



**NORTH BOULEVARD
TOWN SQUARE**



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 diagrammed 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

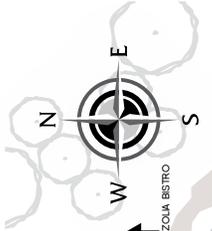
NORTH BOULEVARD TOWN SQUARE: AMENITIES



- ROADS
- PEDESTRIAN
- BUILDING
- STAGE
- TRANSIT SHELTER
- WATER FOUNTAIN
- BIKE RACK
- PET WASTE BAG DISPENSER
- TRASH CAN
- RESTROOM
- HOSE BIB
- AUDIOVISUAL INPUT
- 200 AMP RECEPTACLE
- 80 AMP RECEPTACLE

LEGEND

* THERE ARE 198, 20 AMP ELECTRICAL OUTLETS LOCATED THROUGHOUT NORTH BOULEVARD TOWN SQUARE



NORTH BOULEVARD TOWN SQUARE

MANSHIP THEATRE

HARTLEY VEY STUDIO

SHAW CENTER FOR THE ARTS

STROLBES CHORHOUSE

SUBWAY

CAPITAL CREMERY (RIBS STAND)

DOWNTOWN JOBS STAND

JOE'S CAFE

SADAF CAFE

CC'S COMMUNITY COFFEE

CITY CLUB

FOURTH STREET PLAZA

THE BOSQUE

HEBE PLAZA

HEBE SCULPTURE

LIVE OAK PLAZA

BEACON PLAZA

TOWN LAWN

TOWN LAWN STAGE

AUX. TRANSIT SHELTER

TRANSIT SHELTER

GALVEZ PLAZA

Galvez March Sculpture

Palaci Sculpture

GALVEZ PLAZA STAGE

RIVER CENTER LIBRARY

DEARMAN'S RIVERFRONT CAFE

19TH JUDICIAL DISTRICT COURTHOUSE

OLD STATE CAPITOL

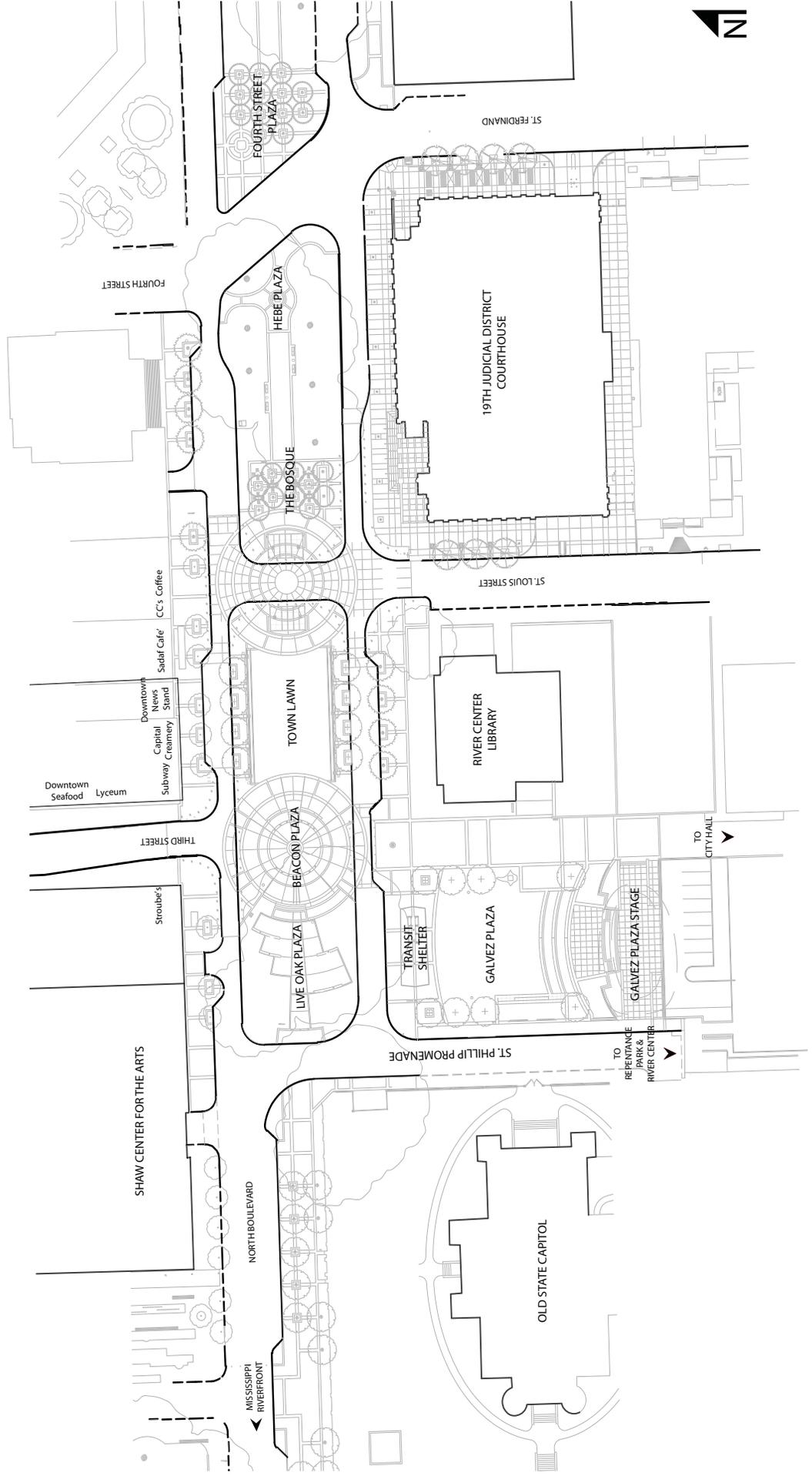
Mississippi Riverfront

To Repentance Park & River Center

To City Hall

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:

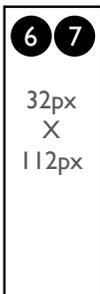
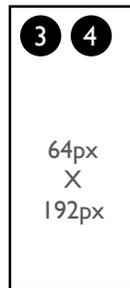
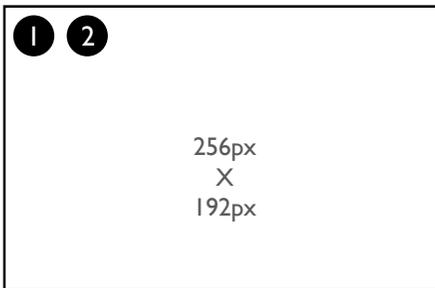
Video: All screens have video capabilities and will play mov and .mp4 files.

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.



**DOWNTOWN
DEVELOPMENT
DISTRICT**

A Passion for Progress