



CITY OF KNOXVILLE

B I L L H A S L A M , M A Y O R

Office of Special Events Event Guide March 2007

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OVERVIEW

The Office of Special Events division of the Department of Communications & Governmental Relations is responsible for coordinating city-sponsored events such as Christmas in the City, Festival on the 4th and employee appreciation programs and activities. This office also works with community organizations to coordinate the city's participation in or involvement with celebrations and other activities such as Rossini, Sundown in the City, Honda Hoot, the HOLA Festival, Kuumba Festival and many more.

The Office of Special Events promotes Knoxville's events and activities regionally, statewide, nationally and internationally through all media and works with local, state and national groups to plan and coordinate special events on behalf of the Mayor. This office is also responsible for scheduling activities on Market Square and public properties throughout the city. The office is responsible for maintaining a calendar listing of various events in Knoxville.

Special Events Meetings are held the fourth Thursday of each month at 9:00 a.m. at the Knoxville Civic Coliseum Ballroom. Representatives from all city departments necessary will be in attendance to help facilitate your event.

For more information, call the Office of Special Events at (865) 215-4248.

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GENERAL INFORMATION

1. Special Events Meeting – All your questions about events can be answered at the monthly Special Events Meeting. This meeting takes place on the fourth Thursday of every month at 9:00 a.m. at the Knoxville Civic Coliseum, 2nd floor Ballroom, located at 500 Howard Baker Jr. Ave. in downtown Knoxville; unless otherwise noted. “The world is ruled by those who show up!” There is no meeting in November and December.
2. Special Events Form – A Special Events Form is required to ensure all your needs are met in regards to city services, therefore the completed form is requested two months prior to the event date, by the Office of Special Events. The Special Events Form is required to place your event on the Special Events calendar, viewed on the web sites of the City of Knoxville, www.cityofknoxville.org and Knoxville Tourism and Sports Corporation, www.knoxville.org
3. Alcohol Sales – If your event has alcohol sales and is on city property, the organizing sponsor must pay for Knoxville Police Department Officers to be at the event. The permitting process takes approximately 2 months. Depending on what you are selling, there are potentially two permits needed. Permit one is for a beer permit (City of Knoxville Tax Office) and permit two is for wine and liquor (State of Tennessee).
4. Tent Permits – All tents need to be permitted. This can be done with the Office of Special Events at (865) 215-4248. The Fire Prevention Bureau must also be contacted regarding tents at (865) 215-2283.
5. Parade Permits – This permit covers parades, walks and runs. The Knoxville Police Department must approve your parade route and applied for through the Office of Special Events.
6. Street Closure Permits – Street Closure requests must be approved through the City of Knoxville Engineering Department and applied for through the Office of Special Events.
7. Street Vendor Permits – Street Vendors are approved/rejected by the Office of Special Events on an event-by-event basis. Vendors must have a valid Business License from the State of Tennessee. If they do not have a Tennessee Business License, a Transient Vendors License can be purchased from the Business Tax Office.
8. Banner Permits – There are only two types of banners: pole or street. A banner cannot hang over a city street, with the exception of Central Avenue in the Old City where a special support has been installed. There is a cost of \$100.00 per banner to be hung by the city’s Public Service Department.

ACCESSIBILITY TO SPECIAL EVENTS

Questions to ask to make sure that your event is accessible to

People With Disabilities

- Is accessible parking available?
- Is van-accessible parking available?
- Is there a relief (grassy) area for service animals?
- Are there physical obstacles that would hinder a person with a disability's mobility? (i.e. stairs, low-hanging/protruding items, escalators, etc.)
- Is there a clear path of travel throughout the event space?
- Have arrangements been made to have interpreters for the deaf, in the event of a request?
- Are written materials available in braille and large print?
- Who is the contact person for accommodations?
- Are restrooms accessible?
- Where is the Information/Security station located?

BEER PERMITS

Beer permit applications are available from the Business Tax Section of the City's Revenue Office, or online at the city's website, www.cityofknoxville.org under the Department of Finance and Accountability. The beer permit applicant must appear before the Beer Board for consideration of their request for a beer permit. Members of the City Council sit as the Beer Board, which meets before the second City Council meeting of each month.

The application process can be lengthy. *For special events that are usually time-limited, and may be held in a single day, it is very important to apply as early as possible. An applicant that files too late to be placed on an agenda prior to their event, risks not being able to get the requested beer permit. **NO ONE** can purchase, store or offer for sale beer **without** a valid permit approved by the Beer Board.* Applications for single, one-day events require a \$50.00 application fee.

Organizations that hold more than one event during the year may wish to apply for an annual permit. The basic application fee will be \$250.00, but could be less expensive than a \$50.00 fee for each single event. All application fees are non-refundable.

Applications for a specific beer board meeting must be received by the city's Finance Department by the first of that month due to the many requirements that must be carried out before the application is considered complete and ready for the Beer Board's consideration.

Contact the city's Business Tax Section at (865) 215-2179 for information and assistance with the application process.

KNOXVILLE POLICE DEPARTMENT

The Central Business Improvement District is a special district in the core of downtown Knoxville including the Old City, Volunteer Landing, World's Fair Park, and Market Square. Knoxville Police offer planning advice on traffic, parking, and safety. Please coordinate any special events with them.

Off duty officers may be required to assist with your event. The off duty pay rate for a police officer is \$25.00 per hour with a 4 hour minimum. Alcohol sales require an officer at each point where alcohol is being served. A police supervisor will need to be present at the rate of \$30.00 per hour on events requiring four or more officers, multiple alcohol service points, street closures and re-routing of traffic over several blocks, or an event expecting a large attendance. For off-duty employment please contact the Knoxville Police Department's Personnel office at 215-7313.

KNOXVILLE FIRE DEPARTMENT

The Knoxville Fire Department offers EMS standby service to any group or organization that makes a request for this service. This would entail having a "team" of one Paramedic and one EMT with radio communications and Advance Life Saving Equipment. If there will be beer sales at your event, then there would be a charge of \$50.00 per hour and they will need to be on site at the event.

Events that are being done as a benefit for a non-profit organization can request EMS services and they will see if funds are available to use as a grant to support then. It is also encouraged that an organization checks with their insurance provider to see if having EMS services on scene would reduce their cost.

INSURANCE REQUIREMENTS

The organization using City of Knoxville property shall maintain insurance with companies acceptable to the City of Knoxville of the types and in the amount described below for injuries to persons or damages to property which may arise from or in connection with the event: Occurrence version of Commercial General Liability Insurance with a limit of not less than \$1,000,000 each occurrence for bodily injury, personal injury, and property damage. This insurance shall contain or be endorsed to contain a provision that includes the City, its officials, officers,

and employees as insured with respect to the event. The coverage shall contain no special limitations on the scope of its protection afforded to the above listed insured. For any claims related to this event, the organization's insurance coverage shall be primary insurance as respects the City, its officers, officials, and employees. Any insurance or self-insurance programs covering the City, its officials, officers, and employees shall be in excess of the organization's insurance and shall not contribute with it. Prior to the event evidence of the above insurance shall be provided to the City on a standard ACORD form 25-S, providing not less than 30 days' notice of cancellation or material alteration.

Insurance is required for any event on City of Knoxville property. Please list the **name, date, and location of your event on the certificate of insurance**; also list the City of Knoxville as additional insured.

For more information contact the city's Risk Management at (865) 215-2111.

POLICIES AND PROCEDURES

RESERVATION POLICIES

The Office of Special Events accepts reservations for Krutch Park and Market Square. In order to obtain one of these locations for your event, a Special Event Form must be completed and it is requested that it be sent back to the Office of Special Events two months prior to the event along with all other forms covering all aspects of your event (alcohol permits may take longer). Most of these forms are located in the back of this packet. All forms are available through the Office of Special Events or on line located at our website, www.cityofknoxville.org

It is the event producer's responsibility to make sure all areas are covered; from publicity to permits covering alcohol, parades, tents, street closures, and all security needs. Insurance is required for all events as stated in the above text. Remember, turning forms in early secures a smooth event.

PARADE RULES AND REGULATIONS

- **No stopping:** Units are not allowed to stop more than 30 seconds along the parade route to perform.
- **Chaperones:** Only 4 Chaperones are allowed per unit.
- **Minimum Age:** There is no minimum age for participants riding on the floats and rolling units. **YOU MUST BE AT LEAST 12 YEARS OF AGE TO WALK IN THE PARADE-NO EXCEPTIONS**
- **Horses:** Must be diapered or must be accompanied by a pooper-scooper/manure attendant at all times. There are absolutely no exceptions.

Proof of negative Coggins Test must be provided.

- **Dogs:** Must be effectively restrained by chain or leash not exceeding eight (8) feet in length. Person having custody of any dog shall have the responsibility for cleaning any feces of the animal and disposing of such feces in a sanitary manner. Proof of rabies vaccination must be provided upon request.
- **Throwing Objects:** Due to the safety of those watching the parade from the city streets, the City of Knoxville highly discourages throwing objects from the parade line.
- **Subject to Change:** Please note that aspects of our General Information and Rules are subject to change. You will be notified of any and all changes.

MARKET SQUARE VENDING PROGRAM

APPLICATION PROCEDURE

1. A completed, notarized application for a license to vend.
2. Two (2) passport sized photos of each applicant.
3. Commercial General Liability Insurance or equivalent form with a limit of not less than One Million Dollars (\$1,000,000.00) each occurrence for bodily injury, personal injury and property damage. The certificate of insurance should name the City of Knoxville, its officials, agents, employees, and volunteers as additional insured with respect to liability.
4. A City of Knoxville business license.
5. A State of Tennessee sales tax certificate.
6. A permit from the Knox County Health Department.
7. Any other permits required by federal, state or local law.
8. Two (2) personal references.
9. Photo of your vending cart for review and approval.
10. Check or money order payable to the City of Knoxville.

PERFORMANCE REQUIREMENTS / REGULATIONS

1. Vendors shall pay a fee for use of Market Square. The payment must in the form a check or money order made payable to the City of Knoxville. Vendors may choose to make payments on a daily, weekly, or monthly basis.
2. No vehicular traffic shall be allowed on Market Square with the exception of fire or other emergency vehicles or vehicles for which a permit for access has been obtained from the City of Knoxville. Permits for access to Historic Market

Square shall be issued when the City determines that such access is necessary in accordance with the Historic Market Square Vehicular Traffic Policy.

3. Vendors may only locate on Market Square. Vending upon any other public property, streets, or sidewalks within the City of Knoxville is strictly prohibited.
4. Vendors may only sell food and beverage items. Vendors may only sell food and beverage items they are approved to sell by the City of Knoxville.
5. Changes in food and beverage items must be approved by the City of Knoxville.
6. The City of Knoxville will issue a maximum of three (3) pedestrian vendor permits for any given time. The three (3) permits will be issued on a first-come, first-served basis. If more than one applicant applies for a pedestrian vendor permit at the same time, the decision will be made by city lottery. This maximum limit will be re-evaluated on an annual basis by a stakeholder group to be determined in the City's sole discretion.
7. Vendors must wear neat and clean clothing, and shoes and shirts are required.
8. Vendors must vend at least fifteen (15) hours per week, and two (2) hours per day.
9. Name of vending cart must be attractively and professionally displayed.
10. Menu listings must be professionally painted or hand written on an attractive permanently affixed chalk or marker board. Handwritten cardboard signs will not be allowed.
11. Each sign displayed on the cart must be approved by the City, including signs displaying the name of the cart and menu listings.
12. Licenses must be displayed in a standard location.
13. Vendors are required to remove trash daily. Vendors may not use public trash receptacles.
14. No license granted may be sold, leased, or assigned in any fashion.
15. Carts must be removed from Market Square each day.
16. Each employee of a pedestrian vendor must have a valid pedestrian vendor's permit issued by the City of Knoxville.
17. The hours of sale for the market mall, sidewalk sales area and pedestrian vendors shall be from 10:00 a.m. until 4:00 p.m., Monday through Friday. Vendors shall remove all wares, produce, tables, chairs, carts and the like from public property by 6:30 p.m. each day. All items remaining on public property after 6:30 p.m. shall be removed and stored by the City at the expense of the vendor.
18. Each pedestrian vendor shall conspicuously display the price per unit or measure of each commodity offered for sale.
19. No pedestrian vendor shall sell or offer to sell any commodity or article at a lesser weight or measure than its true weight or measure. All such

- commodities and articles shall be weighed and measured by duly tested devices.
20. No pedestrian vendor shall shout, make any noise or use any sound device, including a radio or sound-amplifying system, for the purpose of attracting attention to his goods, wares or merchandise.
 21. No pedestrian vendor shall use the market mall, sidewalk sales area or vending location for advertising of any kind or character, except for an identifying sign, which may be placed at each vendor's cart or table.
 22. No pedestrian vendor shall place his cart or goods so as to block, obstruct or interfere with the free flow of pedestrian and vehicular traffic in the lawful use of sidewalks or highways or ingress or egress to the abutting property.
 23. No pedestrian vendor shall place his cart or goods so as to block, obstruct or interfere with the designated fire lanes or pedestrian curb cuts.
 24. No pedestrian vendor shall place his cart within ten (10) feet from the outer edge of the entrance to any business. For the purposes of this rule, entrance shall include, but not be limited to, doors, vestibules, outdoor dining areas, and emergency exits.
 25. No merchandise, food or beverages shall be displayed or sold to the occupants of vehicles traveling or stopped on city streets.
 26. Pedestrian vendors shall keep all carts and space around the carts in a clean and sanitary condition at all times, provide a waste can, and pick up any paper, plastic containers, wrappers or litter which is deposited on the ground within twenty-five (25) Feet of the mobile device or display at any time while the vendor is conducting business.
 27. (A) Pedestrian vendors shall comply with all regulations and laws governing mobile food service establishments, pushcarts and food service establishments adopted by the department of public health for the county and enacted by the state. (B) Pedestrian vendors shall obtain all necessary health certificates and permits.
 28. A pedestrian vendor's cart, display or mobile device shall not be greater than three (3) Feet six (6) inches in width and six (6) feet in length.
 29. In the case of a special event occurring on Market Square, the pedestrian vendor permit will be suspended. **No pedestrian vendor is allowed to use Market Square during a special event, unless authorized by the individual or Organization sponsoring the special event.**
 30. Vendor will be required to comply with any future rules and regulations issued by The City of Knoxville with respect to the Market Square vending program.
 31. The City reserves the right to revoke a Market Square pedestrian vendor permit for failure to comply with any current or future statutes, ordinances, or rules and Regulations regarding the Market Square Vending Program.
 32. The City reserves the right to amend its ordinances relating to pedestrian vendors in the City of Knoxville.

33. The City reserves the right to suspend or terminate the Market Square Pedestrian Vending Program at any time. In the event that the Market Square Pedestrian Vending Program is terminated, all Market Square pedestrian vendor permits shall be revoked and all unused fees paid for the program shall be returned to the Applicant.

VENDOR POLICIES

1. Food vendors are required to place fire retardant tarps/covers on the sidewalk/lawn below cooking equipment to protect the surface below (lessee will be held responsible for any damage).
2. Attachments to trees or landscaping are prohibited.
3. Vehicles will not be allowed on the lawns/sidewalks without proper permitting from one Office of Special Events or CBID.
4. Vendors should come prepared with equipment (dollies, etc.) to assist with unloading and loading of equipment.
5. Tents, inflatable games, etc. must be weighted.
6. Vendors who are cooking on site must provide a working fire extinguisher.
7. No open flame devices are permitted underneath any tent or canopy.
8. Secure all L-P/CO2 tanks.
9. Do not pour hot liquids, ice or grease on the lawns. Please dispose of grease, chlorinated water and other types liquids properly. They must be removed from the site. **It is against City ordinance to put anything down the storm drains other than storm water.**
10. Tents or equipment must remain off any established fire lane.

MARKET SQUARE RESPONSIBILITIES

1. Parking is permitted in the Market Square Garage at \$1.00 per hour, free after 6:00 p.m. on weekdays and free on weekends.
2. No vehicles are allowed on Market Square without prior arrangement.
3. Tents on Market Square cannot be staked or placed on the grassy square. All tents must be freestanding and anchored down with weighted supports.

4. Banners can be hung from the front of the stage. Event organizer is responsible for making arrangements to have the banner hung.
5. For events consisting of over 100 individuals, port-o-lets are recommended. Please plan the number consistent with the number of attendees. When placing port-a-lets you are required to provide ADA accessible port-a-lets as well.
6. Special Events Form is requested in the Office of Special Events two months prior to the event.
7. If you are cooking on Market Square you must bring a fire extinguisher and have absorbent matting (pig matting) underneath the cooker (Office of Special Events can provide at \$3.00 per linear foot).
8. **It is against City ordinance to put anything down the storm drains other than storm water.** Do not pour hot liquids, ice or grease on the lawns. Please dispose of grease, chlorinated water and other types liquids properly. They must be removed from the site.