



Special Business Promotion Permit Guidelines

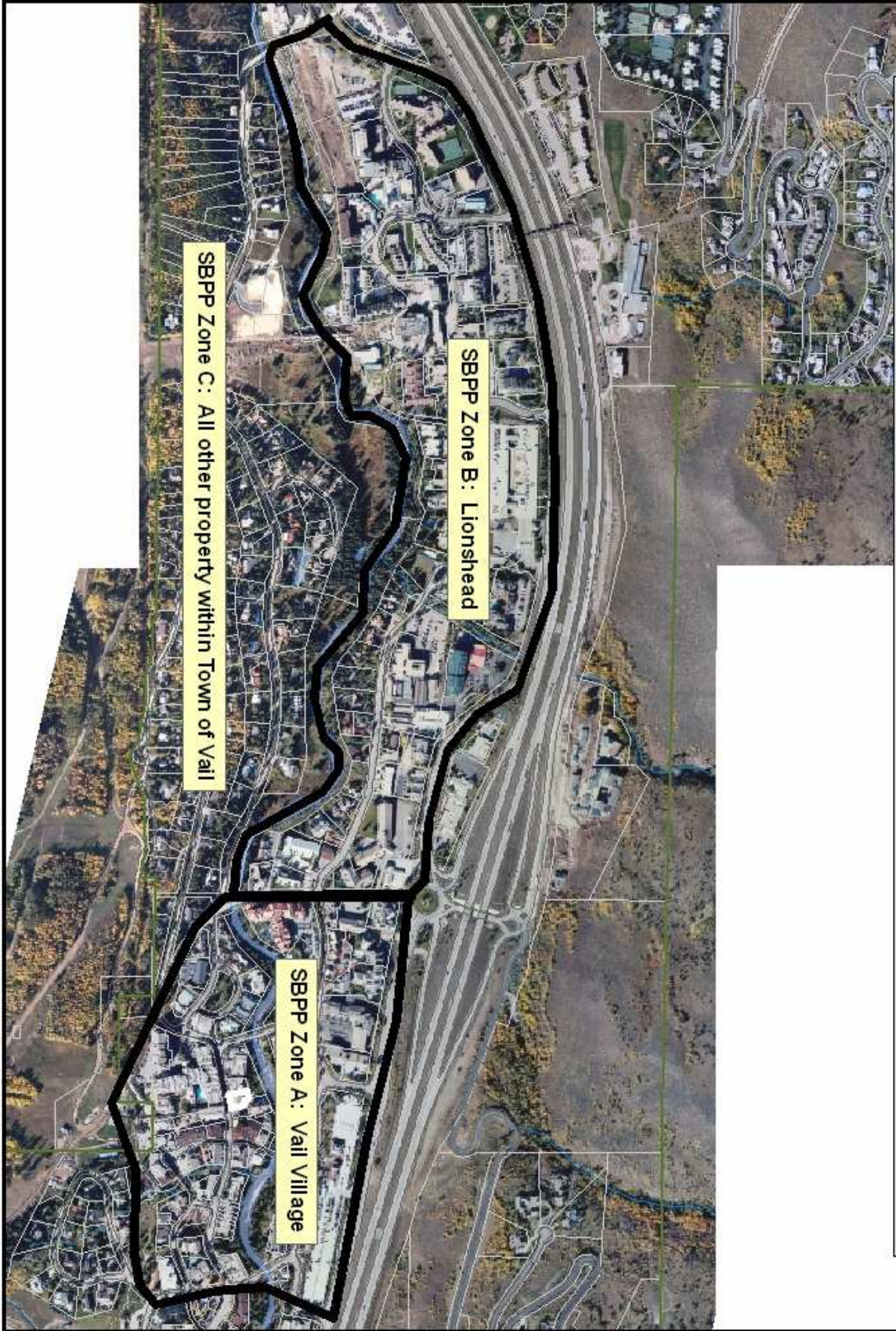
Purpose: A Special Business Promotion Permit provides an opportunity for an individual business to hold a promotional event extending beyond the interior premises of the business location that provides additional activities beyond day-to-day business. Outdoor sales of goods alone are not eligible for a special business promotion permit.

Who Can Apply? Any business that holds a current Town of Vail Business License whose physical address is located within one of the commercial and business districts in the Town of Vail, as outlined in Chapter 12-7, Vail Town Code. For questions or to schedule your promotion contact: specialevents@vailgov.com

Conditions:

- 1. Additional Activities:** The event must have activities that are not part of everyday business activities of the business and/or that benefit a local charitable organization. The activities should add vitality to the exterior of the business and provide activities for the general public. **Examples include providing entertainment such as musicians and artists, and providing free samples and giveaways. Outdoor display of goods is encouraged, but does not constitute “additional activities.”**
- 2. Location:** The event must at least partially occur outdoors and shall be located adjacent to the applicant’s business location. The event shall not impact the frontage of neighboring businesses unless the affected business owners provide a written letter of approval. The event may not take place within an approved special event permit area during the special event. **Businesses that want to participate in a special event should contact the event promoter directly to be added to the special event permit.**
- 3. Permits Per SBPP Zone:** No more than four SBPP will be issued for promotions in each established SBPP zone at any one time, per the SBPP map in these guidelines.
- 4. Permits Per Business:** Each business may be issued up to four SBPP per calendar year, with at least thirty days between the end date of a permit and the start date of the next permit.
- 5. Dates Restricted:** SBPP’s will not be issued for events occurring during the following dates: December 21- January 1, July 2-6 and Presidents’ Day Week including the Friday preceding the holiday through the Sunday that follows it.
- 6. Length of event:** The event may not exceed 72 contiguous hours.
- 7. Noise and Lighting:** The event must comply with noise and lighting regulations within the Vail Town Code.
- 8. Signage:** In addition to allowed signage per Title 11, Sign Regulations, the event is permitted up to 30 square feet of signage that shall comply with Chapter 11-5, Design Guidelines and Standards, Vail Town Code.
- 9. Outdoor Display of Goods:** Any outdoor display of goods must be located on the business’ property. Cardboard boxes will not be allowed to hold or display products unless they are the product’s original packaging.
- 10. Circulation:** The event shall not impede pedestrian and vehicular circulation and thus, shall not block or encroach upon the required ingress/egress of doorways, walkways, stairways, and parking or loading/delivery spaces.
- 11. Public Safety:** The event shall not pose any risks to public safety, as determined by the **Town of Vail Event Review Committee**. The event shall not block or encroach upon any fire lane, fire staging area, and shall maintain a minimum distance to fire hydrants of seven (7) feet to side or rear, and fourteen (14) feet to the front.
- 12. Insurance:** **If any portion of this event will take place on Town of Vail property or a public easement, attach Proof of Insurance in the minimum amount of \$1,000,000 naming the Town of Vail as additional insured.**
- 13. Additional Permits:** Additional permit may be required *if*:
 - a. You are serving or selling food. If so, all Temporary Food Event Operational Requirements must be adhered to. For more information contact the Town of Vail Environmental Health Officer at 970 479-2333.
 - b. Amplified Sound will be part of your promotion. If yes, you will need to submit a Town of Vail Amplified Sound Permit Application and provide verification of notice to neighboring businesses.
 - c. You intend to serve or sell alcoholic beverages beyond your licensed premise. If yes, contact the Vail Town Clerk at 970 479-2136 **for more information** a minimum of 60 days prior to your activity.
 - d. Any structure larger than a 10x10 canopy is proposed for the site. Larger structures will require a Temporary Tent Permit and a site inspection by a member of the Vail Fire Department.

Special Business Promotion Permit (SBPP) Zones



SBPP Zone C: All other property within Town of Vail

SBPP Zone B: Lionshead

SBPP Zone A: Vail Village

This map was created by the Town of Vail GIS department. Use of this map should be for general purposes only. The Town of Vail does not warrant the accuracy of the information contained herein, where shown, against the work is appropriate.





Special Business Promotion Permit Application

A \$25 non-refundable application fee must accompany this application. An additional refundable deposit may be required, dependant upon the scope and scale of your activity. Submit Completed Application no less than 3 weeks (21 days) and no more than six months prior to the requested dates to:

Special Events Coordinator
75 South Frontage Rd, Vail, CO 81657
Phone: 970 477-3551 or FAX 970 479-2157
Email address: specialevents@vailgov.com

BUSINESS NAME: _____ Phone: _____
Business Physical Address: _____
Business Mailing Address: _____
Contact Name: _____ Cell Phone: _____
E-mail address: _____

DATES/TIMES OF THE PROMOTION:

Set-up: Date _____ Time: _____
Start: Date _____ Time: _____
End: Date _____ Time: _____
Dismantle Date _____ Time: _____

LOCATION: Please attach a detailed drawing (8 1/2 x 11 paper) of the site you wish to use illustrating placement of all tables, signage, canopies, banners, etc.

SCOPE OF ACTIVITIES: Describe in detail the location and scope of the promotion and any activities to be included. List all types of advertising and/or sampling to be utilized during the promotion.

Will you require additional permits? _____ **NO** _____ **YES**

If yes, please include application for additional permits.

INSURANCE: If any portion of this event will take place on public property **or a public easement**, attach Proof of Insurance in the minimum amount of \$1,000,000 naming the Town of Vail as additional insured.

Special Promotions Permits are only for approved activities and time frames. In order to receive a refund of deposit and avoid a possible Zoning Violation Summons, all promotional materials and must be removed from the site on the approved ending date. Site must be in full zoning compliance for consideration to be given to the application.

Applicant Signature: _____ **Date:** _____

Special Instructions: _____

Approval Signature: _____ **Date:** _____

By Vail Town Clerk