definitions**

Special Event shall be defined as a celebration, gathering, meeting, program, or similar occasion that is open to the public which involves the use of the Town Park, park areas, facilities, sidewalks, streets or any part thereof, and which may include, but not necessarily be limited to, entertainment, dancing, music, dramatic productions, parades, exhibitions, fundraisers, advertisement, business, sports competitions, sale of merchandise or food or any combination thereof, and may out of necessity require a level of municipal services for its execution or conduct that is above the level provided under ordinary circumstances. This definition shall not apply to events that are solely political rallies, religious observances, or building or facility rental (i.e. weddings, anniversaries, birthday parties) unless such singular activities or uses are proposed as an integral part of a larger special event as defined herein.

**Reservation Procedure**

A special event application and permit is required for all groups reserving a Town facility or part of a facility. Reservation requests shall be accepted on a first come, first serve basis, no more than one year in advance of the requested date or the first date of a series of requested dates. Permits shall be issued to adults, charitable or for-profit entities only and are non-transferable to any person or organization. All proposed activities and events are subject to the approval by the Town of Sunset Beach. Submittal of an application does not constitute the grant of a permit nor is it confirmation the planned event can be conducted.

1. The application shall specify the preferred event location and date. The selection of an alternative location and/or date is encouraged in case the first choice is not available. It is suggested, prior to application submission, that the applicant contact Sunset Beach Town Administrator to discuss the potential event. No reservations are confirmed until the application is processed and payment of the application fee and associated event fees are received and the permit is issued.
2. The attached application must be submitted a minimum of 30 days prior to (and maximum of one year prior to) the event, and shall be accompanied by with the following:
  - a. Preliminary site map showing the location of all areas to be reserved and the location of all structures, tents, canopies, vehicles etc. to be placed in the park or the facility, or the race/walk route.
  - b. A \$25 non-refundable application fee is due at the time of the request. (all other applicable fees are due 10 business days prior to the event or prior to the first day of the event in the instance of multi-day events.)
3. Applicants for events which will be open to the public shall be required to submit a Certificate of Insurance naming the Town of Sunset Beach as an additional insured.

4. Following the event, the permit holder will be billed for any damages or additional expenses that are incurred by the Town. The permit holder shall be responsible to pay any such additional charges within twenty-one (21) days subsequent to the event.

### **Park/Facility Availability**

1. Park and facility availability may be checked by calling the Sunset Beach Town Hall at (910) 579-6297 during office hours of Monday – Friday from 8:30 a.m. – 5:00 p.m. Additionally, a reservation schedule can be accessed from the Town’s website, [www.sunsetbeachnc.gov](http://www.sunsetbeachnc.gov).
2. The Sunset Beach Town Park and amenities are available for reservation year-round, depending upon availability.
3. The Town Park and facilities are not considered reserved until the application process is complete, application fees and event fees are received and permit is issued.
4. The Town reserves the right to revoke the permit if event fees are not paid in full as required and for any reason the Town determines necessary or appropriate in its sole discretion.

### **Cancellation Policy**

***If you are unable to hold your event, please notify the Town of Sunset Beach at (910) 579-6297 as soon as possible.***

1. Application fees are non-refundable. The Town staff shall issue a refund of event fees, minus the application fee and a cancellation fee of 15% of all other fees assessed, if event is cancelled at least 30 days in advance.
2. Cancellation made less than 30 days prior to the event date or cancellation of a date within a multi-date event will not qualify for any refund of fees.
3. No refunds shall be given due to weather conditions, unless the park or facilities are officially closed by the Town, due to severe, life threatening weather.
4. With a minimum 30-day notice, a planned event date may be rescheduled for an available date occurring within 90 days of the original event date with no rescheduling fees. Rescheduling of an event more than 90 days from the original event date will be considered a new application and no credit for fees shall apply.

### **Permits & Fees**

1. Application fees are due at the time of application. The remaining balance is due a minimum of 10 (ten) business days prior to the event, along with additional paperwork, maps, etc. Failure to submit fees and required documentation may result in denial of permit application. Forms of payment accepted: Cash, Check, and Money Order. Required fees are listed on the Town of Sunset Beach Fee Schedule.

2. Each day of a multi-day permit shall be the subject of an additional per day use fee.
3. One permit shall be issued for any event scheduled to take place over more than one day, or on a regularly scheduled basis over a period of time. There shall be an event reservation charge for each scheduled day of such event.

### **Rules and Regulations**

1. **Approval of Event:** Town staff reserves the right to inquire during the application process to determine if the request is a special event. Town staff reserves the right to refuse events based on prior event conduct that violated the Special Event Policy or local ordinances. Events will be evaluated on the organizers ability to submit timely fees, comply with town policies, rules and regulations, commitments filled, and any other issues identified by staff.
2. **Limit on Events:** No more than three high impact events with anticipated attendance in excess of 150 individuals shall be scheduled in any one calendar week.
3. **Fee Charges:** All fees and charges are as set forth on the current Town of Sunset Beach Fee Schedule. Payment of all charges shall be made to the Town of Sunset Beach. Applicants shall be charged for all town services deemed necessary.
4. **Insurance:** Proof of liability insurance, naming the Town of Sunset Beach as an additional insured, shall be required at the greater of the statutory limit, of \$1,000,000 for each occurrence and \$1,000,000 general aggregate. By acceptance of the Special Event Permit, the organization and/or individual agrees to indemnify and defend the Town from any claims brought or actions filed against the Town for any reason including all attorney's fees incurred, including discrimination, injury or death to any third person or persons, or damage to property of third person.
5. **Town Staff:** Staff resources are limited to permit processing, site and/or facility reservation and normal facility/property maintenance. All additional services will be charged at the actual cost rate.
6. **Town Equipment:** Town Equipment and supplies shall not be loaned or leased for public or private indoor or outdoor use, unless the equipment is part of the town facility being requested and is to be used according to its intended purposes.
7. **Organizers and Permit Availability:** The permit holder or designee is required to be on site throughout the entire event including set-up and cleanup of the event. A copy of the issued permit must be retained and maintained at the permitted premises during the entire time of the rental and shown upon request.
8. **Preparation and Site Viewing:** the Town reserves the right to require a meeting between the permit holder and the Town prior to the event. The town reserves the right to request a pre-event site inspection and post-event site inspection with permit holder present.
9. **Times of the Event:** Events are restricted to the hours in which the park or facility is normally open to the public, unless otherwise approved in the permit. Proposed set-up and clean up time shall be included in the permit application. The town reserves the

- right to determine the allowed time for any event as may be appropriate for the event. During the permitted event, the portion of the park/facility not included within the event permit shall remain open to use by the general public.
10. **Entrance Fees Not Allowed:** Permit holders may sell wristbands or tickets for food and beverage purchase.
  11. **Termination of Event:** At any time during the event, the Police Chief or Fire Chief or their representatives, may order termination of the special event if it is in violation of any law or ordinance, or if it endangers any person, participant or spectator, or if it threatens a breach of the peace and dignity of the community, or if it creates unmanageable problems for public safety officers whereby the proper execution of their duties are endangered or for such other reason(s) as the Police Chief or Fire Chief deems necessary to protect public health, safety and welfare.
  12. **Signs, Banners and Materials:** The attachment of any objects, signs, banners or materials to trees, shrubs, light poles or park features is prohibited. All signs posted by the permit holder shall be removed from the event site/route within 24 hours of the conclusion of the event.
  13. **Tents, Booths and Canopies:** All tents and booths shall be shown on the site map submitted with the application for the event. The town reserves the right to approve the size and location of all tents, booths and canopies prior to installation. These may be placed only in the areas pre-designated by staff because of the location of underground utilities and irrigation.
  14. **Trash and Clean up:** The permit holder is responsible for renting, placing and removing all additional needed dumpsters or trash receptacles. The permit holder shall be responsible to clean up the site. The permit holder shall be billed for any additional special maintenance services incurred by the Town as required due to the event. The Town encourages “green” events that actively recycle or reduce the amount of waste the event produces.
  15. **Portable Toilets:** The permit holder is responsible for renting (as needed), placing and removing portable toilets and the number of portable toilets must meet the requirements as determined by Brunswick County Health and Human Services. The location for placement of these units shall be approved by Town staff.
  16. **Selling Food:** Food vendors on public property shall be responsible for obtaining the required approvals from the Brunswick County Health and Human Services Environmental Health Department and the State of North Carolina. Proof of such approvals may be requested by the Town of Sunset Beach.
  17. **Temporary Licenses for Sale of Alcoholic Beverages:** A temporary license for the sale of intoxicating liquor in connection with a social event within the Town may be issued in accordance with North Carolina Statutes §18B-1001-1002. Contact the North Carolina ABC Commission at (919) 779-0700 or at [contact@abc.nc.gov](mailto:contact@abc.nc.gov) for more information. The permit should be issued at least 60 days in advance of the event.
  18. **Discretion of the Town:** The Town of Sunset Beach reserves the right to deny the issuance of a special event permit, or to impose such conditions as it may deem necessary, for any event to any person, organization or entity for any proposed event

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which, in the sole discretion of the Town of Sunset Beach is not in the best interests of the Town of Sunset Beach or its inhabitants, which is likely to result in a breach of the peace, violation of Town Ordinances, laws of the County of Brunswick, statutes of the state of North Carolina, the Constitution of the State of North Carolina and/or the Constitution of the United States of America, or regulations enacted pursuant to any of the aforesaid authority.

Adopted this 17th day of October, 2017.

Town of Sunset Beach

/s/ Robert Forrester

By: Mayor

ATTEST:

/s/ Lisa Anglin

Town Clerk