

**TOWN OF TELLURIDE**  
**COMMISSION FOR COMMUNITY ASSISTANCE, ARTS & SPECIAL EVENTS**  
**2023 SPECIAL EVENT POLICIES**

(CCAASE defines special events as “gatherings that are open to the general public.”)

**NEW SPECIAL EVENTS USING TOWN PARK FACILITIES**

Town Park facilities include Town Park, Colorado Avenue pocket parks, and the River Park Corridor. New event applicants (those who did not use Town Park facilities in the previous year applied for) or existing events requesting a change in date and/or scope that want to use Town Park facilities must be granted venue approval by the Parks and Recreation Commission prior to applying to CCAASE for date approval (*Town Council approval may also be required, depending on the request*). New event applicants that request use of Town Park facilities may be required to provide the following: a resumé, references, proof of ability to organize the event, reason for choosing Telluride as a location, a description of target audience, educational programs, economical / environmental / community impacts, cultural benefits, number of expected attendees, and parking, traffic, and general impact mitigation, and may be required to make a presentation to Parks & Recreation Commission and/or CCAASE. Applications and forms are available on the Town’s website ([www.telluride-co.gov](http://www.telluride-co.gov)). All applications must be complete in order to be considered. If approved, events may be required to provide impact mitigation.

**CCAASE CALENDAR**

The Commission for Community Assistance, Arts and Special Events (CCAASE) must approve event dates for organizations and special events that receive Town funds or use Town facilities and provide educational, artistic, entertainment, and cultural programs and opportunities in which Town of Telluride residents/workforce participate. Only special events may apply to be on the CCAASE Calendar of Events. CCAASE defines special events as “gatherings that are open to the general public”. CCAASE will endeavor to treat all event applicants in a fair and equitable manner with regards to Calendar Date allocations.

Event date approval by CCAASE does not guarantee the availability of Town facilities or provide approval for the use of Town facilities. All new event applicants must provide an event description with their calendar date request.

Applications for CCAASE Calendar dates in 2024 will be available by March 1, 2023 on the Town’s website and must be received at the Parks and Recreation Department office no later than 5:00 p.m. on Friday, May 12, 2023, to be considered for the 2024 CCAASE Calendar. CCAASE will establish the calendar at their regularly scheduled meeting on June 7, 2023, at 12:00 noon in Rebekah Hall. Applications not received by the May 12<sup>th</sup> deadline will be reviewed at a subsequent CCAASE meeting; although, date availability is not guaranteed, and priorities may be determined at the June CCAASE meeting. CCAASE will use the Review Criteria on pages 2&3 when considering overlapping calendar date requests.

**Major Festival Events** (3,000 or more total crowd size) **must** apply according to the prior year’s CCAASE Calendar Date application process (see schedule above) pursuant to Telluride Municipal Code Section 11-4-20. This requirement applies to all new requests and all date change requests.

**Minor Festival Events** (less than 3,000 total crowd size) are **advised** to apply according to the prior year’s CCAASE Calendar Date application process to complete the requirements for permission to use Town property.

## **BANNERS**

Organizations wishing to hang a temporary banner across Colorado Avenue announcing a regional event, defined as an event taking place in the R1 School District, **must be approved for the CCAASE Calendar of Events**, must have their banner request and banner design approved at a regular meeting of CCAASE, and must complete a Banner Agreement. Forms are available on the Town's website ([www.telluride-co.gov](http://www.telluride-co.gov)). Check with the Parks and Recreation Department for specific scheduling. NOTE: CCAASE and the Town of Telluride reserve the right to deny permission to hang banners.

CCAASE recommends that all 2023 banner applications be received at the Parks and Recreation Department office no later than 5:00 p.m. on Friday, January 6, 2023, for consideration at CCAASE's regular meeting on February 1, 2023. Applications not received by the January 6<sup>th</sup> deadline will be reviewed at a subsequent CCAASE meeting; although, banner space availability is not guaranteed, and priorities may be determined at the February CCAASE meeting. The Review Criteria on pages 2&3 will be used when considering overlapping banner requests.

Applicants must have already completed CCAASE review of their banner design and should apply at least thirty (30) days before the date they wish to hang a banner to be considered. Organizations receiving banner approvals are required to contact Examiner building tenants and the New Sheridan Hotel for permission to access the hardware necessary to hang the banner.

If sharing banner space is approved by CCAASE, a maximum of two banners may be strung *horizontally* (end-to-end) across Colorado Avenue on the existing wire and must be connected to the designated hardware. "Stacking" of banners is not permitted.

Banners may be requested to be hung starting at noon the day before CCAASE dates begin until noon on the date after CCAASE dates end. Banners must be removed by noon on the final display date. Events or organizations failing to comply with the stated policies will be required to pay a \$100 deposit to hang future banners. Events or organizations failing to remove their banner by the approved date and time will be required to pay a \$100/day fine.

Banner Specifications (more detailed specifications are available upon request)

- Banners are for special events only.
- Commercial advertisements, commercial logos, web addresses, contact information, street addresses, individuals' names (which are not part of the event name or sponsoring organization's name), and so forth are not allowed on banners.
- The Town does not allow "Welcome" banners for groups or individuals.
- Maximum banner size is twenty-five feet (25') wide. All banners must be four feet (4') high to accommodate double hangings.
- Banners need to be made of mesh materials or have wind holes to prevent damage to buildings.
- Banners in Spanish are encouraged and can be double-sided.

## **REVIEW CRITERIA FOR CCAASE CALENDAR DATES AND BANNERS**

CCAASE will use the above guidelines and criteria listed below when considering calendar date and banner requests. Events occurring within the Telluride Town limits have priority. The Review Criteria are not weighted or prioritized and include the following:

1. Length of time in existence on the requested date or weekend.
2. Longevity of event in Town.
3. Longevity of organization in Town.
4. Value to community (cultural, economic, environmental, and social).
5. Impact on community (infrastructure, environment, and economy).

6. Change to existing events or new events (proximity to other events; impact on other events with regards to economics, infrastructure, and available venues; similar events; and crowd size.
7. Fulfills requirements of Town contracts and Special Event Policies.

**FLAGS** Only the Town of Telluride may hang flags on Town property.

## **SIGNAGE**

### **Sidewalk Signage**

Organizations wishing to place off-premise event signage on Town property must adhere to applicable Town policies and ordinances.

### **General Event Signage**

Display of commercial advertisements or logos is prohibited on Town property, unless it occurs within the event's approved liquor license premise or is considered a functional item (ex. tent, tablecloth, pricing sign, etc.).

## **TOWN VENUES**

Town facilities available for use by approved special events include:

### Town Park

- Core Area
- Pavilion
- Stage & Catering Facility

### Other

- River Park Corridor
- Pocket Parks (Elks' Park, North Oak Street Park, North and South Spruce Parks)
- Town Streets

### NOTES:

\*Applicants must be approved for the CCAASE Calendar of Events to apply for use of Elks' Park, North Oak Street Park, Town Park Stage & Catering Facility, and Town Streets.

\*\* Private functions (a gathering that is not open to the general public), such as, weddings, picnics, parties, and so forth are not permitted at the Stage & Catering Facility, Pocket Parks, or Town Streets.

### **Application Process**

Applications for use of Town facilities are available on the Town's website ([www.telluride-co.gov](http://www.telluride-co.gov)) and must be submitted at least thirty (30) days prior to the event. Administrative approval for use of the Town Park Core Area, Pavilion and Pocket Parks may be appropriate for non-recurring events lasting four (4) hours or less, including set-up and teardown.

### **Street Closures**

Applicants must be approved for the CCAASE Calendar of Events. Applications must be submitted at least forty-five (45) days prior to the requested closure date(s) to allow for adequate review time. Organizations will be required to provide barricades, signs, deposits, business license, clean-up, insurance, and community announcements regarding street closure dates, times and purpose. Notification of the neighborhood is required for all events. Exclusive and non-exclusive use of streets requires a contract with the Town of Telluride.

**Existing events:** Events approved last calendar year (unless approved for one year only) and for the same location, date, and time may be allowed to continue closing the street for

their event as long as closure details do not change. Existing events must submit a complete application for approval by Town Staff and Fire Marshal and must notify the community with posted Tow Notices provided by the Marshals Department at least seventy-two (72) hours in advance of the street closure.

**New or modified events:** Events that did not occur during the previous calendar year, events requesting a change in date, location, or time frame (greater than 1 hour fluctuation), or events that were only approved for one year, will be required to notify affected businesses and residents and obtain CCAASE approval. Once a completed application is received, Parks and Recreation Staff will provide the applicant with a notification form, including an event description and the date, time, and location of the CCAASE public hearing. Applicants shall distribute the notification form to affected businesses and residents at least fifteen (15) days prior to the scheduled CCAASE public hearing and track where the notices were delivered with the date, time, and location. Applicants may be required to demonstrate a need for the closure and previous compliance with existing Town policies. Payment for law enforcement services may also be required.

Event organizers are encouraged to plan street closures creatively in response to feedback received by CCAASE and business owners, including the following:

- Share the benefit/impact of street closures by using sections of Colorado Ave other than the traditional blocks between Aspen St and Fir St and in other areas of Town
- Evaluate the duration and/or frequency of closure requests
- Remove barriers to maintain openness to public and business fronts

#### **REVIEW CRITERIA FOR STREET CLOSURES**

CCAASE will use the above guidelines and the Calendar Date and Banner Review Criteria on pages 2&3 as well as the criteria listed below when considering street closure requests. The Review Criteria are not weighted or prioritized and include the following:

1. Demonstrated need for the closure.
2. Previous compliance with existing Town policies.

#### **Traffic Control**

Requests for traffic control on Town streets or sidewalks should be submitted a minimum of fifteen (15) days prior to the date requested. Traffic control requests are required for organized marches, walks, parades, and so forth and may be required for film crews. If it is determined that law enforcement personnel are required, the applicant may be required to pay for their services. Approval of applications for traffic control is subject to availability of personnel, street maintenance, time of day, and other events scheduled. Insurance coverage and a deposit are required.

#### **INSURANCE**

The Town of Telluride requires that any event occurring on Town property (i.e., Town Park, Town streets, malls, public buildings, etc.) must provide proof of adequate general liability insurance coverage to the Parks & Recreation Director for all dates that public property is used, including setup and cleanup dates.

#### **General Liability Insurance must include:**

1. An endorsement of the "Town of Telluride" as an additional insured;
2. A minimum of \$1,000,000 per occurrence **primary** coverage and \$2,000,000 annual aggregate;
3. A minimum of thirty (30) days notice of cancellation;
4. Host and general liquor liability coverage for events serving or selling alcoholic beverages;
5. A minimum of \$1,000,000 personal and advertising injury coverage;
6. A minimum of \$50,000 fire damage; and
7. A minimum of \$1,000,000 comprehensive automobile liability (if applicable).

## **SPECIAL EVENT LIQUOR LICENSE PERMITS**

Non-profit organizations that are in good standing with the State of Colorado, a chartered branch, lodge, or chapter of a national organization, a religious or philanthropic institution, an institution of higher education, a political candidate, municipality, county, or special district are all eligible to apply for Special Event Liquor License Permits. These permits are necessary if the organization wishes to sell or serve alcohol to the general public. Special Event Permits are limited to fifteen (15) permits per year per organization. Liquor Licensing Authority meetings occur on the third Thursday of each month at 3:00 pm, unless rescheduled for good cause or cancelled due to lack of applications. The Special Event Permit application must be filed with the Town Clerk no later than 12:00 p.m., fourteen (14) days prior to the regularly scheduled Authority meeting, and at least thirty (30) days before the proposed special event. This is to allow adequate time for review by the Town Clerk and public noticing requirements. Special Authority meetings will not be scheduled, and only complete applications will be accepted. Proof of liquor liability insurance must be provided to the Parks and Recreation Department at least three (3) weeks prior to the event. Telluride Municipal Code 6-2-180 also specifies that the manager of an event, for which a special event liquor license permit is issued, must attend a state approved liquor service workshop prior to the event. 100% of Liquor proceeds must be distributed to local or regional qualified nonprofits that benefit San Miguel County. No later than one hundred and twenty (120) days following the conclusion of the event held on Town property, an affirmative accounting as to the distribution of net proceeds from the special event permit must be submitted to the Liquor Licensing Authority. Please contact the Town Clerks Office at 970-728-2159, or stop by Town Hall, 135 W. Columbia Ave., for an application, information and workshop dates.

### **Festival Liquor License Permits**

Festival Liquor License Permits identified in the Colorado Revised Statutes 44-3-404 are not permitted in the Town of Telluride pursuant to Telluride Municipal Code Section 6-2-200.

## **VENDING**

Special events may vend at their approved premise, but must meet the following requirements:

1. **Business license:** Events agree to obtain a separate "Special Event" Business License that will cover all not already licensed sub-contractors and vendors working for the event. A complete list of all vendors and sub-contractors is required. Business License fees are determined by the estimated cumulative hours of employees, sub-contractors, and vendors working under the special event business license. Non-Profits hosting events that have no unlicensed subcontractors or vendors are not required to obtain a "Special Event" Business License.
2. **Sales tax collection:** Events agree to adhere to all state and local sales, excise, and lodging tax regulations. Events must provide a list of all vendors (including contact information) and collect and submit all applicable taxes on behalf of all vendors.
3. **State health standards for food handling and serving:** All state regulations must be adhered to. Contact the County Environmental Health Department at 970-369-5442 for details.

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- All applicants must be 18 years of age or older.
  - Vending without a permit is illegal anytime of the year.
  - Use of Town facilities without a permit is absolutely prohibited.
  - Festivals & Special Events are required to adhere to **all** applicable local laws and regulations
  - Any decisions made by Staff may be appealed to CCAASE and then to Town Council.