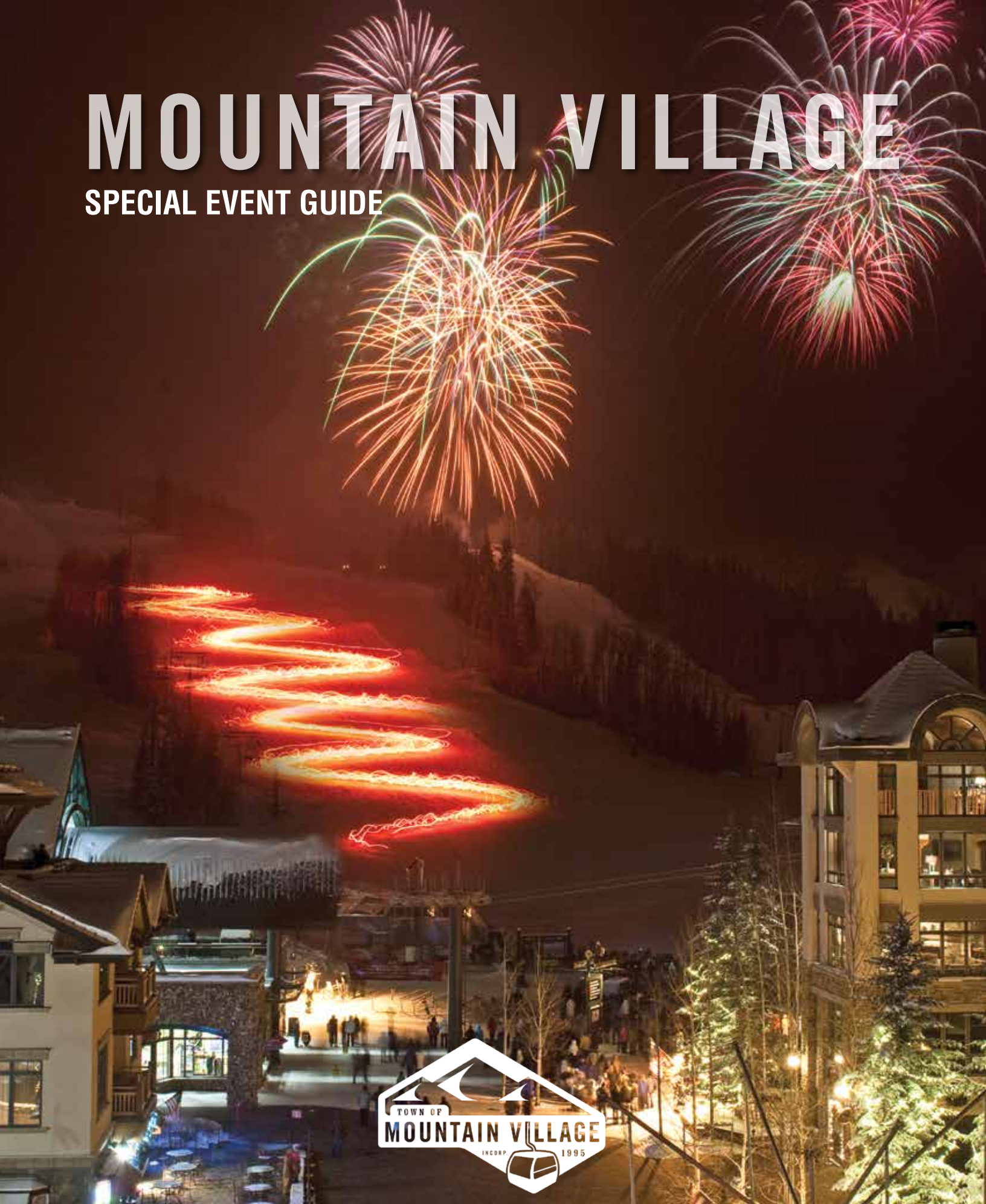


MOUNTAIN VILLAGE

SPECIAL EVENT GUIDE



For assistance and questions, contact Zoe Dohnal at (970) 369-8236 or email zdohnal@mntnvillage.org

SPECIAL EVENT GUIDE

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OVERVIEW:

When is a Special Event Permit required?

A Special Event Permit is required for any organized gathering within the Town of Mountain Village and/or Oak Street Plaza for any purpose for a limited period at which any two or more of the following apply:

1. The expenditure of our resources is contemplated or is deemed necessary by town personnel to maintain public health, safety, and welfare.
2. Your event requires the use of our facility or property.
3. Your event is expected to have a visual, noise or other environmental impacts upon the immediate vicinity or surrounding area of your event.

What classification is my event?

Major or Minor?

Special events are classified in large measure by their potential impacts on the community. The application and review requirements for events change, depending upon the classification of the event. These changes include, but may not be limited to:

Deadlines for application submission.
Process for application review.
Documentation requirements.

Event Classifications

Minor Events: Any special event for which daily attendance is expected to be less than 1,000 people

Major Events: Any special event for which daily attendance is expected to be more than 1,000 people and/or the special event is to take place on multiple consecutive days.

Seasonal Events: Anyone organization conducting multiple special events throughout the (1) winter season – November 1-April 30 or (2) summer season – May 1-October 31. This requires a separate application and fee. Deadline for winter season applications is September 1. Deadline for summer season applications is March 1. Please contact Zoe Dohnal with Community Engagement zdohnal@mtnvillage.org

What is the review process and criteria for a decision?

The following will be considered when approving a Special Event Application:

- The proposed special event will not pose an adverse impact on the public health, safety or welfare or the public interest.
- The proposed special event will cause positive cultural, economic, environmental or social impacts.
- Adequate sanitation and other required health facilities are or will be made available at or sufficiently near to the proposed special event area(s).
- Sufficient parking, transportation, and other required infrastructure, as determined on a case-by-case basis, are available to accommodate the number of participants reasonably expected for the event.
- The proposed special event will provide for economic or other community benefits.
- The proposed special event provides for recycling and other green initiatives to the extent practicable.
- The application complies with the special event regulations.
- The applicant has not been convicted of violating the Town's Community Development Codes or had a previous special event permit revoked by the Town within the previous two calendar years.



- The proposed special event will not conflict with:
 - A special event for which a permit has previously been issued or a special event that has submitted a complete application, unless the Town permits both events to occur on the same date, and the promoters of the events have mutually agreed to hold the events on the same date.
 - A Town-sponsored event.
 - An annual special event, which is reasonably expected to be held again, but for which an application has yet to be submitted.
 - An event protected by the First Amendment to the United States Constitution or by the Colorado Constitution that, due to its anticipated size, location, hours of operation or other relevant factors, is reasonably expected to require such Town services or personnel as to make the holding of the proposed special event for which the application was submitted a potential risk to the public health, safety or welfare.

- The holding of the proposed special event will not cause significant disruption in the ability of the Town to deliver or provide essential governmental services.
- The applicant has provided an adequate marketing plan for the special event to ensure the event is marketed in such a way that the information reaches the intended participants to maximize economic or other community benefits and does not substantially interfere with any construction or maintenance work scheduled to take place upon or along the town streets or lots.
- The proposed special event meets all applicable Town regulations and standards.

Event Calendar

If the applicant would like their event to be on the Town of Mountain Village's website event calendar and a part of the Town of Mountain Village's communication schedule, please go to our **submit an event** web page and fill out the corresponding details including photos and description.

NOTE: Town of Mountain Village will not market events without an event calendar submission.

*** Submissions may be subject to denial, penalty fees, denial of future special event permit applications or the requirement of a cash deposit or surety bond.*



GUIDE AND DEADLINES – MAJOR AND MINOR

**MAJOR: 364 TO 120 DAYS
PRIOR TO EVENT START DATE**

**MINOR: 364 TO 90 DAYS
PRIOR TO EVENT START DATE**

STEP 1: (Pre- Application Summary and Event Fee)

NOTE: The PRE-APPLICATION SUMMARY must include a clear event concept with all proposed activities, venues, dates and fees to be accepted.

New and renewal applications must submit a **Pre-Application Summary** to confirm event proposals, venues and dates.

All applicants must submit any required **deposits or fees** to confirm event date holds. This fee may be doubled for applications received **59 | 29** days or less to the start of the event.

EVENT FEE - Special event fees are to be paid by check mailed by **certified mail** or personally delivered to Zoe Dohnal at 455 Mountain Village Blvd. Suite A, Mountain Village CO, 81435 made out to "Town of Mountain Village." This fee does not encompass any late fees, additional permit, licensing fees or fees related to requested use of Town property or Town services.

Major Event - \$250 event fee

Minor Event - \$50 event fee

Non-Profit - Fee is waived. Please submit a copy of your non-profit status when requesting **fee waiver**.

NOTE: Late applications will be considered on a case-by-case basis at the sole discretion of Town staff. A late fee of \$50 will be added to the late application.

STEP 1: Submittal Checklist ✓

- Pre- Application Summary
- Event Fee
- OR
- Proof of Non-Profit Status



NOTE: Vehicle access policy – The Town of Mountain Village strictly regulates the use of vehicles on our Town plazas and asks that handcarts and dollies are used to transport goods to the event site. An event that can prove an absolute need for vehicles to access the plaza must obtain a **Plaza Access Permit** for each vehicle. Vehicle license plate number(s) and description(s), and specific access time(s) and date(s) will be necessary to obtain a **Plaza Access Permit**. **Plaza Access Permits** are available from the Plaza Services Department at (970) 729-3458.

NOTE: Town services and property policy: Events are expected to provide adequate personal/ volunteers and equipment necessary to set up, execute, and break down special event. An additional fee will be determined should the event require the use of The Town of Mountain Village’s property or services. Please note in the application any requests which can be approved or denied depending on resources.

If assistance is needed to deliver goods or equipment across public plazas, please fill out a **Plaza Assistance Contract** for the use of Town equipment and/or operators. Contracts will be approved or denied based on available resources. Fees will apply.

SALES AND VENDING - If your event includes the sale of merchandise or concessions please provide details. Also, keep in mind, all vendors must obtain a **Special Event Business License**. If no other merchandise or concessions are being sold other than liquor then a **Special Event Liquor Permit** is the only additional documentation required. See below for more details.

Sales of Merchandise – If your event has ANY sales of merchandise or concessions OR any external vendors selling merchandise or concessions, it is the sole responsibility of the event applicant to ensure each vendor has a valid **Special Event Business License** prior to the event and submits a **Special Event Tax Return** due the 20th day of the month following the event. Late payment penalties will apply.

Food Vendor/Food Truck Details – If your event is including a food vendor/ food truck please provide details regarding the number of food vendors, types of foods being served/cooked, and any cooking apparatuses. If food is being served or sold, the **San Miguel County Health Department** must be contacted. Please contact Chris Smith at chriss@sanmiguelcountyco.gov.

REMINDER: All vendors must have submitted a **Special Event Business License** and a **Special Event Tax Return**. An application for **seasonal vendor cart** is a separate application.

Alcohol Plans – **Special Event Liquor Permit** may be required if alcohol is to be served or sold at a special event. The Town of Mountain Village and the State of Colorado Require at least 60 days for premise review and permit processing. The liquor permit requires a public hearing and Town Council approval at a regularly scheduled Town Council meeting. The Town of Mountain Village is not responsible for an applicant’s inability to obtain a liquor license for any reason.

NOTE: A **Special Event Liquor Permit** does not guarantee **Special Event** approval.

**MAJOR: 119 TO 60 DAYS
PRIOR TO EVENT START DATE**

**89 TO 30 DAYS
PRIOR TO EVENT START DATE**

STEP 2: (Application Details / Review)

Accepted applications must submit all proposed event documentation and full details of event per the **Special Event Major Application / Special Event Minor Application** items below to Zoe Dohnal by email zdohnal@mtnvillage.org or in person. For questions contact (970) 369-8236.

EVENT INFORMATION – General information regarding event contact, dates and times.

EVENT NARRATIVE – A detailed description of the event, benefit to the community, marketing plan and sustainability.

EVENT ATTENDANCE AND STAFF - An estimate of event attendance and staff required.

ESTIMATED REVENUE AND FEES - Details regarding fees associated with event and sponsors.

PROPOSED EVENT LOCATION - A description of the location(s) and potential structures.

Sitemaps – A map clearly defining the event area required. Please include details regarding set up (items and location), amplified sound (speakers and direction the sound will travel), trash/ recycling as well as bathroom receptacle locations. As a multi-day event, should different areas be utilized, or set-up vary, a map is required for each day.

Route Maps – A map portraying the route of any race or march is required. Please provide a full route map as well as a map specifying the Oak Street Plaza/ Mountain Village area.





The intention of a **Special Event Liquor Permit** is to aid in fundraising efforts. For this reason, only a non-profit may apply for a license through the Town of Mountain Village Town Clerk at (970) 369-6406 or email mvclerk@mtnvillage.org. If you are running an event as a for-profit organization and require a liquor permit, you will have to partner with a non-profit for the purpose of selling alcohol.

- The non-profit must be the entity to apply for the licensing NOT the for-profit organization holding the event.
- Should a single day or multi-day event be requiring a **Special Event Liquor Permit** in several different locations within the Town of Mountain Village, a **Special Event Liquor Permit** will be required for **each location**.
- Food or snack is required to be served for any event holding a **Special Event Liquor Permit**.
- Any event holding a **Special Event Liquor Permit** is required to post permit signage on premises for 10 days minimum.
- If the applicant requires a **Special Event Liquor Permit** for the Oak Street Plaza location, approval will be granted by the Town of Telluride and a **Town of Telluride Special Event Liquor Permit Application** will need to be completed. A copy of this approval will need to be given to the Town of Mountain Village before event start date.

For additional information and assistance with **Special Event Liquor Permit**, please contact the Town of Mountain Village Town Clerk at (970) 369-6406 email mvclerk@mtnvillage.org. Also, you may obtain more information from the **Town of Mountain Village's website**.

COMMON CONSUMPTION AREAS AND GUIDELINES – An event may utilize a partnership with the Mountain Village Promotional

Association (MVPA), including the entities below. Under their umbrella, the use of common consumption areas are permitted, and no additional liquor permit is needed. The MVPA will be responsible for providing security, fencing, liability insurance and cleanup after events. Applicant must provide the Town with copy of agreement.

The *common consumption area* will allow people to purchase alcoholic beverages in logoed cups from participating licensed establishments attached to the common consumption area and move freely with those beverages within the defined boundary of the common consumption area. However, guests may not take alcoholic beverages from one licensed establishment into another licensed establishment. The boundaries will be marked by temporary fencing or other physical barriers and will have security at all entrances/exits.

- **Town of Mountain Village Owners Association (TMVOA).**
- **Telluride Conference Center**
- **Madeline Hotel and Residences an Auberge Resorts Collection**
- **Telluride Ski and Golf (Crazy Elk, Tomboy Tavern, Siam Talay)**
- **Poachers Pub**

TEMPORARY SIGNAGE AND BANNERS- Please provide details on any potential signage. All must follow the set regulations.

Location and design of all temporary event banners and signage must be approved prior to installation. Before having banners fabricated, please contact the Plaza Services Department for specs, size and placement approval. Final design must be approved. Additional time may be needed if staff requires the banner or signage to be re-designed or re-sized. Please plan ahead with adequate time for the approval process.

Listed below are the two primary areas that banners are displayed in Mountain Village. Alternate locations will be considered if the design and location are appropriate; please contact us to discuss.

HERITAGE PLAZA (suspended over The Beach)

Banner Size & Specs: Banners shall be no longer than 25 feet in length and must be exactly 3 feet in height.

Banner Fabrication: All banners made for this location must be made of mesh or have wind flaps and have reinforced corners and edges with reinforced grommets placed at 2-3-foot intervals around the perimeter of the banner. Banners may be double-sided in this location.

Installation: Please call Plaza Services at (970) 729-3458 at least one day in advance of the date you are requesting the banner to be installed to schedule drop off and pick up.

VILLAGE BYPASS BRIDGE (hanging above Mountain Village Boulevard)

Banner Size & Specs: Banners shall be no longer than 20 feet in length and must be exactly 3 feet in height. There is no need for banners to be double-sided at this location.

Banner Fabrication: All banners made for this location must have reinforced corners and edges with reinforced grommets placed at 2-3-foot intervals around the perimeter of the banner.

Installation: Please call Plaza Services at (970) 729-3458 at least one day in advance of the date you are requesting the banner to be installed to schedule drop off and pick up.

NOTE: If you are **NOT** holding an event, and simply wish to promote in the Town of Mountain Village then you need to fill out a separate **Banner/Sinage Application**. A \$50 application fee will apply.

POLICE, SECURITY AND PUBLIC SAFETY – Details regarding the type and number of police or security for your event is required along with a full emergency plan.

Extended Gondola Hours: Should your event require extended gondola hours, please indicate on application and contact the Town of Mountain Village Transit Manager at (970) 369-6444 or jloebe@mtnvillage.org.

For 2019 Rates, see the 2019 Gondola and Dail-A-Ride Extended Hours Reimbursement rate Schedule

Temporary Road Closures: Should your event require street closures or affect public transit (automobile, bike, or pedestrian) please fill out a **Temporary Road Closure Permit Application** and return it to zdohnal@mtnvillage.org.

Open Burn Application Should your event involve an open burn of any kind (i.e. a fire pit) **Open Burn Application** is required along with a \$250 fee.

WASTE AND RECYCLING – Waste and recycling needs for your event must be provided. This includes portable toilets along with installation and removal dates.

Insurance and Indemnification – The Town of Mountain Village requires a certificate of insurance and a signed **INDEMNIFICATION AGREEMENT**.

A Certificate of Insurance naming the Town of Mountain Village as an additional insured on the policy must be submitted no later than **30 days | 14 days** prior to the event. The Town of Mountain Village requires the event to hold liability insurance in the amount of \$1 million (one million dollars) per occurrence and \$2 million or more in aggregate with the Town of Mountain Village named as additional insured

You may find the **Indemnification Agreement** at the bottom of the **Special Event Major Application / Special Event Minor Application**.



STEP 2: Submittal Checklist ✓

- Special Event Major Application**
- Special Event Minor Application**
- Site / Route Maps**
- Plaza Access Permit** (if applicable)
- Plaza Services Contract** (if applicable)
- Temporary Road Closure Permit Application** (if applicable)
- Open Burn Permit** (if applicable)
- Contacted San Miguel County Health Department** (if applicable)
- Contacted Town of Mountain Village Transit Manager** (if applicable)
- Certificate of Insurance**
- Signed Indemnification Agreement**
- Special Event Business License** (if applicable)
- AND / OR**
- Special Event Liquor Permit** (if applicable)
- Common Consumption Agreement** (if applicable)



**MAJOR: 59 TO 30 DAYS
PRIOR TO EVENT START DATE**

**MINOR: 29 TO 14 DAYS
PRIOR TO EVENT START DATE]**

STEP 3: (Conditions of Approval and Issuance)

Any additional information or changes must be submitted along with supplemental agreements / permits including business license(s) and proof of insurance.

Once submitted and reviewed – an event approval letter will be sent for signature.

The applicant is responsible for obtaining any additional permits, contracting any required services and/or authorization and/or exemptions required by other agencies with jurisdiction for any element of the event.

Applicants must submit all above mentioned supplemental agreements, permits and licenses to the Town of Mountain Village.

Applicants must provide proof of payment for any fees related to requested use of Town property or Town services.

Applicants must provide a certificate of insurance dated no more than 29 days before the event start.

Applicants will receive an event approval letter back for signature.

Once a signed and a completed application with all supporting documents has been received by the Town of Mountain Village attn: zdohnal@mtnvillage. Or (970) 369-8236, a letter of event approval will be sent to applicant.

**MAJOR: 29 TO 14 DAYS
PRIOR TO EVENT START DATE**

**MINOR: 13 DAYS
PRIOR TO EVENT START DATE**

STEP 4: (Permit Issuance)

All event and operating schedules must be finalized and submitted. Applicant needs completed application along with event approval letter signed by both parties.

A MAJOR EVENT APPROVAL LETTER WILL NOT BE ISSUED AFTER 29 DAYS PRIOR TO EVENT

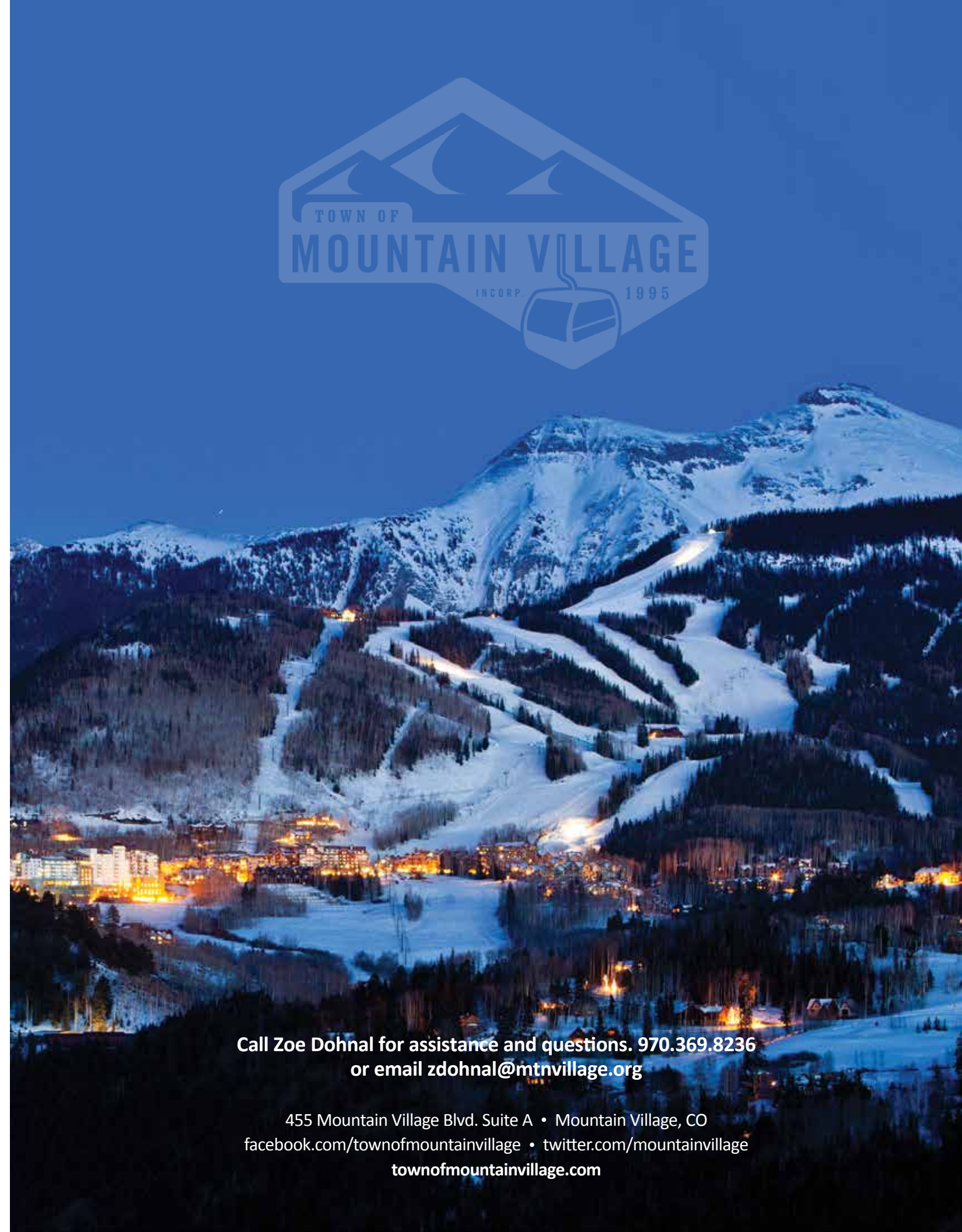
A MINOR EVENT APPROVAL LETTER WILL NOT BE ISSUED 13 DAYS PRIOR TO EVENT

STEP 3: Submittal Checklist ✓

- Special Event Business License (if applicable).
- Certificate of insurance.
- Signed Event Approval Letter.
- Supplemental Permits or Contracts.

STEP 4: Submittal Checklist ✓

- Event approval letter - final



20 TO 0 DAYS
AFTER EVENT END DATE

STEP 5: (Debrief)

Please fill out our end of event survey and submit your special event tax return form.

Special Event Tax Return Form – Applicants must provide a **Special Event Tax Return Form** after the finish of the event outlining the tax due on any merchandise or concessions. This is due no later than the 20th day of the month following the event. Late payment penalties will apply.

Post-Event Survey – At the Town of Mountain Village we always appreciate your feedback. We would love to hear what was successful and what could be improved on. Thank you again for your time and for allowing us to host your event!

STEP 5: Submittal Checklist ✓

- Special Event Tax Return Form (if applicable)
- POST- EVENT SURVEY

Call Zoe Dohnal for assistance and questions.
970.369.8236 or email zdohnal@mtnvillage.org

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or email zdohnal@mtnvillage.org

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