



2018 SPECIAL EVENTS

City of Delray Beach
City Commission
November 13, 2018



Special Events Policy: A brief history



TIMELINE OF HOW WE GOT HERE

2014 – 2015: Stakeholder engagement meetings to address (then) concerns with Special Events

2016: New Policy Adopted by City Commission

2016-2018: Feedback received from internal and external stakeholders about policy, application, processing timelines, billing

2018: Policy review & recommendations for policy modifications to improve the application and permitting process

Special Events Policy: Improvements



- Reduced event categories from 7 types to 3 types
- Shortened approval process times
- Official List of Annual/Hometown Events
- Clearer definition of Non-profit Entity
- Inclusion of recommendation to implement “green” event practices
- Simplified charges for services
- Clearer process to request City Co-Sponsorship of Events
- Streamlined application – 6 pages to 4 pages
- Quick Permitting Guide (No More 88 page guidebook) – now a trifold pamphlet
- Online/ fillable application
- Past due balance = No Application

Special Events Policy: 2018 Recommendations



Reduction of Event Types through development of New event definitions

2016 Event Type	2018 Proposed NEW Event Type
Athletic Event	Commercial Event (For-Profit/Non-Profit)
Block Party	
Parade Event	
Private Event	Community Event (For-Profit/Non-Profit)
Public Event - Minor	Athletic Competition Event (For-Profit/Non-Profit)
Public Event - Intermediate	
Public Event - Major	

Special Events Policy: 2018 Recommendations



2018 Proposed New Event Types - Examples

2018 Proposed NEW Event Type	Examples
Commercial Event (For-Profit/Non-Profit)	Concerts, festivals that require a ticket or paid admission
Community Event (For-Profit/Non-Profit)	Block parties, free festivals, free concerts, Green Market
Athletic Competition Event (For-Profit/Non-Profit)	5K, 10K, marathon road race, charity fitness/awareness walk, bike race

Special Events: 2018 Recommendations



Shorter Application Due Dates

2016 Application Deadlines

Event Permit Type	Initial Application Deadline (Days Prior to Event Date)
Athletic Event	45 – 180*
Block Party	45
Parade Event	180
Private Event	45
Public Event – Minor	45
Public Event - Intermediate	90
Public Event – Major	180

* Dependent on the size and nature of the athletic event.

2018 Proposed Application Deadlines

Event Permit Type	Deadline to Submit Application (days prior to event date)	Appx. SEO/SETAC Processing Time (days prior to event date)	Approval Authority
Commercial Event (For-Profit/Non-Profit)	90	60	City Commission with SEO and SETAC recommendation
Community Event (For-Profit/Non-Profit)	90	60	
Athletic Event (For-Profit/Non-Profit)	45	30	SEO with SETAC recommendation

* Applications may be received after the deadline and may incur a \$100 late application fee.

Special Events: 2018 Recommendations



List of Annual City Special Events

Veterans' Day
100' Christmas Tree and associated events
Holiday Tree Lighting Ceremonies
Holiday Parade
4th of the July Festivities
Turkey Trot
Surf Festival
KidsFest
Spring Fest/Egg Hunt
National Night Out
Family Fun Day

* City may contract with outside/3rd party to produce these events, as needed.

Special Events: 2018 Recommendations



Clearly defined definition of a non-profit entity

NON-PROFIT ENTITY – A “Non-profit” entity must work to serve a public purpose, rather than to provide financial benefit to any individual, corporation, or entity. The “Non-profit” organization must be organized around a cause, mission, or community need. The “Non-profit” entity must be registered and active on Sunbiz.org, an official website of the State of Florida Division of Corporations, provide a copy of the Federal Employer Identification number (FEIN) and Internal Revenue Service (IRS) non-profit certification, as well as detailed information about how the proposed event serves a public purpose to foster an authentic and inspiring community that celebrates our history while building toward the future.

Special Events: 2018 Recommendations



Includes Recommendation to Implement “Green” Event Practices

- Reduction/elimination in the use of plastic and Styrofoam
 - Discouraging the use of single-use plastics



Special Events: 2018 Recommendations



Simplification of Charges for Fees & Services – No SURPRISES

- Preliminary estimate to be give at time of application
(Producer can decide if they want to submit application after they get the preliminary estimate)
- The City will provide the event cost based on the application. The cost provided by the City with event approval letter will be the cost of the event*
 - Cost for City services will be based on department averages for resources and staffing

** In rare instances, if the producers makes significant changes before or during the event, then the event cost may be adjusted

Special Events: 2018 Recommendations



Past Due Balance = NO APPLICATION

Event Producer	Event Title	Event Year	Balance Due to City	2017 Event Overcharge Credit Due to Vendors	Balance Due to City/ Balance owed to Vendor
Delray Beach Historical Society	Winter Social 2017	2017	\$ 49.96	(\$235.18)	(\$185.22)
Delray Beach Sports Exhibitors	City of Stars Meet and Greet	2016	\$ 932.31	NA	\$932.31
Discrimination Free Zone Fnd.	Discrimination Free Zone 5K 2016	2016	\$ 2,408.99	NA	\$2,408.99
Kreole Kamp Inc.	Hatian American Multicultural Fest 2016	2016	\$ 2,547.42	NA	\$2,547.42
Old School Square Center Arts	Art on the Square	2017	\$ 2,951.23	\$0.00	\$2,951.23
Old School Square Center Arts	Craft Beer Festival	2017	\$ 1,773.78	\$0.00	\$1,773.78
Old School Square Center Arts	Friday night concerts DEC 2017	2017	\$ 1,760.05	\$0.00	\$1,760.05
Old School Square Center Arts	Friday night concerts NOV 2017	2017	\$ 6,825.95	\$0.00	\$6,825.95
Old School Square Center Arts	Friday night concerts OCT 2017	2017	\$ 5,103.08	\$0.00	\$5,103.08
PBC Sports Commission, Inc.	Mens Soccer Championship 2017	2017	\$ 177.00	(\$900.00)	(\$723.00)
Roots Cultural of Delray	Roots Cultural Festival 2015	2015	\$ 7,042.82	NA	\$7,042.82
Saltwater Brewery	Saltwater Brewery Anniversary 2017	2017	\$ 228.62	(\$347.44)	(\$118.82)
Totals			\$ 31,801.21	\$ (1,482.62)	\$ 30,318.59

Special Events: 2018 Recommendations



- Reset the Clock
 - Forgive Balances for all Non-Profit Past Due Amounts -
 - \$12,931.54 total due from 4 Non-Profit organizations

Special Events: 2018 Recommendations



City Co-Sponsorships – Alignment with Goals of Commission

Requests for City Co-Sponsorship of Events may only be requested by Community/Athletic Non-profit events who must quantify how their event serves a public purpose which will foster an authentic and inspiring community that celebrates our history while building toward the future. Examples of public purposes which may be considered for City Co-sponsorship include:

- Promoting community welfare;
- Improving the quality of life for citizens and visitors;
 - Building a sense of community;
- Providing enriched cultural opportunities

If granted a City Co-Sponsorship, the City of Delray Beach must be included, but not limited to the following: inclusion in all promotional material, booth space, participant registrations, etc.

Special Events: 2018 Recommendations



New Streamlined Application

- 2016 application = 6 pages
- 2018 application = 4 pages

CITY OF DELRAY BEACH Parks and Recreation Department



50 NW 1st AVENUE, DELRAY BEACH, FLORIDA 33444

APPLICATION FOR SPECIAL EVENT

Submittal of this application does not guarantee approval for the event.

Please make sure that you fill out this application completely. Do not forget to include a check for \$150.00 (non-refundable application fee) payable to the City of Delray Beach.

Applicant Information

Applicant: _____ Website: _____
Organization/Corporation

Address: _____
Street Address Apartment/Unit #

City _____ State _____ ZIP Code _____

Phone: _____ Email _____

Event Producer Name: _____ Cell Phone: _____
First Last

Type of Event (check event type and circle organization type):

☐ Commercial (For-Profit/Non-Profit) ☐ Community (For-Profit/Non-Profit) ☐ Athletic (For-Profit/Non-Profit)

Event Information

Event Name/Title: _____

Request Event Location: _____

Event Description: _____

	EVENT DATE	DAY OF WEEK	START TIME	END TIME
DAY 1				
DAY 2				
DAY 3				

Set-up will begin on: _____ at _____ AM / PM
Date Time

Breakdown will be completed by _____ at _____ AM / PM
Date Time

Special Events: 2018 Recommendations



New Quick Permitting Guide

- 2016 Guidebook = 88 pages
- 2018 Quick Guide = trifold pamphlet

Front



How do I know if my organization qualifies as a non-profit?

A "Non-profit" organization must work to serve a public purpose, rather than to provide financial benefit to any individual, corporation, or entity. The "Non-profit" organization must be organized around a cause, mission, or community need. The following items are needed to qualify for the "Non-profit" designation:

- Sunbiz registration
- Copy of the FEIN# and IRS non-profit certification.
- Detailed statement about how their proposed event serves a public purpose to foster an authentic and inspiring community that celebrates our history while building toward the future.

The City of Delray Beach

About Us

Delray Beach recognizes that special events provide opportunities to promote community welfare, improve quality of life for citizens and visitors, build a sense of community, provide enriched cultural opportunities, draw visitors to Delray Beach, and contribute to the economy of the community.

Contact Us

City of Delray Beach Parks & Recreation
Office of Special Events

Address: 50 NW 1st Avenue
Delray Beach, FL 33444

Phone: 561-243-7250
Email: fisher@mydelraybeach.com
Web: www.mydelraybeach.com



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What is considered a Special Event in Delray Beach?

A Special Event as defined in City Code Sec. 101.32 means

An organized or planned gathering or persons having a common purpose, design, or goal, that occurs on City-owned, City-controlled, or private property that has an impact on the services that are regularly provided by the City, such as health, fire, and police. Examples of special events include:

Festivals
Exhibitions
Concerts
Athletic Road Races
Parades

What types of special events are permitted in Delray Beach?

Events in Delray Beach are categorized into three (3) types:

Commercial Event: For-Profit/Non-Profit

- Examples include: concerts, festivals, and other larger-scale event which require paid admission

Community Event: For-Profit/Non-Profit

- Examples include: block parties, free festivals, free concerts, Green Market

Athletic Event: For-Profit/Non-Profit

- Examples include: 5k run, bike ride, event is open to the public but may require a registration fee for participants

How do I know which category to choose on my application?

The Special Events policy provides in-depth descriptions of each category is available. The City of Delray Beach Parks & Recreation – Special Events Office is available to help you select the appropriate category based on the information provided in your application.

How do I apply for a Special Event permit and when is it due?

Complete the Special Event permit application (include the \$150 non-refundable application fee) and submit it to the City of Delray Beach Parks & Recreation. The deadline to submit a Special Event application is noted below:

Event Permit Type	Deadline to Submit Application (days prior to event date)	Approx. Permit Processing Time (days prior to event date)
Commercial Event (For-Profit/Non-Profit)	90	60
Community Event (For-Profit/Non-Profit)	90	60
Athletic Event (For-Profit/Non-Profit)	45	30

How do I know if my application is approved?

The City of Delray Beach will contact you once your application is submitted and will provide you with a preliminary cost estimate. At your direction, they will submit the application to our Special Events Technical Advisory Committee (SETAC) for review. After this review, you will be contacted by email and mail with your approval/denial letter.

SPECIAL EVENTS GUIDE

A How-to-Guide to Permit a Special Event in Delray Beach

Special Events: 2018 Action Plan



If 2018 Special Event Policy is Approved the Implementation Timeline will be:

Immediate implementation of new application

Immediate removal of 2016 Guidebook & Application from City website – Update website

December 1, 2018 – 30 day stakeholder/producer & public notification

January 1, 2019 – Policy Implementation

Special Events Policy



Questions?

