

CITY OF JACKSONVILLE BEACH SPECIAL EVENT POLICY

Department of Parks and Recreation

Revised November 2024



2508 South Beach Parkway
Jacksonville Beach, Florida 32250

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PURPOSE

The purpose of this policy is to outline the requirements to hold a Special Event on the public property of the City of Jacksonville Beach, hereafter called the City. These requirements are intended to safeguard event participants and the public property belonging to the citizens of Jacksonville Beach. A Special Event is reasonably expected to require, for its safe and successful execution, the coordination of City services or the organization of the Special Event to a degree above that which the City provides under ordinary, everyday circumstances. City staff will maintain clear and transparent processes and procedures consistent with this policy.

CHAPTER 1. DEFINITIONS

1.01 DEFINITIONS

- A. Alcohol.** For the purposes of this policy, the words Alcohol and Alcoholic Beverage shall mean beer and/or wine only and do *not* include mixed drinks containing beer, wine, liquor or other distilled spirits. Only beer and/or wine may be sold, distributed, and/or consumed at Festivals.
- B. Certified Crowd Manager.** The Certified Crowd Manager responsibilities include but are not limited to: keeping entrances/exits clear, preventing overcrowding, assisting orderly evacuation during an emergency, and/or identifying attendees who may potentially cause problems. All Special Events with expected participation of over 500 individuals will be required to have at least one Certified Crowd Manager and the City reserves the right to determine the required number of Certified Crowd Managers based on the size and scope of the Special Event. Certification can be obtained through an online course.
- C. Event Producer/Event Co-Producer.** Event Producer shall mean the person who is financially responsible for all fees, deposits, damages, or other charges for holding a Special Event in the City and is considered the applicant for the event. The Event Producer has the authority to make decisions regarding the Special Event, including cancellation of the Special Event due to weather conditions or for other reasons. The holder of the Alcoholic Beverage Temporary License/Permit shall be considered to be the Event Co-Producer of the Special Event and will be required to sign the Special Event Permit.

The Event Producer serves as the point of contact for inquiries and issues that need to be resolved. It is a requirement that the Event Producer is present for the permit meeting as well as the site walkthroughs, both prior to and after the Special Event.
- D. Facility Rental Area.** The Facility Rental Areas are defined as the Sea Walk Pavilion, Latham Plaza, and the municipal parking lot as outlined in Appendix 1.
- E. Festival.** Festival shall mean an event held at the Facility Rental Area which includes alcohol sales, distribution, and/or consumption and will exceed four hours in duration. It is the intention of the City not to allow an event that includes the sale, distribution and/or consumption of alcohol if the event is less than four hours in length. However, an event that

provides alcohol for consumption as an ancillary supplement, might not be classified a Festival. For example, a run/race that offers beer to runners at the completion of the run is not classified a Festival or Special Event. Special Events where alcohol is an ancillary supplement, are subject to the same requirements outlined under paragraphs 1 and 2 in Section 1.02 (D).

- F. Special Event.** Special Event shall mean any preplanned meeting, activity, parade, or gathering of a group of persons, animals, or vehicles, or a combination thereof, having a common purpose to be held at the Facility Rental Area, or on the beach proper, or in the ocean. The term Special Event includes, but is not limited to, Festivals (as defined below), fundraisers, exhibitions, musical performances, races, parades, walks/runs, athletic events, fairs, and markets, etc.

The City does not permit Special Events, Festivals or publicly promoted gatherings on any other public property.

Unauthorized events include any events or gatherings that are publicly promoted and have not successfully completed the Special Events application process.

Unauthorized or unpermitted events held on City property shall be subject to law enforcement action as authorized by Florida Statutes, including but not limited, to §§316.1891 and 877.03, F.S.

No Special Event shall utilize the Latham Municipal Parking Lot during paid parking season. Approved exceptions are: Springing the Blues, Opening of the Beaches Parade, Oktoberfest, and the Air Show.

Special Events, other than Festivals, may be held between the hours of 6:00 AM and 10:00 PM. Sound levels at all Special Events must comply with the City's noise ordinance. The length of a Special Event, which is not a Festival, is limited to two consecutive days.

- G. Special Event Committee.** The Special Event Committee, whose members are appointed by the City Manager, is responsible for reviewing and approving each application to hold a Special Event. The Special Event Committee is comprised of the following individuals or their designees: Parks and Recreation Director as Chairperson; Special Events Coordinator; Police Chief; Fire Marshal; Director of Public Works; JFRD Special Events Coordinator; and Ocean Rescue Supervisor. The Special Event Committee meets with each Event Producer after an application has been submitted and reviews logistics and planning for the Special Event's successful production.

- H. Special Event Permit.** A Special Event Permit is a permit issued after all requirements are met by the Event Producer and all applicable advance fees are paid. The Special Event Permit will cover the Event Producer and their selected vendors. A Special Event Permit must be issued for each Special Event. Additional permits and licenses may be required for tents, alcohol, outside vendors, signs, banners, electricity, and miscellaneous construction. No person shall engage in, participate in, aid, form, or start any Special Event

unless a Special Event Permit has been obtained from the Special Event Committee. Once a Special Event Permit is issued it is non-transferrable to any other persons or entities.

1.02 EVENT TYPES

The City will not approve a non-City produced Special Event or Festival on a City-recognized holiday or on a weekend adjacent to a City-recognized holiday. City recognized holidays are:

- 1) New Year's Day
- 2) Martin Luther King Day
- 3) President's Day
- 4) Memorial Day
- 5) Juneteenth
- 6) 4th of July
- 7) Labor Day
- 8) Veteran's Day
- 9) Thanksgiving Day
- 10) Friday after Thanksgiving Day
- 11) Christmas Eve
- 12) Christmas Day

No Special Event may be scheduled seven days prior to, or seven days after the 4th of July holiday in any year.

It is the intent of the City to prioritize Special Events in the order in which they are listed below.

A. City-produced Events.

City-produced Events are Special Events produced and managed by the City and authorized by City Council each year. The City Manager is authorized to reschedule a City-produced Event if the need presents itself. City-produced Events may be held on holidays or on a weekend before or after a holiday.

B. Co-sponsored Events.

Co-sponsored Events are Special Events that are planned and conducted by an outside nonprofit organization with the assistance of City staff time, equipment, public safety services, and/or the use of facilities. The nonprofit organization must provide a notarized income statement and balance sheet which provide sufficient detail to demonstrate the sources and uses of revenue generated by the Special Event. Co-sponsored Events shall not allow the sale, distribution, or consumption of Alcohol. Co-sponsored Events may be held on holiday or holiday adjacent weekends. To qualify, nonprofit organizations must meet the requirements of the Co-Sponsorship Policy and fill out a separate application for review and approval. See Appendix 2 Co-Sponsorship Policy.

C. Beach/Ocean Events.

1. Beach/Ocean Events are Special Events which take place in whole or in part on the beach proper or in the ocean. This includes, but is not limited to, athletic events such

as soccer tournaments, volleyball tournaments, surf contests, obstacle courses, walks/runs/swims, etc. Beach/Ocean Events require the same permit process and authorization as any other Special Event as defined in Section 1.01 paragraph A.

2. Beach/Ocean Events are also subject to the conditions and restrictions outlined by the Florida Department of Environmental Protection (FDEP) Requirements for Special Events Located Seaward of the Coastal Construction Control Line. The City's current FDEP Blanket Field Permit will cover normal FDEP Field Permit requirements and is authorized to permit Special Events that meet its requirements. Should the Special Events Committee determine that additional permitting is required, the applicant will be required to contact the FDEP or other State agency or organization for additional approval.
3. The Ocean Rescue Supervisor may determine if Ocean Rescue services are required depending on the scope of the Beach/Ocean Event. The Ocean Rescue Supervisor or his/her designee has the authority to cancel or suspend an event based on dangerous conditions or any other safety concerns. Athletic camps must register through the City Clerk's Office and receive a permit from the City Clerk's Office.
4. Sea Turtle Nesting Season: Sea Turtle Nesting season is May 1 through October 31 and requires additional restrictions during this time, including but not limited to, usage of lights and placement of structures on the beach proper.
5. Any Special Event that takes place in the ocean must be at least 300 feet away from the North or South side of the fishing pier.
6. Coordination with the Jacksonville Beach Ocean Rescue Supervisor, or his/her designee, must take place to ensure the success of these Special Events. The Supervisor's guidance is required to ensure safety.
7. Rental fees and security deposits are required for Special Events held on the beach.
8. If there is an unauthorized and unpermitted Special Event on the beach, the City Manager or designee shall have the authority to cancel and suspend said Special Event.

D. Festivals.

A Festival is a Special Event held at the Facility Rental Area that includes alcohol sales, distribution, and/or consumption.

Before issuance of a Special Event Permit, the Event Producer must secure a required State Temporary License/Permit for the sale of alcoholic beverages from the Department of Business and Professional Regulation and secure liquor liability insurance in the amount of two million dollars (\$2,000,000). A copy of all state temporary alcoholic beverage permits

and alcohol insurance must be provided to the Parks & Recreation Department 20 calendar days before the Special Event. The person or entity who holds the temporary alcohol permit must submit their most recent IRS 990 form with their Special Event Application. The number of alcohol permits per entity that may be approved by the City are limited by the Code of Ordinances, Chapter 4 sec.4-2(a).

1. Alcohol Requirements and Distribution:

- a. The entire area where alcoholic beverages will be sold, distributed, and/or consumed must be defined and fenced and clearly marked with signs stating “No alcohol beyond this point”. The Fire Marshal will set the required number of entrances and exits based on the size and scope of the Special Event.
- b. Jacksonville Beach Police Department presence is required for any and all Festivals. The number of officers required will be determined by the Chief of Police or his/her designee, based on, but not limited to, the number of entrances and exits to the designated alcohol area, as well as the size and scope of the Special Event. Additional police presence may be requested with an “extra duty officer form” and must be submitted with the Special Event application.
- c. Regardless of Jacksonville Beach Police Department presence, it is the responsibility of the Event Producer to ensure all participants meet the minimum drinking age requirements.
- d. All additional charges for extra duty police officers will be the responsibility of the Event Producer and shall be paid directly to the Jacksonville Beach Police Department.
- e. The following sales and/or promotions are **prohibited**:
 - “All you can drink” events
 - “Unlimited alcohol” with any kind of ticket or wristband purchase.
 - “Buy one, get one free” sales
 - Using alcohol as an inducement to purchase a ticket into a VIP or paid, priority seating area
- f. Cup sizes are limited to a maximum of 16 ounces.
- g. Last call for alcohol announcements must be made no later than 30 minutes prior to the end of the Special Event. During the last-call time period, all alcohol sales are limited to one drink per person. Alcohol sales are required to cease no later than 15 minutes prior to the end of the Special Event. All last-call activities will be monitored and enforced by the Jacksonville Beach Police Department.

- 2. Liquor Liability:** If Alcoholic Beverages are being sold, distributed, or consumed at a Festival or Special Event, the Event Producer must provide the City with a Liquor Liability Endorsement or a separate insurance policy in the amount of two million dollars (\$2,000,000). A copy of the Certificate of Insurance must be provided to the Parks & Recreation Department naming the City as Additional Insured.

- 3. Length and frequency of Festivals:** Only one Festival may be held per month. The total number of Festivals per calendar year is limited to 10. Festivals occurring in October through February may be two consecutive days; Festivals occurring in March through September may be one day in length. Approved exceptions are: Florida Fin Fest, which may be two days in duration; Springing the Blues and the Air Show which may be three consecutive days. In years that the City of Jacksonville Beach hosts the Air Show, no additional Festival may be held on either the weekend prior to the Air Show or on the weekend following the Air Show.

Festival hours are restricted to:
Fridays: 5:00PM until 10:00PM
Saturdays: 12:00PM until 10:00PM
Sundays: 12:00PM until 8:00PM

CHAPTER 2. APPLICATION FOR SPECIAL EVENT

2.01 APPLICATION REQUIREMENTS

- A.** Any person, firm, corporation, or business, either for profit or not-for-profit, seeking to conduct a Special Event in the City for which a Special Event Permit is required shall file an application for a Special Event Permit using the application form and instructions published by the City. A completed Special Event Application must be received no later than 90 calendar days before the date of the event and no earlier than 365 calendar days before the date of the event. **Submission of an application does not constitute issuance of a permit.**
- B.** No person, organization, firm or corporation shall conduct, participate in, advertise for or in any way promote, organize, control, manage, solicit or induce participation in a Special Event unless a Special Event Permit has first been obtained from the City.
- C.** To secure a Special Event Permit, the Event Producer must meet all stipulations and any requirements specified at the Special Events Committee meeting, if one is held, and is responsible for obtaining all required local and state permits and licenses.
- D.** The Event Producer must submit the advance fees to the Special Events Coordinator not less than 45 calendar days before the date of the Special Event.
- E.** The Event Producer must submit a copy of all required permits, temporary licenses, and insurance certificates, if applicable, to the Special Events Coordinator not less than 20 calendar days before the date of the Special Event.
- F.** If all stipulations, requirements, and timeline due dates are met by the Event Producer, and there are no conflicting Special Event dates on the calendar, and if all required permits, temporary licenses, insurance certificates, if applicable, security deposit and advance fees are received from the Event Producer, the Parks & Recreation Director or

designee may issue the Special Event Permit not less than 10 calendar days prior to the Special Event date. The Special Event Permit may be issued earlier than 10 calendar days prior to the event date provided all conditions have been met.

2.02 SCHEDULING

- A.** The Special Event calendar is managed within the Parks and Recreation Department. The City reserves the right to limit the number of Special Events during each calendar year. Factors that are considered when scheduling include but are not limited to: size and scope of the Special Event; infrastructure and City staff available to support the Special Event; potential conflicts with other Special Events or park users, degree of impact on the park and surrounding neighborhood; and Event Producer's plan to manage the Special Event.
- B.** First right of refusal goes to annual Special Events that have taken place at least five consecutive years. If an applicant submits an application for a Special Event or Festival in which an annual Special Event has occurred at least five consecutive years or longer, the annual Event Producer will be notified, and has five business days to submit an application and deposit to hold that date, or rights are forfeited. First right of refusal is forfeited and restarts if an event is canceled by the Event Producer without sufficient cause, excluding safety related reasons.
- C.** First right of refusal does not apply to events that do not meet the consecutive years requirement. If multiple applications are received for the same event date, the approved application will go to the first Event Producer to submit a completed application along with the required deposit fee.
- D.** All applications shall be received by the Special Events Coordinator who, upon receipt, will review the details of the Special Event, address any concerns, and determine if it is appropriate to move forward with a Special Event Committee meeting.
- E.** Prior to approval of the application, the Event Producer must make any requested adjustments as recommended by the Special Event Committee and remit the required deposit in order to secure the requested event dates. Failure to comply may result in denial of the application.

2.03 CONDITIONS FOR PERMIT

- A.** All activities conducted as part of a Special Event are required to comply with the provisions of all City Code of Ordinances, the Special Event Policy, State and federal law, and the Americans with Disabilities Act (ADA) requirements and guidelines. Specific Code of Ordinances affecting Special Events include, but are not limited to: [Chapter 4, Alcoholic Beverages](#); [Chapter 18, Noise](#); [Chapter 19.5, Special Events and Festivals](#); [Chapter 20, Parks and Recreation](#); and [Chapter 34, Land Development Code](#). The ADA National Network also offers a [guide](#) to making Special Events accessible to people with disabilities.

1. An Event Producer holding a Special Event Permit must abide by all policies, procedures, and stipulations outlined in the Special Event Permit. Non-compliance may result in the event being canceled or shut down.
 2. An Event Producer who does not comply with the City's Code of Ordinances, Special Event Policy, ADA requirements and guidelines, or the conditions outlined in a Special Event Permit, and who does not pay all event fees and charges on time, shall forfeit the right to produce future events for the succeeding 2 years.
- B. The public area utilized shall be cleaned immediately following any Special Event and in all respects restored to its former condition within 24 hours after the Special Event, or such other period as fixed by written agreement or the Special Event Permit. A refundable security deposit may be required, to ensure that any damage is repaired and the premises returned to its previous condition.
- C. A Special Event Permit holder shall indemnify and hold the City harmless from any and all claims, suits, actions, damages or causes of action arising as a result of the special event or of the condition of the premises on which the special event is held, including those arising during the event itself, and those arising during its preparation and removal before and after the event, for any personal injury or loss of life, or damage to or loss of property, and from and against any orders, judgments, or decrees which may be entered thereon, and from and against any costs and attorneys' fees incurred in and about the defense of any such claims, and the investigation thereof.
- D. All permits necessary to conduct the Special Event shall be obtained and copies thereof provided to the City not less than 20 days prior to the first day of the Special Event, unless a shorter time period is agreed to by the City. Copies of all permits shall be on-site during the entire Special Event, including set up and break down periods

CHAPTER 3. DENIAL OF SPECIAL EVENT APPLICATION

The Special Event Committee may reject an application for reasons including, but not limited to the following:

- A. **The City reserves the discretion to deny any application for a Special Event Permit.**
- B. The proposed Special Event would negatively impact the Facility Rental Area and/or landscaping and grounds.
- C. The proposed Special Event would produce unsanitary conditions or harm the environment.
- D. The proposed Special Event is of such size and scope to potentially surpass the City's ability to provide services or its ability to ensure the safety of the public or property, or the

City is unable to provide the services required by the applicant to conduct the Special Event due to budgetary or staffing constraints.

- E. The proposed Special Event and/or Event Producer is in violation of or has previously violated the City's Code of Ordinances, Special Event Policy, Special Event Permit requirements, or ADA requirements and guidelines; or fees and charges as outlined in the Fee Schedule Resolution were not paid within the designated timeframes.
- F. After-action reports completed by City staff following a Special Event previously produced by the applicant indicate that the Event Producer created unsafe conditions, or failed to correct event problems identified by City representatives at any time.
- G. The submission of false or inaccurate information in the Special Event Permit application, or failure to provide all information and documentation required by this policy, or failure to obtain all necessary permits, or failure to make payment of fees or charges, shall be cause for denial of the Special Event application.
- H. The Special Event application was not timely submitted, or the Special Event request (including any required attachments and submissions) was not fully completed and executed.
- I. The Event Producer is financially indebted to the City or to a partner agency.
- J. The Event Producer has not timely tendered the security deposit, permit fee or certificate of insurance.
- K. The Event Producer's prior Special Event created a burden on traffic, or neighborhood parking issues; or noise issues; or impacted on City services; or resulted in multiple or excessive citizen complaints.
- L. A special event reservation request for the same time and place has been received, and a special event permit has or will be granted to the prior applicant.
- M. The Special Event Committee may rely on other information, such as references from other agencies where the Special Event was held, to determine approval or denial of Special Event applications.

CHAPTER 4. APPEAL OF DENIAL OF SPECIAL EVENT APPLICATION OR CANCELLATION OF SPECIAL EVENT PERMIT

- A. The City of Jacksonville Beach will not be responsible for any economic loss or damage resulting from denial of a Special Event request, or cancellation of a Special Event Permit.
- B. Except as otherwise provided herein, an appeal of the decision of the Special Event Committee regarding a permit application shall be submitted to the City Manager for

consideration. The City Manager has the authority to deny or cancel a Special Event Permit for violations of the Special Event Policy or Special Event Permit or for failure to meet the requirements specified in either. The City Manager's decision to deny a Special Event Permit application will be final.

CHAPTER 5. GENERAL POLICIES

- A.** If any item under CHAPTER 5: GENERAL POLICES is violated, it may result in permit revocation or cancellation. These items are subject to police enforcement and may render the Special Event Permit null and void, thus cancelling the Special Event and possibly causing forfeiture of the opportunity to produce future Special Events. The Special Event may be shut down at the City Manager's discretion.
- B.** Site Walkthroughs: Site walkthroughs are mandatory for Event Producers to attend. Site Walkthroughs are intended to determine if there are any issues with the hardscapes prior to the event, to inspect the facilities, and to return the keys to the facility post-Special Event.
- C.** Banners and Promotional Materials: Advertising with banners and promotional materials are strictly prohibited until the date(s) and time(s) of said Special Event are approved in writing. Street banners may be requested through the Parks & Recreation Department and will have an associated cost of \$50.00 per banner.
- D.** Portable Restrooms: The required number of portable restrooms will be determined by the Special Event Committee based on the number of expected participants. 5%, and no less than one of all portable toilets in each grouping of toilets must be ADA compliant per Special Event. Portable restrooms must be removed within 24 hours of the conclusion of the Special Event. All fees for portable restrooms are the responsibility of the Event Producer.
- E.** Trash Removal: The Event Producer shall pay for dumpsters and receptacles as required and is responsible for removal of all waste from the Facility Rental Area. The number of dumpsters will be determined by the Special Event Committee based on the size and scope of the Special Event. The Event Producer will be responsible for any additional special maintenance services required.
- F.** Food and Beverage Vendors: All precautions must be made to prevent food, debris, and grease from entering into the City's stormwater system. The Event Producer is responsible for ensuring that food vendors containerize all cooking materials, especially grease, and that any and all by-products are disposed of properly and removed from the City's premises. Food and/or beverage vendors may not use glass or glass containers and must serve all beverages in a plastic or paper cup. All tents and vendors are subject to inspection by the Fire Marshal per the Florida Fire Prevention Code.

- G. Emergency Medical Service Requirements:** Per City of Jacksonville and Jacksonville Fire and Rescue Department requirements, EMS services and associated fees are required to carry out Special Events with an expected crowd size larger than 500 participants and may be required for smaller Special Events based on the scope of the Special Event. The requirement increases incrementally per every additional 500 participants. All fees will be charged by and paid to the City of Jacksonville separate from the City of Jacksonville Beach.
- H. Ticket Sales:** No Special Event will be considered that requires paid admission. Paid priority seating is allowed only in the SeaWalk Pavilion as long as at least one half (50%) of the SeaWalk Pavilion Lawn is open and free to the general public. Latham Plaza must remain free and open to the public.
- I. Noise Ordinance:** Sound levels at all Special Events must conform to the City's noise ordinance and are the responsibility of the Event Producer. The City Manager or his/her designee may, at his/her sole discretion, establish a lower maximum noise level based on the location or other relevant circumstances relating to the specific Special Event or noisemaking device.
- J. Animals Prohibited:** Except for service animals, animals are prohibited from Special Events unless specifically authorized by permission of the City Manager. An Event Producer may need to modify their policies regarding service animals. A service animal is a dog (or, in some cases, a miniature horse) that assists a person with a disability in performing one or more tasks related to their disability. Although Special Events have a "no pets" policy, a service animal is not a pet and must be allowed into any part of the Special Event that its handler is allowed to attend. By law, Special Event staff may only ask two questions of a service animal handler: 1) is this a service animal that is needed for the person's disability?; and 2) what task(s) is the animal trained to perform? Service animals must be housebroken and under the control of their handler at all times.

Emotional support animals, comfort animals, and therapy dogs are *not* service animals under Titles II and III of the ADA because they have not been trained to perform a specific task like a service animal.

Event Producers must ensure that accessible routes to all activities and amenities, registration, customer services counters, booths, signage, and portable restrooms comply with the ADA requirements and guidelines.

- K. Personal Property:** All personal property must be removed from the premises by the final Site Walkthrough. Any property remaining will be deemed abandoned and will be removed by the City. The Event Producer will be billed if there are any fees associated with removal.
- L. Road Closure:** The standard road closure area is 1st Street North between 1st Avenue North and the North entrance to the municipal parking lot, which will be required for all Special Events that occupy both the SeaWalk Pavilion and Latham Plaza. All additional

road closures for Special Events will be determined by the Police Department and Fire Marshal. The Police Department will not permit road closures adjacent to commercial businesses unless necessary for public safety.

- M.** Letter of Understanding (LOU): Organized activities such as beach clean-ups, or motion picture filming that will take place on a public street or area within the boundaries of the City, but not in the Facility Rental Area, shall require a Letter of Understanding from the City. All requests must be made in writing to the Parks & Recreation Department at least 30 days prior to the Event activity.
- N.** City employees, sitting members on the City Council or any City boards or agencies, or any immediate family members shall not have financial involvement in any Festival or Special Event and all public officials are expected to comply with the State of Florida's Code of Ethics.
- O.** A Special Event Permit may be revoked by the City Manager or designee if conditions during the Special Event set-up or during the Special Event result in safety hazards or citations, or if the Event Producer or vendors fail to correct conditions identified by the City.
- P.** If there are dangerous weather conditions, including lightning within five miles of the Facility Rental Area, the Special Event will be suspended. The Special Event may resume after a waiting period of 30 minutes with no additional lightning. Dangerous weather conditions will be determined by the City as a matter of public safety and will be communicated to the Event Producer.
- Q.** Any unauthorized vehicles on the beach or on the boardwalk shall constitute noncompliance with the Special Event Policy and may render the Special Event Permit null and void, thus cancelling the Special Event and possibly causing forfeiture of the opportunity to produce future Special Events.
- R.** Obscene, indecent, and profane content is prohibited from being used in all music, performances, and announcements made during a Special Event. Failure to comply with this requirement may result in cancellation of the Special Event and may cause forfeiture of the opportunity to produce future Special Events.

Obscene content does not have protection by the First Amendment. For content to be ruled obscene, it must meet a three-pronged test established by the Supreme Court: 1) It must appeal to an average person's prurient interest; 2) depict or describe sexual conduct in a "patently offensive" way; and 3) taken as a whole, lack serious literary, artistic, political or scientific value.

Indecent content portrays sexual or excretory organs or activities in a way that is patently offensive but does not meet the three-prong test for obscenity.

Profane content includes "grossly offensive" language that is considered a public nuisance.

S. After-Action Reports shall be kept for all Special Events. The Special Event Committee will rely on the After-Action Reports to determine approval or denial of Special Event applications in succeeding years.

T. Smoking: Smoking is prohibited at Special Events.

CHAPTER 6. INSURANCE REQUIREMENTS

A. The City requires the Event Producer to provide the City with proof of Commercial General Liability Insurance coverage in the minimum amount of two million dollars (\$2,000,000).

1. The policy must provide coverage for general aggregate liability losses, personal and advertising injury, fire damage, medical expenses, and additional coverage for volunteer coverage, spectator liability, etc.
2. The coverage shall be written on a “per occurrence” basis and shall be inclusive of “setup and tear down” dates.
3. The City of Jacksonville Beach must be named as Additional Insured.
4. Proof of insurance shall be in the form of a standard Accord Certificate of Insurance written by a licensed insurer acceptable to the City.

B. Automobile Liability - Driving on the Beach

For all Event Producers and their representatives who wish to drive on the beach to set up or tear down for Special Events, the following automobile liability insurance is required:

1. The Event Producer must provide automobile liability insurance in the amount of two million dollars (\$2,000,000) combined single limit or two million dollars (\$2,000,000) per person bodily injury liability insurance in addition to general liability insurance.
2. The City of Jacksonville Beach must be named as Additional Insured. Certificates of Insurance must be submitted to the City within 20 calendar days of the Special Event;
 - a) If the vehicle is not personally owned, then “Hired Autos” and “Non-owned autos” insurance is required. This type of insurance is reflected in the automobile liability section of the insurance certificate;
 - b) If the vehicle is titled and registered in the name of the organization, then “All Owned Autos” insurance is required. This type of insurance is reflected in the automobile liability section of the insurance certificate.
3. In the “Description” section of the certificate, indicate the make, model, year, and VIN of each vehicle and trailer which will be accessing the beach. Only those vehicles listed on the policy may be driven on the beach and approved in the permit.
4. Event Producers must obtain a beach driving permit that requires successful completion of beach driving classes provided by our Ocean Rescue Division.

CHAPTER 7. FEES

- A.** Fees and charges for Special Events are established and periodically adjusted by a resolution approved by the Jacksonville Beach City Council. All Special Event fees are intended primarily to offset the cost to the City resulting from such Special Events; therefore, except for City-produced, Co-sponsored, or contracted Special Events, the City does not waive Special Event fees for facility rentals, permits, licenses, or any other charges for City services. Any Event Producer requesting to hold a Special Event on City property or facilities must pay all required fees within the time frame designated.
- B.** The Event Producer is responsible for any and all costs for City services as determined by the City.
- C.** An Event Producer requesting to hold a Special Event on City property or facilities must pay the security deposit and all required Special Event fees prior to the issuance of the Special Event Permit. The security deposit may be utilized to pay for City staff, cleanup, maintenance, or repair if the site is not in a condition satisfactory to the City's representative within 48 hours after the post-event inspection, unless extenuating circumstances exist and are agreed upon by City staff at the post-event Site Walkthrough.
- D.** All fees, such as facility rental fees, security deposits, administrative fees, and banner fees must be paid for and presented to the City not less than 45 calendar days in advance of the Special Event.
- E.** All required permits and temporary licenses, if applicable, must be paid and provided to the City not less than 20 calendar days in advance of the Special Event.
- F.** All other fees (e.g., personnel costs, damage compensation, etc.) due to the City must be paid within 15 calendar days after the Special Event.
- G.** The security deposit may also be used to pay for any other Special Event-related fees that remain outstanding 15 calendar days after the Special Event.
- H.** The entire deposit will be refunded within 30 days after the Special Event, providing the deposit had been paid on time and the application had complied with all conditions contained in the Special Event Permit.

CHAPTER 8. TIMELINE

Calendar Days	Action Item	Reference
90 days prior to Event date	Event Producer must complete application and supporting documentation. Submit to the Parks & Recreation Department.	Section 2.01 A
60 days prior to the Event date	Special Event Committee meeting with the Event Producer. Deposit payment required.	
45 days prior to the Event date	Final payment due (Event Producer)	Section 2.01 D
20 days prior to Event date	All additional permits and insurance documents due (Event Producer)	Section 2.01 E
15 days prior to Event date	Event Producer must notify local businesses affected by road closures; complete beach driver training course, if applicable	
10 days prior to Event date	The City will issue the final, signed Special Event Permit	Section 2.01 F
Event date		
15 days post Event date	All other applicable fees due (damage or cost incurred by the City for cleaning). The City will then issue the deposit refund.	

APPENDIX 1: FACILITY RENTAL AREA**FACILITY RENTAL AREA AND AREAS WHERE ALCOHOL MAY BE SOLD, DISTRIBUTED, AND/OR CONSUMED**

The following map defines: 1) Facility Rental and Road Closure Area; and 2) areas approved for the sale, distribution, and/or consumption of alcoholic beverages.

A. Facility Rental Area A

- a. The SeaWalk lawn area extends from the east side of 1st Street to the west side of the SeaWalk [boardwalk], and from the outer edge of the stage to the south side of the lawn.
- b. No more than 50 percent of the SeaWalk lawn area shall be designated for paid, priority seating. If fenced, the fencing will be erected along the north side of the most northern of the two 10-foot paved walkways in the middle of the SeaWalk lawn. Nothing shall be erected around the paid, priority seating area that would obstruct the view of any spectators at the festival. If anything is found to obstruct the view of spectators outside the paid, priority seating area, the producer will be required to remove it.
- c. At least one-half of Area A must remain open and free to the general public.
- d. Alcohol may be sold, distributed, and/or consumed in this area when the required fencing is in place.

B. Facility Rental Area B

- a. The Latham Plaza area extends from the west side of 1st Street to the east side of 2nd Street, and from the north side of the sidewalk on 1st Avenue North to the south side of the paver walkway located next to the north side of the Latham Plaza Parking Lot.
- b. Alcohol may be sold, distributed and/or consumed in this area when the required fencing is in place.

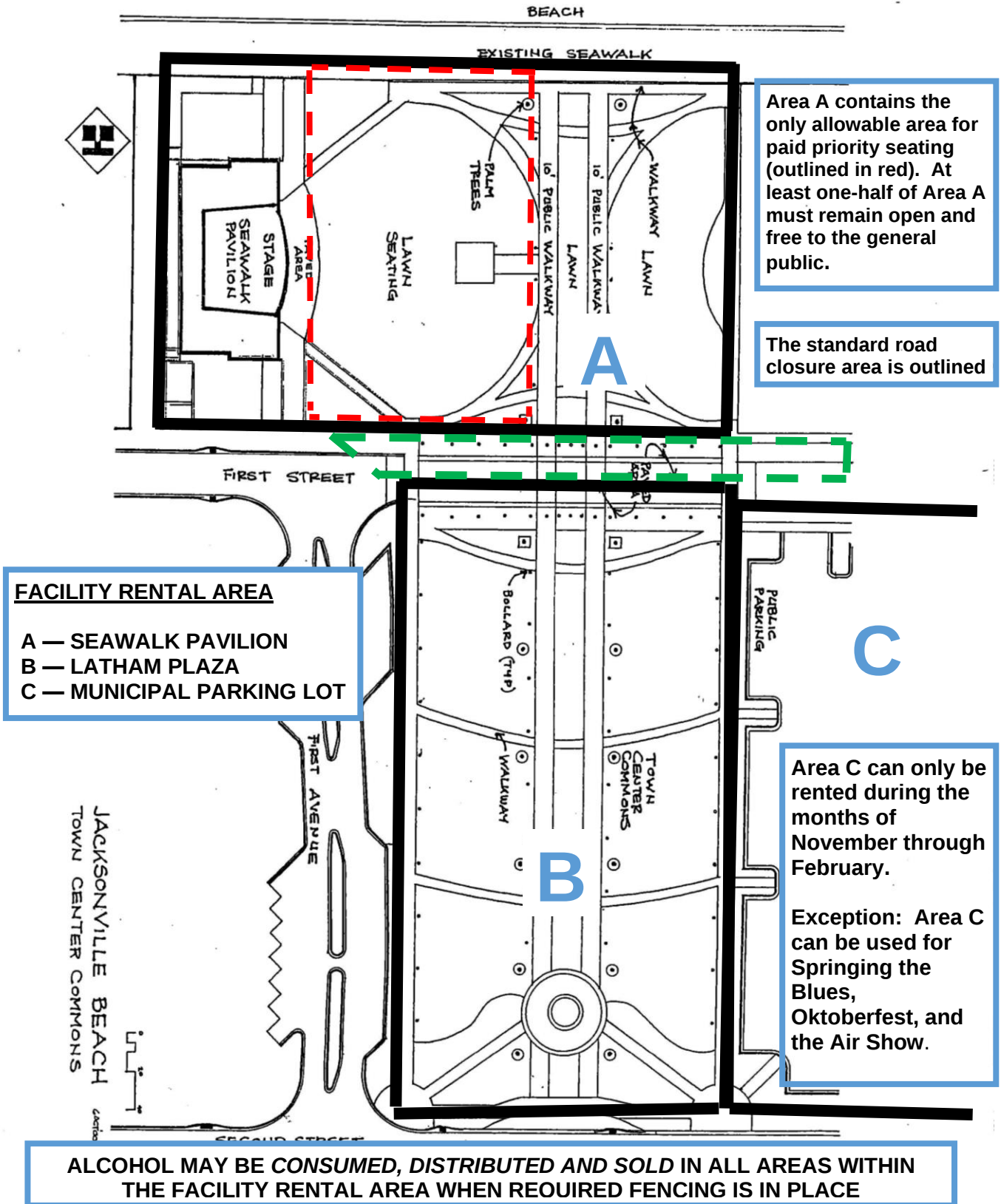
C. Facility Rental Area C

- a. Area C can only be rented during the months of October through February.
- b. Exception: Area C can be used for Springing the Blues, Oktoberfest and the Air Show.

D. Road Closure Area

- a. The standard road closure area is between the SeaWalk Pavilion and Latham Plaza - 1st Street North at 1st Avenue North, and 1st Street North northeast corner of Latham Parking lot and north of the Hotel's north parking lot entrance/exit.
- b. Additional road closures will be determined by the Police Department.

FACILITY RENTAL AREA MAP



APPENDIX 2: CO-SPONSORSHIP POLICY

The City of Jacksonville Beach offers limited use of certain resources to organizations that apply for and meet the guidelines for co-sponsorship. The City has established a process and criteria to determine co-sponsorship eligibility and defines requirements, terms, and levels of support.

A co-sponsored event is defined as an event that is planned and conducted by an outside non-profit organization with the assistance of City staff time, equipment, public safety services and/or the use of facilities.

The City does not provide monetary funds for these co-sponsored events, but in-kind services. The purpose of the policy and application is to invite community groups providing compatible services, activities, or programs to submit a request for co-sponsorship status. Groups requesting City support must relate their services to the co-sponsorship policy and meet criteria listed below.

1. Eligibility:

Organizations applying for co-sponsorship status must meet the following criteria:

- A. Must be a valid non-profit or community service organization based within Duval County (proof of non-profit status is required if applicable);
- B. The organization's goals must be aligned with and further the vision of the City of Jacksonville Beach. Specifically to provide events that are safe, without alcohol, appealing to families and attractive to people of all ages.
- C. All the following event criteria shall be demonstrated by the applicant:
 - 1. Free and open to the public, unless otherwise authorized by the City Council;
 - 2. Demonstrate community pride and involvement; and
 - 3. Not have a religious or political purpose.
- D. Before recommending approval, the City Manager, or his/her designee, will also consider factors including but not limited to:
 - 1. Benefit to the community;
 - 2. Proposed event location and time of day; and
 - 3. Impact on the surrounding neighborhood, City staff and resources.
- E. Activities specifically prohibited from City co-sponsorship include:
 - 1. Fund raisers;
 - 2. Events that enhance private business;
 - 3. Events held on behalf of, in support of, or in opposition to any political candidate or ballot measure or advocate a political position;
 - 4. Events that advocate or promote adult – oriented businesses; or
 - 5. Events that solicit criminal activity.

2. Requirements and Terms:

All co-sponsored programs or events must not discriminate against any constitutionally protected class of persons or groups, or any religious views. Co-sponsored organizations must also meet the following requirements and adhere to the following terms:

- A.** The organization must provide applicable information documenting adherence to requirements when applying for co-sponsorship status.
- B.** All co-sponsored programs or events must be open to the public and provide services on a non-discriminatory basis.
- C.** The co-sponsored organization, except for neighborhood associations, must provide all insurance coverage required by the City.
- D.** Programs and activities of co-sponsored organizations are superseded by those of the City or by previously contracted use of space.
- E.** The co-sponsored organization must pay for required staffing, equipment, permit fees, and any other charges from City departments.
- F.** The co-sponsored organization must request facility usage through the City's Special Events Coordinator, regardless of meeting/event location, at least ninety (90) days ahead of meeting/event date(s).
- G.** Co-sponsorship status does not apply to all events. Groups must request event co-sponsorship individually per event/meeting (or per series of events/meetings) through the City's Special Events Coordinator.
- H.** The City of Jacksonville Beach must be listed on all related publicity with the phrase, "In cooperation with the City of Jacksonville Beach."

3. Review and Approval Process:

To assure that all applications for Co-Sponsorship status receive proper consideration and to ensure that the City is provided with the information needed to make informed decisions, all applications will be subject to the following evaluation process:

- A.** Each application will be reviewed by the Special Events Committee in light of the above outlined criteria and requirements.
- B.** Applicants will be notified of their approval status within one month of submitting a completed application. Organizations approved for co-sponsorship status will receive information regarding the benefits to be made available and be introduced to their City staff liaison.
- C.** Appeal process: If the Co-Sponsorship is not approved a written appeal may be directed to the City Manager or his/her designee outlining the reasons why co-sponsorship status should be approved.

- D. Co-sponsorship status approval is for up to one year and organizations may apply for renewal annually.
- E. New applications for co-sponsorship are accepted throughout the year. Applications are on the City of Jacksonville Beach website.
- F. Organizations must reapply annually for co-sponsorship. Renewal of an existing co-sponsorship for two additional years may be requested and will be reviewed and approved at the discretion of the Department Director responsible for the oversight of the City resource being used.
- G. The following conditions apply once fee waiver and or co-sponsorship is approved:
 - 1. Appropriate recognition of the City as co-sponsor of or contributor to the event or program will be provided on all promotional materials and at all events and programs. The City Manager or his/her designee must approve promotional materials, the event/program schedule and activities. If the City is not recognized for its contributions to the event/program, the organization could potentially lose future co-sponsorship opportunities with the City.
 - 2. No fliers, posters, banners or signage can be placed, posted or distributed on City parks, City facilities, on street pole or on sandwich boards throughout the city without the approval of the City Manager or his/her designee. Street Banner and encroachment permits fees are waived but must be obtained through the City. For further clarification see the City of Jacksonville Beach Municipal Code (Chapter 34 – Land Development Code Division 4A - Temporary Banner and Special Event Signs).
 - 3. All applicants must complete a Facility Use Permit with the Special Events Division of the Parks and Recreation Department. Conditions may be placed on the use to minimize impacts to facilities or costs to the City, or to restore facilities to pre-event conditions.
 - 4. Proof of General Liability Insurance and Endorsements with the City additionally insured as well as a hold harmless agreement will be required for each event. The insurance coverage will be determined on a case by case basis between the City, non-profit organization and Insurance Advisor and will depend largely on the requirement of street closures and duration.
 - 5. A refundable security deposit is required. Deposit amounts are set to ensure proper clean up and cover the City's costs for remediation of any damage or loss. If the full deposit is not accompanied with the Facility Use Permit by the specified date, the facility request shall be cancelled and approval withdrawn. Security Deposits will be refunded within four (4) to six (6) weeks of the event or activity, if standards have been met. Security Deposits will not be waived.
 - 6. Applicants are responsible for payment of the full cost of materials, labor, replacement, repairs, or damages related to the event, project or program, regardless of the amount. If damage occurs and the complete remediation costs the City less than the amount of the deposit, the difference shall be refunded.

- H.** The City Special Events Coordinator will: be the direct contact to the co-sponsored organization; field all facility use requests; determine if co-sponsorship is appropriate on a per event basis; advise organizations of facility usage application requirements and provide a facility contact for organizations to submit facility use applications; approve all publicity materials; track usage hours.

4. Benefits of Co-Sponsorship:

- A.** Co-sponsorship may include any of the following:

1. Reduced or waived facility rental fee;
2. Reduced or waived Street Banner fees;
3. Reduced or waived Administration costs;
4. Waived encroachment permit;
5. Advertising on the City website, social media and programmable message board.

- B.** Co-sponsorship does not include the following:

1. Staff costs;
2. Refundable security deposit;
3. Outdoor use of any city equipment such as tables, chairs, fencing, canopies; and
4. Insurance.

All resources to be provided by the City in co-sponsorship of an event or program shall be within current funding allocations, and expenditures shall not result in a reduction of other City services.

The City reserves the right to assess all activities at any time to ensure all rules, regulations, conditions of use, City and health and safety laws are not violated. Co-sponsorships and fee waivers can be revoked at any time effective immediately, if the recipient agency or organization fails to comply with this policy or any other local, state or federal regulations.