

Spring into Clemson Event

Date & Time: April 1st, 2017 1pm-8pm

- Street will be closed at 12pm for set-up
- Vendors will begin packing up at 8pm, cleanup will begin
- Street will be re-opened at 9pm

Location: College Avenue, Downtown Clemson

The road is planned to be blocked off between Highway 93 and Keith Street. Patrons and residents will have access to College Avenue from Keith Street to 123.

Any community member can access the event area free of charge. They will have equal access to any merchant/bar/restaurant. The only cost associated with the event is if the patron wants to carry their alcoholic beverage from a bar/restaurant into the street event area. They must purchase and wear the designated event wristband if they are carrying an open container in the designated areas.

Purpose of Event: The Spring into Clemson event is being planned to highlight downtown Clemson as not only a college hangout, but also a place where community residents can experience fun, food, and family activities while supporting a good cause. The proceeds from this event will be divided among the non-profit community that volunteered in the planning and execution of this event. We are estimating that approximately 2000+ patrons will attend this event.

Event Coordination: The following non-profit organizations have committed to planning the event and staffing with volunteers. Each non-profit has signed a commitment form that they will attend meetings, chair a committee, and recruit a minimum of ten volunteers for the event. The profit margin will be divided equally among the participating organizations:

Participating Non-Profit Agencies

Pickens County Advocacy Center
Upstate Warrior Solution
Birthright of Clemson
The Parenting Place
Clemson Child Development Center
Safe Harbor
Golden Harvest
Pendleton Elks
Clemson Community Foundation
Pickens Board of Disabilities and Special
Needs

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Activities planned for the event:

- Kids area (face painting, Lowe's/Home Depot craft kits, Fire safety,)
- Clemson City/Clemson University Tug of War
- Downtown shops to have sales
- Restaurants to have signature food and drink specials
- Stage will be set-up on Keith street for musical performances

Money Generation for the Event:

- Wrist bands for alcohol consumption \$5 per band
- Parking: speaking with local churches/businesses to donate their parking space for sales/split profits
- Sales percentage will be donated back to the event
- Event sponsorships
- Vendor participation: vendors will be charged for participation based on non-profit status and merchant status

Event Costs:

- Clemson City Police Department \$40 per office/per hour/per police officer. Chief Dixon said we would need a minimum of 5 police officers for the event. The total cost would be \$2,200.
- Assemblies permit from Parks & Rec: this can be a special request at no cost since this is a non-profit event.
- Wristbands
- Event Insurance: Cost is based on estimated number of patrons for the event.
- T-shirts for volunteers
- Trash receptacles
- Portable bathrooms
- Hand sanitizing stations

Alcohol during the Event:

- Alcohol will be served only by the participating bars and restaurants downtown. The establishments will be responsible for checking the patrons' ID and ensuring that they leave the business with their alcohol in a plastic container and have the designated event wristband on their wrist.
- Bars and restaurants will not allow any patron to take their alcoholic beverages outside of their premises after 9pm.
- We are requesting that patrons of the event be allowed to carry open containers of alcohol purchased during the event.
- Anyone carrying alcohol in the designated event area must have a wristband on at all times.
- Clemson City PD will train the wristband volunteers how to check for ID's.

Risk Management:

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- Minimum of 5 police officers for road closures and barricades.
- Members of the National Guard will be volunteering their time to assist in crowd control, road closures, and anything else that the police may need assistance with. They will be wearing event staff shirts so they can be clearly recognized, but non-threatening to patrons.
- Clemson City Police will handle any and all public disturbances.
- EMS will be on site during the event. This will be provided by the City of Clemson.
- The event will fully comply with all city ordinances regarding special events.
- Event Insurance: Cost is based on estimated number of patrons for the event. Each vendor will be required to produce proof of general liability coverage for their business.
- There will be no pets allowed in the event area, except for a personal service animal of a patron.

Vendors:

- Vendor participation: vendors will be charged for participation based on non-profit status and merchant status
- All vendors that are not Clemson City businesses must secure a Peddler's permit from the Clemson City Business License Office.
- The Peddler's License must be presented by the vendor with their vendor application to the event committee.
- All food vendors must comply by DHEC standards
- All vendors must supply their own power source.

Parking:

- Once event is approved by City Council, we will be looking at solidifying the following parking areas: Clemson Presbyterian Church, Clemson United Methodist Church, Fort Hill, Clemson Church of Christ, and Newspring Clemson.
- We will be working with CATBUS on providing transportation from the remote lots to the event.
- We will be providing information to the patrons on the available free and paid parking options close to the event.

Special requests to be made:

- Ask City Hall to approve overtime pay for police officers so that we do not have to incur that cost.
- Ask Parks & Rec for the assembly permit at no cost since this is a non-profit event.
- Request monies from the Hospitality Tax/Fund. Requests can be made to the City for startup money for events that will bring revenue to the City. The City receives revenue back from a 1% hospitality tax during the event.

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Request for City Funding

The Spring into Clemson event committee is respectfully requesting the City of Clemson grant startup funding for our proposed April 1, 2017 event.

Please review the below chart of startup items needed and the estimated cost of each.

For risk management purposes for both the City of Clemson and the event committee, we will be purchasing event insurance, wristbands to monitor the alcohol possession in designated areas. We will be reaching out to companies to potentially sponsor the wristbands, but this is the estimated cost at this time. We will be conducting background checks on all volunteers for this event, due to the focus being on the Clemson community and a family friendly event. The listed price is for 250 volunteers to receive SLED background checks at \$8.00/each (non-profit rate).

The t-shirts for the event staff and volunteers are crucial for the event staff and Clemson City Police Department, and event patrons to quickly recognize during the event.

The Spring into Clemson event committee wants to ensure that the event is publicized in many forms of media: print, website, and both traditional media and social media platforms. By having an event website, we will be able to post information regarding the event time, cost, driving directions, parking availability, and entertainment lineup.

The disposable trash receptacles will allow the event committee to maintain proper sanitation during the event, so that the event area can remain clean at all times and make the final clean up timely.

Items Needed	Estimated Cost
Event Insurance	\$750
Wristbands for Alcohol	\$400
T-shirts for event staff	\$2,000
Website domain/maintenance	\$400
Flyers/Advertisement	\$1,000
Disposable Trash Receptacles	\$500
Background Checks for Volunteers	\$2,000
Total Estimated Start Up Cost	\$7,050
Money Requested	\$5,000

The money requested will allow the Spring into Clemson event committee to have startup funding which will allow us to schedule and purchase items/services immediately for the event. We will be soliciting sponsorships for the event to increase our funding and our profit that will benefit the non-profits coordinating this event.

The City of Clemson will receive the tourism revenue benefit of this event by having a large crowd purchasing food, beverages, and retail items through the duration of the event. This event will bring

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additional revenue to the city at a time that is not usually highly populated by patrons in the downtown area. This event will also bring a family friendly, community event to the Downtown Clemson area and show patrons that there are many activities that the downtown area has to offer: retail shops, ice cream parlors, coffee shops, restaurants, parks and recreation areas. Many of these patrons may be exposed to these opportunities for the first time by attending this event.

The Spring into Clemson event committee respectfully requests \$5,000 in startup funding for the Spring into Clemson event, scheduled for April 1, 2017. These funds will help ensure the event is well-planned, advertised, and efficient to the patrons attending. This event will bring additional revenue to the City of Clemson, benefit the non-profits coordinating the event, and start an annual family friendly community event for the Clemson community. This will be a great investment for the city, as the event committee wants this to be a yearly event to benefit the local non-profit agencies in the area.

Thank you for your consideration,



Shannon Lambert

Committee Chair

Spring into Clemson 2017