CITY OF ATLANTIC CITY SPECIAL EVENTS RESOURCE GUIDE



Atlantic City Code, the City of Atlantic City's Special Events Policy and other policies govern the administration of special events. This guide was created to take that information and provide it in an easy-to-use guide for Atlantic City event organizers.

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WHO NEEDS A PERMIT

WHO NEEDS A SPECIAL EVENTS PERMIT?

Special Events permits issued through the City's Mayor's Office of Special Events are usually required for any event **that requires use or obstruction of public roads, sidewalks, greenways, boardwalk, beaches and other** public spaces in the City of Atlantic City including but not limited to:

- Parades
- Sporting Events
- Concerts
- Marathons
- Beach/Surf Events
- Block parties
- Races
- Parties
- Tournaments
- Performances
- Markets
- Ceremonies
- Filming
- Weddings
- Marches
- Walks
- Rallys
- Etc.

ROLE OF THE MAYOR'S OFFICE OF SPECIAL EVENTS

The role of the Mayor's Office of Special Events is to enhance the quality of life and economic prosperity of Atlantic City through the support of special events while balancing the needs of the residents and business owners affected by these events. The office is responsible for processing applications, managing the events schedule and public Special Events Calendar, distributing updates to community members, maintaining an Event Feedback Form for participants and residents, reviewing all event requests for compliance with City code, the Special Event Policy and any other relevant policies, coordinating between event organizers, city departments and other agencies to assist in obtaining any necessary permits for each event, performing on-site compliance checks and assigning evaluation scores as needed.

ROLE OF EVENT ORGANIZER

Event organizers are responsive to requests made by the Mayor's Office of Special Events, and must submit all required materials or information by the corresponding deadlines. Communication between the organizer and the Mayor's Office of Special Events is critical before, during and after the event and will help ensure a smooth permitting process and special a successful event. All special events are subject to the conditions outlines in the Special Event Permit and it is the organizer's responsibility to ensure compliance or risk cancellation of their event by the City.

EVENTS TASK FORCE

The Events Task Force, also known as the Special Events Committee, includes representatives from various City departments and partner agencies including but not limited to Police, Fire, Beach Patrol, Office of Emergency Management, Public Works, Risk Management, Mercantile, Health Department, EMS, Communications, Construction and others. The role of the ETF is to provide feedback and recommendations to the Mayor's Office of Special Events regarding proposed events during the review

PRIVATE PROPERTY: If your event will be hosted on private property you will not need a Special Events Permit, though your event may require other permitting through other City agencies such as the Atlantic City Police Department, Atlantic City Fire Department, Mercantile, Health Department and Revenue & Finance.

APPLYING FOR A PERMIT

HOW TO APPLY

There are two main steps that must be completed before the deadline

1. Submit an event application
2. Submit the corresponding application fee to the City of Atlantic City's Revenue & Finance Department.

Application Fees Are Non-Refundable

Applying for an event does not guarantee that your event will be approved

The City of Atlantic City assumes no liability if an event is not approved. Selling tickets, advertising, gaining sponsorship and other activities done prior to event approval is done is at the risk of the event organizer.

DEADLINES

If you miss your deadline, we will not review your application. It is the event organizer's responsibility to determine which type of event they are hosting and ensure they apply by the corresponding deadline for that specific type of event. If you are unsure what type of event you are hosting, don't hesitate to contact the Mayor's Office of Special Events. Applications may be submitted up to 1 year prior to the event date.

- **Major Events: No less than 120 days prior to event**
  Note: This applies to parades, concerts, sporting events, all athletic events
- **General Event: 90 days prior to event**
  Note: This applies to festivals, rallies, concerts, tournaments, day parties, ceremonies, and similar events.
- **Neighborhood Block Party: 30 days prior to event**
  Note: We recommend that organizers apply at least 45 days prior to the event date if the block party might require special permitting for the use of tents, food vendors, merchants, etc.
- **Filming: 1 week—30 days recommended, depending on project**
  We recommend that applications for extensive filming spanning multiple days or locations be submitted at least 30 days in advance. Low impact productions can often be processed sooner. We will attempt to accommodate requests within reason but cannot guarantee an application will be reviewed if it is not submitted at least 5 business days prior to the shoot date.

Missed the deadline? Please do NOT submit an application or pay application fees. You will not be reimbursed. We recommend you select another date for your event. Under extenuating circumstances, the Mayor's Office of Special Events may accept a late application and will charge an additional late fee. To receive permission to apply, the event organizer must submit an appeal in writing, which will be reviewed by the Director of Public Works and Special Events Coordinator.

FEES AND EXPENSES

MAYOR'S OFFICE OF SPECIAL EVENTS FEES

Application fees are **NONREFUNDABLE** and are due at the time of application submission, prior to the application deadline. Permit fees are due upon conditional event approval, and must be submitted no later than 4 weeks prior to the event date. If your event classifies as more than one type of event, please contact the Mayor's Office of Special Events and we will determine which application and permit fee is most appropriate for your situation.

EVENT APPLICATION FEES		
Event Type	**RESIDENT**	**NON-RESIDENT**
Type (A): 200 attendees or less	$25.00	$50.00
Type (B): 201 to 1000 attendees	$50.00	$75.00
Type (C): 1001 to 5000 attendees	$75.00	$100.00
Type (D): 5001 to 7,500 attendees	$100.00	$125.00
Type (E): 7,501 or more attendees	$125.00	$150.00
ALL APPLICATION FEES ARE NON-REFUNDABLE		

HOW TO PAY

Remit payment in the form of a check or money order made out to the "City of Atlantic City" and submit it to the City of Atlantic City's Revenue & Finance Department in person or via mail. Specific instructions are included on the form. Payment must be completed by the corresponding application deadline.

REIMBURSEMENT POLICY

There is **NO reimbursement** of application fees or late application fees, and **payment of these fees does not guarantee event approval**. However, event organizers will have the option to modify dates and locations at no additional cost if they are denied approval due to a scheduling conflict. There is no reimbursement of permit fees if an event is cancelled within 15 days of the event date. Fees *may* be transferable towards future event applications/permits if event is cancelled due to inclement weather or other emergency situations, which will be determined at the discretion of the Events Task Force.

ALCOHOL BEVERAGE CONTROL (ABC) POLICY

Serving alcohol at your event? Contact the Atlantic City Police Department-Special Investigations Section-ABC Division (609) 347-5432. Having alcohol at this event may require an additional application, review and approval with the New Jersey Division of Alcoholic Beverage Control.

ADDITIONAL SERVICE FEES AND OTHER EXPENSES

The following costs for services of City departments and partner agencies involved in the production of special events are outlined for the convenience of the event organizer and are subject to change. This list is not necessarily inclusive of all charges that may incur for any given special event, but reflects the most common event expenses.

FACILITY RENTAL FEES *Must be paid 4 weeks prior to event*		
All-Wars Memorial Building Call: (609) 347-5407	Residents Ballrooms 1 & 2 - $250/hr Individual ballrooms $125/hr	Non-Residents Ballrooms 1 & 2 - $500/hr Individual ballrooms $250/hr
Bader Field	Varies	
Gardner's Basin	Call (609) 348-2880	
Sandcastle Stadium	$2,500 - $6,250 depending on number of attendees	

FIRE DEPARTMENT FEES *Application due 4 weeks prior to event*	
Tents (over x sq. ft)	$ 42
Large tents (over x st. ft)	Varies
Open Flame	$42
Cooking Permits *Cooking permits also require health permits*	$42
Pyrotechnics & Fireworks *Requires City Council Approval. Contact the City Clerk for more (609) 347-5510.*	

OTHER FEES	COST	DEPARTMENT	DEADLINE
Public Works Equipment (Equipment fees plus cost of labor)	Varies	Public Works	4 weeks prior to event
Detail Officers	$67.50 per officer Four hour min.	Atlantic City Police Department	4 weeks prior to event
Alcohol	$100 per 24-hour period	Atlantic City Police Department	4 weeks prior to event
Temporary Food Establishment Call (609) 347-5666	$65 per vendor	Mercantile	4 weeks prior to event
Multivendor Mercantile Application Call (609) 347-5315	$100 per vendor $25 app fee (dry goods) $40 app fee (food)	Mercantile	4 weeks prior to event

The total cost of event will vary depending on which services are required for your event. The Mayor's Office of Special Events will coordinate with each event organizer individually to outline methods of payment for each expense related to their event. Additional information about the role these agencies play with events is provided within this planning guide.

PUBLIC WORKS EQUIPMENT FEES

Equipment rental fees below are limited to special events which **do not** exceed 1,000 persons in attendance and last no longer than one day. Said fees may be waived upon resolution of City Council. Events exceeding this requirement may incur higher billing.

The fee schedule is for four-hour increments.

EQUIPMENT	RESIDENT FEE	NON-RESIDENT FEE	NON-PROFIT FEE
Show mobile	$312.50	$625.00	$156.25
Microphones	$12.50	$25.00	$6.25
Generator	$62.50	$125.00	$43.75
Podium	$62.50	$125.00	$31.50
Table (each)	$7.50	$12.50	$3.75
Chair (each)	$1.25	$1.25	$1.25
Stage Rental (regardless of sq. ft.)	$125.00	$250.00	$62.50
Bike Rack (each)	$12.50 (excluding overtime)		

FEES FOR EQUIPMENT FOR RESIDENTS, NON-PROFITS AND NON-RESIDENTS	
EQUIPMENT	COST
Trash Toter	$31.25
30 Yard Dumpster	$250.00
40 Yard Dumpster	$312.50
30 Yard Dumpster Fee	$1,875.00 - $2,500.00
40 Yard Dumpster Fee	$1,875.00 - $2,500.00
Roll off Trucks (25 Yard TT)	$1,000.00
Pay Loader	$58.75
Back Hoe	$35.00
Dump Truck	$53.75
Pick Up Truck	$37.50
Grass Tractor	$125.00
Motor broom	$106.25
Weed Whacker/Blower	$10.00
Skid Roller	$32.50
Roll Off	$143.75

Any request for equipment setup or standby personnel that exceeds the regular working hours will constitute additional labor fees and will be charged accordingly.

PUBLIC WORKS LABOR RATES

The following costs for services of City departments and partner agencies involved in the production of special events are outlined for the convenience of the event organizer and are subject to change. This list is not necessarily inclusive of all charges that may incur for any given special event, but reflects the most common event expenses.

All fees are pursuant to COAC City Code § 21-26.

Hourly rates (minimum four hours) for Public Works labor due to equipment rentals is as follows:

PERSONNEL RATES OF PAY			
STAFF	AFTER HOURS	SATURDAY	SUNDAY
Electrician	$79.96/hr	$79.96/hr	$106.61/hr
Laborer	$38.81/hr	$38.81/hr	$51.74/hr
Plumber	$84.58/hr	$84.58/hr	$112.78/hr
Supervisor	$82.09/hr	$82.09/hr	$109.45/hr
Tow Truck Driver	$82.09/hr	$82.09/hr	$109.45/hr
Roll Off Driver	$82.09/hr	$82.09/hr	$109.45/hr
Equipment Operator	$84.58/hr	$84.58/hr	$112.78/hr
Payload Operator	$82.09/hr	$82.09/hr	$109.45/hr

The total cost of event will vary depending on which services are required for your event. The Mayor's Office of Special Events will coordinate with each event organizer individually to outline methods of payment for each expense related to their event. Additional information about the role these agencies play with events is provided within this planning guide.

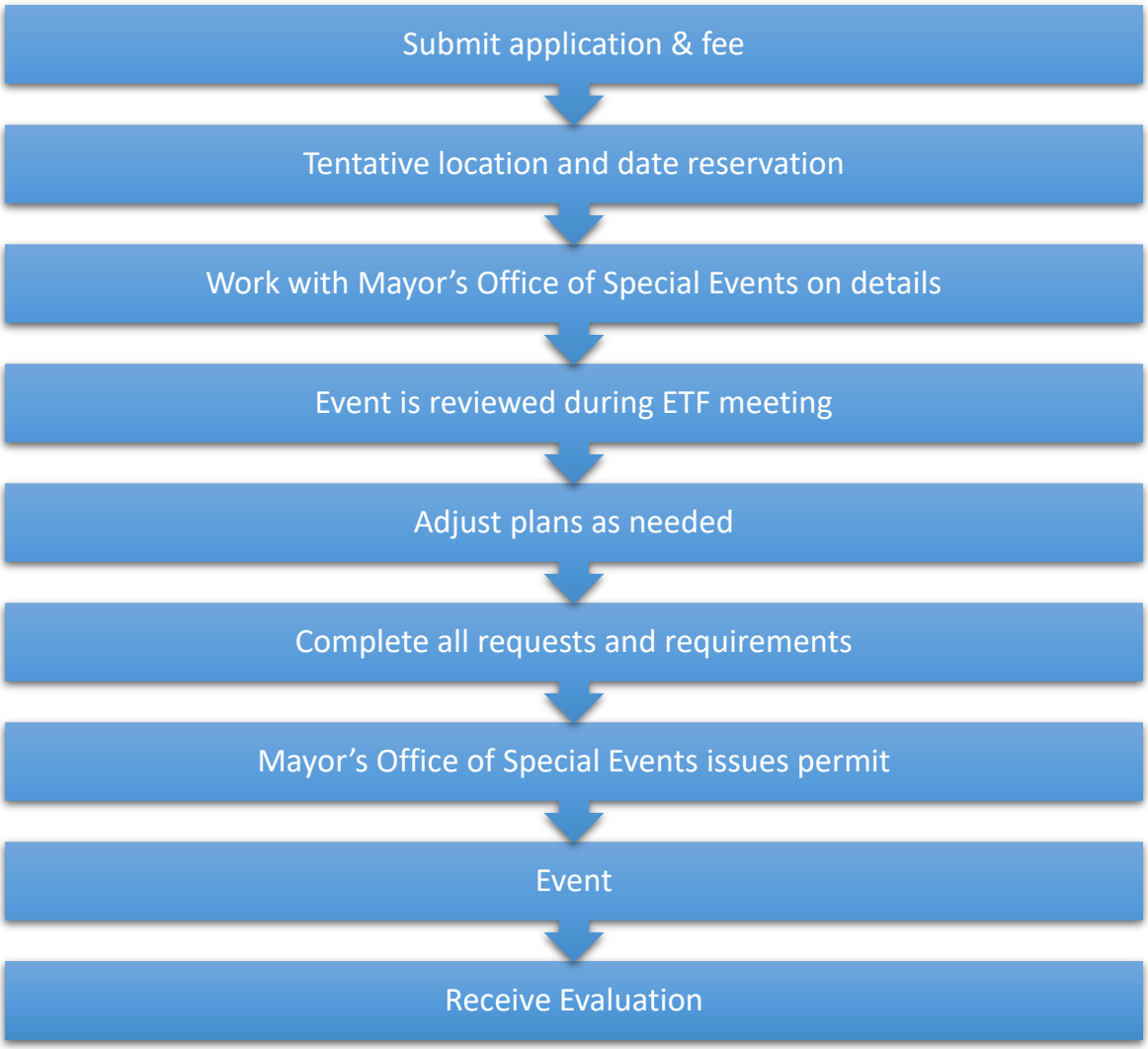
PERMIT PROCESS OVERVIEW

HOW IT WORKS

Depending on the type of event you are hosting, the applicable policies and permitting processes will vary. As we begin processing your materials, we will be in contact with you to provide updates, recommendations, and/or re-quests for additional information to facilitate the approval process. Simultaneously, we will be coordinating with multiple City departments and other agencies to assess the needs of your event, including sub-permits and other planning considerations.

HOW LONG DOES IT TAKE

The process can take anywhere from one week to a few months to complete, which is one of the reasons why it is critical that you meet the corresponding application deadline for your event.



***INDIVIDUALIZED ASSISTANCE**: Not all of these steps will apply to every event, as many events involve unique elements and some events are more complex than others. We manage and review each event application individually and strive to ensure that every last detail is addressed. Again, this is why we need ample time for event review.*

RESERVATIONS & LIMITATIONS

RESERVATION POLICY

New events will reserve event dates and locations on a first-come, first-serve basis, and dates and locations will be held only after the Mayor's Office of Special Events has received an application and application fee. We encourage new event organizers to contact the Mayor's Office of Special Events at specialevents@cityofatlanticcity.org or (609) 347-5700 before submitting an application to confirm that their preferred event date and venue is available on the proposed date.

Recurring events will have the first priority to reserve the same annual date; provided they receive an acceptable performance score and they submit a Letter of Intent. This letter confirms an event's intention to host the same event the following year. This must be submitted within one week of receiving their performance score, or within one week of their event if a performance score was not assigned. This letter will serve as a reservation only, and the event organizer will still need to submit an official application by the corresponding deadline. Failure to submit a Letter of Intent will forfeit an event's first priority to the given date/location.

SPECIAL EVENTS CALENDAR

The Mayor's Office of Special Events maintains an online Special Events Calendar providing the community with details about events scheduled to take place on public streets, sidewalks, beaches, boardwalk, etc. You can use this resource to view other planned events and potentially available dates. Information contained within applications is used in developing this calendar. No sensitive information is contained in the calendar.

EVENT LIMITATIONS

In addition to following limitations set forth in City Code, the Mayor's Office of Special Events reserves the right to issue a hold on any event that'll create public safety problems for the Atlantic City community and/or is not in the best interest of the City of Atlantic City.

ADDITIONAL LIMITATIONS AND RESTRICTIONS

See next page

EVENT BLACK OUT DATES

HOW BLACK OUT DATES WORK

Allows the city to determine periods when events may be denied or rescheduled due to large events. This enables the City to evaluate the City's needs, impacts and quality of life issues during Major Event Periods. The city will then evaluate the impact of events proposed to take place during holiday weekends and major event periods, which create a significant demand on City services and resources.

The City may determine a black out date to have high demand on City services and, therefore, may prohibit the scheduling of special events during these periods. The City may also determine that if the event is allowed to occur, enhanced City services are required during such periods, such as hiring additional officers or public works crews.

Proposed MEP's include the following:

- March – St. Patrick's Day
- April – Half Marathon
- May – Memorial Day Weekend
- July – Fourth of July Weekend, Live Nation Concerts
- August – Live Nation Concerts, Annual Air Show and Military parade
- September – Labor Day Weekend, Miss America Parade and other supporting events
- October – AC Marathon

The events committee will take note of announced events and potential events of significance and initiate customized action plans. Each City division may have specific action plans to address prerequisite levels of service and outline their efforts and responsibilities associated with any upcoming major event planned within the City.

EVENT INFRASTRUCTURE

STREET CLOSURES

Requests for the closure of City streets should be indicated on the event application. The temporary closure of City streets will need to be reviewed and approved by the Atlantic City Police Department-Traffic Division (609) 347-5744 and the Engineers Office (609) 347-5360. An "Application for Street and/or Sidewalk Closing Permit" may be required to be completed and returned to the Engineers Office.

WASTE MANAGEMENT PLAN

The City requires that all spaces be thoroughly cleaned after each use. It is therefore imperative that event organizers have a detailed plan of how they intend to manage and dispose of trash and recyclable materials, as well as a general plan to not only clean up after the event, but to ensure a clean space throughout the duration of the event.

Event organizers may use volunteers or professional cleaning or contracted companies for these services, but all material must be removed completely from the site and all trash and recycling receptacles must be emptied after the event.

The Mayor's Office of Special Events can coordinate to have the City's Department of Public Works haul away the waste materials (which must be contained within trash receptacles). Additional cleaning services may be requested for a fee.

ALCOHOL

There are two important components to having alcohol at your event. Firstly, if the event will involve the consumption of alcoholic beverages on City property, regardless of whether it is being sold, given away, or supplied by attendees themselves, you will require approval from the Atlantic City Police Department's ABC Division. Secondly, if your event will involve the sale of alcohol (or a related sale, such as entrance fees or tickets for an open bar), you will require an alcohol permit. These are controlled and issued by the New Jersey Division of Alcoholic Beverage Control.

Application must be accompanied by a fee of $100.00 for each 24-hour period, in the form of a check or money order payable to the Division of Alcoholic Beverage Control. Pursuant to N.J.S.A. 33:1-74, undersigned makes application for a Special Permit to sell, dispense and serve alcoholic beverages off the licensed premises.

Explain in detail the security plans for the event. The plan should include the number of people checking for ID's, plans to prevent pass-offs to minors, the type of security at the event, the limit of alcoholic beverages per transaction, and any other relevant information pertaining to the event.

More information on ABC permits can be obtained by calling the Atlantic City Police Department-Special Investigations Section-ABC Division at (609) 347-5432.

FOOD

The sale and/or preparation of food at any special event may require a Temporary Food Establishment permit from the City of Atlantic City's Mercantile and Health Departments. The Mayor's Office of Special Events will guide organizers through the process for these permits.

EVENT SAFETY

SAFETY BARRICADES

Any event involving the closure or obstruction of a public right-of-way will require safety barricades, variable message boards, and/or the hiring of an off-duty police officer or traffic control. The number and placement of barricades will be determined by the Atlantic City Police Department. This is a critical measure and is strictly enforced to help ensure public health and safety at special events. Event organizers will be responsible for renting or purchasing barricades for their event. The Mayor's Office of Special Events can provide a list of rental options if needed.

EMERGENCY MANAGEMENT AND SITE PLAN

All events are required to submit an Emergency Action Plan (EAP) during the application process. This plan should identify emergency exits, crowd managers, emergency notification methods, and how organizers will deal with emergencies. City personnel will review each plan and make recommendation and at times, develop internal Incident Action Plans for certain events. Please contact the Atlantic City Police Department-Special Employment Office at (609) 347-5474 with any questions or concerns.

Weather conditions: It is the responsibility of the event organizer to track and monitor the weather and make the call on the potential cancellation of an event. City staff may provide guidance, but the ultimate decision will be made by the event organizer. The only exception to this is in times of a major crisis or an occurrence that is a direct threat to public health and safety.

The plan should be in blueprint form or professional drawing format, CAD (Computer Aided Drafting). If blueprint or CAD plans are not submitted, your site plan should be produced in a clear and legible manner (letters and symbols should be legible). The site plan should include names of all streets or areas that are part of the venue of this event. If the event involves a moving route (parade, run, swim, walk, bike, march, procession) of any kind, indicate the direction of travel and all street or lane closures needed/requested.

It is a requirement there be provided a minimum of twenty (20) feet for emergency lanes throughout the event venue.

SECURITY

Security Officers and/or the employing security company are required to be compliant with the State of New Jersey's Security Officer Registration Act. For questions regarding the SORA act, please contact the New Jersey State Police at (609) 341-3426 or (609) 633-9352. Security Companies will be required to supply proof of license, bond and insurance.

Please note, NO private security can be armed with firearms.

MEDICAL PLAN

The plan should describe the number of medical personnel and their certification levels (MD, RN, Paramedic, EMT). The type and quantity of medical resources that will be on scene at this event must be described. On-site equipment/supplies (ambulance, CPR equipment, defibrillator, first aid kit, wheel chair) should be identified as well.

INSURANCE REQUIREMENTS

CERTIFICATE OF INSURANCE

Events using public property are required to secure an insurance policy for the event. The event organizer shall purchase and maintain this insurance with an insurance company authorized to do business in the State of New Jersey. Event Organizers must submit their Certificate of Insurance (COI) to the Mayor's Office of Special Events four weeks prior to the event date to allow time for review, as revisions or higher limits may be required by the Office of Risk Management before final approval.

All applicants will be required to submit insurance in an amount commensurate with the size of the event and risks specific to the event activities and the completed application. The minimum requirement for insurance is operations liability and completed operations coverage in a minimum amount of one (1) million dollars per occurrence and two (2) million dollars in the aggregate.

The city reserves the right to increase the amount of coverage and expand coverage requirements based on the specific events planned. Risk Management will advise the applicant of final insurance requirements upon a review of a completed Special Event Application.

If you are purchasing insurance specific to this event, the city recommends you consult with the city Risk Management office prior to purchasing insurance at (609) 347-5531. The City of Atlantic City is not responsible for purchasing your insurance and reserves the right to cancel this event should proof of insurance not be submitted.

- All subcontractor and vendors participating in your event will be required to submit evidence of their insurance.
- All certificates of insurance will name the City of Atlantic City, its elected or appointed officials, officers and agents as an additional insured.
- Certificate holder will be listed as the City of Atlantic City, 1301 Bacharach Boulevard, Room 406.
- All certificates of insurance will include a waiver of subrogation.
- All applicant, subcontractors and vendors will provide evidence of worker's compensation coverage for all employees, including proprietors, partners and executive officers, etc.
- Applicants agree to provide workers compensation coverage to any employee of subcontractors or vendor in the event said contractor or vendor coverage is found to be void during the event.
- Signature of the applicant in the Special Event Application constitutes a legally binding contract between the applicant and such contractual obligations which also extends to all sub-contractors/vendors brought into the event, whether hired or volunteered by the applicant.
- Security companies are required to submit evidence of insurance separate from the applicant's insurance. Insurance submitted by security companies must include evidence of coverage for assault and battery.
- All medical providers must submit evidence of insurance separate from the applicant's insurance. Insurance submitted by medical providers must include evidence of coverage for malpractice and/or professional liability coverage.
- The City of Atlantic City assumes no responsibility for property left overnight at any city location (private or public). The owner(s) of any property left overnight assume all liability and risk.
- Providers/assemblers are required to submit separate insurance apart from the applicant's insurance specific to collapses of stages, bleachers and tents.
- If this event requires a waiver for participants, a sample copy of the waiver must be submitted with this application. Evidence of participant legal liability coverage may be required.
- Alcoholic beverages being sold, distributed, consumed at this event will require proof of liquor liability insurance.

EVENT EVALUATION

PERFORMANCE SCORES

The Mayor's Office of Special Events will complete an Event Evaluation Form following the majority of special events, which will include a performance score measuring the success of event organizers in conforming to all policies and permitted activities.

Events with a subpar score risk losing their preferred date, and subpar scores may also result in additional fees or the cancellation of all future events.

SITE VISIT

The Mayor's Office of Special Events performs routine site visits for various special events. During this visit we will continue to serve as a liaison for event organizers and will help address last-minute event needs should they arise. We will also be ensuring compliance with the regulations outlined in the Special Event Permit, which event organizers are required to have accessible at all times during the events. We will assess compliance with the regulations enforced by other City departments or partner agencies as applicable.

LETTER OF INTENT

If an event organizer receives good reviews internally, a Letter of Intent may be submitted to reserve the same date and location for the event the following year. This will serve as a temporary reservation only, and the event organizer will still be required to submit a complete application by the corresponding application deadline. If an annual event is cancelled at any point, the event organizer must notify the Mayor's Office of Special Events as soon as possible.

Submitting a Letter of Intent is optional, but if it is not submitted, the event organizer forfeits the first priority to that particular date and location in future years.