

ATTACHMENT 3

APPLICATION & PRODUCTION REQUIREMENTS GUIDE

1. Town of Avon 2017-18 Strategic Plan – www.avon.org/specialevents.com
2. Avon Brand Platform – www.avon.org/specialevents.com
3. Producer’s using Town owned venues are generally responsible for one or more of the production requirements and associated costs listed below. Other costs and requirements may vary, depending on the special event. All standard boilerplate agreement terms also apply, but are not listed here. A sample Town Agreement shall be made available to all funded producers by not later than December 1, 2016.
 - a. Imposition of a \$3.00 per day/per ticket Admission Fee, on all paid admissions; Resolution 15-18 can be found at www.avon.org/specialevents.com
 - b. Amplified Sound Permit and Ordinance 15-07 can be found at www.avon.org/specialevents.com
 - c. Sanitation Requirements, as indicated in Table 1 unless amended:

Table 1 - SANITATION REQUIREMENTS
PORTABLE RESTROOMS (Standard Units)

No Food / Beverages						Food / Beverage Consumption					
Length of Event in Hours						Length of Event in Hours					
	2	4	6	8	10		2	4	6	8	10
Crowd Size ⁽¹⁾						Crowd Size ⁽¹⁾					
< 125	0	1	1	2	3	< 125	0	1	1	2	4
125 - 250	3	4	5	6	8	125 - 250	4	5	6	7	10
251 - 500	5	6	7	9	12	251 - 500	6	7	8	11	14
501 - 1,000	8	8	9	12	13	501 - 1,000	10	10	11	14	16
1,001 - 3,000	14	19	22	23	24	1,001 - 3,000	17	23	26	28	29
3,001 - 5,000	23	30	36	39	40	3,001 - 5,000	28	36	43	47	48
5,001 - 7,000	32	45	51	54	57	5,001 - 7,000	38	54	61	65	68

(1) = Crowd size based off peak day
 The consumption of food, liquids, beer and other alcoholic beverages will increase usage by 15-20%
 Weather should also be factored however generally, warmer weather may increase usage
 Generally, each person will use the facilities once every four hours with mix 50% male/female - higher percentage of women add 15-20%
 5% of total standard units must be ADA compliant; if clustered in groups 5% of the cluster must be ADA compliant
 One handwashing station per 20 standard units is recommended

- d. Resource Recovery/Recycling - the producer will have large discretion in fulfilling the “leave no trace behind” ethic.
- e. All security to assure the event will be operated in a safe secure manner; except for granted in-kind Town of Avon Police service hours, if any.
- f. All required medical and emergency response services to assure the event will be operated in a safe secure manner.
- g. Please indicate by checking one box below how many parking spaces you anticipate needing per day for event attendee parking assuming 2.5 people per car and taking into considering the anticipated percentage of attendees parking at their lodging accommodations. Producer agrees to encourage attendees, staff, volunteers, etc. to take public transportation, ride a bike or walk through all media platforms utilized for event promotions and marketing. The Town will determine which Town owned and private parking lots are required to accommodate the needs of the event. The Town of Avon shall secure public and private parking lots, as needed to fulfill the parking

requirements. The producer will be responsible for staffing and sanitation, if needed. The Town of Avon shall provide for all in-town bus service to and from parking if needed.

- 0 – 250 Parking Spaces
 - 251 – 500 Parking Spaces
 - 501 – 1,000 Parking Spaces
 - 1,001 – 2,000 Parking Spaces
 - 2,001 – 3,000 Parking Spaces
- h. At this time, perimeter fencing such as chain link or low-height event fencing, if needed. The Town is currently researching cost-effective options for special events.
- i. Adherence to the Town’s prohibition on marijuana business sponsorships.
- j. Preference for local non-profits to hold Liquor Licenses.
- k. Meeting Liquor Licensing and vendor business licensing requirements.
- l. Applying for bridge and road promotional banners.
- m. Damage Deposit:
 Producer shall be required to provide a damage deposit or other security instrument in a form acceptable to the Town Manager and payable to the Town of Avon as outlined in Table 2 below.

Table 2	
# of People	Required Damage Deposit
Less than 1,000	\$0
1,001 – 2,000	\$5,000
2,001 – 3,000	\$7,500
3,001 – 5,000	\$12,500

- The damage deposit is intended to secure payment of actual admissions’ fees, damages, repairs, clean-up, or any other payment or penalty due Avon.
 - The damage deposit will be at the Town of Avon Finance office no later than 5:00 p.m. 30-days prior to the approved event load-in date/time.
 - The damage deposit, less any appropriate funds for payment, if any, shall be refunded to producer not later than 30-days after the last day of the event unless otherwise agreed upon.
- n. Insurance & Indemnification:
 Producer agrees to indemnify the Town of Avon, its officers, agents and employees, and to hold them harmless against any and all claims, actions, demands or liabilities, including attorney fees and court costs, for injury, death, damage or loss to person(s) or property arising out of or directly or indirectly resulting from producer actions or omissions in connection with the conduct of the event.

Producer shall obtain general liability insurance coverage within the minimum limits set below naming Avon as an additional insured and insuring Avon and its officers, agents and employees against any and all liability and damages which may arise out of or directly or indirectly result from the conduct of the event. The policy dates shall include the entire range of dates for which Town property is used. The minimum limits and requirements of the coverage for less than 1,000 people shall include:

\$1,000,000 per occurrence primary coverage, and \$2,000,000 annual aggregate; 30 days' written notice of cancellation; host and general liquor liability insurance in the same amounts listed above if applicable; \$1,000,000 personal and advertising injury coverage; and \$50,000 fire damage. For more than 1,000 people, see the Table 3 below for requirements:

# of People	Limits Per Occurrence / Requirements	Aggregate	Host Liquor Liability	Personal & Advertising Injury	Fire	Automobile
1,001 – 2,000	\$2M	\$3M	\$1M	\$1M	\$50,000	\$1M
2,001 – 3,000	\$3M	\$4M	\$1M	\$1M	\$50,000	\$1M
3,001 – 5,000	\$4M	\$5M	\$1M	\$1M	\$50,000	\$1M

Producer shall provide to Avon proof of Comprehensive Automobile Liability insurance for any private motor vehicles owned by producer or its officers, agents, or employees that are used as part of the event. The insurance policy shall provide that it is primary insurance and that its coverage will apply prior to utilization of Avon's general liability coverage.

- o. Provide a Post Event Recap within 60 days of the special event commencing.
4. Town of Avon Event Assets – The Town of Avon will continue to make its special event assets, including but not limited power distribution equipment, 10 x 10 tents, tables, chairs, etc. to producers to help defray the cost of production.