



Downtown Event + Street Closure Application + Guidelines

*Christmas
Parade*

The City of McMinnville recognizes that events in the downtown district bring numerous benefits to the downtown, to the city, and to the community. The City of McMinnville encourages the use of downtown for events because they have the potential to bring revenue to downtown businesses, strengthen our sense of community, and solidify McMinnville's reputation as a regional destination.

Each year the City of McMinnville commits resources through staff time, facilities and equipment to provide support to these events. It seeks to provide event organizers and individuals impacted by events with a fair and consistent process of review and approval of the use of these resources. Guidance and standards for downtown events ensure that downtown events are beneficial to all downtown stakeholders.

City of McMinnville resources and assets that have been used by past events include downtown street closures, electricity, stage, and reservation of facilities like the Lot and the Farmers Market.

Contact Information

For all Downtown Event inquiries interested in using City of McMinnville resources and assets, please contact:

Sean Garrett
Downtown Event Coordinator
101 East Main Street
McMinnville, TN 37110
931-473-1204
sgarrett@mcminnvilletn.gov

or

Rebecca Roach
Downtown Event Coordinator
101 East Main Street
McMinnville, TN 37110
931-473-1204
rroach@mcminnvilletn.gov

What Constitutes Downtown?

Downtown events refer to event occurring in the downtown historic district. This district extends along West and East Main Street and West and East Morford Street and includes portions of North Spring Street, High Street, and Chancery Street.



Downtown Special Events Application Approval Process

First, contact the Downtown Events Coordinator (DEC) to begin the process. This individual can answer questions and help event organizers determine if they need to attend a Downtown Event Planning Session. For events desiring street closures, we recommend that organizers reach out to the DEC about four months ahead of your event.

PATH 1 To Reserve Farmers Market or Grassy Lot	PATH 2 To Request Garbage, Electricity or Relief from Reservation Fees	PATH 3 To Request a Street or Downtown Area Closure
Approx 1 Month in Advance	Approx 2 Months in Advance	Approx 4 Months in Advance
<ol style="list-style-type: none"> 1. Event organizers meet with Parks and Recreation staff, fill out paperwork, and pays reservation fee + deposit 2. Parks and Recreation staff alert City Recorder about reservation to update central calendar. 	<ol style="list-style-type: none"> 1. Event Organizer fills out Downtown Event + Street Closure Application 2. DEC circulates application to Public Works, Police, Urban Forestry, and Parks and Recreation for review. <ul style="list-style-type: none"> • DEC collects comments and sign off from department contacts 3. BoMA meeting with review of event application <ul style="list-style-type: none"> • BoMA makes approves, adjusts, or doesn't approve the use of City resources and assets. 	<ol style="list-style-type: none"> 1. Event Organizer signs up and presents at Downtown Events Planning Session <ul style="list-style-type: none"> • DEC attends and takes notes on feedback and changes agreed to by all parties • Event Organizers incorporates feedback from session into plan for event 2. Event Organizer fills out Downtown Event + Street Closure Application 3. DEC circulates it to Public Works, Police, Urban Forestry, and Parks and Recreation for review. <ul style="list-style-type: none"> • DEC collects comments and sign off from department contacts 4. BoMA meeting with review of event application <ul style="list-style-type: none"> • BoMA makes approves, adjusts, or doesn't approve the use of City resources and assets.

Downtown Events + Street Closure Application

The fill out the attached application to the best of your ability with the information you have. If you have questions about any of the questions, contact the Downtown Events Coordinator.

The application captures information necessary for City of McMinnville staff to review the request to determine the resources requested:

- Will be available on the date and time of the event
- Will address the needs of the event
- Will be used in an optimized and efficient manner

The application process allows the Board of Mayor and Alderman can make an informed decision whether to approve the use of City resources and assets with more knowledge about event and feedback from staff.

Event Information

Official Name of the Event: Christmas Parade

Start Date: 12/3/2022

End Date: 12/3/2022

Briefly describe your event. Be sure to include the purpose of the event and any related activities.

Annual Christmas Parade for the City of McMinnville

Fill in Times Relevant to Your Event

Event Day(s) of the Week	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Set-Up Time:						1:30pm	
Road Closure Time:						1:30pm	
Event Start Time:						2:00pm	
Event Stop Time:						3:00pm	
End of Road Closure Time:						3:00pm	
Exit Site Time:						3:00pm	

Type of Event Host: Non-profit organization For-profit entity

Location of Event: Milner Recreation Center

Estimated Attendance: N/A

Estimated Number of Vendor Booths: None

If you have vendors, what type of vendors will you have?

Food & Beverages Alcohol Arts & Crafts Educational/Biz Development

Primary Contact Name: Rene Alvarez

Phone: 931-473-1212

Cell: 931-273-3263

Fax: _____

Email: ralvarez@mcminnvilletn.gov

Address: 500 Garfield St.

City/State/Zip McMinnville, TN, 37110

Secondary Contact Name:

Michael Benusches

Phone: 931-473-1212

Cell: 865-356-8081

Fax: _____

Email: mbenusches@mcminnvilletn.gov

Address: 500 Garfield St.

City/State/Zip McMinnville, TN, 37110

Event Checklist

Please complete the following checklist so we can better assist with your event:

Is Your Event Primarily A(n):

- Religious/Educational
- Rally/ Political/ Memorial
- Street or Block Party/ Festival
- Parade/ Fun Run/ Walkathon
- Bike Race / Road Race
- Car or Motorcycle Show (Stationary)
- Other (please describe) _____

Will Any Part Of The Event Be Held At Night?

Yes

No

Will You Have Included In The Event (Check All That Apply):

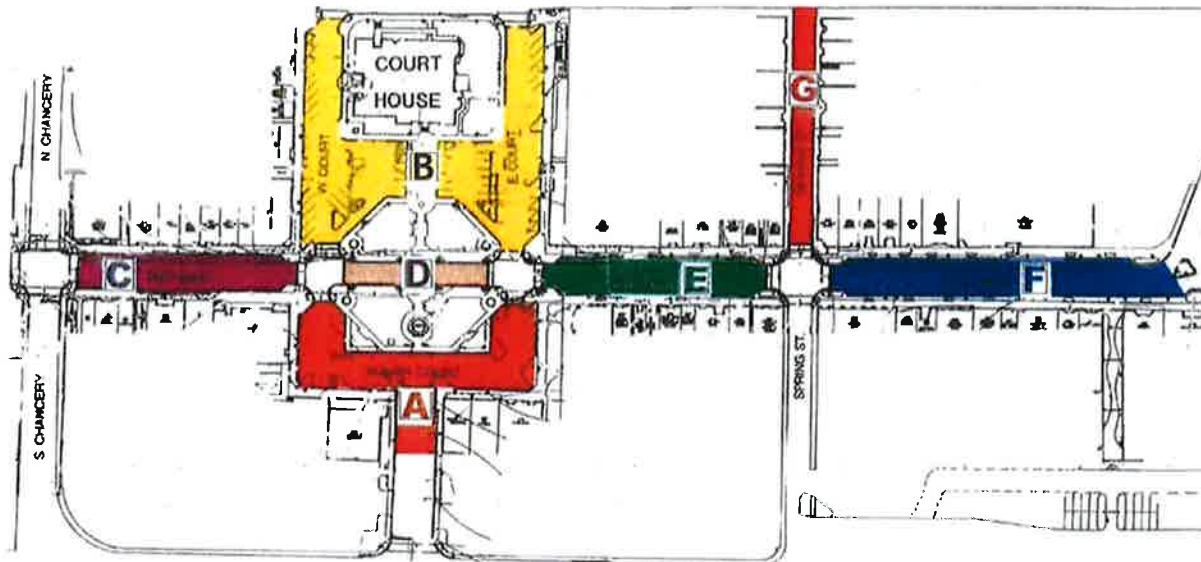
- Amplified Sound and/or Stage Lights
- Stages for Live Performances
- Tents or Canopies
- Wind Devices (balloons, kites, streamers, etc)
- Open Flames/ Fires or Candles (from any demonstration, activity or vendor)
- Pyrotechnics/ Fireworks (or will any performer use these)
- Temporary Sales / Display Booth
- Games
- Sale of Food and Non-Alcoholic Beverages
- Sale of Alcoholic Beverages
- Barricades
- Pole Banners or Other Decorations
- Car or Motorcycle Show
- Water Activities (fishing tub, dunking booth, etc)
- Live Animals
- Moving Vehicles (automobiles, trucks, tractors, four wheelers, motorcycles, etc)
- Amusement Rides
- Electrical Generators
- Inflatable Amusements (bouncy house, ball pit, etc)

Have You Made Arrangements For (Check All That Apply)?:

- Restroom Facilities (Port-a-Potties)
- Solid Waste and Recycling Services
- Special Event Insurance (if on public property, include a rider to cover the City of McMinnville)
- Electricity/ Generators
- Water for Activities
- Fire Extinguishers
- Advertising with Banners or Signs
- Parking for Visitors, Vendors, Emergency Services, etc
- Access for Emergency Services (Police, Fire, EMS)
- Inclement Weather Plan

Street Closure Needs

Use the diagram to indicate below which areas of downtown you are requesting a street closure.



Streets To Be Closed

- Area A Activity in Area: Spectator Area
- Area B Activity in Area: Spectator Area
- Area C Activity in Area: Parade Route
- Area D Activity in Area: Parade Route
- Area E Activity in Area: Parade Route
- Area F Activity in Area: Parade Route
- Area G Activity in Area: Spectator Area
- Any Other Street or Parking Area in Downtown: The parade will leave the Milner Recreation Center on Clark

Activity in Area: Blvd toward, W Main St, and will continue W Main St toward E Main St., these roads need to be closed when the parade starts. Roads near Riverfront need to be closed as well, and the poles on the road located on E Main St also need to be removed for the parade. Parade Route

Special Event Public Safety Plan

When using a city owned facility or street, public safety is vitally important to the success of the event. Please provide information about your emergency contact and plans for notification during an emergency below:

Emergency Contact Name:

(If Different from Primary Contact) _____

Phone: _____

Cell: _____

Do the organizers have an emergency management plan for this event? Yes No

Downtown Stakeholder Communication

The City of McMinnville requires event organizers who would like to close a public street or parking area for exclusive use to open up dialogue with downtown stakeholders about plans for their event. By taking this step, event organizers gain feedback on how their events affect downtown stakeholders such as property owners, business owners, downtown residents, downtown workers, and others.

Did an event representative present or will present at one of the Downtown Event Planning Sessions? (Check which session you presented at)

- Yes Date: _____
- No
- Not Applicable (no street closures)

If you have not presented at a Downtown Event Planning Session, please contact the Downtown Event Coordinator (DEC) to get on the next session agenda. The DEC also has information on the structure of the session and what organizers should be prepared to discuss.

Temporary Garbage Collection Needs

Downtown events ask the Public Works department for use of solid waste containers and trash pick-up. There are different levels of service available to fit to the size of your event; there is 14-day maximum container rental unless the event is granted special permission. Please indicate what level of service needed for your event:

Number of Containers	Container Size	Total Containers Needed
0	96 Gallon Roll Out Cart	0
0	4 Cubic Yards Dumpster	0
0	6 Cubic Yards Dumpster	0
0	8 Cubic Yards Dumpster	0

Facility Use and Equipment Fees

Parks and Recreation charges event organizers for the exclusive use of a City facility. In addition, reserving a hold on the facility, this fee also covers the cost of wear and tear from events and the cost of cleaning.

Yes or No	Facilities & Equipment	Deposit	Reservation Rate	Total
<u>No</u>	City Lot (Electricity included)	\$100	\$100	_____
<u>No</u>	Farmers Market (Electricity included)	\$100	\$150	_____
<u>No</u>	Aluminum Stage (4' x 4' sections for a total of 16' X 8')		\$100	_____

Electrical Fees (without renting Facility)

Power outlets are available for downtown events. They are located in the planting beds, planters and also on the Lot; Power to these outlets is not always on, and if requested, it will be turned on to the areas of downtown you've indicated will be used during the event.

Yes or No	Electrical Needs	Use Rate	Total
<u>No</u>	Downtown Events with No Street Closures	\$10	_____
<u>No</u>	Downtown Events with Street Closures	\$50	_____

Total Event Fees

Event Fees Applicable to Your Event. Please total up all the fees applicable to your event.

Reservation Fee for downtown facilities, if applicable _____

Electrical Fee, if applicable _____

Total Event Fees _____

Check this box if you are asking the Board of Mayor and Aldermen to waive your rental fees.

Reason: Parks and Recreation Event

Thank you for completing our Special Event Checklist and Application!

Please sign and date to acknowledge awareness of the downtown event policy and process.

Rene Alvarez

Signature of Primary Contact

10/20/22

Date

Application Received by: Name/Title

Date

=====FOR STAFF USE ONLY=====

Department Review	Signature	Approval Date
Parks & Recreation		
Police Department		
Public Works		
Urban Forestry		

Request Requires:	Yes	No
Board and Aldermen Approval		
Parade Permit		
Other Requirements:		

