

SPECIAL EVENTS APPLICATION

City of Alpharetta

Mayor David Belle Isle



Office of Special Events
2 Park Plaza
Alpharetta, GA 30009
678-297-6078

kdodson@alpharetta.ga.us

www.alpharetta.ga.us





Welcome

Alpharetta is a city that celebrates our community. From sporting events, to parades and cultural events, from community based festivals to music gatherings, the City will help guide and facilitate your special event.

Table of Contents

General Information.....	1
Recreation and Parks	7
Police/Fire/Public Works.....	8
Temporary Permits.....	14
Insurance.....	17
ADA Accessibility.....	17
Recycling.....	18
Alcohol.....	21
Finance.....	22
Affidavit of Applicant.....	23

Introduction

What is a Special Event?

Events and activities that may require application and permits are as follows: private parties; street closure; film production shoot; events requiring erected tents with more than 400 square feet; encroachment on City property; noise sources; building use for any event other than what it was originally designed for; events that may create traffic; planned event that the Risk Management believes creates City liability; and events that require City employees in any way at any time.

Public Information, Internet and Special Events Calendar

Information you provide in these sections is public information and may be used for promotional purposes including, but not limited to print, electronic, and internet formats. Certain information you provide may be used in developing a web site Special Events Calendar. Please complete the information carefully.

Application Process

Contact: Kim Dodson / Special Events Manager / kdodson@alpharetta.ga.us / 678-297-6078

Submitting the Application and Fee

The process begins when a completed City of Alpharetta Special Events Application, associated permits, and the non-refundable application fee of two hundred dollars (\$200) are submitted to the Special Events Office. Applications and permits along with the application fee must be received no later than ninety (90) days prior to the actual date of your event and may not be received earlier than one year prior to the event. **Applications will only be accepted electronically.** To complete the application process, you will need Adobe Reader 9. When you open the application, save the PDF file to your computer then complete the application. Keep in mind that submitting an application, permits, and application fee is in no way to be construed as approval or confirmation of your event.

After Application is Submitted

Upon receipt of your electronic application, permits, and application fee (\$200), a representative from the city will contact you. **In your planning, please allow a minimum of thirty (30) days for the review process.** During our initial application process you will be allowed time to provide us with all pending documents (e.g. certificate of insurance, food permits, etc.). We must receive these items before final application approval. Delays may occur if your event requires a special meeting, a special route, or additional clarification. Please do not begin advertising your event until your application is approved.

Final Application Approval

Once approved, you will be required to provide original signatures on the application and permits along with a copy of the signee's valid driver's license. Mail all required documents to Alpharetta City Hall, Special Events, 2 South Main Street, Alpharetta, Georgia, 30009.

Following the Application Approval

Approval of your application does not automatically reserve city resources or staff. It is event contact's responsibility to contact and reserve city resources and staff. **Please contact each city department listed through this application immediately after receiving your event approval. Then reconfirm city resources and staffing by contacting each city department thirty (30) days prior to your event date.** Due to an unforeseen circumstance, your event could be impacted. Please stay in contact with the city throughout your planning process.

Possible Reasons for Denial of Current and/or Future Applications and Permits include but are not limited to:

1. The event will disrupt traffic within the city beyond practical solution.
2. The event will unreasonably interfere with access of fire fighting equipment and fire hydrants.
3. The location of the event will cause extreme hardship to adjacent businesses or residents.
4. The event will require the diversion of enough city employees that allowing the event would unreasonably deny service to the remainder of the city residents. This includes City Holidays.
5. The event will interfere with another event for which an application and permits have been issued.
6. The application, permits, and application fee were not properly submitted.
7. A reoccurring event that did not leave the site clean, pay city services, notify surrounding businesses and residences, or in anyway disregard the application and permits requirements.
8. Anything the City of Alpharetta Risk Manager feels is unsafe.
9. Failure to submit City of Alpharetta Special Event Application or Permit requests.
10. Estimated attendance and event is too large for the requested venue.
11. The event may interfere with other City activities or use of the facilities by City residents.
12. Failure to contact each city department to reserve city resources and staffing.



SPECIAL EVENTS APPLICATION

Summary of Event

Date Special Event Application Submitted

[Empty text box]

Event Title

[Empty text box]

Event Description

[Large empty text box]

Event Location

(Include Site Name, Address, and/or Boundaries)

[Empty text box]

Event Category (Check All That Apply)

- Grid of checkboxes for event categories: Parking Lot/Street Celebration, Parade/Procession/March, Farmer/Outdoor Market, Festival/Celebration, Road Race, Exhibits/Special Attraction, Circus/Carnival, Cycling Event, Other (Specify above), Concert/Performance, Other Athletic Event.

Event Dates/Times

Dates Requested: First Choice [Empty text box] Second Choice [Empty text box]

Time: Event Start [Empty text box] Set Up Begins [Empty text box] Event End [Empty text box] Clean Up Ends [Empty text box]

Is this an annual event? If so, for how many years have you been holding the event? [Empty text box]

Where did you hold your event in previous years? [Empty text box]

Is your event part of a larger marketing campaign?

If yes, Please Explain

[Empty text box for explanation]

Estimated Participants [Empty text box]

Estimated Spectators [Empty text box]

Remember that completion of this application does not approve your event for consecutive years.



Organization and Applicant Information

The organization contact must be the person in charge of management and is responsible for the event. The applicant contact must be a representative of the organization who has been authorized to plan the event. The applicant must be available to work closely with the City's Special Events Committee for reserving city resources and staffing.

Organization Information

Organization Name

Organization Contact Name

Organization Contact Name

Street Address

City State Zip Code

Work Phone Cell Phone

E-mail Address

Applicant Information

Organization Name

Applicant Contact Name

Street Address

City State Zip Code

Work Phone Cell Phone

E-mail Address

Additional Representative

Work Phone Cell Phone

E-mail Address



SPECIAL EVENTS APPLICATION

Yes No Is this Organization a commercial entity?

Yes No Is this Organization a bona fide tax exempt, nonprofit entity? If yes, you must attach to this application a copy of your IRS 501(C) tax exemption letter providing proof and certifying your current tax exempt and non-profit status.

Yes No Are patron admission, entry fees, or participation fees required?

If yes, please provide detailed amounts

Yes No Are vendor or other fees required?

If yes, please provide detailed amounts

Event Location

Site Map/Routes

Site Map descriptions should be a detailed narrative including a description of activities in the event, such as event entry & exit, water stations, sags stops, start/finish sites, inflatables, and a time line of your event. Please write this description in the space provided below or attach the description as a word document.

Routes need to be approved both by the City of Alpharetta and the surrounding businesses. The City of Alpharetta cannot create site maps/routes, but will be happy to review them or refer you to a professional event planner. If you are using one of the following predetermined routes, please check your preferred route below. Maps are available upon request. **(Note: Although the route is predetermined, it will need to be approved by the City of Alpharetta and the businesses or residents on the route. If you would like to request a different route than the ones listed below check "other." Please describe and include a map or drawing of the route. We limit the number of times each race route is used yearly.)**

North Point Route

Alderman Route

Downtown Route

Other

If not one of the pre-determined routes, then please include your Site Map and/or Route Description:



SPECIAL EVENTS APPLICATION

Detailed Map, Drawing of Site, and/or Route is Required. Show all entry and exit points.
[\(Click on Space Below to Insert Electronic Image of Route Map\)](#)

SPECIAL EVENTS APPLICATION Recreation and Parks

Contact: Lisa Cherry
Deputy Director
lcherry@alpharetta.ga.us
678-297-6162



Contact: Jodie Gilfillan
Recreation Supervisor II
jgilfillan@alpharetta.ga.us
678-297-6152

General Information

To hold an event in Alpharetta's facilities or parks, you will need to complete a separate Recreation and Parks application in addition to the City of Alpharetta Special Event application. Please contact the appropriate Recreation and Parks representative listed below for their application and fee schedule. They can help you with special rules, regulations, and restrictions unique to each facility or park. City parks are public parks, as such, most park areas cannot be reserved for the exclusive use of one group, and access to the area by the general public must be available at all times. These areas cannot be roped off or otherwise secured.

Facility rental fees will be charged based on current Recreation and Parks fee schedule. Staffing fees may apply depending upon the nature of the rental activity and the need for certain services that can only be provided by the Recreation and Parks staff. Cost estimates for facility rental and staffing fees shall be based on the information provided on the City of Alpharetta and/or Recreation and Parks applications. Alcohol is not permitted in City Parks (Exception: Wills Park Equestrian Center with approved alcoholic beverage permit). The use of tobacco products is strictly prohibited in all City parks per City ordinance.

Contacts for Recreation and Parks Facilities and Parks

Athletic Fields and Park Trails	Deputy Director	678-297-6162
Community/Recreation Centers	Recreation Supervisor II	678-297-6152
Wills Park Equestrian Center	Equestrian Center Manager	678-297-6122
Wills Park Picnic Pavilions	Wills Park Recreation Center	678-297-6130
Rock Mill Park Pavilion	Administrative Office	678-297-6104
North Park Picnic Pavilion	Crabapple Government Center	678-297-6160
Alpharetta City Pool	Recreation Supervisor II	678-297-6152
Union Hill Park	Recreation Supervisor II	678-297-6173

Big Creek Greenway and Park Trails Usage Policy

The City of Alpharetta Recreation and Parks Department manages and maintains Big Creek Greenway and park trails at both Webb Bridge Park and Wills Park.

1. Greenways are explicitly not intended for organized activities.
2. Greenways and park trails are not available for rental by any entity.
3. A special and historic relationship is recognized between the City of Alpharetta, Alpharetta Recreation Commission, Recreation and Parks Department, and the public schools that serve the residents of the City of Alpharetta. Through this relationship, several local schools, including but not limited to Milton High School, Alpharetta High School, and Lake Windward Elementary School have been granted permission to use Park Trails at Webb Bridge Park and Wills Park. This limited use is recognized and will continue, but will not be expanded beyond current levels. Such usage must be requested of the Director of Recreation and Parks using the facility use agreement in the normal way, and if granted, shall be facilitated through a standard facility use agreement.

Solicitation in City Parks

There shall be no solicitation activities being engaged in within City of Alpharetta parks. This shall include any person, corporation, partnership, association, joint-stock company, trust, or unincorporated organization which engages in the practice of 1) Selling or taking orders for or offering to sell or take orders for goods, merchandise, wares, or other items of value for further delivery, or services to be performed in the future, for commercial purposes; or 2) Requesting contributions of funds, property, or anything of value, or the pledge of any type of future donation, or selling or offering for sale any type of property, including but not limited to goods, tickets, books, and pamphlets, for political, charitable, religion, or other noncommercial purposes. Any and all requests for exception to the City Code must be submitted in writing along with the completed special event application. The City shall have the authority in its sole discretion to approve and disapprove requests for exceptions to the City Code.



SPECIAL EVENTS APPLICATION

Police/Fire/Public Works

Police Contact: Jomo Bent, Police Officer
jbent@alpharetta.ga.us
678-297-6350 x5329

Fire Contact: Craig Schmitz, Battalion Chief
cschmitz@alpharetta.ga.us
678-297-1318

Fire Contact: David Morris, Fire Marshall/Battalion Chief
dmorris@alpharetta.ga.us
678-297-6274

Public Works Contact: Earl Chatham,
Senior Operations Manager
echatham@alpharetta.ga.us
678-297-6200

Public Works Contact: John Maloney
Senior Engineering Tech
jmaloney@alpharetta.ga.us
678-297-6200

General Information

The type of event that you are hosting determines the level of Police/Fire/Public Works presence required. We will work with you to address security and safety concerns, but reserve the right to make the final ruling on any security and safety related decision. Any costs incurred for these services will be billed to the event contact(s) at the completion of the event by the City of Alpharetta Finance Department. Cost estimations can be given upon request but may change as the details of your event evolve.

Note: Approval of your application does not automatically reserve city resources or staff. It is your responsibility to contact and reserve city resources and staff with each city department listed in this application.

Road Races

If you are applying for a road race, four predetermined routes for 5K and 10K races are listed below. The costs for these routes are also predetermined for Police, Fire/EMS, and Public Works services. Any additional services required will be at the expense of the event contact(s).

Pre-Approved 5K/10K Road Race Routes

Detailed descriptions, maps, and estimated prices for routes are available upon request.

1. North Point Route:
 - Peachtree Road Race certified qualifier route
 - 1 lap= 5K; 2 laps= 10K
 - 1K fun run/walk North Point Pkwy. (two options for start/finish line)
2. Downtown Route:
 - Peachtree Road Race certified qualifier route
 - 1 lap= 5K; 2 laps= 10K
 - 1K fun run/walk Old Milton Pkwy.
3. Alderman Drive Route:
 - 2 laps= 5K
 - Can be used as evening route during weekdays

Use of Road Systems for Events

If you are applying for a race route, parade, or other event that utilizes the road systems of Alpharetta, you must submit a detailed route plan to include a written description and map of the proposed route along with your application. Police, Fire, and Public Works Departments will evaluate the plan for safety and security of the participants, spectators, and residents. We reserve the right to have final approval on any proposed route or plan.

Road Closure/Event Notification For the Public

If your route or event is approved, the event organizer is responsible for notifying all businesses and residences along the route or event area. Below is a list of required road closure processes that must be submitted to the City of Alpharetta Special Events Department. An additional list of public notifications steps may be necessary depending on the details of your event. **(Note: Public road closure and/or event notification is a very important part of the planning process. Omitting this process may affect approval of future event applications. The four pre-approved 5K/10K road race routes require the same public notification process.)**

Required notification process for all events and/or road closures:

1. Three months prior to event date, submit a word file with event description, road closure description, and a PDF map. Post the same road closure information on your event web-site.
2. One week prior to event date, run (1) newspaper ad in a local Alpharetta newspaper. Ad must include basic event information with name, date, times, and map along with written text of road closure and event contact information.
3. Three weeks prior to event date, e-mail, mail, or hand-deliver road closure text description with map to all businesses and residents along race route or within one mile of the event and/or road closure. Include basic event information with name, date, times, map; along with written text of road closure including contact information. This includes but will not be limited to home owners associations, church newsletters, and property management notifications.

To complete your application process, send all of the above required information to Kim Dodson at kdodson@alpharetta.ga.us. This includes your event description, newspaper ad, road closure description, list of business and/or residents notified, and road closure map. Once ALL these steps are completed, we will list the information on the City of Alpharetta web-site to further notify the public.

Additional road closure notification steps that may be required upon review of your application:

1. Rent variable message signs (VMS) - City of Alpharetta will designate required number of signs required for your road closure. Scheduling and payment must be made directly with the VMS company.
2. Four weeks prior to event date, e-mail, mail, and hand-deliver the road closure text description with a map to all businesses and residents along the race route or within a larger area of the road closure depending on the size of your event.
3. Dedicate phone line with voice mail, for businesses and residents to access for quick event information. On event day, phone line should be checked every fifteen minutes. List this phone number on all public notifications above.



SPECIAL EVENTS APPLICATION

Noise Control Plan

As the event contact(s), you must be certain that all event related activities comply with the city, county, state, federal laws. Please be aware that loud and unreasonable noise is a violation of city law. If your event will be utilizing live music, amplified music or loud speakers, or generating any other type of noise beyond the usual noise generated on a typical day in the area, the event contact(s) will need to ensure the event complies within the noise ordinance of the City of Alpharetta (Article II, Section 13-20 to 13-26). As needed, the Alpharetta Police Department may enforce the noise ordinance by the utilizing decibel meters as prescribed by the ordinance.

Yes No Will electronic sound amplification equipment or a public address system be used at the event?

If yes, Please indicate on the Site Map/Route, the location and number of the stages and sound systems, the location and direction of the speakers, and the proximity to residents.

Amplified Sound Will Be Used

Start Time

End Time

(Note: Include Sound Checks in Time Frame)

Please describe the sound equipment to be used at your event.

Explain how the sound will be controlled and identify the means by which it can be further controlled if necessary at the event.



SPECIAL EVENTS APPLICATION

Yes No Will you have fireworks at your event?

If yes, please describe (include professional company and type of fireworks and times).

(Note: Fireworks must be permitted by Fulton County Probate Court and City of Alpharetta Fire Marshall's Office 678-297-6274 no less than thirty days before event.)

Security

As an event organizer, you are required to provide a safe and secure environment for your event. This is accomplished through pre-planning by anticipating potential problems and concerns related to the event activities and surrounding environment. The size, time of day, and location of your event, as well as the overall activities, are all areas that need to be analyzed in depth and addressed through your security plan.

Yes No Will your event need overnight security?

Yes No Will you require police officers outside of the event time frames listed on this application?

Please describe or attach your security plan including crowd control, internal security, or venue safety.

Do you plan on hiring a licensed professional security company to develop and manage your event's security plan? If yes, you are required to provide a copy of the security company's contact information. **(Note: City of Alpharetta Police Department will have final approval on all security companies used for events, as they will have the final decision in all matters involving safety and security at events.)**

Security Organization

Street

City State Zip Code

Work Phone Cell Phone Evening Phone

Private Patrol Operator License Number



SPECIAL EVENTS APPLICATION

Medical Plan

The City of Alpharetta has final authority to determine and provide your event medical services requirements. Please let us know if you would like to provide your own services and we can review. Please include location of First Aid and Medical Services in your event site map/route plan.

Yes No Have you hired a licensed professional medical service provider to develop and manage your event's medical plan?

If yes, please explain.

Medical Services Provider

Street

City State Zip Code

Work Phone Cell Phone Evening Phone

Please describe your medical plan including your communications plan, the number, certifications levels (MD, RN, Paramedic, EMT) and types of resources that will be at your event and the manner in which they will be managed and deployed. Your plan should include hours of setup and dismantle of medical aid areas. *(Note: You may attach the plan to this application.)*

Use of Approved Event Site

The City of Alpharetta reserves the right to suspend usage of an event site, route, or any roadway due to weather conditions, road construction, or anything that may potentially endanger the participants and/or residents. This suspension may occur at any time. We advise that all event organizers stay current with their approved event site; and to have a back up site.

Event Parking and Shuttle Plan

It is important that you plan for the safe arrival and departure of event attendees, participants, and vendors. As an event contact(s), you should develop parking and/or shuttle plans that are suitable for your event site and logistics. You must always include accessible parking and/or access points in your event plans for attendees, while leaving accessible parking for surrounding business and residents at all times.

The City of Alpharetta may require your event to provide staff on-site or hire a police officer to ensure compliance of approved parking plan.

One week prior to event date, *No Parking Signs* may be required depending on the location of your event. Details on signs are to include date of event, time and date of closing, re-opening, and event contact information. The event organizer will need to print signs in 11" x 17" with large font. One parking sign is required every 30'to 50' feet depending on event location.

Yes No Will your event use parking and/or shuttle plans?



If yes, please describe.
(Note: You may attach the plan to this application.)

Event Staffing and Volunteers

The event contact(s) is responsible for providing staff or volunteers to plan, set up, produce and clean-up the event. The City of Alpharetta does not provide city resources or staff for these services.

Temporary Permits

Contact: Bret Schroeder, Code Enforcement Officer-Sign Officer
bschroeder@alpharetta.ga.us / 678-297-6088

General Information

Based on your event requests and plan components, you may require additional permits to ensure safety at your event. The City of Alpharetta Community Development may also require an inspection of your venue at your cost, before and/or during the event. When you submit this application, your site map/route plan will be reviewed for permitting and inspections.

Event Signage Permit Guidelines

[The City Sign Ordinance Section 2.6 of the Unified Development Code](#) requires permits for signage. **All event signage that occurs prior to your event must be permitted prior to installation.**

Businesses located within the City limits of Alpharetta that have individual business street frontage are able to permit a banner of no greater than 48 square feet, 4 times per year, with each permit being valid for 30 days. Your event will need to get permission from the business location. The business will need to submit a separate application for the signage for your event, as this process will use one of their yearly banner “slots.” The business must be “banner less” for 30 days prior to your event receiving a permit for a banner. [UDC Section 2.6.11.D](#) provides more information.

Event Signage is allowed on the date(s) of your scheduled event on the event site only, as long as they follow Section 2.6.11.C of The [Unified Development Code](#). This may include start/finish lines, rest rooms, registration, entrance, parking, inflatable displays, streamers, and similar sign types. Signs cannot be placed along the roads, the Unified Development Code prohibits signs in the right-of-way, street corners, sidewalks, medians, utility poles, etc.

How to Obtain Sign Permits for Events

Sign Permit Application is separate from this application (City of Alpharetta Special Events Application). To download the Sign Permit Application, go to www.alpharetta.ga.us and click on Community Development tab then Signs Permits.

Banners should be applied for in person at: City of Alpharetta Community Development Department, 287 South Main Street, Alpharetta, GA 30009. **Allow 10 to 15 minutes for the application to be reviewed.** Banner permits are usually issued while-you-wait at the office window if all requirements (size, mounting location, frequency of banner installation, etc.) have been met.

Event Signage Removal

Event contact(s) must remove all signage upon completion of the event (the same day of the event). Signage removal is an important part of the post-clean up process. Omitting this process will affect approval of future special event applications.



SPECIAL EVENTS APPLICATION

Food Vendors and Permits

The City of Alpharetta requires that all food vendors at events have a valid business license and insurance. Forty-five (45) days prior to your event, submit a list of food vendors each with their business license and insurance (see Food Vendor application below) to kdodson@alpharetta.ga.us. This will ensure compliance with all Fulton County Health Department regulations.

Please reference the Fulton County Special Events Food Vendor Package to assist you in developing plans for food handling, preparation and distribution in the most responsible and legal manner. Although your event may be inspected at anytime, it is the event contact's responsibility to ensure the planning and safe handling of all food, as well as the proper disposal of grease or coals at the close of the event. Separate permits are required to use grills in City parks.

Upon review of your application, the City of Alpharetta may also require you to apply for a health permit. Different permits, policies, and procedures depend on your event classification and duration. Prepackaged food is allowed without a business license, but a certificate of insurance is always required from the event contact(s).

Yes No Does your event include food concessions and/or preparation areas?

If yes, please describe how food will be served and/or prepared

Yes No Do you intend to cook food in the event area?

If yes, please specify method: Charcoal

Gas

Electric

Other (specify)

Temporary Food Vendor Application and Fees

Forty-five (45) days prior to your event, attach a list of food vendors with basic information including name of vendor, address, food items to be sold and how they are prepared, business tax ID number, and certificate of insurance.

*** Review Fee for one Food Vendor: \$25**

*** Review Fee for multiple Food Vendors: \$50** (Note: This fee covers all additional food vendors)

In a separate check, please include Food Vendor Fee upon submitting this City of Alpharetta Special Event Application.

City of Alpharetta Fire Department requires (1) 5 lb. ABC fire extinguisher per food vendor. Sternos must be gel based (not liquid) and fuel tanks (including propane) must be secured.



SPECIAL EVENTS APPLICATION

Send a final list of all food vendors with valid business license and insurance for each to kdodson@alpharetta.ga.us and bschroeder@alpharetta.ga.us. (Note: Only those vendors who are selling or sampling (not just displaying) items need to be included. You may attach a printout of a list of vendors with the below information if it is more convenient. If the vendor does not have a Georgia Business Tax (IBT) Number, they should contact the Georgia Department of Revenue.)

Food Vendor/Business	<input type="text"/>		
Street Address	<input type="text"/>		
City	<input type="text"/>	State	<input type="text" value="Georgia"/>
		Zip Code	<input type="text"/>
Contact Name	<input type="text"/>		
Work Phone	<input type="text"/>	Cell Phone	<input type="text"/>
Business License Number	<input type="text"/>		

Temporary Structures

Should the scope of work proposed for the event include portable structures, prefabricated structures, or site built structures such as bleachers, elevated platforms, temporary pedestrian bridges, tents, and membrane structures as well as similar structures, the Community Development Planning and Review Department may require the issuance of a separate permit.

Please provide all necessary structural calculations and drawings to facilitate the structural review for permit issuance, and related site inspections. This process may require more than thirty (30) calendar days to review based on the size, number, and scope of the proposed temporary construction.

All tents must have proper weights suited to the size of the tent for each leg. For example, 10' x 10' tents are secured with a 40 lb. weight on each tent leg. To prevent damage to the roadway, tents may not be secured to the roadway with stakes, no exceptions. All tents larger than 100 square feet must also obtain a temporary use permits from Community Development Building Department and Fire Marshall Permit from Fire Marshall's Office. A site inspection, as well as additional fees, are required.

Insurance

Contact: Derek Nelson, Risk and Safety Administrator
dnelson@alpharetta.ga.us / 678-297-6292

Insurance Requirements

Before the final application approval, you will need proof of commercial general liability insurance or event insurance that names, as additional insured, the "City of Alpharetta, its officers, employees, and agents" and any other public entities (e.g. County, volunteers, etc.) impacted by your event with waiver of subrogation in regards to workers compensation. Insurance coverage must be maintained for the duration of the event including setup and cleanup dates.

If your event will include alcohol, liquor liability coverage must be included on your Certificate of Insurance. To determine the necessary amount of coverage required, please contact the Risk & Safety Administrator. If you are serving alcohol, additional insurance may be required.

Prior to the final approval of your event application, an electronic and original *Certificate of Insurance* must be received by the City of Alpharetta. Mail two copies. one to: City of Alpharetta, Special Events Office, Kim Dodson, Two South Main Street, Alpharetta GA, 30009; and second to Derek Nelson, 2970 Webb Bridge Road, Alpharetta GA, 30009.

Name of Insurance Agency	<input style="width: 100%;" type="text"/>				
Street Address	<input style="width: 100%;" type="text"/>				
City	<input style="width: 20%;" type="text"/>	State	<input style="width: 15%; text-align: center; value: Georgia;" type="text"/>	Zip Code	<input style="width: 10%;" type="text"/>
Contact Name	<input style="width: 100%;" type="text"/>				
Work Phone	<input style="width: 25%;" type="text"/>	Cell Phone	<input style="width: 40%;" type="text"/>		
Policy Type	<input style="width: 100%;" type="text"/>				
Policy Amount	<input style="width: 100%;" type="text"/>				
Policy or Certificate Number	<input style="width: 100%;" type="text"/>				

ADA Accessibility

As an event contact(s), you are required to comply with all city, county, state, and federal disability access requirements applicable to your event. All temporary venues, related structures and outdoor sites for special events shall be accessible to persons with disabilities.

Disability access may include but not limited to parking, rest rooms, telephones, clear paths of travel, transportation, signage, accessible vendors, and booths. If all areas are not accessible, a map or program must be provided to attendees indicating the accessible rest rooms, parking, telephones, and drinking fountains.



Recycling and Sanitation

Contact: Terry Porter
Environmental Education Coordinator
tporter@alpharetta.ga.us
678-297-6200 x-1209

Contact: Earl Chatham
Senior Operations Manager
echatham@alpharetta.ga.us
678-297-6200 x-1233

General Information

Throughout the term of your event, from setup to breakdown, the event contact(s) must properly dispose of waste and garbage so the area is returned to a clean condition. Events have high visibility and if you leave an area cleaner than you found it, you can have a highly beneficial impact on the Alpharetta community. Should you fail to properly cleanup, you will be billed, at full cost recovery rates, plus overhead, for cleanup and any possible repair. In addition, failure to cleanup may result in a denial of future applications.

Recycling

Alpharetta is a "Go Green" community and strongly supports recycling. Please do your part and create a recycling plan for your event.

Recycling Containers

The City of Alpharetta has the "Away from Home" Recycling Trailer and Containers that can be reserved and loaned out for events. Contact our Environmental Education Coordinator for recycling trailer checkout procedures and any costs. A security deposit may be necessary for the equipment. Please take care of the recycling equipment as any damage to the trailer or containers will be billed to you after the event. In addition to these containers, there are many other container options available for events.

Recycling and Sanitation Plan

What will be the number of trash cans at your event?

What will be the number of dumpsters with lids at the event?

What will be the number of recycling containers at the event?

What will be the number of rest rooms at the event?

What will be the number of ADA accessible rest rooms at the event?

How will you collect recyclables from the public?

How will you collect recyclables from vendors?

Where will you take your recyclables?



SPECIAL EVENTS APPLICATION

What recyclables will be collected from the public?

Cans and Bottles

Other

Paper Products

What recyclables will be collected from the vendors?

Cans and Bottles

Other

Paper Products

How will you notify the vendors about their recycling options?

How will you monitor the recycling throughout the event to avoid contamination problems?

Event Contact for Recycling

Contact Name

Work Phone

Cell Phone

Evening Phone

A post event report must be submitted to the City of Alpharetta Special Events and Recycling departments detailing how much material was recycled.

Street Sweeping

Some events may require streets sweeping to properly clean the area. The city does not provide street sweeping services, so please plan appropriately.

Street Sweeping Company

Contact Name

Work Phone

Cell Phone

Evening Phone



SPECIAL EVENTS APPLICATION

Signage

All event signage (e.g.- banners, no parking signs, etc.) are to be removed and placed in a dumpster after the event is completed (same day of the event).

Dumpsters

Estimate (1) eight yard dumpster for every increment of 500 people attending the event. Food events or events creating large amounts of trash may require additional dumpsters. The City of Alpharetta does not provide dumpsters, but they can be rented from local sanitation companies.

Sanitation Company

Contact Name

Work Phone Cell Phone Evening Phone

Equipment Set-Up Date Time

Equipment Pick-Up Date Time

Rest rooms

You are required to provide rest room facilities at your event, unless you can substantiate the sufficient availability of rest rooms and ADA accessible rest rooms in the immediate area of the event site. Fulton County Health Department recommends (1) chemical or portable toilet for every 250 people attending the event. The figure is based upon the maximum number of attendees at your event during peak time. Remember a percent of these facilities must follow ADA guidelines. Use a rest room company that has hand sanitizer available with rest room rentals. If the event is especially large or lasts more than one day, the rest room will need to be serviced and additional toilet paper provided. Please include this in your contract with the rest room company.

Rest room Company

Contact Name

Work Phone Cell Phone Evening Phone

Equipment Set-Up Date Time

Equipment Pick-Up Date Time



Alcohol

Contact: Sandy West, Captain
swest@alpharetta.ga.us
678-297-6320

Permit and Insurance

If you plan to sell or furnish alcoholic beverages at your event you will be required to obtain a permit. In many areas of the city, the public consumption of alcohol is illegal. Liquor Liability Coverage must be included on your Certificate of Insurance. Your event application will need both of these for approval.

Does your event involve the use of alcoholic beverages? (Explain)

- Yes No

If yes, please check all that apply:

- | | |
|--|---|
| <input type="checkbox"/> Beer | <input type="checkbox"/> Beer, Wine and Distilled Spirits |
| <input type="checkbox"/> Alcohol Sales | <input type="checkbox"/> Free/Host Alcohol |
| <input type="checkbox"/> Beer and Wine | <input type="checkbox"/> Host and Sale Alcohol |

Please describe your security plan to ensure the safe sale or distribution of alcohol at your event.

Medical

If your event will be serving alcohol in accordance with the provisions described in this application the City of Alpharetta Fire and Emergency Services reserves the right to have the final decision regarding the medical presence needed at any event where alcohol is served. If the need is determined, personnel will be employed by the event contact at your expense. The total number of personnel will be determined by the Alpharetta Fire and Emergency Services along with the Event Organizer.

Security

If your event will be serving alcohol in accordance with the provisions described in this application at least one uniformed City of Alpharetta Police Officer will be employed by the event contact at your expense. The total number of officers will be determined by the Alpharetta Police Department along with the event contact. The police department reserves the right to have the final decision regarding the security presence needed at any event where alcohol is served.

Parks

Alcohol is not permitted in city parks, with the exception of the Wills Park Equestrian Center upon approval of a Recreation & Parks application and Alcoholic Beverage permit.

Finance

Contact:

Ronda Glover /Tax Billing Coordinator
rglover@alpharetta.ga.us / 678-297-6062

General Information

The event organization, contact or applicant on this application will be responsible for any costs relating to City of Alpharetta police officers and public safety services, traffic-control signage and barricades, adequate cleanup, and/or damage occurred to city property and facilities due to the event.

An *Event Cost Estimation Form* can be requested providing an estimate of city costs from details submitted in the application. This form will provide an estimation with itemized costs for each city department. *(Note: This is only an estimation of cost and fees and is subject to change at anytime. Reasons for cost changes may include, but are not limited to, an event contact's request, a safety requirement, additional permits, etc.)*

Application Fee

A non-refundable two hundred (\$200) application fee is due and payable upon submission of the special events application. This fee covers the application review process. The deposit of the check does not constitute or ensure approval of your event application. The application fee should be made payable to: *City of Alpharetta, GA.*

City Resources and Staff Payments

Event Organizers will be billed a minimum of four (4) hours for each city employee and equipment utilized for your event. For events that reserve city resources and staff, we require a fifty-percent (50%) deposit thirty (30) days in advance of the event date. These cost will be detailed on an *Event Cost Estimation Form*.

Within fifteen (15) days following the event, each department will review resources and staff utilized for your event. Any identified costs that were not part of the original payment (e.g. additional cleanup requirements, overtime hours, etc.) will be added to your invoice.

The final payment is due thirty days (30) following your event date.

5K/10K Race Packages

All 5K/10K races will require a fifty-percent (50%) deposit from the pre-determined race packages thirty (30) days prior to the event date. These race packages include police, fire, public works and equipment. The final fifty-percent (50%) is due thirty days (30) following the event date.



Affidavit of Applicant

The applicant, and if applicable, the professional event contact, must complete, sign, and date this application and submit along with a valid Georgia drivers license to: City of Alpharetta, Special Events Department, 2 South Main Street, Alpharetta GA, 30009.

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief that I have read, understood, and agreed to abide by the rules and regulations governing the proposed special event under the City of Alpharetta Municipal Code. I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Administrator or the City Administrator's designee. I agree to comply with all other requirements of the city, county, state, federal government, and any other applicable entity which may pertain to the use of the event venue and the conduct of the event. In the event that a possessory interest subject to property taxation is created by virtue of this use permit, I agree to pay all possessory interest taxes and the City shall not be liable for the payment of such taxes I further agree that the payment of any such taxes shall not reduce any consideration paid to the City pursuant to this use permit. I agree to abide by these rules, and further certify that I, on behalf of the Organization, am also authorized to commit that Organization, and therefore agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the event to the City of Alpharetta.

Applicant/Host Name

Organization

Title

Signature Date

Event Organizer Name

Title

Signature Date

Please click on the Space below to insert an electronic image of your Driver's License.