



# **Paths to Event Success:**

A City of New Orleans Training  
and Open House

SEPTEMBER 24, 2013 | 6:00 – 8:00PM  
GALLIER HALL



# Events in New Orleans



**1699:** The first record of Mardi Gras being celebrated in Louisiana



**2010:** Mayor **Landrieu's** Transition Team and the start of City-sponsored permitting/licensing improvements



**March 2013:** One Stop Shop for Permits and Licenses launches



**August 2013:** One Stop begins intake of events



# Events By the Numbers

- **Premier Tourism Destination & “Eventful City”**: goal to become a top 10 travel destination with **~13.7M** visitors and **\$7.3B** in economic impact by 2018
- **New Orleans has over 400 festivals, events, parades and markets annually**
- **Customer Service is a top priority of Mayor Landrieu and customer satisfaction has risen almost 10% in the past year**



# Event Assets and Improvements

- ✓ All event application intake at the One Stop
- ✓ New, easier-to-use forms
- ✓ Events Online Center: ***nola.gov/special-events***
- ✓ Special Event Planning Guide
- ✓ Event Support Team Meeting (Monthly)
- ✓ Event Organizer Session (Annual)
- ✓ Online application (Coming Oct. 2013!)



# THEN...



...AND NOW



CITY OF NEW ORLEANS  
**ONE STOP**  
PERMITS & LICENSES



## WHAT TO KNOW

- 7<sup>th</sup> floor, City Hall – hours 8-5 M-Th, 8-3:30F
- Get information about permits and find all the forms at: [nola.gov/onestop](http://nola.gov/onestop)
- Hard copies of forms are available in person
- You can track your permits at: [onestopapp.nola.gov](http://onestopapp.nola.gov)



## WHAT TO KNOW

- Quick access to Special Event Guide, online applications
- **FAQ's**, Common event planning checklists and other resources
- Fee tables and contact information for various departments



# Special Events Center Online



**CITY OF NEW ORLEANS**  
Special Events Center

Special Events Center

- Planning Your Special Event
- News & Updates
- Event Attraction
- Event Calendar
- Contact Us

## Special Events Center



In New Orleans, celebration is a way of life. With over 110 festivals and a wide range of cultural, entertainment and sporting events, our city has more events than days in the year. New Orleans is uniquely positioned and skilled at supporting events - large and small, simple and complex.

In our city, every opportunity to showcase our culture and venues present another chance to host residents and visitors in a way we only know how. The City of New Orleans stands ready to support event planners, vendors and operators as they plan and execute safe, dynamic events in manner that provides a desirable experience for participants and the community.

### Learn what you need to hold your event

 <b>Block Party</b>	 <b>Festival</b>	 <b>Market</b>
 <b>Outdoor Concert</b>	 <b>Parade / Second-Line</b>	 <b>Professional Sporting Event</b>
 <b>Race / Marathon</b>	 <b>Trade Show</b>	 <b>Wedding</b>

### From Mayor Landrieu



Welcome to New Orleans! As America's host city and the premier destination for events, we have made it our business to create a

### Event Info Session

Attend our next info session to learn more about permitting and licensing procedures

- **Tues, Sept. 24, 6-8pm - Gallier Hall**





## WHAT TO KNOW

- All applications required for special events with how-to-instructions
- Fee Schedule included
- Email [specialevents@nola.gov](mailto:specialevents@nola.gov) with Guide and application questions



# Event Supporting Offices

## WHAT TO KNOW

- One Stop Shop

Apply, pay for and receive your event permits and licenses  
7<sup>th</sup> floor, City Hall – hours 8-5 M-Th, 8-3:30F

- Office of Cultural Economy

Contact with questions about the event process or with questions about planning your specific event: [specialevents@nola.gov](mailto:specialevents@nola.gov)

- City Council Offices

Reviews Temporary ABO requests and street closures (for Block Parties, etc.)



## WHAT TO KNOW

- Monthly Meeting

(3<sup>rd</sup> Wednesday of each month)

Monthly meeting held with all department heads or staff involved with special events permitting, licensing, and coordination

- Office of CAO

Contact with questions about the Event Support Team meeting

[specialevents@nola.gov](mailto:specialevents@nola.gov)

- Office of Homeland Security

Conducts the Event Support Team meeting, ensures safety measures and best practices are in place for each large event



# How it works

## WHAT YOU DO...

Submit your:

- Completed Forms/Applications to One Stop
- Include ALL supporting documents
  - letter from property owner
  - plot plan
  - vendor list
  - copies of clean-up contracts
  - parade route map, etc.

## WHAT WE DO...

Scan, enter & route your:

- Application and supporting documentation, then route electronically to agencies
- Contact you to pay and pick up permit



# Key Considerations:

## WHAT TO KNOW

- All Events
  - **Securing your event location** (rental, lease, letter of permission, etc.) is the first and most important step!
  - **Answer all the questions on the Master Application.** This is what determines what permits and licenses you will need.
  - **ALL tents need to be at least inspected, no matter the size.**
  
- Parades
  - Includes **any mobile street event**, including marathons, walks, second lines, etc.
  - **All parades require an official NOPD escort.**
  - **Fees may vary** based on the parade participant numbers, use of floats, bands, vehicles, and length and time of the parade.



# Key Considerations:

## WHAT TO KNOW

- Alcohol
  - **Even if you are giving away alcohol** and not selling it, you still may need a license and if you need a local temporary license, **a state license will also be required!**
- Parks
  - **Different parks, different rules!** Not all parks allow stages, cooking, or other activities. Read Supplement D thoroughly to learn about restrictions. Parks have different hours of operation and amenities therefore, fees vary. Please call 658-3201 for availability. Site visits with PKW staff and layouts are REQUIRED for large events.
- Streets, Sidewalks, & Parking Lanes
  - All street closures **require a petition of 100% of property owners/residents/businesses** agreeing to close each block for approval.
  - **Renting meters or closing a street does NOT guarantee the removal of parked cars** unless you indicate it on your application! There is a specific spot to indicate this preference on Supplement B.



# Challenges and Solutions

## Common Challenges:

**“I don’t have my permits, but my event is in a week. HELP!”**

## Ways to Mitigate:

- We’ll do everything we can to help you, but some processes cannot be changed by law. We encourage everyone to submit applications and ALL supporting documentation at least 2 weeks (10 working days) in advance. Very soon, this will be a requirement.
- If **you can’t get the permits** you need in time, you may need to change your event date.
- If you need a temporary ABO, you should plan to submit thirty (30) days in advance.
- When planning a large fair/festival, plan to apply at least 3 months in advance



# Challenges and Solutions

## Common Challenges:

**“Do I need a temporary alcohol permit? I already have an annual alcohol license for my business.”**

**“My organization is just giving away alcohol to the public. Do we need a license?”**

## Ways to Mitigate:

- Your annual alcohol license is tied to the address of your business. You are also restricted from using that license outside of your business in the street, sidewalk, or even parking lot.
- To serve or give away alcohol at an address that is different than your licensed business or outside of it, you need a temporary alcohol permit.
- Even if you are not charging, you need a license to distribute to the public.



# Challenges and Solutions

## Common Challenges:

**“I run a recurring**  
(more than once a  
year) market or  
festival. Do I need to  
go through the  
permitting process for  
**each time?”**

## Ways to Mitigate:

- Yes. However, you can use the applications to your advantage by copying many of them for each time if you keep the location, layout, and other key details consistent over occurrences.
- You can turn in applications for multiple occurrences at once to consolidate the process.



# Challenges and Solutions

## Common Challenges:

**“I don’t have the technical documents and letters required for the stage, tent, reviewing stand I rented. Where can I get them?”**

## Ways to Mitigate:

- Your rental company or event contractor will likely have the majority of required documents and details, including letters from registered architects and dimensions of the structure.
- Certificates of Flame Resistance for tents are often either attached to the tent as a tag, included in the box, and/or available via email, fax, or from the website of the manufacturer.



❖ Moonbase Productions

❖ Bayou Boogaloo

❖ French Quarter Festival



## MOONBASE PRODUCTIONS



## **BAYOU BOOGALOO**



## French Quarter Festivals, Inc.



# Peer-to-Peer Panel

## ORGANIZATION OVERVIEW

**French Quarter Festivals, Inc. (FQFI)** produces three festivals annually: French Quarter Festival, Satchmo SummerFest, and Christmas New Orleans Style. FQFI is a nonprofit 501(c)3 organization. Almost all money generated pays the expense of producing these festivals, and any profit is put into a 'rainy day fund' which would keep the organization solvent in the case of a complete rain out.

## FRENCH QUARTER FESTIVAL

2014 will be the 31<sup>st</sup> anniversary of French Quarter Festival, an event that was created by Mayor Dutch Morial as a way to bring back locals to the French Quarter following the extensive street and sidewalk repairs that took place in preparation for the 1984 World's Fair.

French Quarter Festival has grown to be the **second largest free music festival in the United States**. The four-day event hosts **twenty-one stages** throughout the French Quarter with performances from more than **1,300 Louisiana musicians**, along with **60 of New Orleans finest restaurants** serving food. In 2012, **over 574,000 people** (half visitors/half locals) attended over the 4-day event, and the University of New Orleans Hospitality Research Center reported its **economic impact at \$260 million** – the second highest after Mardi Gras, and number three when Super Bowl is in town. Neighborhood businesses frequently report that French Quarter Festival weekend is their most profitable weekend of the year. In advance of festival each year, French Quarter Festival communicates with neighborhood groups, businesses, city agencies, and residents associations to create awareness of the festival footprint and traffic planning. **Over 1,600 volunteers** help make the festival possible.



## **FRENCH QUARTER FEST PERMITTING PROCESS**

### **PROPERTY OWNERS**

- Written Permission for Event and Alcohol Sales
  - Parks and Parkways
  - Audubon Institute
  - Louisiana State Museum
  - French Market Corporation

### **CITY COUNCIL**

- Special Events Request Approval (Alcohol Permit Process)

### **DEPARTMENT OF FINANCE**

- Temporary Occupational License & Mayoralty Permit
- List of all vendors



## **FRENCH QUARTER FEST PERMITTING PROCESS**

### **ALCOHOLIC BEVERAGE UNIT (ABO)**

- City Alcohol Permits for Various Sites within French Quarter

### **STATE OF LA ALCOHOL & TOBACCO CONTROL**

- State Alcohol Permits

### **OFFICE OF HOMELAND SECURITY AND EMERGENCY PREPAREDNESS**

- Meeting to Review Event and Arrange Mobile Unit Presence at Event

### **DEPARTMENT OF PUBLIC WORKS**

- Street Closures
- Parade Route Notification
- Meter Bagging, Car Placards
- Directional Signage
- Restaging of Carriages



## **FRENCH QUARTER FEST PERMITTING PROCESS**

### **NO FIRE DEPARTMENT**

- Fire Permits for All Tents and Stages
- Hire of Fire Watch for All Cooking Sites
- Review of Street Closures

### **NO POLICE DEPARTMENT**

- Barricades
- Parade Permit
- Hire of Traffic Detail, Review of Street Closures
- Hire of Security Detail
- Partial/Interior Closure of French Quarter

### **EMERGENCY MEDICAL SERVICES**

- New Orleans EMS
- Acadian Ambulance
- Tulane Medical Nurses



## **FRENCH QUARTER FEST PERMITTING PROCESS**

### **SEWERAGE & WATER BOARD**

- Fire Hydrant Testing
- Meter Rental
- Water Disposal Request for Crawfish Boil

### **SANITATION**

- Meeting with Director of Sanitation to Discuss Coverage and Sanitation Plan

### **VIEUX CARRÉ COMMISSION**

- Event Permit (Stages, Tents, Exhibits, Generators, General Signage, Directional Signage, Over-the-Street Banners, Portolets)



## **FRENCH QUARTER FEST PERMITTING PROCESS**

### **DEPARTMENT OF SAFETY AND PERMITS**

- Building Permits
- Electrical Permits

### **PORT OF NEW ORLEANS**

- Wharf Permit

### **PUBLIC BELT RAILROAD**

- Request to Adjust Train Schedule during Festival Hours

### **FILM NEW ORLEANS**

- Notification of Event Dates and Reserved Parking Locations to Alleviate Conflict



## **FRENCH QUARTER FEST:** **THREE OF OUR MOST IMPORTANT PRACTICES**

- **We start our planning six months in advance, always reviewing notes from the previous year**
- **We communicate with neighbors** (VCPORA, French Market Merchants, French Quarter Management District, French Quarter Citizens, tour line companies, shop owners, parking lot operators, LA Department of Transportation / Friends of the Ferry, RTA)
- **Any expansion or change that we plan is discussed in detail with emergency agencies before moving forward** (*see examples below*)



## **FRENCH QUARTER FEST:** **THREE OF OUR MOST IMPORTANT PRACTICES**

### **Example 1: RESTAGING THE CARRIAGES**

In late 2011, Mayor Landrieu made a statement that he no longer wanted to see vehicles driving on the pedestrian malls around Jackson Square. Suppliers and vendors at French Quarter Festival had always loaded in and out of the festival from the gates on the St. Peter, St. Ann, and Chartres Street malls. We determined that this change left only one option: to operate from the front entrance at Decatur Street, which would be impossible with the carriages. We set up a meeting with NOPD traffic and Deputy Director of Taxicab and For Hire Vehicle Bureau to discuss restaging the carriages. We met with the carriage companies. We met with the French Market Corporation, as it had been determined that the carriages would be temporarily restaged in front of some of their **tenants'** shops. Once we finalized the plan, we let the Department of Public Works know. This plan has been used for two years of our festival and was also used during the Super Bowl in 2013.



## **FRENCH QUARTER FEST:** **THREE OF OUR MOST IMPORTANT PRACTICES**

### **Example 2: HOSTING A STAGE ON BIENVILLE TRIANGLE**

In 2012, we lost a third of our Riverfront site due to construction by Audubon Institute; we created a plan to move the stage that was previously there into a new location: the Bienville Triangle. We hired a traffic engineering firm. We met repeatedly with NOPD, NOFD, our private security, the National Park Service, our staging company, our sound company. We spoke to business owners and **residents'** groups. We communicated with Councilmember **Palmer's** office throughout the process. It was a long and arduous process, especially fighting for attention in pre-Super Bowl planning time.



## **FRENCH QUARTER FEST: OUR SUGGESTIONS FOR EASIER PERMITTING**

- **Start early and have timeline**
- **Be thorough, clear, and use consistent language and formatting in documents**
- **Check to ensure all required documents are included**  
(applications, 501(c)(3), maps, permission letters, etc.)
- **Make sure you make copies for yourself before you turn them in**
- **Include a cover letter and a cover sheet** (*see example below*)
- **Be kind and patient with the agencies**
- **Be cognizant of other big events happening** (i.e. Super Bowl, Mardi Gras)
- **Be prepared to make multiple trips to City Hall**
- **Communicate with agencies ahead of time and throughout process**



## **FRENCH QUARTER FEST:**

### ***EXAMPLE OF A COVER PAGE FOR PERMITTING***

Department of Safety & Permits  
Documents for  
**French Quarter Festival 2013**



**Enclosed:**

Cover Letter

Fee Waiver Ordinance

501 (c) (3)

Maps

ATTACHMENT 1: Descriptions of Stages, Exhibits, Signage

ATTACHMENT 2: Permit Request for Electrical

ATTACHMENT 3: Permit Request for Tent Construction

Engineer Letter for Stages

Letters of Permission

VCC permit copies

Certificates of Flame Resistance Approved by NOFD

DPW Street Closures

DPW Permit for Directional Signage





CITY OF NEW ORLEANS

# PERMITS & LICENSES

Thank you for your participation!!

*Before you leave please.....*

- ❖ Visit with Department leaders about specific questions
- ❖ Complete a survey & give your feedback on this event

