

# **LYNCHBURG VIRGINIA SPECIAL EVENTS GUIDELINES**



*Get Downtown!*

**Approved by Lynchburg City Manager  
May 2019**

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## I) Purpose

This document will outline the process for permitting Special Events conducted on public property, including City streets and municipal parks and facilities. It is understood that Special Events enhance the Lynchburg lifestyle and provide benefits to the citizens through the creation of unique entertainment venues that are not normally provided by governmental services. Additionally, it is recognized that tax-exempt non-profit organizations that benefit the community are central to the quality of life in Lynchburg and that they often develop through their Special Events the resources to provide essential services to the citizens of the City of Lynchburg. It is further intended to provide coordinated policies for the regulation of certain activities to be conducted in conjunction with Special Events, to ensure the health and safety of patrons of Special Events, to prohibit illegal activity from occurring within Special Event Venues, and to protect the rights and interests granted a Special Event Permit holder. It is further intended to create a mechanism for cost recovery and revenue sharing for Special Events without having an adverse effect on those Events that contribute economically and socially to the community. It is also the intent of the City of Lynchburg to protect the rights of its citizens to engage in protected free speech expression activities and yet allow for the least restrictive and reasonable, time, place and manner regulation of those activities within the overall context of rationally regulating Special Events that have an impact upon public facilities and services.

This policy sets forth the application process for Special Event Organizers to request City Sponsorship designation and funding (Appendix I). The policy restricts designated co-sponsored organizations/City Sponsored Special Event Organizers from double-dipping into various City department funds over and above the allotted City Sponsorship funding. This would include City funds set aside for economic development, multi-cultural events, athletic event bid fees and quality of life events. The City Sponsorship designation allows for the reimbursement for City fees or waiving of City Fees. City Fees include event rental space, application fees as well as City staff resources planning and implementing the event. If an event is designated City Sponsored then the official City logo will be used as opposed to individual City department logos. If an event is designated City Sponsored, then any City department can have a presence at the event such as promotional and marketing tables/booths.

The policy updates will include adding new City Sponsored events and retiring those no longer funded through the special events budget. All Event Organizers will have the opportunity to apply for City Sponsored event funding on an annual basis. The availability of funds will be promoted among all Special Event Organizers currently operating through the City. A City Sponsored Event Allocation Committee comprised of the Director of Parks and Recreation, the Director of Public Works, the Director of Economic Development and the Director of Communications and Marketing will score the applications based on the Special Event Rating Sheet to determine funding allocations. The four-person panel will ensure that allocations do not exceed annual operating budget appropriations.

## II) Definitions

As used in this policy:

**“Special Event”** means an activity that meets any one of the following definitions:

- (a) Any organized formation, parade, procession or assembly which may include animals, vehicles or any combination thereof, which is to assemble or travel in unison on any Street which does not comply with normal or usual traffic regulations or controls.
- (b) Any organized assemblage anticipated to include 1,000 or more persons at any one time, or a total of 1,500 persons over the duration of the event, on any public property, public park or facility which is to gather for a common purpose under the direction and control of a person, organization or company.
- (c) Any other organized activity conducted by a person, organization or company for a common or collective use, purpose or benefit which involves the use of, or has an impact on a public property, park or facility that requires City Services beyond those conveyed in the course of normal and usual City operation.

- (d) Any other organized activity conducted by a person, organization or company that proposes to utilize any public property, park or facility in a manner inconsistent with the design and normal and usual function of such property, park or facility.
- (e) Any organized activity conducted by a person, organization or company on any public property, park or facility that plans to sell alcoholic beverages.
- (f) Any organized activity conducted by a person, organization or company on any public property, park or facility that plans to charge an admission fee.
- (g) Examples of Special Events include, but are not limited to, concerts, parades, circuses, fairs, festivals, community events, mass participation sports (such as, marathons and running events, bicycle races or tours, etc.).

**“City Services”** means those services provided by the City that are required and/or necessary for event production like police, fire, public works, and parks and recreation.

**“Cost Recover”** means direct payment by an Event Organizer to the City in compensation for the direct costs of City Services incurred during the Special Event.

**“City-Sponsored Special Event”** means any Special Event directly organized and conducted by the City of Lynchburg or any Special Event organized by an Event Organizer that the City has selected through a competitive application process to support through appropriation of funds within the City’s budget.

**“Economic Impact”** means the net change of money in a community as a result of visitor spending on an event or attraction. To have an economic impact, the money must be new dollars introduced into the community, rather than dollars that would be spent in the community as a matter of course. Therefore, economic impact typically does not include money spent by residents, even if they attended the event being studied. The impact is determined by the amount of money (and its multiplier effect) spent by out-of-town visitors on such things as hotel rooms, restaurant meals, souvenirs, gasoline, etc., as well as accompanying increases in jobs and tax revenues. The amount of economic impact will be determined using the City’s Economic Impact Calculator.

**“Event Organizer”** means any person, organization or company, who conducts, manages, promotes, organizes, aids or solicits attendance at a Special Event.

**“Fees”** means charges to Event Organizers for City Services, venue usage and permits.

**“Gross Revenues”** means the sum of all revenues received by an Event Organizer for a Special Event, including, but not limited to, cash receipts, licensing, sponsorships, advertising and similar revenues, and concessions.

**“Internal Special Events”** are operated by the Lynchburg Parks and Recreation Department and other City Departments and do not require City services and therefore fall outside of the parameters of this policy. These events are focused on City residents like Art Expo and Egg Roll at Point of Honor and do not focus on attracting tourists and do not happen in the Arts and Cultural District. Exception: Some of the large Special Events hosted by Parks and Recreation and Communication and Marketing like Movies in the Park, International Festival and Virginia Commonwealth Games will be eligible for City Sponsorship funding and can compete for funding through the City Sponsored application process.

**“A Legacy Event”** is a special event that has been co-sponsored for a period of 10 years or more and is considered a Lynchburg tradition. A legacy event is socially meaningful and has been invented on purpose to satisfy a variety of community building goals, celebrate local history and promote social capital needs.

**“Social Capital”** means the web of cooperative relationships between citizens, organizations, businesses and agencies that facilitate resolution of collective action problems like poverty, human trafficking, obesity, social isolation and economic sustainability.

**“Special Event Permit”** means a permit issued by the City which authorizes the use of a public property, park or facility for a Special Event.

**“Special Event Venue or Event Venue”** means that area for which a Special Event Permit has been issued.

**“Street”** means a way or place of whatever nature, publicly maintained and open to use of the public for purposes of vehicular travel.

“Vendor” means any Person who sells or offers to sell any goods, food, or beverages within a Special Event Revenue.

### **III) Delegation of City Manager's Authority**

The City Manager delegates any or all functions under this policy to the Parks & Recreation Director or his/her designee, unless otherwise specified.

### **IV) Application for Permits**

#### **A) Special Event Permit Required**

- 1) For any person, organization or company to conduct, promote, manage, aid, or solicit attendance at a Special Event. The person, organization or company shall obtain a Special Event Permit from the City of Lynchburg.
- 2) The City is authorized to:
  - Issue permits for Special Events occurring within the City limits pursuant to the procedures established by the City.
  - Is authorized to determine the Special Event Venue.
  - Set reasonable boundaries for the Special Event Venue, balancing the Special Event requirements and public health, safety, and welfare.

#### **B) Exemptions to Special Event Permit Requirements**

- 1) The following activities are exempt from the Special Event Permit requirement:
  - funeral processions by a licensed mortuary
  - athletic contests and their related activities at Lynchburg City Stadium, Lynchburg Hillcats games, practices and or other baseball activities
  - Sporting activities conducted entirely within the Lynchburg Armory.
- 2) Although not required to obtain a Special Event Permit, an Event Organizer of an activity exempted pursuant to Item 1 above, is required to comply with all regulations established by the City for the intended public property, park or facility; contract and coordinate the use of the public property, park or facility with the authorized managing City agency; and comply with regulations governing public safety or health.

#### **C) Application Deadlines**

Any person, organization or company seeking the issuance of a Special Event Permit shall apply by filing a completed Special Event Permit Application with the City not less than ninety (90) calendar days for new events and not less than sixty (60) days for recurring events, nor more than two (2) years, before the proposed Special Event date(s).

#### **D) Application Fee**

No Special Event Permit Application shall be considered unless or until the applicant shall have paid a \$50.00 application fee. This is a non-refundable fee. The City is not responsible for any costs incurred by the Event Organizer if the site changes and/or alterations do occur.

#### **E) When Application is Deemed Fully Executed**

A Special Event Permit Application is deemed fully executed when the applicant has provided all of the information required and requested on the Special Event Permit Application and the City has approved the application.

## **F) Indemnification and Reimbursement Agreement**

No Special Event Permit Application shall be granted unless the applicant has executed an agreement with the City, on a form prescribed by the City, in which the applicant promises and covenants to reimburse the City for any costs incurred by the City; and to indemnify the City and hold it harmless from any liability to any person resulting from any damage or injury occurring in the connection with the permitted Special Event caused by the action of the permittee, the Event Organizer, its officers, employees or agents or any person under their control insofar as permitted by law.

## **G) Payment of City Services**

Unless otherwise indicated by the City, the City will invoice the Event Organizer following the conclusion of the Event for the cost of City Services provided for the Event. The Event Organizer must pay all invoices within thirty (30) calendar days; thereafter, applicable late fees will apply.

## **H) Security Deposit**

The City may require because of a history of non-payment, previous damage of City property, etc. an Event Organizer to prepay, in the form of a security deposit, a portion or all of the estimated costs of City Services for the proposed Special Event. The applicant will be notified of the Security Deposit requirement at the time of official response from the City to the Special Event Permit Application. A Security Deposit must be paid no later than twenty (15) calendar days prior to the start of the proposed Special Event. The City reserves the right to revoke a Special Event Permit for non-payment of a required Security Deposit. A Security Deposit may also be required at the City's discretion when:

- The Event Organizer has never before hosted a Special Event within the City of Lynchburg.
- The Event Organizer is not a resident of Lynchburg or is not a business located within Lynchburg.
- The person applying as the Event Organizer is not doing so on behalf of a legitimate non-profit organization or corporation.
- There is a previous history with City related credit issues and The City will have difficulty being reimbursed for its costs after the Special Event.

## **I) Insurance**

The applicant shall procure insurance required by the City and shall name the "City of Lynchburg, its officers, officials, employees and agents" as an additional insured thereunder. The applicant shall provide the City with a certificate from an insurer evidencing such coverage no later than fifteen (15) calendar days prior to applicant's use of the Event Venue. The certificate shall also provide that the insurer shall give the City 15 days advance notice of the insurer's intent to cancel the insurance coverage provided.

## **J) Permits Not Transferable**

Special Event Permits including conditional approvals are not transferrable.

## **K) Order**

Special Event Permit Applications shall be considered and processed in order of receipt by the City. The use of a particular public Event Venue or part thereof shall be allocated in order of receipt of fully completed applications accompanied by the application fee.

## **L) Amendment or Revision of Application**

Any amendment or revision of a Special Event Permit Application shall for purposes of determining its order of priority, be based on the original filing date. However, the time in which the City shall grant or deny the application for the permit and serve notice of such granting or denial shall be computed from



the date of the amendment or revision. No amendment or revision of a Special Event Permit Application, except those related solely to minor venue layout changes or other minor event logistics, will be accepted within sixty (60) calendar days from the start of the proposed Special Event.

### **M) Conditional Approval**

Special Event Permit Applications which require insurance approval(s), security deposit payment or permits from other governmental entities, or compliance with other terms or conditions, will be reviewed and, if the application otherwise conforms to all other requirements, a conditional approval will be issued. If, within the time prescribed by the City, any required fee or security deposit is not paid, or an insurance certificate evidencing the requisite insurance is not filed with the City, or approval or permit of other governmental entities has not been received, or the other terms and conditions have not been met, the conditional approval will automatically expire, the application for permit will be deemed denied.

### **N) Special Event Permit Application Review**

All Special Event Permit Applications are subject to review by the City. Event Organizers will be required to meet with City representatives to review event plans, layout and all other event logistics prior to the official decision and notification of approval or denial of the Event's application.

### **O) Written Notice of Approval or Denial**

Applicants will be notified within thirty (30) calendar days of the date on which a Special Event Permit application is fully completed and filed with the City of approval or denial. However, the City may extend the period of review for an additional fifteen (15) days by issuance of a written notice of extension.

### **P) Notice of Extended Review or Denial of Permit**

Written notice of denial or notice of extension shall be served on the applicant by personal delivery, email, or by United States mail to the name and address set forth on the application for permit.

### **Q) Contents of Notice; Grounds for Denial**

Notice of denial of a Special Event Permit Application shall clearly set forth the grounds upon which the permit was denied and, where feasible, shall contain a proposal by the City for measures by which the applicant may supply additional information or amend their original application to accommodate permit approval. In the event a fully executed prior application for the same time and/or venue has been received, and a permit has been or will be granted, the City shall purpose an alternative venue, if available for the same time, or an alternative time, if available for the same venue.

To the extent permitted by law, the City may deny a Special Event Permit Application if the applicant or the person on whose behalf the application was made has on a prior occasion made material misrepresentations regarding the nature or scope of an event or activity previously permitted or has violated the terms of a prior Special Event Permit issued on behalf of the applicant. The City may also deny a Special Event Permit Application on any of the following grounds:

- 1) An application (including required attachments and submissions) is not fully completed.
- 2) An applicant has not tendered the required application fee or has not tendered the required user fee, indemnification agreement, insurance certificate, or security deposit within the deadlines prescribed by the City.
- 3) An application contains a material falsehood or misrepresentation.
- 4) An applicant is legally incompetent to contract or to sue and be sued.
- 5) An applicant or person on whose behalf the application was made has on prior occasion damaged a public property, park or facility and has not paid in full for such damage, or has other outstanding and unpaid debts to the City.

- 6) A Special Event Permit Application for the same time and venue has been received, and a permit has been or will be granted to a prior applicant authorizing uses or activities which do not reasonably permit multiple occupancy of the particular public property.
- 7) The use or activity intended by the applicant would violate the terms of the City's Special Event Exclusivity granted a prior applicant that has been or will be granted approval.
- 8) The applicant requests use of an Event Venue that is unavailable based on the City's Right of First Refusal policy.
- 9) The proposed use or activity would conflict with previously planned programs, projects, activities or events organized and conducted by the City.
- 10) The proposed use or activity is prohibited by or unsuitable for the uses of the Event Venue.
- 11) The proposed use or activity would present an unreasonable danger to the health or safety of the applicant, or other users of the public property, park or facility, of City personnel, or of the public.
- 12) An applicant has not complied or cannot comply with applicable licensure requirements, fees, taxes, ordinances or regulations of the City.
- 13) The proposed use or activity is prohibited by law, by City Code or ordinance, or by the regulations of the venue's governing public agency.
- 14) Due to limited resources and personnel capacity, the City is not able to provide the required or requested resources and/or personnel for the proposed Special Event, or has committed those resources and/or personnel within a similar time frame to a prior applicant.
- 15) The proposed use or activity will substantially interrupt public transportation or other vehicular and pedestrian traffic in the area of its route.
- 16) The proposed use or activity would cause an unresolvable conflict with construction or development in the public right-of-way or at a public facility.
- 17) The proposed use or activity will have unmitigatable adverse impact upon residential or business access and traffic circulation in the vicinity of the Event Venue.
- 18) An applicant has not provided sufficient off-site parking or shuttle service, or both, required to minimize any substantial adverse impacts on general parking and traffic circulation in the vicinity of the event.

## **R) Written Estimate of City Services Costs**

Within forty five (45) calendar days of the date on which a Special Event Permit Application is fully completed and filed with the City, the Event Organizer will be provided an estimate of the costs of City Services and an outline of the scope of those City Services to be scheduled and employed at the event. The estimated cost of City Services will be based on information provided by the Event Organizer and the best estimates of City staff. The actual costs may vary based on unforeseen factors prior to and during the event and/or changes and deviations from the information within the original Special Event Permit Application.

## **S) Written Post-Event Review**

Within 60 (sixty) calendar days from the completion of a Special Event, the City will provide the Event Organizer a written review of items and/or concerns related to their Event that may negatively influence the Event Organizer's ability to obtain future Special Event Permits. This review is intended to provide the Event Organizer ample opportunity to address, plan and implement corrective measures prior to filing for a future Special Event Permit. Reciprocally, the Event organizers will provide the City with an evaluation of the event within 30 days of the completion of the special event.

## **V) Procedures for Review**

### **A) Review by City**

- 1) An Event Organizer may within seven (7) calendar days of official notification by the City, file a written appeal to the City Manager if:



- A Special Event Permit Application has been denied.
  - A specific City requirement or restriction outlined in an approved or conditionally approved Special Event Permit is considered to be unreasonable. This does not include requests by Event Organizers that fees for City Services be waived or discounted.
- 2) The City Manager or their designee shall have seven (7) calendar days from the date on which the appeal was received in which to notify the applicant that the appeal has been affirmed, modified or reversed.
  - 3) Such notice shall be deemed served upon the applicant or permittee when it is personally delivered or sent by United States mail to the name and address set forth on the application permit. Amusement tax payment generated by the event should also be paid within 60 calendar days of event completion.

## **B) Form of Appeal**

Any appeal filed pursuant to this policy shall state succinctly the grounds upon which it is asserted that the determination should be modified or reversed and shall be accompanied by copies of the Special Event Permit Application, the written notice of the determination of the original application or request, and any other papers or documentation material to the determination.

## **VI) Issuance of City Services for Special Events**

- 1) The City will provide services for a Commercial Special Event, if provisions are made with the Event Organizer for Cost Recovery or Revenue Sharing, or both.
- 2) The City will provide services in direct support of a City-Sponsored Special Event if the Event Organizer has received funding in the City's application process. (See Addendum II)

## **VII) Use of City Logo or Name**

All City Sponsored Special Event organizers have the right to use the City's logo and name as part of the City Sponsorship award. City Sponsored Event organizers shall request the official logo from the Lynchburg Department of Community Engagement.

## **VIII) Revocation of Special Event Permit**

- 1) A Special Event Permit may be revoked if the City determines:
  - a) An Event cannot be conducted without violating the standards or conditions of the Special Event Permit.
  - b) An Event is being conducted in violation of any condition of the Special Event Permit.
  - c) An Event poses a threat to public health or safety.
  - d) An Event Organizer or any person associated with the Event has failed to obtain any other permit required pursuant to this policy.
  - e) A Special Event Permit was issued in error or contrary to law.
- 2) Except as provided in Item (3) below, notices of revocation shall be in writing and specifically set forth the reasons for such action.
- 3) If there is an emergency requiring immediate revocation of a Special Event Permit, the City may notify the permit holder verbally.
- 4) An appeal from a revocation shall be handled in the same manner and under the same time requirements as denials of Special Event Permit Applications.

## **IX) Cost Recovery for Special Events**

- 1) The City shall charge all Special Events organizers for the actual cost of City Services. However, the cost of City Services for City Sponsored Special Events may be fully or partially paid for by City provided funding.

- 2) Whenever a Special Event is conducted without a Special Event Permit when one is required, or an Event is conducted in violation of the terms of an issued Special Event Permit, the Event Organizer shall be responsible for, and the City shall charge the Event Organizer for the cost of all City Services.

## **X) Parking/Access**

- 1) A formal parking plan must be agreed upon in writing simultaneously with the development of the traffic plan, and shall be in place no later than 15 days in advance of the event. The plan will address user parking as well as event staff maintenance, delivery and tear-down, nearby business owner(s) and customers, residents, emergency services, and other parking issues to be identified (see notification policy and methods sections).
- 2) Access plans will be discussed and formalized during Special Events Committee meetings and the walk through process. Plans will address City staff access (including event access) to perform normal maintenance, management, and emergency management tasks. All City Staff (other than uniformed emergency services staff) will display a City Site Access Pass. All other event staff, musicians, performers, guests, VIP's, press and others to be identified by various production passes at the discretion of the on-site production representative—the approximate number of such passes to be jointly agreed upon by the event committee and the event organizer prior to the event. All vehicles besides emergency service fleet accessing an area behind barricades and/or gates must display a vehicle delivery access hanger on their review mirror to gain admittance. Those that have been approved to park within the site footprint for the duration of the event shall also display a parking access hanger on their rearview mirror or dash.

## **XI) Non- Discrimination**

Event Organizers agree that they will not, on the grounds of race, religion, color, sex, disability or national origin or permit discrimination against any person or groups of persons.

## **XII) City Authorized to Adopt Rules and Regulations**

The City is authorized to promulgate additional rules and regulations that are consistent with and that further the terms and requirements set forth by the City and the provisions of law that pertain to the conduct and operation of Special Events.

## **XIII) Enforcement Authority**

The City is authorized to administer and enforce the provisions of this policy. City personnel may exercise any enforcement powers as set forth and permitted by law.

## **XIV) Other Permits and Licenses**

- 1) The issuance of a Special Event Permit does not relieve any Event Organizer or person from the obligation to obtain any other permit or license required pursuant to City Code.
- 2) The issuance of any other permit or license issued pursuant to City Code does not relieve any Event Organizer from the obligation to obtain a Special Event Permit pursuant to this policy.

## **XV) Venues for Special Events**

- 1) Special Events are permitted at the following public Event Venues:
  - 1) Community Market/Armory Complex
  - 2) Riverfront Park
  - 3) Lynchburg City Stadium Complex
  - 4) Lynchburg City Stadium Event Area

- 5) Peaks View Park
- 6) Bluffwalk
- 7) Miller Park
- 8) Skate Park
- 9) Riverside Park
- 10) Ivy Creek Park
- 11) Fort Early

## **XVI) Special Event Exclusivity and Rain Dates**

The City will provide exclusivity to each Event Organizer that is granted a Special Event Permit. This exclusivity will provide sole use of the special event venue on the approved dates as outlined in the approved Special Event Permit. Rain Dates: THERE WILL BE NO SCHEDULED RAIN DATES FOR ANY EVENTS INVOLVING LAW ENFORCEMENT unless otherwise agreed to by Police Department in the Special Event Committee and meetings and reflected in meeting minutes.

## **XVII) Special Event Right of First Refusal**

An Event Organizer will be granted the first option for the same or similar date (e.g. third Saturday in a specific month) during the following year for hosting a similar Event.

- 1) This right of first refusal will expire thirty (30) days from the conclusion of the initial Special Event; and,
- 2) The Event Evaluation must be completed
- 3) This right is not transferable to another Event Organizer.

## **XVIII) Alcoholic Beverages at Special Events**

The following guidelines are for all Special Events that include serving of alcoholic beverages. The purpose of this policy is to:

- Ensure public safety
  - Prevent under-age possession of alcohol
  - Prevent under-age consumption
  - Ensure adequate observation to help prevent intoxication
  - Ensure compliance with Virginia Alcohol Beverage Control regulations
- 1) Serving and consumption of beer and/or wine only, is permitted at Special Events held on the following City-owned Event Venues:
    - a) Community Market/Armory complex
    - b) Riverfront Park (1000-1014 Jefferson Street)
    - c) The Lynchburg City Stadium complex
    - d) Peaks View Park
    - e) Ivy Creek Park
    - f) Riverside Park
    - g) Miller Park
    - h) Bluffwalk
    - i) Skate Park
    - j) Fort Early
  - 2) Any Special Event held on City property serving beer and/or wine shall have a defined area for serving and consuming beer and/or wine. This defined area, referred to as a Beer/Wine Garden, may include a portion of or the entire Event Venue.
  - 3) The Event Organizer must obtain the appropriate license from the Virginia Department of Alcohol Beverage Control.
  - 4) All Beer/Wine Gardens will have City of Lynchburg law enforcement officers present during the serving and consuming of beer and/or wine. The City will determine the number

- of City law enforcement personnel required. This only applies to External Special Events and “City Sponsored” Special Events.
- 5) ABC training is mandatory for Event Organizers and their key Event Supervisors. All beer and/or wine serving locations must have at least one trained Event Supervisor present during the sale and serving of beer and/or wine.
  - 6) All Special Events approved to sell beer and/or wine must provide, prior to the Event, training for the frontline event staff and volunteers responsible for selling and serving beer and/or wine.
  - 7) All event volunteers and staff members engaged in any aspect of serving beer and/or wine (which includes but is not limited to checking ID’s, arm banding, ticket sales, serving and monitoring) are prohibited from consuming alcohol during the event. This includes any server who completes their shift and is requested to return to duty.
  - 8) The Applicant of the Alcohol Beverage Control license, or the Event Supervisor in charge, must be present at the Event Venue during the entire event. The City requires that every event organizer clearly display the name or names of their event’s Event Supervisor(s) in the Beer/Wine Garden during the entire Event.
  - 9) The Event Organizer is solely responsible for assuring that the Beer/Wine Garden is properly supervised and that its event staff has been properly trained to serve such beverages as well as understands that it is against the law of the Commonwealth of Virginia to sell alcoholic beverages to anyone who is less than twenty-one years of age, to anyone that the server knows, or has reason to believe, is intoxicated, or to anyone who has been forbidden to possess alcohol by a court of competent jurisdiction. The Event Organizer is responsible for advising the servers that they could face criminal charges for serving alcohol to any above-described person.
  - 10) The Event Organizer must implement a system of identification and distribution as approved by the Virginia Department of Alcohol Beverage Control that effectively monitors the consumption of each event attendee.
  - 11) Serving of beer and/or wine shall not extend beyond 11:00pm for any Special Event.
  - 12) The City of Lynchburg reserves the right to deny, cease or restrict, in any manner deemed appropriate, either prior to or during a Special Event the serving or consumption of beer and/or wine. Factors governing this decision will include:
    - Proposed Event Venue layout & site plan
    - Number of proposed beer and/or wine serving locations
    - Anticipated and/or actual number of event attendees
    - Nature of the event
    - History of the event
    - Duration of the event
    - The Event Organizer’s ability to provide sufficient event staff
    - Ability of the event staff to monitor and control under-age consumption
    - Concern for public safety
    - Evidence of non-compliance with Virginia Alcohol Beverage Control laws and license.

# ADDENDUM I

## City-Sponsored Special Events

### A) Purpose

It is the purpose of listing the City-Sponsored Special Event criteria to clearly outline the elements required and desired by the City for this designation. It is further intended to provide a tool that Special Events organizer can use to seek such designation. In order to be granted this status, its Event Organizer must clearly display; a) a high level of community support; b) a positive community contribution; c) stable financial administration and management; and d) the ability to effectively host a Special Event within the guidelines set by the City; in addition, points are awarded for legacy events, novelty, economic impact and non-profit status. In awarding City-Sponsored status and its associated funding, the City of Lynchburg acknowledges that such Special Events greatly enhance the quality of life for citizens of Lynchburg and provide benefits to citizens through the creation of unique venues for expression and entertainment that are not normally provided as a part of governmental services.

### B) City-Sponsored Special Events Criteria

- 1) Must be selected by the City Sponsored Event Allocation Committee via application process for City-Sponsored status.
- 2) The Special Event must show growth or at least a stable public interest. This is exhibited through attendance, sponsorship and community support.
- 3) The primary Event Organizer must be either a Lynchburg based qualified non-profit Corporation or co-sponsored with or be a City agency.
- 4) If the Event Organizer is a non-profit organization, the organization must be financially capable, have an active membership, and provide viable service(s) to the citizens of Lynchburg.
- 5) The Special Event must clearly display and contain elements that contribute to the quality of life and social capital of the City of Lynchburg. Examples: historical, cultural, arts, community-spirit, wellness, etc.
- 6) The Event Organizer must have a proven track record of successfully and effectively managing and administering the Special Event. This would include:
  - a) a record of effectively providing and training event volunteers and staff;
  - b) adherence to City of Lynchburg policies and provisions related to Special Events;
  - c) If beer/wine is to be serviced, a record of adherence to Virginia Alcohol Beverage Control policies.
- 7) The Event Organizer must obtain a City of Lynchburg Special Event Permit.
- 8) Data points from event organization are requested in event application:
  - Estimated attendance
  - Estimated geographic reach - Please estimate the geographic reach of the event.
  - What percentage of attendees are City residents? What percent of residents will come from the Region 2000 area (Amherst, Appomattox, Campbell and Bedford)?
  - What percent of residents will come from outside the region?
  - Fillable, detailed budget (sent upon request) – If they have a ticket price, this should be reflected in the budget.
- 9) Data points from event organization required in event final report:
  - Actual attendance
  - Actual geographic reach - Please estimate the geographic reach of the event.

- What percentage of attendees are City residents? What percent of residents will come from the Region 2000 area (Amherst, Appomattox, Campbell and Bedford)? What percent of residents will come from outside the region?
- Actual event revenue and expenses

### C) Funding of City-Sponsored Special Events

- 1) During the City’s annual budget process, the City Manager will recommend to City Council a funding amount earmarked for City-Sponsored status during the upcoming fiscal year.
- 2) Public funding for City-Sponsored Special Events is not guaranteed beyond the current fiscal year in which it is approved. City Council will annually elect to continue this funding.
- 3) This is the updated rating scale with special event criteria. After the 2018 trial year, it was revised to reflect non-profit importance. City residency weighted rating was removed as it is a requirement per policy in order to apply for City Sponsorship.

High Level of Community Support	Non-profit Status	Positive Community Contribution	Stable Financial Administration	The Ability to Effectively Host	Legacy Events	Novelty	Economic Impact
10 pts	10 pts	20 pts	10 pts	10 pts	5 pts	5 pts	10 pts