

# PRIVATE EVENT APPLICATION GUIDELINES

The Town of Ocean City has instituted certain restrictions and regulations for use of city property, many of which are explained below. Please read this information sheet and use it as a guide for completing your permit application. Please direct questions to the Private Events Coordinator at (410) 250-0125.

**APPLICATION PROCEDURE:** Review the Private Event Application Guidelines carefully. Understanding of and compliance with each guideline will assist in the smooth advancement of each application. Fully complete the attached application form, and return it with the processing fee (For-Profit promoters pay \$100.00. Non-Profit organizations pay \$25.00.) to: Private Events Coordinator, Town of Ocean City, Recreation & Parks, 200 125<sup>th</sup> Street, Ocean City, Maryland 21842. Applications received in non-compliance will be returned.

A separate application should be filed for each event scheduled at a different location (e.g. event “series” at separate locations may not be identified on one (1) application). Events that will be held on separate dates/weekends, but are the same event, at the same location, and at the same time may be filed on one application with all dates noted. One (1) copy of each application or just one electronically filed application should be submitted *at least 90-days prior to the requested event, but no earlier than one (1) year before the requested date of the event.* If an application is submitted less than 90-days prior to the proposed start date, a late submission fee of \$100.00 will be assessed for both Non-Profit organizations and For-Profit promoters. A new application must be submitted annually for recurring events.

Applications are reviewed by all City Departments that are potentially impacted by the requested event. Applicants or their representative(s) are **REQUIRED** to appear before the Mayor and Council at a regularly scheduled meeting of the Council, date to be determined, to present the event request. Approval will be granted, denied, or modified by the Mayor and City Council. Planning/coordination meetings may be required with appropriate City Staff.

Applicants who are requesting the use of City Park property should contact the Recreation and Parks Department at (410) 250-0125 for reservation approval prior to submitting a private event application.

**DEADLINE TO REQUEST EVENTS:** Application should be completed and received by the Private Events Coordinator no less than **ninety (90) days prior to the event**, and may not be submitted more than one (1) year in advance.

**ACCOUNTING OF THE EVENT:** Each event organizer should be prepared to provide an accounting to the City of its profits or losses within ten (10) working days of the event’s completion. Any proceeds due to the Town should be payable to “Town of Ocean City.”

**BEACH ACCESS:** Vehicle access to and from the beach must be clearly identified on your application.

**BEAUTY CONTESTS:** Beauty contests will not be permitted on the beach.

**CHANGES IN APPLICATION:** Any request for change from the submitted Private Event Application **MUST** be made in writing. Appropriate approvals must, again, be obtained. The fee for this service is \$50.00 for For-Profit promoters and \$25.00 for Non-Profit organizations.

**CITY SERVICES:** Each applicant should plan on providing all the necessary cleanup, set-up, etc. without the assistance of City Services. If town services are requested, they must be clearly indicated within the Private Event Application for evaluation. Please note, if an application requests to borrow major end-items (mechanical equipment) from the Town of Ocean City, a \$100.00 damage/repair bond must be obtained for each item.

**CONCESSIONS:** No food or beverage concessions will be permitted on the beach or along the boardwalk, although such sales may be considered at other sites. Beverage sales at other sites must maintain compliance with the sponsorship restrictions noted below. ONLY event related merchandise sales may be permitted on the beach upon appropriate request and approval, subject to applicable laws. An additional fee of \$75 will be assessed for ANY granted concession privilege, whether a For-Profit or Non-Profit applicant.

**SPONSORSHIPS:** All sponsors must be identified on the application. The Town of Ocean City maintains an exclusive agreement with the Coca-Cola Refreshments that prohibits the promotion, sale and distribution of any competing beverages to include soft drinks, juices, sport drinks, specified energy drinks and bottled water on City property. Private Event Applicants requesting use of City Property must comply with this agreement. Ocean City will not allow advertising that is:

- Violence in any form
- False, misleading or deceiving statements
- Sexually explicit or obscene materials
- Tobacco or tobacco products
- Tattoos
- Casino gambling including games of chance and skill
- Alcohol
- Other potentially objectionable marketing or advertising which may be established from time to time by the Town

**BANNERS:** The Town of Ocean City has limited banner display space at Town entrances. Applicants interested in banner advertisement must complete a Banner Application form, available through the Private Events Coordinator. Approved banners must be delivered to the Maintenance Division of Public Works, a minimum of fourteen (14) days prior to approved installation. Wind cuts or slices must be cut in solid banners. For-Profit promoters will be charged \$50.00 per banner, up to two (2) locations, for a two (2) week period prior to their event. Non-Profit organizations will be charged \$25.00 per banner, per location. Please refer to Banner Application for more details.

**DIAGRAM OF EVENT LAYOUT:** A detailed diagram of the event layout/set-up and location of any and all facilities is **required** with your application. The application will be considered incomplete without the diagram.

**FEES:** For-Profit promoters will be charged a public property usage fee of \$150 per day. Non-Profit organizations will be charged \$25.00 per day for public property use. For beach use, this fee is charged per ocean block, per day. Races/runs/walks on the beach do not require a per block charge. **Set-up and breakdown days are subject to this fee assessment as well.** Additional charges may be assessed depending upon the impact of City services requested. Assessed fees must be paid to the Town of Ocean City no less than seven (7) days prior to the scheduled event.

**INFLATABLES:** Inflatable equipment may be permitted, but must be pre-approved. A photograph of the intended display and the dimensions must be included before approval can be considered. No liquor or tobacco product displays will be allowed. INFLATABLES must be of a nationally recognized product available for sale at retail establishments. The Mayor and City Council reserve the right to reject any inflatable determined inappropriate.

**BEACH STAND OPERATOR NOTIFICATION:** All events scheduled on the beach require that any Beach Stand Operator within the requested event venue be notified of the intended activity. A list of operators is available from the City Clerk's office at (410) 289-8824.

**LIABILITY INSURANCE:** At least fourteen (14) days prior to the event, the organization shall provide the Town a certificate evidencing the required \$1,000,000 liability insurance with the Mayor and City Council as “Additional Insureds.” A copy of the Insurance Policy Addendum, showing the addition of the Mayor and City Council as additional insured, is also to be provided. Failure to produce these documents by the assessed deadline may result in revocation of all approvals.

**MUSIC AND PUBLIC ADDRESS SYSTEMS:** Must operate in accordance with the Ocean City Code 30-367 of 65 decibels.

**DOWNTOWN EVENTS (BEACH/BOARDWALK):** Events which charge participant entry fees (tournaments, festivals, etc.) and/or desire to display sponsorship banners or other promotional information, must maintain a seventy-five (75) foot buffer from the edge of the train lane to the start of the event’s set up. All events must comply with the provisions of Chapter 62 of the Ocean City Code.

**PARADES:** An MDOT Highway Permit must be obtained at (410) 543-6715 for use of any state property, and a copy forwarded to the Town’s Private Events Coordinator.

**FIREWORKS, TENTS, AIR SUPPORT/AIR INFLATED STRUCTURES & BONFIRES:** Application to the City Fire Marshal at (410) 289-8780 is required, with appropriate approvals forwarded to the Private Events Coordinator. Failure to comply will result in revocation of all event approvals.

**TOILET FACILITIES:** Identification of planned “comfort” provisions must be included in the application and event diagram. The Town owns a number of established public toilet stations in the downtown area that may assist in event planning.

**PRIZE STIPULATIONS:** No alcoholic beverages may be awarded as a prize on City property.

**RESERVED PARKING:** Reserved parking at any Municipal lot or metered area may require an additional fee based on meter usage. Fees are assessed for both For-Profit and Non-Profit applicants.

**WEST OCEAN CITY PARK AND RIDE:** A permit is required if a trailer or an oversized vehicle is parked **over night** at the West Ocean City Park and Ride. Please specify this request on your application.

**SAMPLING:** Sampling will be permitted on a case-by-case basis. Sizes and quantities of such must be pre-approved, as do the locations for distribution. Samples must be of a nationally recognized product available for sale at retail establishments. *No prepared food* samples will be permitted on the beach nor along the boardwalk. Non-alcoholic beverage samples may be permitted provided the samples are in compliance with the Town of Ocean City’s exclusive drink agreement.

**TRASH:** Applicant is required to clean the area of trash and transport it to the appropriate receptacle. On the beach, all trash must be placed in the appropriate street-end dumpsters. Failure to practice appropriate cleanup procedures may result in the denial of future event requests and/or appropriate billings.

**RAFFLES:** Only non-profit groups may offer any form of raffle in conjunction with an event in Ocean City. These groups must apply through the Worcester County Department of Development Review and Permitting, and must submit a processing fee at the time of application. Applications are available at the Isle of Wight County Office Building on Route 90, or at the Court House in Snow Hill. A copy of the raffle permit must be forwarded to the Private Events Coordinator at least seven (7) days prior to the event. All raffles must be drawn and announced prior to the conclusion of the event.

**ALCOHOLIC BEVERAGE SERVICE:** Groups are discouraged from the service of alcoholic beverages at their Ocean City event. However, those that desire such approval must state this clearly on their application.

Permission to serve alcoholic beverages must be granted by Mayor and City Council. It should be noted that without Council approval, open containers of alcoholic beverages on public property is illegal. Only non-profit groups may request to sell alcoholic beverages at an event, and must obtain a license from the Worcester County Board of License Commissioners. A "One Day Alcohol Permit" application with the Ocean City Mayor's signature must be submitted to the County a minimum of fourteen (14) days prior to the event, along with a the permit fee. Applications are usually available in the Mayor's office at City Hall. A copy of the approved permit must be forwarded to the Private Events Coordinator at least seven (7) days prior to the event. The original permit must be kept on site at the event and must be available to display if required.

**DATE ONLY APPROVALS:** Event applicants desiring date approvals more than one year in advance, must complete the "Request for Private Event Date Hold" form (available upon request), and must submit the completed form, along with the appropriate fee to the Private Events Coordinator. Such requests will be considered up to two (2) years in advance. However, only events that have previously been held in Ocean City and approved By the mayor and City Council are eligible for this process. Applicants with such approval must re-file an official "Private Events Application" and For-Profit applicants must submit the application fee in full within the designated year period.

**THREE (3) YEAR APPROVALS:** Event applicants who desire a 3-year approval must meet the criteria listed below. For Profit promoters will pay \$100 per year for a total of \$300 and Non Profit organizations will pay \$25 per year for a total of \$75. In following years, applicants seeking the third year approval must still meet Council's criteria, submit an application, and pay the appropriate application fee. However, the Private Event Coordinator will report the third-year date and that the fee has been paid so the promoter does not have to appear before Council. The criteria for a Private Event to be eligible for 3-Year Approval is as follows:

- The Private Event must have been occurring in the Town of Ocean City for five (5) or more consecutive years and have enjoyed a positive relationship with the Town
- All approved dates must comply with the normal application process or the dates will be forfeited.
- The Private Event Applicant understands and agrees that City events and projects take precedence over all other scheduled events and may supersede any scheduled event at any time.
- The Private Event Applicant understands and agrees that the Town of Ocean City reserves the right to change dates or locations in the event of a conflict with municipal sponsored events.

**MANDATED CHANGES/CANCELLATION:** Any event or event date can be changed or canceled at the direction of the Mayor and City Council if the approved event interferes with Public Works project(s) or any other governmental function.

*Non-compliance with any of these written guidelines either prior to, or during an event, may result in revocation of all event approvals or immediate event cancellation.*

**QUESTIONS SHOULD BE DIRECTED TO OCEAN CITY PRIVATE EVENTS COORDINATOR AT  
(410) 250-0125.**

*Approved by Mayor and City Council March 22, 2011*