



SPECIAL EVENT PERMIT & REQUEST FOR CITY SERVICES APPLICATION PACKET

Community Development Department
10220 270th Street NW Stanwood, WA 98292

ADDITIONAL BANNER SITES TO BE DETERMINED



Definition: Special events means any temporary or ongoing activity that occurs on public property that affects the ordinary use of public streets, right-of-way, sidewalks, traffic and other places that reasonably expected to cause or result in a gathering in a public place; and/or is reasonably expected to have an uncommon impact on such public place; and/ or is reasonably expected to require the provision of public services.

The Special Event must:

- Contribute to the city's economic development efforts to promote the city to residents & visitors
- Attract the general public into the downtown and/or uptown commercial areas and will be conducted in a way that creates potential for additional retail or service business transactions that will contribute to the City's tax base
- Provides recreation benefit to the general public
- Promotes the general public welfare and community quality of life

The following items are required to be submitted with all special event applications:

- Completed application** - submitted 45 days prior to the event for review and processing. **Incomplete applications will not be accepted.**
- Refundable deposit: **\$350.00 must accompany application.** Events that are placing a **BANNER ONLY** will have a **\$150.00** Refundable Deposit. **Deposit will be refunded after past event data is submitted to the city and any city property is returned undamaged.** **A 2% transaction fee (\$7.00) will be added to credit card payments, this is not refundable.**
- Certificate of Liability Insurance
- Written permission from property owners if event is held on private property
- Flyer and/or schedule of event(s)
- Attach proposed event map and site plan with the following indicated for review:
 - Detailed event layout/route with directional arrows, street names and proposed street closures
 - Placement and collection of signage, traffic control devices, barricades, toilets, etc.
 - Placement of tents, canopies, awnings, Stages, Booths, Trailers, and Motorhomes, and staging areas
 - Parking plan
 - Example of signage

Acknowledgements & Agreements

- Any modifications to the area where the event is held must be returned to its original condition. Only chalk is allowed on streets, no paint of any kind is allowed.
- Applicant accepts the responsibility and liability for any banners installed in or over the public right of way.
- If your event venue is a City Park** verification of availability, and an additional Park Rental Fee of \$100 will be required prior to execution of the Special Event Permit.
- The City of Stanwood logo and DiscoverStanwoodCamano logo must be included in signage, posters and other advertising materials for the event.
- Applicant must submit event to DiscoverStanwoodCamano.com event calendar.
- *Applicant will be required to provide the City with data from the event to include, but not limited to:**

***Number of attendees**
***Zip codes of attendees**
***Lodging used for event**

Data Collection Ideas: Hold a drawing- Participants will write their zip code on their entry ticket
 Social Media analytics, where are your viewers from?
 Survey of attendees or vendors
 Vendors to request zip codes at point of sale

- *Provide a half-page description of the organization including history of its existence and success creating tourism, size of staff and board, size of volunteer base, consistency and geographic area served and type of service provided.
- Applicant shall notify all parties' impacted (residents, businesses, transit, fire, police, public works) within 72 hours of event commencing.
- The City of Stanwood does not maintain insurance that will respond to claims against the applicant arising out of the use of facilities by the applicant, its members, or those attending the event.
- Applicant will provide the City with a Certificate of Liability Insurance naming the City as an additional insured on the policy **under the Applicant's Commercial General Liability insurance policy using ISO Additional Insured-State or Political Subdivisions-Permits CG 201.2 or a substitute endorsement providing equivalent coverage.**
- Applicant's insurance coverage shall be primary as respects to the City.
 - One million dollars (\$1,000,000) Commercial General Liability Insurance for bodily injury or death to any one person; and
 - Two million dollars (\$2,000,000) Commercial General Liability Insurance for property damage resulting from any one accident;
- Insurance is to be placed with insurers with a current AM Best rating of not less than A: VII who are authorized to do business in the State of Washington. Insurance may be purchased through the City's insurance carrier at an additional cost to meet this requirement.
- The applicant shall defend, indemnify and hold harmless the City of Stanwood, its officers, officials, employees and volunteers, while acting within the scope of their duties, from any and all causes of action, demands and claims, including the cost of their defense, arising in favor of the organization, the organization's employees or third parties on account of personal injuries, bodily injuries, death, or damage to property arising out of the acts or omissions of the organization, its employees or representatives, concessionaires of the event or any other person or entity, except only such injury or damage as shall have been occasioned by the sole negligence of the City.

***The applicant understands that requested data must be submitted for reimbursement of deposit.**

Applicant Name: _____ Signature: _____ Date: _____

PLEASE PRINT

| **FOR OFFICE USE ONLY** | | | **CLERKS OFFICE** |
|---|--|---|--|
| Date Application Received _____ | | | <input type="checkbox"/> Proof of Insurance Attached |
| <input type="checkbox"/> Application Complete | <input type="checkbox"/> Park Reservation If Applicable | <input type="checkbox"/> Self-Install Banner | Approved by: _____ |
| <input type="checkbox"/> Payment Received | <input type="checkbox"/> Park Fee Received If Applicable | <input type="checkbox"/> Pre-Event Logistics Meeting Needed | Date: _____ |
| City Authorization: _____ | | Date Approved: _____ | |
| <input type="checkbox"/> Post Event Data Supplied-Date: _____ | | <input type="checkbox"/> Deposit Refund Initiated-Date: _____ | |

Briefly describe the plan for portable toilets (provided by applicant), garbage, sanitation and clean-up. Please include delivery and pickup dates:

| | |
|--|--|
| | |
|--|--|

| | |
|--|---|
| Does your event cause any street closures? | <input type="checkbox"/> YES <input type="checkbox"/> NO |
|--|---|

| | |
|-------------------------------|--|
| Which streets will be closed? | |
|-------------------------------|--|

Temporary Signage- Please list the number of signs, size of signs and diagram location:

| |
|--|
| |
|--|

Explain how the event will support Stanwood's tourism and/or promoting events or activities in the City of Stanwood. Include a marketing/promotional plan. If Applicant is seeking City Tourism Grant see page 6.

| |
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CITY SERVICES REQUESTED

**Please provide a detailed description of requested City services.
Phone numbers are provided for arrangements with Police and Fire Departments.**

| | |
|-------------------------|--|
| Police (425)388-5290 | |
| Fire (360)629-2184 | |
| Public Works | |

BARRICADE & SIGN REQUEST
Indicate locations on event site plan

| | | |
|------------------------------|------------------------|-----------|
| Dates of requested placement | From: _____ | To: _____ |
| Number of Barricades: _____ | Number of Signs: _____ | |

Select Option:

- Pick up and check out signs and barricades at Public Works Yard on date: _____ Organization will set out on date: _____
Organization will return on date: _____
- Public Works will deliver and set out the barriers on date: _____ and pick up on date: _____

****FOR OFFICE USE ONLY****

The applicant has checked out _____ signs and/or _____ barricades. Applicant initials: _____ Staff initials: _____

Checkout: Applicant signature _____ Date: _____

Return: Applicant signature _____ Date: _____

of set up and break down hours _____ Staff signature _____ Date: _____

BANNER REQUEST
Attach photo or provide rendition

The City of Stanwood allows approved banners to be hung in designated locations throughout the city. Banners will be hung by the event host and placed no more than two weeks prior to the event and removed the first business day following the event. Banner locations will be based on availability and confirmed when your event application is approved. Banners hung without prior approval will be removed.

Banners Design Requirements

Banners must be 4' x 8'

- Banners must contain grommets for installation
- Banners must be made with outdoor materials

Banners may be placed only under the following conditions:

- Banners will be placed and removed by the event organization only during the approved time frame.
- Placement will occur no more than two weeks prior to the event. If other events are scheduled the weekend prior to the event, banners will be placed the Monday prior to the event.
- Banners must be removed by the event host the first business day following the event. The city will not store banners that were not removed.
- Conceptual drawings of the banner must be submitted for review as part of the approval process. Banners containing any unapproved reference to commercial activity will not be allowed.
- Abuse of any conditions under this permit will cause the banner to be removed. History of abuse will be considered for future banner requests.

Requested banner display dates:

From: _____ To: _____

| | | | |
|--|------------------|--------------------|--|
| Please Specify Preferred Banner Locations by Number 1-3 Banners locations will be approved based on availability ADDITIONAL LOCATIONS YET TO BE DETERMINED | | | |
| ___ City Hall | ___ Ovenell Park | ___ Police Station | |
| | | | |

STANWOOD TOURISM PROMOTION GRANT GUIDELINES

The purpose of the Stanwood Tourism Promotion Grant Program is to solicit proposals from those agencies and groups actively engaged in the promotion and enhancement of tourism in Stanwood. Events and activities shall show how the program implements the Economic Development Element of the Comprehensive plan and the Economic Development Action Plan. (View Economic Development Action Plan on our website www.ci.stanwood.wa.us).

Special events must meet the following sponsorship criteria; The event contributes to the marketing of the city; the event will attract the general public into the downtown or uptown commercial areas and will be conducted in a way that creates potential for additional retail or service business transactions that contribute to the city's tax base; the event provides recreation benefit to the general public; the event promotes the general public welfare; the city of Stanwood logo and or text indicating the city's role shall be included in signage, posters and other advertising materials for the event.

The Fall Grant offering is due no later than the last Friday in October of each year by 4:00pm, to be considered for grant funding for the following year. Additionally, the activity and/or event must be based in the City of Stanwood or Camano Island area and clearly demonstrate the ability to attract tourism. Notification of award will occur in December of each year.

The Spring Grant offering is due no later than last Friday in March of each year by 4:00pm, to be considered for grant funding for the following year. Additionally, the activity and/or event must be based in the City of Stanwood or Camano Island area and clearly demonstrate the ability to attract tourism. Notification of award will occur in May of that year.

CRITERIA and GUIDELINES

Any agency or group actively engaged in the promotion and enhancement of new or existing tourism and events in the Stanwood community may apply for this tourism promotion grant.

Priority will be given to agencies, events, activities, and or places in Stanwood that promote out-of-town visitors; have demonstrated results or high potential to result in documented economic benefit to City of Stanwood businesses; support events and activities which have the potential to grow and be repeated year after year.

Events and activities should promote city tourism efforts by advertising, publicizing and distributing information for the purpose of attracting and welcoming tourists.

Excluded activities include: promotional activities that reach a specific small target audience already located solely within Stanwood/Camano Island; salaries toward any event management; fund raising events for the benefit of the promotion; funds toward the operation of business; or philanthropic groups. However, activities sponsored by such groups are eligible provided that all funds are allocated to the event and "profit" resulting from the event is set aside for subsequent operation of the same event. Financial statements should be submitted with request for grant.

Events funded through this program are exempted from the city sponsorship funding limits established in City of Stanwood Fee Resolution. (View resolution on our website www.ci.stanwood.wa.us)

Grant reimbursements for eligible expenses must be approved consistent with the City of Stanwood Uniform Procurement Policy.

Grants may be considered in an amount up to \$1,000 for events with less than 4,000 participants, and \$2,000 for events over 4,000 participants.

Grant award must be matched at 50% from sponsoring organization. Match may consist of cash, donated and documented services.

Applicant will be required to provide the City with data from the event to include, but not limited to:

- **Number of attendees**
- **Zip codes of attendees**
- **Lodging used for event**

Data Collection Ideas: Hold a drawing- Participants will write their zip code on their entry ticket
Social Media analytics, where are your viewers from?
Survey of attendees or vendors
Vendors to request zip codes at point of sale

GRANT APPLICATION PROCEDURES

Complete and submit the grant application. All information is required; incomplete or missing information will disqualify applicant.

Final approval of grant application shall be reviewed by the Economic Development Board, and recommended to the Mayor. The Board will review applications and make a recommendation for funding to the Mayor. Grants utilizing funds earmarked in the city's adopted budget may be approved by the Mayor upon certification by the Finance Director that funds are available. Grants which exceed budgeted amounts shall be reviewed and approved by the City Council.

RESPONSIBILITIES

1. Approved grant shall be executed through a contract for services agreement between the special event sponsor and the city.
2. Payment is to occur after the services are performed and are documented with receipts.
3. A grant reimbursement request shall be submitted within 30 days of the event and shall include a minimum of:
 - An Event Expenditure Form with receipts
 - Documentation of the required match
 - A report documenting the effectiveness of the proposed event in promoting tourism and community marketing
 -
4. Special events utilizing grant funding shall obtain a special event permit at the Stanwood City Hall.

| STANWOOD TOURISM PROMOTION GRANT DETAIL | | | |
|--|--|------------------------------|--|
| Total Event Budget: | | Amount of funding requested: | |
| Other Funding Sources (50% min): | | | |
| Estimated number of people who will travel 50 miles or more for the day (not staying overnight): | | | |
| Estimated number of people who will seek lodging: | | | |
| Estimated number of lodging nights: | | | |

Please attach an event budget (example on page 8) to your application. Failure to provide required information may disqualify applicant from consideration.

- 1 Provide a project budget (example in Appendix A). List all sources of funding. Include in-kind, city funding, organization's own funding, if applicable provide historical data.**

| PROJECT BUDGET: Please detail the budget for your project. Please specify whether your various match items will be cash or in-kind. | | | | | |
|---|------------------------|------------------------------------|--------|-----------|-------|
| Item | City of Stanwood Grant | (Min. 50% of total) Event Match \$ | Cash % | In-Kind % | Total |
| 1. | \$ | \$ | | | \$ |
| 2. | \$ | \$ | | | \$ |
| 3. | \$ | \$ | | | \$ |
| 4. | \$ | \$ | | | \$ |
| 5. | \$ | \$ | | | \$ |
| 6. | \$ | \$ | | | \$ |
| 7. | \$ | \$ | | | \$ |
| 8. | \$ | \$ | | | \$ |
| 9. | \$ | \$ | | | \$ |
| 10. | \$ | \$ | | | \$ |
| Totals | | | | | |

I understand that if awarded, funds will be distributed after the event has occurred. I understand that I must furnish an invoice, payment, and expense documentation. I understand that a submitted proposal is a public record potentially eligible for public release. Final reimbursements will not be released until the required Event and/or Expenditure Report Form has been submitted.

Signed: _____ Title: _____ Date: _____

Appendix A

| EVENT BUDGET SAMPLE | | | |
|---------------------------|---------------------|----------------------------|---------------------|
| EVENT INCOME | | EXPENSES | |
| Advertising Income | \$ 500.00 | Administration | \$ 1,000.00 |
| Fundraising Income | \$ 5,000.00 | Bank Charges | \$ 100.00 |
| Grant Income Source | \$ 500.00 | Contract Services | \$ 2,000.00 |
| Grant Income Source | \$ 1,000.00 | Fundraising Expense | \$ 1,500.00 |
| Interest Income | \$ 500.00 | Hospitality | \$ 150.00 |
| Retail Sales | \$ 2,000.00 | Insurance, Business | \$ 500.00 |
| Other Income | \$ 2,000.00 | Marketing Expenses | |
| Other Income | \$ 1,500.00 | <i>Advertising</i> | |
| Total Event Income | \$ 15,000.00 | \$ | 500.00 |
| | | National | \$ |
| | | Regional | \$ 2,000.00 |
| | | Total Advertising | \$ 2,500.00 |
| | | Printing and Production | \$ 750.00 |
| | | Sub Total Marketing | \$ 3,250.00 |
| | | Office Supplies | \$ 500.00 |
| | | Postage and Delivery | \$ 250.00 |
| | | TOTAL EXPENSES | \$ 15,000.00 |
| | | Net Income | \$ |

SPECIAL EVENT RESOLURCES

This list is provided for you in case your event will involve other agencies. You will be required to make the appropriate contacts, as your event requires.

| | |
|--|---|
| City of Stanwood: Permitting/Public Works/General Information (360)629-2181 Website: www.ci.stanwood.wa.us | Washington State Department of Transportation (WDOT) Phone: (360) 705-7000 Website: www.wsdot.wa.gov |
| Community Transit Phone: (800) 562-1375 or (425) 353-RIDE Website: www.communitytransit.org | Snohomish County PUD Phone: (360) 629-5700 Website: www.snopud.com |
| Island County Transit Phone; (360) 387-7433 Website: www.islandtransit.org | Cascade Gas Company Phone: (888) 522-1130 Web-site: www.cngc.com |
| Washington State Liquor Control Board Phone: (360) 664-1600 Website: https://lcb.wa.gov | Stanwood-Camano School District Phone: (360) 629-1200 Website: www.startwood.wednet.edu |
| Snohomish County Health District Phone: (425) 339-5200 (425) 339-5250 Food Handler Cards | Burlington Northern Railroad Phone: (206) 625-6220 Website: www.bnsf.com |
| Waste Management Northwest Phone: (800) 592-9995 Website: www.wmnorthwest.com/stanwood | Amtrak Phone: (800) 872-7245 Web-site: www.amtrak.com |
| Fire Department (360) 629-2184 | Police Department (425) 388-5290 |