NORTH BOULEVARD TOWN SQUARE
EVENT PACKET
2015
townsquarebr.org
SCOPE OF POLICY
This Special Events Policy of the City of Baton Rouge and the Downtown Development District *(DDD) will serve as the framework for regulation and approval of all special events held in North Boulevard Town Square *(NBTS) and/or Galvez Plaza & Event Stage.

EVENT PLAN
Each applicant must submit an event plan and application including full event description before being added to the DDD calendar. This includes, but is not limited to, size and placement of all signage, event purpose, expected attendance, hours of operation, list of vendors and type of products, staffing plan, layout, and site plan. Tent size and placement must be approved. All items MUST be submitted to Downtown Development District at least 45 days prior to event date.

GUIDELINES
Utilities
North Boulevard Town Square and Galvez Plaza has a number of dedicated electrical circuits available to provide electricity for an Event. *(See amenities map for outlet locations). Depending on your electrical needs, an electrician with the City of Baton Rouge may be required to be on site for the duration of your event as determined by the DDD. The hourly fee for this service is determined by the City of Baton Rouge and will be provided upon request. The cost of the electrician will be at the Applicant’s expense. All usage and placement of generators must be approved by the DDD prior to the event.

Vendors
All vendors and tent locations must be diagramed on the event plan before approval. Vendors are allowed to use tents in approved locations within the site. There will be no tents on the lawn areas unless approved otherwise. Food vendors are responsible for the area within each tent. For sidewalk protection, all vendors serving food must use plastic beneath serving tables and metal sheets under grills. Drilling into pavers is never allowed to secure tents.

Sound Amplification & Stage Usage
All events must discontinue the use of amplified sound equipment after 10:00PM and end by 11:00PM. Sound amplification must not adversely impact the quality of life of surrounding areas. Sound levels may be controlled by the DDD and the City of Baton Rouge. Sound board or mixing table placement has to be approved prior to event. If tents are involved, they cannot be placed in the center of lawns so as not to obstruct spectator views. This equipment can be placed directly adjacent to the stage or designated areas within North Boulevard Town Square. There is ample power and sound connections at each of the stages and transit shelter.

Signage
All signage for the Event must be approved by the DDD. No banners, signs or other event advertisements may be hung from trees, buildings, fencing or public art pieces. Nothing is allowed to be affixed to any piece of public art including the Transit Shelter and beacon. Each Applicant must provide details and include size and placement of all signage within the submitted event plan.

Sponsorship Recognition
The North Boulevard Town Square Media Beacon can be used to promote sponsors and/or event information. The beacon features 8 LED screens ranging in size, including 4 hi-res and 4 low-res. All videos or slides must follow the size specifications (see Media Beacon Spec Sheet) and be delivered at least a week prior to event. Full resolution logos can also be submitted into an appropriate template by the DDD.

Vehicles
No vehicles are allowed on NBTS or Galvez Plaza grounds except on designated access and unloading/loading points.
**Clean-Up and Park Damage**
Each Applicant wishing to hold a special event in NBTS or Galvez Plaza & Event Stage is responsible to see that no damage or harm comes to the landscaping, fixtures, public art or any other features of the property. Nothing is allowed to be affixed to any sculpture or piece of art including the Transit Shelter and Beacon. The DDD requires that each Applicant will return the Property in the exact condition under which the Applicant found the Property prior to Event set-up. **All trash, signage, equipment, other debris, or any other physical evidence that a special event took place MUST be removed from NBTS or Galvez Plaza & Event Stage immediately following the Event.**

**PERMITS AND LIABILITY**

**Street Closure Requirements**
Depending on the number of attendees some events may be required to obtain a street closure. The police department or Traffic Engineering has the discretion to have any event obtain a street closure if they see fit. Instances that require a street closure include:

- Number of anticipated attendees exceeds 500 people
- Using both Town Lawn and Galvez Lawn

**Insurance Requirements**
Insurance is required for all events held on City-Parish property including streets, sidewalks, etc. Commercial General Liability coverage shall be provided with limits of not less than $1,000,000 for any one Occurrence and if a General Aggregate limit is used, it shall not be less than twice the Occurrence limit.

If alcohol will be served on City-Parish property OR if alcohol is served on non City-Parish property and there is a public street closure involved then Alcohol Legal Liability coverage shall be provided with limits of not less than $1,000,000. If alcohol will be sold/served on City-Parish property, a special events permit is necessary. Evidence of coverage showing a 30-day notice of cancellation is required.

*Please see Insurance Certificate of Liability requirements for detailed explanation. (Last page of this document)*
Certificate of insurance will be delivered to Risk Management Division, 10500 Coursey Blvd., Ste. 201, (225) 389-8398.

**Hold Harmless Agreement**
Once insurance is approved by Risk Management, a Hold Harmless agreement must be obtained. This document will be prepared by the Parish Attorney’s Office and must be signed by the event representative and by the Mayor-President’s Office. Please contact the Parish Attorney’s Office at 389-3114 for information concerning your Hold Harmless agreement and information on completing the necessary paperwork. Once this is completed, you may proceed with your permit if applicable.

If you have any questions, please contact the Risk Management Division and remember to allow ample time for processing!

**Alcoholic Beverage Permit**
A Special Event Permit is required in order to have alcohol at an event. Special Event Permits apply to any festival, concert, etc. where alcoholic beverages will be sold. Special Event Permit may be issued by the Alcoholic Beverages Control Office with the approval of the District 10 council member. Non Profit permits are issued to non-profit organizations with tax exempt status under the IRS code, Section 501(c) 3 or 501 (c) 8.

For information about Alcohol and Beverage Permits please go to the Alcohol Beverage Control and Gaming Enforcement website at http://brgov.com/dept/parishattorney/abc.htm or (225) 389-3364
APPLICATION FOR NORTH BOULEVARD TOWN SQUARE

Application must be filled out completely to be reviewed

Date of Event: _________________________________
Time of Event: _________________________________
Date of Application: _____________________________
Anticipated Number of Attendees: _________________
Phone #: ______________________________________
E-mail address: _________________________________
Contact Name: ________________________________
On Scene Contact (if not same): ______________________________

Name of organization holding the event & your position with the organization (skip if a wedding):
_________________________________________________________________________________

Section(s) of Town Square requested:_____________________________________________________

Purpose of usage (detailed description of event):
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

Move-In/Set-Up Time(s):________________________________________________________________

How much time do you need to tear down:_______________________________________________

Please mark any that apply:

______ Open to the Public
______ Ticketed Event
______ Wedding Reception/Ceremony
______ Private Party

Alcohol:
Will there be alcohol at your event? ___Yes ___No
If yes, what vendor will you be using?__________________________________________________

Music/Amplified Sound:
*(Please see Stage Usage Guidelines)
Will there be music? ____Yes ____No
If yes, please indicate name of band(s)/DJ and sound company:
_________________________________________________________________________________
_________________________________________________________________________________
Tents:
Will you be using tents? ___Yes ___No
If yes, will you be using a company? ___Yes ___No
Tent company name: ________________________________________________________________

Food Vending:
Will you have food vending onsite? ___Yes ___No
Vendor company name: ______________________________________________________________
Where will they be located? __________________________________________________________
Will there be open flames? __________________________________________________________

Banners:
Do you plan to hang banners/signage? ___Yes ___No
Banners and Banner locations will need to receive DDD approval. (See Town Square Guidelines/Signage) _____
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

Other:
Will any other elements be brought into the Town Square? If so, please give a detailed description:
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

All Event applications and fees are due no later than 30 days prior to the Event or the reservation will be cancelled.

I, ___________________________, on behalf of ___________________________________, hereby acknowledge I have read the above and will comply with all requirements.

Signature: ___________________________________________ Date: _______________________
**Insurance Certificate of Liability Requirements**

The following are insurance requirements for all events held on City-Parish property including streets, sidewalks, etc.

1. The City of Baton Rouge, Parish of East Baton Rouge MUST be named as Additional Insured on all liability policies (under description of operations/special provisions). PLEASE LIST the City of Baton Rouge, Parish of East Baton Rouge, Louisiana as the certificate holder as follows:

   CITY OF BATON ROUGE
   PARISH OF EAST BATON ROUGE, LOUISIANA
   POST OFFICE BOX 1471
   BATON ROUGE, LOUISIANA 70821

2. Commercial General Liability coverage shall be provided with limits of not less than $1,000,000 for any one Occurrence and if a General Aggregate limit is used, it shall not be less than twice the Occurrence limit.

3. If PAID employees (paying is the key) will participate, the following is required:
   Workers’ Compensation and Employer's Liability insurance covering all employees in compliance with the laws of the State of Louisiana. If workers are through another company, they should furnish you a copy of their certificate and waiver of subrogation from their carrier. If volunteers (gray area on W.C., but we usually do not request W.C.)

4. If automobiles will be used, the following is required: Automobile Liability coverage shall be provided with limits of not less than $1,000,000 for any one Occurrence. Coverage to include all Owned, Hired and Non-Owned Automobiles.

5. If alcohol will be served on City-Parish property OR if alcohol is served on non City-Parish property and there is a public street closure involved the following is required:
   Alcohol Legal Liability coverage (ex: Bar-keepers liability) shall be provided with limits of not less than $1,000,000.

   If alcohol will be sold/served on City-Parish property, a special events permit is necessary (your liquor permit and special events permit are the same). Once insurance is in place, please contact the Parish Attorney’s Office at 389-3114 for the necessary paperwork (a Hold Harmless agreement) to bring to the Office of Alcohol, Beverage Control in the Clerk of Court Building on Coursey Blvd. This information is available at http://brgov.com/dept/parishattorney/abc.htm, the City-Parish website, or you may contact the ABC office at 225-389-3364.

6. Evidence of coverage showing a 30-day notice of cancellation is required.

All information should be brought to:
OFFICE OF THE PARISH ATTORNEY
Risk Management Division
10500 Coursey Boulevard, Suite 201
Baton Rouge, Louisiana 70816
ph. 225-389-8398
fax 225-389-5494
**NORTH BOULEVARD TOWN SQUARE: AMENITIES**

**LEGEND**
- ROADS
- PEDESTRIAN
- BUILDING
- STAGE
- TRANSIT
- WATER FOUNTAIN
- BIKE RACK
- PET WASTE BAG DISPENSER
- TRASH CAN
- RESTROOM
- HOSE BIB
- AUDIO/VISUAL INPUT
- 200 AMP RECEPTACLE
- 80 AMP RECEPTACLE

* There are 198, 20 AMP electrical outlets located throughout North Boulevard Town Square.*
North Boulevard Town Square:
Event Layout

Use this plan of North Boulevard Town Square to diagram where all vendors, acts, and street closures will be located at this event. Event plans must be approved before the event is scheduled on the NBTS calendar. All items MUST be submitted to Downtown Development District at least 45 days prior to event date.
MEDIA BEACON GRAPHICS SPEC SHEET
NORTH BOULEVARD TOWN SQUARE

Background:
The media beacon features 8 LED screens ranging in size, including 4 hi-res and 4 low-res. The beacon can be utilized to convey event information and branding, as well as video presentation.

Screens:

1. Screen 1 (Facing East): Width(256) Height(192) - High Resolution,
2. Screen 2 (Facing West): Width(256) Height(192) - High Resolution
3. Screen 3 (Facing North): Width(64) Height(192) - High Resolution
4. Screen 4 (Facing South): Width(64) Height(192) - High Resolution
5. Screen 5 (Facing Northwest): Width(32) Height(64) - Low Resolution,
6. Screen 6 (Facing South): Width(32) Height(112) - Low Resolution
7. Screen 7 (Facing North): Width(32) Height(112) - Low Resolution
8. Screen 8 (Facing North): Width(32) Height(144) - Low Resolution

*Size is in pixels at 96 DPI

File Type:
Video: All screens have video capabilities and will play .mov and .mp4 files.

Image: Please send pre-designed slides at the dimensions 1024px by 768px. When creating a frame in photoshop do not use text smaller than 12pt as it will not be legible once on the screen. Full resolution logos can also be submitted to be inserted into an approved template by the DDD. When saving your file please be screen specific in the name. Example: For a Screen 1 file you would save the file as name_screen_1.

File Delivery:
Please email files to ddd2@brgov.com
For files larger than 5MB please send as zip file or have them hand delivered to the Downtown Development District office, 247 Florida St., Baton Rouge.