

**CITY OF MARSHALL**  
**SPECIAL EVENT POLICY**

**May 2022**

**In General**

1. The City of Marshall, believing there is a benefit to the community in allowing and encouraging community-oriented special events that may make use of public rights-of-ways, parks, or other properties, may allow the use of such properties for special events under the terms of this policy.
2. Any Special Event making use of City-controlled public rights-of-ways, parks, or other properties, shall be approved in advance by the City Council. Typically, a Special Event involves significant potential inconvenience to nearby residents and properties, through traffic, activity, noise, light, altered traffic routes, or other potentially deleterious factors that are not normally present in the area.
3. The normal use of City facilities, such as playing baseball on a baseball field, renting a pavilion, etc., shall not be considered a Special Event under this policy.
4. Events in the Downtown Development Authority (DDA) district, as shown below, will be presented to the DDA board at their regularly scheduled meetings. The DDA will be asked to formally support the Special Event prior to the event approval going to City Council. The City believes support and coordination with downtown business is critical to the success of the downtown area. The DDA meets once a month so timing of the application should be adjusted accordingly to allow for both DDA and City Council approval.
5. The City of Marshall prohibits the use of paint or permanent markings on surfaces within the public right of way. Anchoring of tents with stakes is prohibited through concrete or asphalt surfaces on City property or within the public right of way. Anchoring of any structure must be completed with alternative methods.
6. The City of Marshall partners with the Michigan Department of Transportation (MDOT) to manage two state trunklines within City limits. Michigan Avenue is the BL-94 trunkline while South Kalamazoo Avenue and Industrial Road are M-227. The City maintains a close relationship with the local MDOT office regarding street closures on Michigan Avenue. If a closure of Michigan Avenue is requested the City will pursue the permit from MDOT and prepare necessary traffic plans. Permit approval is the ultimate decision of MDOT. Proper deployment and display of traffic control signs will be discussed with applicants at the planning meeting.
7. The City of Marshall puts effort into planning and coordinating events with event sponsors. We understand that unexpected cancellation of events can occur. We schedule required work activities in advance of events and will require 72-hour notice prior to the start of an event for cancellation and avoidance of special event fees. If cancellation is received within 72-hours of an events start time, the sponsors will be billed for all activities completed by the time of cancellation.
8. The City of Marshall is a supporter of special events. However, applicants should understand

special events require additional work for City staff. The City requires payment for special events tasks directly attributable to the event. The City requires 100% reimbursement from for-profit sponsoring organizations and waives the first \$500 in fees for non-profit sponsoring organizations.

## **Procedures**

9. An applicant desiring to hold a special event requiring the use of City-controlled property shall submit a Special Event Application Form to the City Clerk's Office, describing the particulars of the request. All requested information must be provided. The application should be submitted 90 days before the event to ensure ample time for the required staff review, correction of any defects, and time for the request to be placed on a City Council agenda. The City Council may consider whether a late approval date would provide inadequate notice to affected residents, property owners, and business owners.
10. Relevant City staff members will review the application and recommend changes if appropriate. The applicant may amend the application to address these concerns. Before the application is submitted to City Council, relevant staff members will indicate whether they have concerns with the application in its current form.
11. Additional permits and fees may be required for services requested including right-of-way permit, electric drop, and hydrant connections.
12. City staff, prior to council approval, will determine the cost to the City for supporting the event. This cost will be conveyed to the event sponsoring and payment is expected prior to the event date.
13. The City Council will consider the application during an open meeting, and will approve, approve with conditions, or reject the application.

Applications may be rejected if, in the sole judgment of the City, granting the application would not be in the best interest of the public health, safety, or welfare, through causing parking congestion, excessive disruption of traffic, blocking access to other properties, or reducing access for emergency vehicles; or if the public health, safety or welfare was negatively affected by previous similar special events or special events sponsored by the applicant; or if the applicant has previously failed to live up to his or her responsibilities as sponsor of a special event; or if the applicant has supplied false information on the Special Event Application Form. The decision of the City Council is final.



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## Special Events Application

**Important:** Please fill out each item as completely so that the application can be processed as quickly as possible, without unnecessary delays. Please return the completed, signed application, with any necessary attachments, to the City Clerk’s Office, at the address shown above. Special Events must be approved by the City Council, which typically meets twice per month. We recommend submitting your application at least 90 days before your organization wishes to receive approval, to allow time to work through issues with the staff, and to allow for the possibility that the City Council may still see issues that should be addressed before approval.

### Applicant Information

Name of Special Event: \_\_\_\_\_

Is the sponsoring organization:  Non-Profit, please provide status letter\*       For Profit

Mailing/Billing Address: \_\_\_\_\_

City/State/ZIP Code: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address(es): \_\_\_\_\_

### Event Information

\*A separate event schedule and/or description may be attached in response to questions 1 through 5.

\*\*For any question, if there is not room to include a complete response, please include the response on a separate attachment and note “see attached”. When providing information in an attachment, please refer to the appropriate question number(s) to help the City staff review the application.

1. Requested day(s), date(s), and time(s) of the Special Event: \_\_\_\_\_

\_\_\_\_\_

2. Is there a requested alternative date(s)?  Yes       No

If yes, please provide the alternative date(s): \_\_\_\_\_

3. Please describe the event(s): \_\_\_\_\_

\_\_\_\_\_

4. What is the requested location(s) of the event(s): \_\_\_\_\_

\_\_\_\_\_

5. Does this event require a street closure?  Yes       No Street Name: \_\_\_\_\_

Start and End Locations: \_\_\_\_\_

**Please complete the following check list regarding your event and special needs:** More detailed instructions are included on the following pages. Please use additional sheets where appropriate for more detailed responses.

**General**

6. Is this event expected to occur again in a future calendar year? Yes \_\_\_\_\_ No \_\_\_\_\_  
Normal Annual Date? \_\_\_\_\_
7. Have you included a map indicating the location of your event?\* Yes \_\_\_\_\_ No \_\_\_\_\_
8. Is your event located within the Downtown Development Authority? Yes \_\_\_\_\_ No \_\_\_\_\_
9. Does the applicant wish to prohibit vending within the event area? Yes \_\_\_\_\_ No \_\_\_\_\_
10. Does the applicant plan to include vending as part of this event? Yes \_\_\_\_\_ No \_\_\_\_\_
11. Will this event include the use of signs? Yes \_\_\_\_\_ No \_\_\_\_\_
12. Will the event require the hanging of a banner? Yes \_\_\_\_\_ No \_\_\_\_\_
13. Is the applicant requesting special parking arrangements, such as reserved parking? Yes \_\_\_\_\_ No \_\_\_\_\_

**Public Services**

14. Is the applicant requiring utility connections, such as electric or water services? Yes \_\_\_\_\_ No \_\_\_\_\_
15. Does the applicant require other public services? Yes \_\_\_\_\_ No \_\_\_\_\_
- a. Barricades Yes \_\_\_\_\_ No \_\_\_\_\_
- b. Fencing Yes \_\_\_\_\_ No \_\_\_\_\_
- c. Street Sweeping Yes \_\_\_\_\_ No \_\_\_\_\_
- d. Mowing Yes \_\_\_\_\_ No \_\_\_\_\_
- e. Rubbish Containers Quantity: \_\_\_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_
- f. Picnic Tables Yes \_\_\_\_\_ No \_\_\_\_\_
- g. Cessation of Lawn Sprinklings Yes \_\_\_\_\_ No \_\_\_\_\_
- h. Other \_\_\_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_
- i. Map including indicating location of these services?\* Yes \_\_\_\_\_ No \_\_\_\_\_
16. Do you plan to utilize volunteers to help run the event? Yes \_\_\_\_\_ No \_\_\_\_\_
17. Do you plan to rent a park facility for the event? Yes \_\_\_\_\_ No \_\_\_\_\_

**Public Safety**

18. Does the applicant have any special security or safety concerns? Yes \_\_\_\_\_ No \_\_\_\_\_
19. Are you requesting assistance from the Police/Fire Departments? Yes \_\_\_\_\_ No \_\_\_\_\_
20. Will the event include loud or unusual sounds? Yes \_\_\_\_\_ No \_\_\_\_\_
- a. Musicians Yes \_\_\_\_\_ No \_\_\_\_\_
- b. Singers Yes \_\_\_\_\_ No \_\_\_\_\_
- c. Amplified Announcers Yes \_\_\_\_\_ No \_\_\_\_\_
- d. Carnival Rides Yes \_\_\_\_\_ No \_\_\_\_\_
- e. Motor Vehicle Noises Yes \_\_\_\_\_ No \_\_\_\_\_
- f. Other \_\_\_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_
21. What are the planned hours for loud or unusual sounds? \_\_\_\_\_
22. Will the event include unusual lighting beyond what is normal at that location? Yes \_\_\_\_\_ No \_\_\_\_\_

**Alcohol Consumption**

23. Are alcoholic beverages proposed to be served as part of the event? Yes \_\_\_\_\_ No \_\_\_\_\_
24. Will you be utilizing a LLC regulated boundary? Yes \_\_\_\_\_ No \_\_\_\_\_
25. Are you using the Social District for outdoor alcohol consumption? Yes \_\_\_\_\_ No \_\_\_\_\_
26. Have all necessary liquor licenses been obtain at the time of this application? Yes \_\_\_\_\_ No \_\_\_\_\_
27. Does the applicant have any other requests that are not listed in this form? Yes \_\_\_\_\_ No \_\_\_\_\_
28. The applicant is require to provide \$1,000,000 of liability insurance coverage with respect to the event; have you attached a Certificate of Insurance listing the City of Marshall as an additionally insured? Yes \_\_\_\_\_ No \_\_\_\_\_

**Questionnaire Explanations**

6. **Is this event expected to occur again in a future calendar year?** You may ask to reserve a date for a future calendar year with this application. To reserve an event date for a future calendar year, please provide the normal annual event date. *Note:* Granting such a reservation does not constitute final approval of the event, but will reserve the same area as granted for the current year, until three months before the reserved date.
  7. **An Event Map**—if your event will use streets or sidewalks or will use multiple locations, please attach one or more maps showing the locations requested. Please show any streets or parking lots that you are asking be blocked off or reserved for specific purposes, locations of specific events or objects (carnival rides, bleachers, medical care, exhibits, special parking, pick-up/drop-off areas, etc.), remote parking lots, the actual route of a parade or race, and similar information appropriate to clarify the exact request.
  8. **Is your event located within the Downtown Development Authority?** The DDA will be asked to formally support the Special Event prior to the event approval going to City Council. The City believes support and coordination with downtown business is critical to the success of the downtown area. The DDA meets once a month so timing of the application should be adjusted accordingly to allow for both DDA and City Council approval.
- 9/10. **Does the applicant wish to have control of vending within the festival area?** In some instances, the applicant may be granted control of vending, the applicant is solely responsible for ensuring that all vendors are properly licensed with any appropriate agencies (Health Department). The City of Marshall Fire Department will hold vendors responsible for the National Fire Prevention Association's (NFPA) standards relating to general safety, fuel and power sources, clearances, and operational safety.
11. **Will this event include the use of signs?** If yes, please attach information on the size, content, and location of any requested signs; signs may be shown on the event map or on a separate map, if appropriate. Small directional signs that do not obstruct pedestrian or vehicular traffic may be placed in the event area, during the event, without being included in this application.
  12. **Will the event require the hanging of a banner?** Event sponsors can purchase banners to be hung across North Kalamazoo Avenue or Michigan Avenue. The fee to hang a banner is \$400. The banner must be 3 or 4-foot by 20-foot in size for North Kalamazoo or 25 to 35-foot in length for Michigan Avenue. For proper hanging the banner must have grommets in each corner as well as along the top of the banner and wind slits throughout the banner. The city will supply the rope for hanging of the banner.
  13. **Is the applicant requesting special parking arrangements—such as limiting parking areas to certain groups of users?** If yes, you must coordinate with the Police Chief.
  14. **Is the applicant requiring utility connections, such as electric service or water?** If yes, you must coordinate with the Director of Public Services to review what utilities are available in the requested area, and provide a detailed map showing the utilities requested. Requests for electricity will require an *Electric Drop* form to be completed and submitted with the application.
  15. **Does the applicant have any other requests for public services, such as street sweeping, mowing, rubbish containers or removal, placement or removal of picnic tables or other fixtures, or cessation of lawn sprinkling?** If yes, you must coordinate with the Director of Public Services to determine if assistance from Public Services is appropriate and available, and provide a description of the services Public Services has indicated it could provide. The applicant will be charged for these services. Any
  16. **Do you plan to utilize volunteers to help run the event?** Depending on the scope of the event, volunteers can help reduce the cost of special events for the applicant. The City has limited staff to help with special events and encourages organizers to utilize volunteers as much as possible.
  17. **Is your event located at Stuarts Landing Band Shell or Ketchum Park's Cronin Millrace Pavilion?** These two facilities are available for rent. A separate *Park Rental Agreement* for park facilities is required as part of the special event application.

- 18. Does the applicant have any special security or safety concerns? Is the applicant requesting assistance from the Police Department in addressing these concerns?** If yes, you must contact the Chief of Police to determine what assistance from the Police Department is appropriate and available, and provide a description of the services the Police Department has indicated it could provide. The applicant will be charged for these services.
- 19. Is the applicant requesting assistance from the Police or Fire Departments in addressing these concerns?**  
If yes, you must contact both the Police and Fire Chief to determine what assistance from the Departments is appropriate and available, and provide a description of the services the Departments have indicated they could provide. The applicant will be charged for these services.
- 20. Will the event include loud or unusual sounds, such as a musicians, singers, amplified announcers, carnival rides, motor vehicle noises beyond those regularly present in the location, etc.?**  
If yes, you must please attach information indicating all of these on this application.
- 20. Will the event include unusual lighting beyond that regularly present in the location that could have an impact upon occupants of neighboring properties?**  
If yes, you must please attach information indicating all of the types of lighting, the location, the beginning and end times, and whether the lighting is constant or intermittent during those times.
- 21. Are alcoholic beverages proposed to be served as part of the event?**  
If yes, you must advise the Police Department of your intention to serve alcoholic beverages. Approval of the special event does not constitute final approval of service of alcoholic beverages; any necessary approval of a liquor license is a separate process.
- 25. Please attach a separate sheet detailing any aspects of the event that are not specifically addressed in this form but of which the City Council should be aware to make a fully informed decision with regard to approval of the proposed event.**
- 26. The applicant is required to provide \$1,000,000 of liability insurance coverage with respect to the event. A Certificate of Insurance, with the City listed as an additional named insured, must be provided to the City Clerk's Office at least one calendar month before the event. Is the insurance certificate attached?**

The City of Marshall PROHIBITS any and all painting of any city property, including sidewalk and streets. Events of those persons violating this policy will be canceled and not future event will be allowed.

Continue to next page...

**Applicant Signature**

I hereby affirm that the information is true to the best of my knowledge and belief, and agree that the applicant will be responsible for making certain that the event follows the ordinances, rules, and regulations of the City of Marshall and that the event takes place in accordance with the application as approved by the Marshall City Council, including any conditions placed thereon.

Applicant Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

The APPLICANT does hereby agree to indemnify, hold harmless and defend the CITY and each of its officers, officials, employees, agents and authorized volunteers from any and all loss, liability, fines, penalties, forfeitures, costs and damages (whether in contract, tort or strict liability, including but not limited to personal injury, death at any time and property damage) incurred by CITY, OWNER, PERMITTEE (Renter) or any other person, and from any and all claims, demands and actions in law or equity (including attorney's fee and litigation expenses), arising or alleged to have arisen directly or indirectly out of the operation and use of CITY property and public right of way. APPLICANT'S obligations under the preceding sentence shall apply regardless of whether City or any of its officers, officials, employees, agents or authorized volunteers are negligent, but shall not apply to any loss, liability, fines, penalties, forfeitures, costs or damages caused solely by the gross negligence, or caused by the willful misconduct, of CITY or any of its officers, officials, employees, agents or authorized volunteers.