

Town of Wake Forest Special Event Application Approval Process

Applications for Special Events will be accepted for consideration through the following process:

1. Submission for Community Special Event Applications will be accepted annually beginning September 1 for events taking place the next calendar year. Note that submission of a completed application does not guarantee approval.
2. Several community events are designated as **annual recurring events**, including Town events, Meet in the Street, Lighting of Wake Forest, Forest Fest, Cars & Carnivores, Duck Splash, and Gobbler’s Run. These events will be given priority to reserve the same day of the same week the following calendar year (i.e. the first Saturday in May). Modification of the event format and/or programming may nullify the priority preference designation.

Determining priority for date reservation between conflicting events will be at the discretion of the Special Events Coordinator. Annual recurring events must submit an event application no later than September 30 to receive priority consideration for their event. Submission of a completed application does not guarantee approval. Recurring event applications must undergo the same approval process as all other applications and a recurring event may be removed from the recurring events list if concerns from prior years events are noted and not addressed. Such concerns may include, but are not limited to, the obtaining of proper permits, public safety issues, lack of adherence to approval conditions, sanitation concerns, etc.

3. Event applications will be accepted beginning September 1 and continuing through the following year but must be submitted no later than the following guidelines:

Event Type	Examples	Application Deadline	Application Fee (non-refundable)
General	Less than 200 people; no public road closures	Minimum 90 days prior to event	\$25
Neighborhood Events	Cul-de-sac closures	60 days prior to event	\$25
Walk/Race Events	5Ks, half-marathons	120 days prior to event	\$50

Street Festivals/ Carnivals/Concerts/ Parades	Car shows, festivals, parades	180 days prior to event * to accommodate the application process, deadline may be waived if event taking place in the 1 st quarter of the year.	\$100
Private Property Events	Car shows, music nights, carnivals, retail grand openings, etc.	120 days prior to event	\$50

PLEASE NOTE: Event applications that are NOT annual recurring events, as described in Item 2, that are received in September for the following calendar year will be reviewed by a Special Events Committee. Applications will be considered and approved based on adherence to the Evaluation Criteria. In the event of date conflicts between applications, a scoring mechanism will be used to determine the application that best meets the Evaluation Criteria.

4. Event applications received after October 1 for the following year will be reviewed and approved on a “first come, first serve” basis if the proposed event meets the Evaluation Criteria.
5. All applications received will be incumbent on meeting the Evaluation Criteria as well as the availability of Town resources that provide emergency management.
6. Please review our current Special Events Policy web page (www.wakeforestnc.gov/special-events-policy) for further guidance on our policy, requirements, and general information. Note that our current policy is under revision, and the event requirements may change. Our event coordinator will work with existing applicants to which this change may apply.

Approval of special events is awarded 1) after a completed application has been submitted, reviewed, and evaluated, and 2) it has been determined the requested use of public space and allocation of public resources are appropriate.

Evaluation Criteria

The following criteria are used when evaluating and scheduling special events:

- The nature of the event and how it can serve the Town of Wake Forest and its residents
- The dates and times during which the proposed event will occur; Including set up and breakdown times; and the corresponding impact on surrounding businesses and residents
- The location(s) of the event and traffic impacts
- Whether the activities comply with other applicable laws and Town ordinances
- The general health, safety, and welfare of the participants in/or attending the event, as well as the residents of Wake Forest
- Environmental impacts
- Economic benefits to the community
- The impact and/or cost of the event on Town supported services
- The frequency of the event or similar events
- Priority will be given to Wake Forest based groups, chapters, and organizations
- The proposed event is community, art, culture, history focused and/or recreational in nature
- The proposed event has been planned to facilitate a positive impact to the community
- The proposed event is inclusive to all
- Alcohol is not allowed to be served (In accordance with our Town ordinance). If an event organizer wishes to have alcohol at their event, they will be required to obtain an ordinance waiver from the Town of Wake Forest Board of Commissioners, as well as compliance with additional requirements such as insurance liability levels.
- No political events are permitted. Events may invite political parties as vendors if they wish. Event organizers who choose to invite political party vendors are required to invite the full representation of political parties in order to comply with this policy.
- Any other criteria established by the event committee that would cause a negative impact on the town and/or community.

Nondiscrimination

The Town of Wake Forest strives to be a welcoming and diverse community with a sense of belonging for anyone that chooses to live, work, or visit our community. Special events provide an opportunity to enhance the sense of community, create positive economic impact and celebrate the diversity of our citizens. All special events held on public property shall be inclusive to all without regard to race, color, religion, limited English proficiency, sex, marital status, familial status, natural origin, age, mental or physical disability, sexual orientation, gender identity or income level.

Evaluation Criteria

The following criteria will be considered when evaluating event applications:

Evaluation Criteria	Weight
The nature of the event and how it can serve the Town of Wake Forest and its residents	15%
The dates and times during which the proposed event will occur; including set up and breakdown times; and the corresponding impact on surrounding businesses and residents	15%
The location(s) of the event and traffic impacts	15%
Whether the activities comply with other applicable laws and Town ordinances	Required
The general health, safety, and welfare of the participants in/or attending the event as well as the residents of Wake Forest	Required
Environmental impacts	10%
Economic benefits to the community	15%
The impact and/or cost of the event on Town supported services	10%
The frequency of the event or similar events	10%
Priority will be given to Wake Forest-based groups, chapters, and organizations	Required
The proposed event is community, art, culture, history focused and/or recreational in nature	10%
The proposed event has been planned to facilitate a positive impact to the community	Required
The proposed event is inclusive to all	Required
Alcohol is not allowed to be served (In accordance with our Town ordinance). If an event organizer wishes to have alcohol at their event, they will be required to obtain an ordinance waiver from the Town of Wake Forest Board of Commissioners, as well as compliance with additional requirements such as insurance liability levels.	Required
No political events are permitted. Events may invite political parties as vendors if they wish. Event organizers who choose to invite political party vendors are required to invite the full representation of political parties in order to comply with this policy	Required
Any other criteria established by the event committee that would cause a negative impact on the town and/or community	Applied as determined based on event proposal