



TOWN OF WARRENTON

Department of Community Development

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MEMORANDUM

TO: Brandie Schaeffer, Town Manager
FROM: Frank Cassidy, Director of Community Development
DATE: February 7, 2020
SUBJECT: Special Event Policy

Guiding Policy: The Town of Warrenton welcomes events that enhance the quality of life of our community. The purpose of the Special Events Use Policy is to promote enjoyment of public property, while also establishing standards for protecting and respecting the expectations of our town residents and businesses. This policy also clarifies the responsibilities and liabilities for those conducting events.

Classification of Special Events

- Town Funded Special Events
Events that are created, planned, and implemented by Town. Funding for Town funded events should be reviewed annually during the budget process. The Town works to seek event sponsorship by outside entities, as well as charge participation fees to reduce associated costs.
- Town Co-Funded Special Events
Events that are created, planned, and implemented by non-Town agencies. Support for the co-sponsored events may include in-kind services from Town staff based on regular staff hours, waiver of specified permit fees, and/or financial support limited to funds approved in the Town's annual budget.
- Outside Funded Special Events
Events that are created, planned, and implemented by outside agencies. The Town does not provide financial support for these events and expects to be reimbursed for all costs associated with the activity including overtime expenses, supplies and materials, and permit fees.

Identifying Expenses

- Event applicants will receive an estimate of expenses within 30 days of receipt of the application. A final invoice will be provided to the event sponsor no later than 30 days following the event.
- Applicants will be required to submit a deposit equal to 50% of the estimated expenses 30 days in advance of the event. Final expenses will be evaluated and determined following the event. This does not include park bonds.
- Applicants unable to secure the deposit, or reduction of estimated costs for Town expenses shall follow the appeal process set forth in Special Events Policies and Procedures.

Approval Criteria

- Decisions on which events to approve are based on the following:
 - Priority is given to events that provide cultural enrichment, promote economic vitality, enhance community identity and pride, and provide opportunities for fundraising for the community's nonprofit agencies.
 - Major events, exceeding 500 in attendance in Old Town, will be limited based on staff availability and other previously approved events.
 - Events in other areas of the Town will be scheduled to not overly burden any one neighborhood on a consistent basis.
 - The event as proposed shall not severely impact the safety or quality of life within the area it is being held.

Application Process

- Staff is developing an on-line application process to facilitate the processing of Special Event applications. Currently, the application is received by Community Development and routed to the necessary departments for additional review.
- Based on Town Hall consolidation initial applications will continue to be processed by Community Development. The applicant will be required to meet directly with the Police Department.

Appeals Process

- An applicant may appeal the denial of an application or permit conditions made; within 30 working days of receiving the notice. The Town Manager or designee shall act upon said appeal promptly.

Fiscal Impact

Finance will create a consolidated Special Events tracking. Departments supporting special events now charge any event related expenses to an account. This structure allows for greater accuracy of actual event expenditures and facilitates efficient reporting and reconciliation of Special Event expenses.