

# PLANNING YOUR EVENT IN HISTORIC VALLEY JUNCTION



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*A guide to organizing and hosting events in Valley Junction, West Des Moines*

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# 1) INTRODUCTION

Congratulations on deciding to organize an event, and thank you for considering Historic Valley Junction as your venue.

Valley Junction is known for hosting some of the best community events in West Des Moines, like the Valley Junction Farmers Market, Jingle in the Junction, Cinco de Mayo Festival, and many more. We believe Valley Junction is an excellent location to host a diverse variety of events all year long. We understand that planning a successful event takes a lot of effort, often requiring months of preparation and a solid strategy.

This guide, created by the staff of the Historic Valley Junction Foundation, is designed to help you navigate the necessary permits, logistics, and other details for your event. The goal of this guide is to assist you throughout the event planning process. While we've compiled this information to the best of our knowledge, please verify all details with the relevant city and state authorities. Policies change frequently, and we cannot speak on their behalf.

In the following pages, you'll find event planning strategies based on our experiences, which we hope will be helpful to you. If you are an experienced event planner, you will find information on the services we can provide for your event along with relevant City of West Des Moines permitting and helpful contact information. We're here to support you and ensure both you and the Valley Junction community have a positive experience.

Thank you for your consideration in making Valley Junction a more vibrant and welcoming place for everyone.

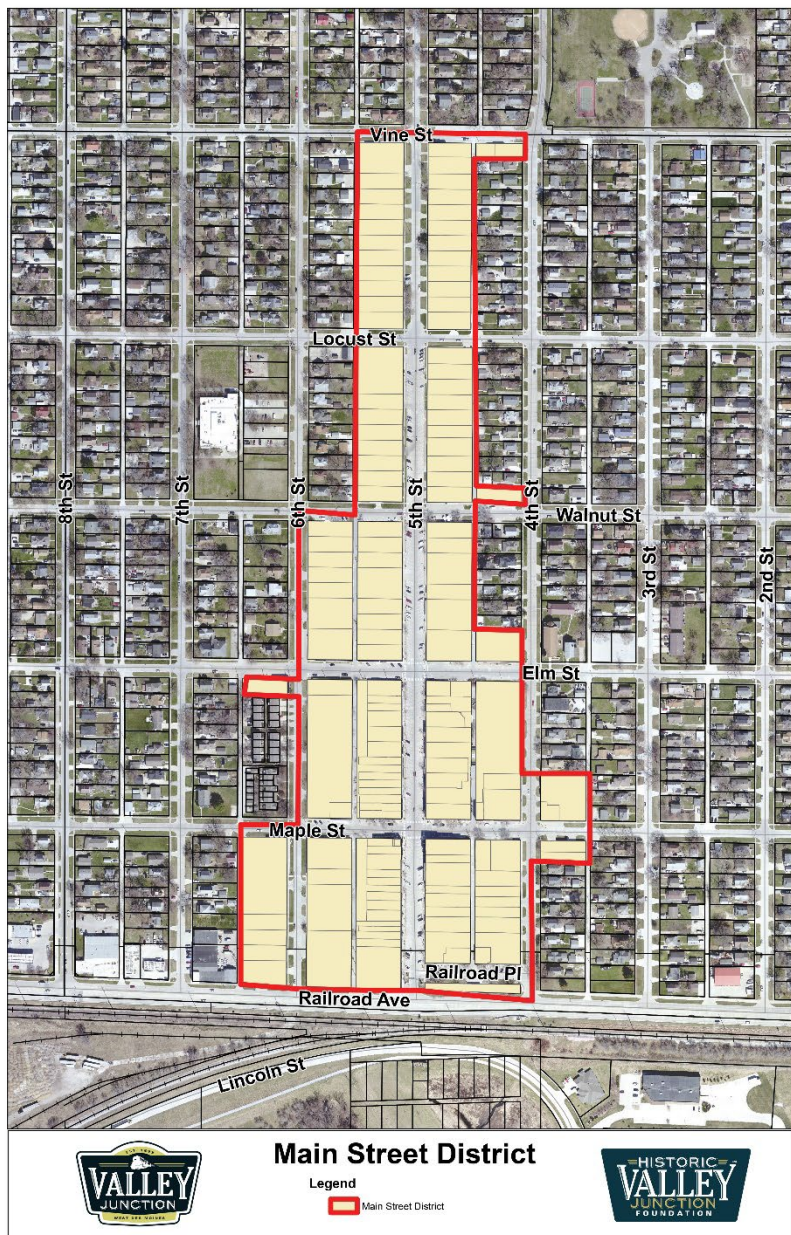


## 2) YOUR EVENT & THE ROLE OF THE HISTORIC VALLEY JUNCTION FOUNDATION (HVJF)

The Historic Valley Junction Foundation is a 501(c)3 nonprofit organization that guides the evolution of the original Valley Junction district in West Des Moines, Iowa by preserving and honoring our historic character, supporting small businesses, and connecting the community. We are an independent 501(c)3 nonprofit organization with a small staff and many dedicated volunteers. As an

accredited Main Street America program, we are dedicated to revitalizing Valley Junction through events, beautification, property improvements, marketing, and more within the boundaries of the Main Street District. We are often asked to partner with other organizations who want to hold their event in Valley Junction. While we love to see events in Valley Junction and believe the right events add to the vibrancy of the district, we do not have the capacity and budget to get directly involved in implementing them. Although we put on our own series of events, our primary role as a Main Street organization is not to fill the role of community event planner. It is to support the businesses and other stakeholders of the Historic Valley Junction district.

We realize that this may be a different approach than we've taken in the past. However, we have limited staff and resources to accomplish the many goals and projects we are already committed to each year as an organization.



The common goal of the events that we do organize, such as the Valley Junction Farmers Market or Jingle in the Junction, are directly focused on getting people into shops and restaurants and exposing the public to all that our little historic downtown has to offer. As with all nonprofits, we are required to use our funding for specific outcomes and must report back on how we spend our time and our funds.

Taking on third party events is generally outside of our ability and scope, even if those events share common goals of the events we organize. Often event organizers may have entirely different goals that do not directly relate to ours, such as raising funds for other organizations. Please know that just because we can't organize your event, or specific event elements, that doesn't mean HVJF is not in support of you and your efforts.

### 3) HOW THE HVJF CAN HELP

Although we are not able to organize third party events, there are many ways we can support your event in Valley Junction, including:

*Items marked with a \$\$\$ are services for a fee and can be found in the appendix.*

**Advise on your event date and specific downtown location.** We can let you know about competing Valley Junction event dates, potential conflicts, and the most logical spaces for your event.

**Promote your event in our email newsletters and social media channels (Facebook and Instagram).** Our social media pages are a great means of getting the word out about your event. We have more than 7k email subscribers, 26k Facebook followers, and 6.5k Instagram followers. We do not create third-party event content, but can share yours.

**Add your event to our website and Facebook event calendars.** We manage event calendars on our website ([valleyjunction.com/upcoming-events/](http://valleyjunction.com/upcoming-events/)) and Facebook that you can have your event added to. You will need to add us a host on your Facebook event and create the content for the website.

**Help connect you with downtown businesses.** We are happy to communicate event information to Valley Junction businesses, make introductions, and brainstorm ways in which the businesses could get involved with your event, however, we cannot request donations or sponsorships on your behalf.

**Offer event advertising opportunities with kiosk posters and your event on the Railroad Ave marquee.** Kiosk posters get great visibility with pedestrians (25k visitors per week) and the Railroad Ave marquee gets great visibility with drivers (126k per week). We can coordinate these advertising spaces for a small fee. Please see the appendix for details and application forms. \$\$\$

**Offer day-of event services and equipment.** We offer services and equipment for third party events including set-up/tear-down assistance, trash cleanup, barricades, etc. \$\$\$

### 4) LOGISTICS

When organizing an event in Valley Junction, it is your responsibility to coordinate all the necessary logistics. Below are some of the most common needs.

**Electricity:** Access to power is available in multiple areas in the 100 & 200 blocks of 5<sup>th</sup> Street and in Railroad Park. Near the street at each walkway in the 100 and 200 blocks of 5<sup>th</sup> are power boxes with six 20-amp circuits each. There are outlets in the planter boxes on 5<sup>th</sup> Street and Railroad Park, however, these outlets cannot accommodate even a moderate power draw and must not be used. The

stage in Railroad Park has five 20-amp circuits, two on the front and three on the back. There are also two 50-amp circuits near the arch at 5<sup>th</sup> & Railroad and one 50-amp circuit on the back side of the stage in Railroad Park.

Consider using generators or solar powered batteries if you think your power needs are more than what our infrastructure can handle. If you have vendors at your event who will need power, please ensure their needs can be accommodated.

The City of West Des Moines maintains the power at all locations in the Valley Junction district. If you have specific questions regarding what you can and cannot power, please see the appendix for city contacts. If you lose power during your event, you will need to call the city. The HVJF does not have access to breakers on the street and cannot assist you in an emergency.

**Road Closures:** Road closure requests are coordinated with the City of West Des Moines. You will need to communicate your request through the Special Events Permit well in advance of your event. The city council approves and denies event permit requests, and they meet twice per month. Please see the Special Events Permit section for further details and the attached copy of the permit.

**Trash & Recycling:** There are trash containers located on the sidewalks throughout the Valley Junction Main Street district. They are maintained by Waste Connections and are emptied on a weekly basis. While they serve the purposes of day-to-day waste, they may not be sufficient for accommodating your event as well. If you are expecting a high volume of attendees, especially with food trucks or prepared food vendors, you will need to have a garbage collection plan in place and noted on your Special Event Permit. We offer trash collection services, along with several other services that you can find in the appendix of this document. There are several garbage and cardboard recycling dumpsters located in the parking lots behind the 5<sup>th</sup> Street businesses. These dumpsters are a co-op program managed by the HVJF and are not for third party event use unless you pay for HVJF trash service for your event. If the trash volume is going to be at a level we cannot accommodate, you will need to either rent a dumpster or transport all trash off property and dispose of it.

**Restrooms:** Consider how many people your event will draw and where attendees will access restrooms. Valley Junction businesses do not all have public restrooms and often those with restrooms do not appreciate having people come in only to use their facility. Restrooms are located in the Valley Junction Activity Center at 217 5<sup>th</sup> and in Railroad Park. However, depending on expected attendance, you may need to consider hiring portable restrooms and situating them in out of the way areas that will not be disruptive.

As for how many you should require, consider how many people will attend your event, the duration of the event, and if alcohol is being served. A portable restroom company and the city can help you make the decision and will need to be marked clearly on the Special Events Permit.

**Parking:** Valley Junction has free 24-hour parking lots located off 4<sup>th</sup> and 6<sup>th</sup> streets. Additional street parking for events can be found in the surrounding residential neighborhood. Illegally parked vehicles are often ticketed or towed by the West Des Moines Police Department, so please communicate parking laws to your attendees with the following message:

*Please follow all parking rules when visiting Valley Junction events. To keep everyone safe, West Des Moines Police officers may ticket or tow vehicles parked:*

*-In front of public or private driveways or mailboxes*

*-On or across a sidewalk or on a crosswalk at an intersection*

*-Within or within 10 feet of an intersection of any street or alley*

*-Within 10 feet of a flashing beacon, stop or yield sign or traffic control signal located at the side of a street*

**Accessibility:** It is important to consider if your event is accessible to individuals with disabilities. This may include handicap accessible restrooms, handicap parking spaces, ease of access into the event space and allowance of service animals, to name just a few.

**Cleanup:** It is your responsibility to leave Valley Junction in the same condition as you found it. Leaving the event and surrounding areas a mess will reflect poorly on your organization and will frustrate the city, the HVJF, and the businesses and property owners who will have to clean up after you. Please follow leave-no-trace principles when shutting down your event. Not cleaning well after an event can severely jeopardize your ability to receive approval on locating future events in Valley Junction.

When planning, utilizing a volunteer team or hiring staff for your event, don't forget to schedule a group to pick up and survey the area afterwards.

## 5) SPECIAL EVENTS PERMITS

If you're looking to close streets, parks, or any other public spaces, then you'll need a Special Events Permit through the City of West Des Moines. The permit grants you official permission to put on the event and use the space. Although it is often believed that it is the Historic Valley Junction Foundation who grants permission to third party events, it is in fact the city.

A copy of the Special Event Permit is included in the appendix of this guide, and it has several additional permits that need to be filled out depending on if you have large tents, inflatables, or amplified sound as elements of your event.

An additional requirement for the approval of the Special Events Permit is to get a minimum of 75% of the businesses that have an address on a closed street to sign a form approving the road closure. This form, THE Block Party Petition, is included in the appendix.

Off duty officers may be required by the West Des Moines Police Department and can be requested here -> <https://www.wdm.iowa.gov/government/police/online-police-services/off-duty-police-officer-work-request>

After you have signatures from the 75% of the affected businesses, the permit(s) have passed inspection by the various city departments (police, fire, utilities, etc.) then it will then be added to the agenda for an upcoming West Des Moines City Council meeting for approval. The clerk's office can inform you of the date of that meeting, as it is a good idea to attend in case there are any questions.

If you hope to serve alcohol at your event, you will need additional approval from both the City of West Des Moines, and the State of Iowa. You should contact the West Des Moines City Clerk and Iowa ABD before making any plans to see if your idea is permissible. The approval process can take a couple months as there are many steps in approving alcohol sales for events including acquiring proof dram shop insurance, application to the State of Iowa, approval by the City of West Des Moines, and then finally approval by the State of Iowa.

## 6) VALLEY JUNCTION BUSINESS INVOLVEMENT

When events are brought to the Historic Valley Junction Main Street district, the effect on the businesses that are located here must be considered. Although you may already have been approved for a special event permit, it is the businesses who will be most directly impacted by the outcome of your event. But we believe you can help make this a positive impact in a few ways.

- Inform businesses of your plans early, months in advance, if possible. Contact businesses with a description of your event and include all of the pertinent details. If streets are going to be closed, include a map of exactly which streets, where on the street (is it the whole street or just part of one?) and from what times. Employees and customers will need to know how to get in and out of businesses well in advance of the day of your event.
- Leave behind your contact information and clarify that you are the person to get in touch with regarding the event. The HVJF cannot speak on your behalf.
- Pitch creative ways in which a business may get involved in your event. But be considerate. Staying open late, setting up outside and other requests outside of the day-to-day operations may just not be feasible for some businesses with limited staff and resources.
- Listen to their thoughts and concerns, and act accordingly. Your event could potentially disrupt one of the busiest days of the week for a business and cost them a lot of money. There may be simple ways in which you can accommodate their requests.
- Realize that just because your event may bring people to Valley Junction, that does not mean that equates to sales for businesses on event day. While many studies show events help increase revenue of downtown businesses outside of event times, most businesses will only look at their numbers during the event to conclude whether it was a success or failure.
- Please do not intentionally aggravate a business. If a business chooses not to participate in your event, that is their choice.

## 7) GETTING STARTED

Here are some of the most important steps we recommend to get your event off to a good start in downtown.

- 1) Review this entire guide.
- 2) Work through the example event planning sheet we've included here or create one of your own.
- 3) Contact the HVJF to discuss timing of other Valley Junction events to avoid conflict. Informing us early helps us communicate with businesses and inform others looking to plan events downtown.
- 4) Obtain the signatures of at least 75% of the businesses that have an address where streets will be closed. This step is needed before applying for an event permit with the city.
- 5) Obtain a special events permit and any other permits, as needed, with the City of West Des Moines and the State of Iowa.
- 6) Start planning! Consider all the logistics you may need, including those mentioned here.
- 7) Once you have determined all the details, send them to the HVJF to add to their website calendars.
- 8) Talk with downtown businesses one to two months in advance, if not earlier. If you're having streets closed or planning to take up space in front of a storefront, let each of the businesses know your plans.
- 9) Create a marketing plan. We can't emphasize this enough. Here are a few basic ideas to get started.
  - Create a Facebook event page and invite Historic Valley Junction as a host.
  - Send press releases to local media outlets.



- Advertise in a variety of sources, including those geared towards your target audience.
- 10) Establish a team of volunteers to carry out tasks the day of the event or the days leading up to the event.
  - 11) Create a task list and assign duties to each volunteer. Not sure where to find volunteers? Look to some of the larger local businesses who dedicate time to give back to the community. Or look to organizations who include volunteer work as part of their mission, such as church groups or rotary clubs.

## 8) EVENT PLANNING

Some planning suggestions we hope you'll consider

**Your Goal:** What is the purpose of this event? Are you raising money? Creating awareness? Something else?

**Your Mission Statement:** Write a sentence or two about a high-level look at the who, what, when, where, and why of your event.

**What:** What is your event? What makes it unique? If there are already similar events happening, try thinking outside the box to get the most interest from the community. It should be fun, interesting and/or exciting! But be clear. A vague or confusing description and name will not resonate with people.

**Who:** There are many different types:

- Who is your target audience? Families? Young professionals? Seniors? "Everyone" is too broad.
- Who will participate? Do you have vendors? Asking downtown businesses?
- Who will volunteer to help? Look to businesses or organizations dedicated to volunteer work.
- Who can you partner with that can play an active role?
- Who will your event affect positively or negatively?

**When:** Timing is key. If you plan your event for the same day as several other events, or near another event, you may end up competing for people's time and energy. Look through community calendars, newspapers, school calendars, local theatre schedules and sport schedules. If you're planning to fundraise, consider who else may be fundraising at the same time. If you're targeting the same audience, you may want to reconsider to avoid competing for the same dollars.

**Where:** Community events are awesome! But they may have unintended impacts. Think about where your event is located and how it may disrupt the normal schedule of business for others. Also keep in mind important logistics, such as where attendees will park, if the space accommodates the anticipated crowd, the location of restrooms, and the accessibility for all, and a safety plan.

**Budget:** Establishing a budget is a great idea. What will your event cost to put on? Think rental fees, entertainment, supplies, giveaways and advertising. Then consider opportunities to generate income. Think sponsorships, and participation fees.

**Marketing Strategy:** Half the battle of a good event is getting people to know about it and convincing them to care. One study showed that it takes the average event attendee to have 35 touch points with an event's advertising before deciding to attend! Brainstorm all the possible outlets you can promote your event, including free or in-kind options. Newspapers, social media, radio, television, flyers and various digital platforms are all options. Go back to your target attendees then think of where you can best reach them.

**Timeline:** Planning a successful event takes time and organization. Professional event planners suggest 3-6 months for a single day event or up to 9-12 months for a major event or fundraiser. Plan out committee meetings between now and your event and detail due dates for various aspects, such as sponsorship commitments and press releases.

**Day of Strategy:** Consider logistics such as setup, check-in, troubleshooting and cleanup. Assign roles for your staff and volunteers ahead of time, and make sure everyone knows their responsibilities.

**Post Event:** Be sure to thank everyone involved, both with personal thank you cards and publicly in some fashion. Have a debrief session and record notes for future planning.

## **9) APPENDIX**

**9.1 SPECIAL EVENTS PERMIT APPLICATION**

**9.2 SPECIAL EVENTS HOLD HARMLESS AGREEMENT**

**9.3 SOUND PERMIT APPLICATION**

**9.4 TENT, CANOPY, INFLATABLE PERMIT APPLICATION**

**9.5 BLOCK PARTY PETITION**

**9.6 EXAMPLE EVENT PLANNING WORKSHEET**

**9.7 HVJF EVENT SERVICES**

**9.8 ADDITIONAL RESOURCES & CONTACTS**



## West Des Moines Special Event Application Guidelines and Requirements

As an individual or organization requesting use of City of West Des Moines public property or right-of-way in the conduct of a special event, you have basic responsibilities to fulfill in order to conduct your event with the approval of the City of West Des Moines. However, receiving approval from the City of West Des Moines does not preclude responsibility for any additional permits, approvals, or state and federal regulations. The City reserves the right to impose special guidelines and restrictions based on the nature of the proposed event and its attendant circumstances. A \$225 non-refundable application fee must accompany the application.

The following general guidelines and responsibilities apply to activities such as parades, timed events, athletic events, street fairs, outdoor concerts, and/or rallies involving the use of public land (Block Parties are governed by a different set of guidelines; contact the City Clerk's office for additional information)

- A. Upon issuance of the permit, the applicant must comply with insurance provisions requiring a certificate of insurance naming the City of West Des Moines and its Boards, Commissions, Officers and Employees as a co-insured in the following amounts:
  1. Public Liability Insurance for any one person not less than \$500,000
  2. Public Liability Insurance for any one accident not less than \$1,000,000
  3. Each policy and certificate shall have endorsed thereon:

"No cancellation of or change in this policy shall become effective until after ten (10) days notice by registered mail to: City Clerk, City of West Des Moines, 4200 Mills Civic Parkway, P.O. Box 65320, West Des Moines, IA 50265"
- B. Upon issuance of the permit, an Indemnification and Hold Harmless Agreement (prepared by the City of West Des Moines) holding the City of West Des Moines and its Boards, Commissions, Officers and Employees harmless must be executed by the applicant or an authorized representative.
- C. The application must include a map of the specific area to be used or route of travel. The map must delineate the City property to be used (Streets/Sidewalks/Trails, etc.), start and finish points and direction of flow, if applicable, as well as location(s) of outdoor toilet and liquor dispensing area(s), if any.
- D. The applicant must comply with all federal, state, county, and city laws, ordinances and regulations including all regulations adopted and established by the City.
- E. The applicant must assume extra costs associated with public safety and sanitation at the level of service recommended by the City of West Des Moines. This includes the number and type of barricades, number of toilets/kybos and trash receptacles, and the number and hours of police/security officers.
- F. If alcoholic beverages are to be sold or if an entrance or admission is charged for an event at which alcoholic beverages will be served, a Liquor Permit and Dram Shop Insurance will be required. This permit, which is not included in the application fee for the Special Event, requires consideration and approval by the West Des Moines City Council and, in some instances, requires approval by the State of Iowa. Additionally, the applicant will need to secure approval by the Park and Recreation Director before the City Council will consider the sale or service of alcoholic beverages or dispensing from kegs in City Parks by individuals/organizations who do not possess a liquor permit for the park site. Questions concerning liquor permits must be directed to the City Clerk's Office.

- G. If the event is held in a secured area, allowance must be made for access for fire emergencies including a minimum of two (2) exits. Events held on public streets must include an allowance for a continuous, through traffic lane for use by public safety personnel in an emergency.
- H. The use of a tent of more than 200 square feet (enclosed) or canopy style(open on three sides) of more than 400 square feet will require the WDM Fire Prevention Bureau to review proof of fire retardancy from the manufacturer or supplier as well as the proposed location and intended use of the tent. Each tent must have a permit issued by the WDM Fire Department. The cost of the tent permit (\$25.00) is not included in the application fee for the Special Event.
- I. A building/electric permit will be required for construction, electric, or plumbing work necessitated by the event. Again, the cost of the permit, issued by the Development Services Department, is not included in the application fee for the Special Event.
- J. Signage for the event must adhere to the City's Sign Ordinance. Compliance may require a sign permit, issued by the Development Services Department, the cost of which is not included in the application fee for the Special Event.
- K. If the event will utilize amplified sound a sound permit will be needed. As indicated above, the cost of the permit, issued by the Development Services Department is not included in the application fee for the Special Event.
- L. Type III barricades are always required, with lights added after dark. The barricades must be sufficient so as to completely close the street or roadway but yet be easily and quickly removable solely for emergency vehicle access.
- M. The following number of portable toilets/kybos is required in accordance with estimated event attendance:  
For events with alcohol: 1 toilet/kybo for every 150 people  
For events without alcohol: 1 toilet/kybo for every 250 people
- N. The applicant must utilize police/security officers if recommended by the West Des Moines Police Department. When alcohol is available at the event, the applicant must comply with the recommendations of the Police Department. In some instances off-duty police officers may be hired; contact Support Services in the Police Department for details.
- O. The applicant must propose a plan to address sanitation/garbage collection for the event.
- P. If the event is to be held in a residential area, 60% of the residents within the enclosed area, including any listing agent with a home for sale within the area, must be in favor of and/or approve the request. (For events in the Historic Valley Junction Business District, 75% approval is required)
- Q. For special events requiring City Council approval of a lane closure on an arterial or collector street, the fee would be \$325, instead of \$225. If it is known, up front, that City Council approval will be needed, the applicant could pay the full \$325 fee or pay the \$225 fee with the understanding that the additional \$100 would need to be paid prior to the final paperwork being submitted to the City Council.



# West Des Moines Special Event Permit Application

Please complete this form and submit it along with a \$150 non-refundable fee to the City Clerk's Office  
4200 Mills Civic Parkway, P.O. Box 65320, West Des Moines, IA 50265 at least 30 days prior to proposed event

**Event Name**  **Date of Event**

**Contact Information:**

Sponsor/Contact:

Address:

City  State  Zip

Day Phone:  Cell Phone:

Email Address:

**Type of Event:**

*Check all that apply.*

- Parade
- Athletic Event
- Walk/Run
- Fair/Festival
- Outdoor Concert
- Other:
- Please Explain: \_\_\_\_\_

**Time of Event:**

- Event Set-up
- Event Start/End
- Event Teardown

**Event Description:** *Please attach additional pages if necessary*

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**\*\*Please attach a map of the event layout that includes details like tent locations/kybos/sound/stage, e**

**Estimated Attendance:**

Number of: Pedestrians  Animals  Vehicles

**Admission/Registration Fees:** Yes \_\_\_\_\_ No \_\_\_\_\_

*If yes how much?* \_\_\_\_\_

**Product sales on site?** Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, product liability insurance may be required for sales of food and drinks. Please contact Polk County Health Department for details.

**Will alcohol be served or sold?**

Yes \_\_\_\_\_ No \_\_\_\_\_

A liquor permit and Dram Shop Insurance are required for the sale of alcohol to the public during any event where an admission fee is charged. City Council approval is required for the sale or service of alcohol. If alcohol is served additional security will be required. Off duty WDM Police officers can be hired to provide the additional security.

**Will you be using outdoor tents greater than 200 square feet?** Yes \_\_\_\_\_ No \_\_\_\_\_

**Will you be using an outdoor canopy greater than 400 square feet?** Yes \_\_\_\_\_ No \_\_\_\_\_

If yes to either, a tent permit is required. Location of the tent or canopy must be coordinated with the City Staff.

If using a tent, permission must be granted before tent stakes are drilled or pounded into parking lots or grounds, and the applicant must pay for any repairs associated with the installation of the tent. Tent permit is included with this packet.

**Will you be using inflatable rides or devices:** Yes \_\_\_\_\_ No \_\_\_\_\_

*If yes, a tent permit is required. Location of the inflatable must be coordinated with City Staff.  
The tent permit is included with this packet. Please complete and return with fees.*

**Will you need access to a water source?** Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, what is the water to be used for? \_\_\_\_\_  
*Additional charges may apply.*

**Will you be using live amplified sound?** Yes \_\_\_\_\_ No \_\_\_\_\_

*If yes, a \$22 sound permit is required. The Sound Permit Form is included in the packet. Please complete and return with fees.*

**Will you need access to electricity?** Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please explain. \_\_\_\_\_  
*Electricity is limited. Please be specific regarding equipment used and amperage needed. On site power may be insufficient to meet all electrical needs.*

**Is there any special set-up that you will need the City to provide?** Yes \_\_\_ No \_\_\_

If yes, please explain. \_\_\_\_\_  
\_\_\_\_\_

**Sanitation:** Number of portable toilets/kybos provided. \_\_\_\_\_

Garbage collection plans: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I hereby certify the above statements are true and correct, to the best of my knowledge, and that false statements(s) may be grounds for denial of the application. It is understood the activities at all times during the event shall comply with all applicable City ordinances. It is further understood the individual and the organization or association will be responsible for any and all damages arising as a result of this event.

In accordance with the executed Indemnification and Hold Harmless Agreement, the applicant hereby waives any and all claims which the applicant may have as a result of this event against the City of West Des Moines, Iowa its officers, agents, employees, or board members. It is further understood a certificate of public liability insurance will be required before conducting the proposed event.

I have been advised of the requirements for the conduct of a special event in West Des Moines and I, or the organization I represent, have met or will meet all requirements established by the City. Further, I understand that if all requirements are not met, the Special Event Permit can be canceled by the City at any time including at the start of or during the event. If this event is sponsored by an organization, I hereby certify I have the legal authority to represent the applicant and/or the participants, and I have read the requirements for issuance of the permit and the Hold Harmless Agreement, understand their provisions, and freely and voluntarily sign this application

It is further understood the West Des Moines City Clerk has the authority to grant or deny permission for this event.

Applicant Name (please print)

Signature

Date

**Calculate Your Fees:**

Special Event Application Fee	\$225 per event	
Lane Closure Fee (arterial or collector street)	If necessary, \$100	
Tent Permit Fee	If necessary, \$50	
Sound Permit Fee	If necessary, \$22	
<b>TOTAL DUE</b>		

*Please make check payable to The City of West Des Moines*



**West Des Moines  
Special Event Hold Harmless Agreement**

**WHEREAS**, the City of West Des Moines, Iowa (City) owns certain real property and public right-of-way which are under the direction and control of the West Des Moines City Council.

**WHEREAS**, (the "Organization") desires to use and occupy certain property containing the facilities and grounds at \_\_\_\_\_  
(Location)

**WHEREAS**, the Council is willing to grant to the Organization the right to use and occupy the location provided the City, its officers, employees and agents, ( collectively called "City" and any applicable Boards and its Board Members, (collectively called "Board").

**NOW, THEREFORE, IN CONSIDERATION OF THE MUTUAL COVENANTS  
HEREIN CONTAINED**, the City and the Organization agree as follows:

1. The City hereby grants to the Organization the right to use and occupy the facilities and grounds identified above for a period commencing the \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_ 20\_\_, and ending on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_, for the purpose of the Organization activities.
2. In consideration of the use and occupancy of the facilities and grounds, the Organization does hereby agree to protect, indemnify, save, defend and hold harmless the City, its officers, employees and agents, (City) and/or the Board, its Board Members, employees and agents from and against any and all liability, losses, damages, injury, bodily injury, property damage, costs, expenses, attorney fees, judgments, awards, claims, suits, actions or other things whatsoever developed, brought or asserted by any person, firm, corporation, entity or estate, against the City or Boards which the City and the Boards may suffer, incur, or sustain by reason of, occasioned by, arising out of, resulting from or relating to directly or indirectly from the performance, undertakings, activity, omission, negligence, fault, or misconduct by the Organization, its officers, employees, agents, contractors, or the failure of the Organization to pay taxes, assessments, sales tax, withholding taxes or other public charges levied or assessed by reason of the operation of the activities or programs by the Organization.

Words and phrases herein shall be construed as in the singular or plural number, and as masculine, feminine or neuter gender, according to context.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

By \_\_\_\_\_  
City Clerk

By \_\_\_\_\_  
Organization



# **City of West Des Moines Sound Permit Application**

**For the Outdoor Use of Sound Amplification  
Equipment**



City of West Des Moines  
Development Services Department  
4200 Mills Civic Parkway – Suite 2D  
P.O. Box 65320  
West Des Moines, Iowa 50265  
Phone: (515) 222-3620  
Fax: (515) 273-0602

[www.wdm.iowa.gov](http://www.wdm.iowa.gov)

REVISED JULY 2011

A complete copy of the West Des Moines Noise Ordinance is available from the Development Services Department. The following is an excerpt from that ordinance as it pertains to the Sound Permit:

**4-7-11: REGULATION OF SOUND EQUIPMENT AND SOUND AMPLIFYING EQUIPMENT:**

- A. No person shall use or cause to be used any loudspeaker, loudspeaker system, sound amplifier or any other machine or device which produces, reproduces, or amplifies sound outside of buildings or other enclosed structures for the purpose of amplifying a live performance or pre-recorded music without first obtaining a permit to do so.
- B. A permit may be obtained by making application to the Director of Development Services or designee.
- C. Application requests shall be filed with the Development Services Department. No application request shall be accepted for filing and processing unless it conforms to the requirements of this Title, contains in a full, true and correct form the required materials and information prescribed by the forms supplied by the Development Services Department and is accompanied by the appropriate fees.
- D. All permits are subject to approval by the Director of Development Services, or designee. The Director shall have the discretion to refer any sound permit request to the City Council for their review and action. **The City Council must approve any sound permit request that extends past ten o'clock 10:00 P.M.**
- E. The permit requires separate payment for each type of activity and permits shall be nontransferable. A permit for a single event or a series of events at the same location may be issued. The City Council, the Director of Development Services, or designee retains the ability to revoke or modify any issued permits for any alleged violations of this Chapter, including those based upon sound meter readings taken by the City. The Chief of Police or designee may also terminate the permit activity if the activity continues to exceed the maximum permitted sound level after the permit holder or the holder's employee or agent has been advised that the activity has exceeded the maximum permitted sound level.
- F. The permit shall be displayed on or immediately adjacent to the sound equipment.
- G. Each application request shall be accompanied by the fee specified by City Council resolution before it is accepted for filing and processing.
- H. If the property is a rental property, the applicant needs to have written permission from the landlord. If the property is under common ownership, the applicant needs to have written permission from the landlord or association.
- I. The use of any loudspeaker, loudspeaker system, sound amplifier, or any other similar machine or device which is permitted pursuant to this Section is subject to the following regulations:

- 1. The only sound permitted shall be either music or

human speech, or both.

2. The volume of the sound amplified pursuant to this Section shall not exceed the maximum permissive sound levels measured from the receiving land use, as outlined in this Chapter.

- \*J. Any radio, record player, stereo, television, compact disc player, tape deck or player that is rated for fifty (50) watts or less of electrical power, does not require a sound permit application.

**4-7-12: CONDITIONS OF SOUND PERMIT APPROVAL:**

A. The Development Services Department may regulate the issuance of a sound permit as is necessary to meet the purposes of this Chapter and protect the public health, safety, and welfare of adjacent uses. Conditions which may be regulated may include, but are not limited to:

- 1. Setbacks.
- 2. Fences, walls, or other screening necessary to mitigate noise.
- 3. Control of noise, vibration, or other nuisances.
- 4. Hours of operation.

**4-7-13: PRIOR DETERMINATION FOR SOUND PERMIT APPROVAL:**

- A. The following shall be considered in determination for approval of an application for a sound permit:
  - 1. Adverse impact on the health, safety, and welfare of person or property in the surrounding area.
  - 2. Prior violations of this chapter by the applicant requesting a sound permit.

**4-7-14: APPEALS:**

A. Wherein the applicant, the adjacent property owner, or any officer, department, board, or bureau of the City is affected by any decision or order made by the Director of Development Services or designee regarding the approval or denial of a sound permit, such appeal shall be taken within ten (10) days from the decision or order made by the Director of Development Services, by filing a written petition with the City Clerk requesting a hearing on the matter and specifying the grounds thereof. A hearing before the Municipal Code Hearing Officer will be held as provided by subsections 4-4-9(E), (F), and (G) of this Title. An appeal pursuant to this Chapter shall not stay the effect of the decision or order made by the Director of Development Services or designee unless so ordered by the Municipal Code Hearing Officer.

**SOUND PERMIT FEES**  
 ❖ 1-48 hrs event = \$22.00  
 ❖ 2-7 days event = \$44.00  
 ❖ Multiple events in one calendar year = \$82.50

**The City Council**  
**MUST approve any**  
**sound permit request**  
**that extends past ten**  
**o'clock (10:00) P.M.**

**Permit applications received less**  
**than two (2) weeks before the event**  
**MAY NOT be processed by the City**  
**in time for the event.**

**CITY OF WEST DES MOINES**  
**SOUND PERMIT**  
**For the Amplification of a Live Performance**

**\*Denotes required field**

Date \_\_\_\_\_ Fee Received: \_\_\_\_\_ Permit No. \_\_\_\_\_

\*Applicant's Name: \_\_\_\_\_ \*Phone No. \_\_\_\_\_

\*Applicant's **Complete** Address (**include city/state/zip**): \_\_\_\_\_

\*Applicant's E-mail Address: \_\_\_\_\_

Have you, the applicant, ever been cited for a violation of the West Des Moines Noise Ordinance? Y/ N  
 If yes, explain: \_\_\_\_\_  
 \_\_\_\_\_

\*Property owner name: \_\_\_\_\_

\*Property owner address: \_\_\_\_\_

I, the undersigned, hereby acknowledge and certify that I am the record fee title holder of the property for which this sound permit is requested, and I hereby consent to this application for a sound permit, for the amplification of a live performance, as described on this application.

\_\_\_\_\_  
 \*Signature Date

Address of proposed activity: \_\_\_\_\_  
 (*If in a City park, include name of park*)

Describe proposed activity, including time(s), **date(s)**, and number of people attending: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

How will the parking for this event be handled? \_\_\_\_\_  
 \_\_\_\_\_

***\*Please refer to Page 2, Paragraph J of this application form regarding wattage requirements for the proposed sound equipment as a sound permit may not be deemed necessary.\****

**\*Attach an 8½" x 11½" sketch plan of the proposed layout of the sound amplification equipment, including the orientation to and approximate distances from the adjoining properties.**

Have the adjoining property owners/residents been notified of the event for which this permit is requested? Y/ N  
 If so, please list addresses notified (attach additional sheets if necessary): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Describe what measures will be taken, if any, to minimize the effects of this performance on surrounding property owners. \_\_\_\_\_  
 \_\_\_\_\_

Provide any additional information that pertains to this application for a Sound Permit.

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**APPLICANT'S CERTIFICATION** - I hereby certify under penalty of perjury that the statements furnished including the drawing, present all information required for this application, and that the facts, statements and information presented are true and correct, and based upon my personal knowledge. I hereby acknowledge my obligation to comply with the West Des Moines Municipal Code as it pertains to this activity and to obtain any and all necessary City, County, State and Federal permits, approvals and/or clearances, if applicable. Further, I hereby certify that I have read, understand and have received a copy of the conditions for the operation of the Sound Permit, and hereby agree to comply with such conditions. I also understand that should I fail to comply with the agreed upon conditions, my permit may be immediately revoked and that all other applicable penalties, including criminal prosecution may be pursued.

---

\*Applicant's Signature

Date

**FOR STAFF USE ONLY**

**APPROVAL OF SOUND PERMIT**

Approved by: \_\_\_\_\_

Date:

City Council Approval Date:

This sound permit is approved subject to the following exhibits and conditions.

Exhibits:

Conditions:

Expiration Date:

**DENIAL OF SOUND PERMIT**

Denied by: \_\_\_\_\_

Date:

This sound permit is denied based upon the following findings.

Findings:

Copies of this permit have been distributed to the following departments:

Development Services Department

Police Department

City Clerk's Office

Parks and Recreation Department



# WEST DES MOINES FIRE DEPARTMENT

## TENT, CANOPY, OR INFLATABLE (MEMBRANE STRUCTURE)

### PERMIT APPLICATION

Application Date: \_\_\_\_\_ Type: Tent  Canopy  Inflatable (Membrane)

Applicant's Name (print) \_\_\_\_\_

Cell: \_\_\_\_\_ Office: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

*NOTE: An email address or fax number is needed to send our tent review and/or permit.*

Name of Event (or Business): \_\_\_\_\_

Address of Event / Activity: \_\_\_\_\_

Proposed use (Meeting, Party/Dance, Meal, etc.): \_\_\_\_\_

Date(s) of Use: \_\_\_\_\_ Time of Use: \_\_\_\_\_ Alcohol served?  YES  NO

Scheduled Set-up Date/Time (Completed): \_\_\_\_\_

#### STRUCTURE / INFLATABLE INFORMATION

<input type="checkbox"/> Structure dimensions:	Tent #1: _____(ft) X _____(ft)	Tent Sides: <input type="checkbox"/> YES <input type="checkbox"/> NO
	Tent #2: _____(ft) X _____(ft)	Tent Sides: <input type="checkbox"/> YES <input type="checkbox"/> NO
	Tent #3: _____(ft) X _____(ft)	Tent Sides: <input type="checkbox"/> YES <input type="checkbox"/> NO

Will there be any heating or cooking equipment in the structure? YES NO

If "Yes" please explain \_\_\_\_\_

Inflatable Info: Number of Inflatables: \_\_\_\_\_

Description(s) \_\_\_\_\_

Provider/Vendor of Structure(s) \_\_\_\_\_

Contact Name: \_\_\_\_\_ Office: \_\_\_\_\_ Cell: \_\_\_\_\_

I certify the above information is true to the best of my knowledge. I agree to install and to use the tent, canopy, membrane structure in accordance with the West Des Moines Fire Code requirements. I further certify that I have read the permit requirements provided on the back of this application.

Applicant Signature \_\_\_\_\_ Printed Name \_\_\_\_\_

Return the following items to: **WDM Fire, 3421 Ashworth Road, Monday – Friday; 8 AM - 4:30 PM.**  
(By mail send to: WDM Fire Dept, PO Box 65320, WDM, IA 50265-0320)

- Completed Application Form with the Permit fee of \$50.00.**
- Certificate of Flame Resistance.**
- Site Plan and Interior Layout (i.e. tables & chairs, stage, etc)**

If the permit application for the tent or inflatable is not received prior to 5 business days of the date of the event, the fee will be \$100.00.

#### [ OFFICE USE ONLY ]

Application Received Date: \_\_\_\_\_ Review Date: \_\_\_\_\_ Inspection Date: \_\_\_\_\_ Passed: YES NO

Payment Type:  Visa  MC  Cash  Money Order  Check # \_\_\_\_\_ Receipt No. \_\_\_\_\_

# WEST DES MOINES FIRE DEPARTMENT

## Tent, Canopy, Inflatable (Membrane Structure)

### Permit Requirements

The West Des Moines Fire Department has established the following requirements for the use of any **TENT, CANOPY OR INFLATABLE (MEMBRANE) STRUCTURE** having an area greater than 200 square feet for any tent, greater than 400 square feet for any canopy, and any inflatable (membrane) structure. Exception: tents used exclusively for camping.

1. An application and site plan is required to be submitted with a \$50.00 permit application fee a minimum of 5 business days prior to the date of the event to the address on the front or the fee will be \$100.00 The site plan will need to be legible showing the location of the tent, in feet, from other structures, access roads, streets, vehicle parking, and property lines. The interior plan layout shall indicate tables, stages, etc.
2. A certificate of flame-retardant treatment is to be provided with the application for each structure being permitted.
3. Fire extinguishers shall be 10-pound ABC and are to be provided in each tent or canopy by the exits.
4. An occupant load sign shall be established for the tent based upon 1 person for every 15 square feet when tables and chairs are used, one person for every 7 square feet when only chairs are used and one person for every 5 square feet for standing room. Only the usable floor space needs to be calculated when determining the occupant load. This sign shall be posted by the main entrance.
5. Exits shall be spaced at approximately equal intervals around the perimeter of the tent so that no point within the tent is more than 100 feet from an exit. The numbers of exits is dependant upon the occupant load. Exit openings from tents shall remain open unless covered by a flame-resistant curtain and shall be of a color, or colors, which contrasts with the color of the tent.
6. Self-luminous, internally or externally illuminated exit signs are required when the occupant load exceeds 50 persons.
7. Emergency lights shall be placed in any tent when the occupant load exceeds 50.
8. Smoking is prohibited by any persons in any tent, canopy or membrane structure. "No Smoking Signs" are required to be posted in conspicuous locations.
9. Tents, canopies and membrane structures shall not be located within 20 feet of property lines, buildings, other tents, canopies or membrane structures, parked vehicles or internal combustion engines.

NOTE: This is just a highlight of the fire code regulations. There are some exceptions to these regulations. This list is not an all inclusive list. Source: International Fire Code, 2009 edition. If you have any questions, please contact us at 515-222-3420.



# EXAMPLE EVENT PLANNING WORKSHEET

NAME OF EVENT:

GOAL:

MISSION STATEMENT:

EVENT DESCRIPTION:

WHEN:

WHERE:

EVENT PLANNER CONTACT:

PARTNERS:

TARGET AUDIENCE:

FUNDING (INCOME/EXPENSE):

TIMELINE:

NEXT STEPS/TO DO's:



# HISTORIC VALLEY JUNCTION FOUNDATION EVENT SERVICES

*All services must be paid for prior to the start of the event. If the estimated hours are more than the actual, an invoice for the difference must be paid within 30 days. If the estimated hours are less than the actual, you will receive a refund by check within 30 days.*

**Marquee advertising:** Depending on availability, the marquee on Railroad Ave at 5<sup>th</sup> Street may be available for advertising your event. The marquee has five lines and space for about fifteen characters per line. People can read signage effectively at five words per sign, so getting your message as close to that as possible is best.

**Kiosk poster advertising:** There are three double-sided kiosks on 5<sup>th</sup> street, one in each of the 100-300 blocks, that may have space for posters to advertise your event. Posters must be 8.5" x 14" and in portrait mode. We do not do any graphic design for third-party events, however, if you give us a digital version of your poster, we can print them at our office and place in the kiosks.

**Barricades and cones:** If you are closing streets, then DOT approved road closed signs must be used to legally close the street to traffic. We have the approved barricades on site and can either set them up at the specified time and locations or stage the barricades near the locations where they are needed for you to set up yourself.

**Trash collection:** We have one contracted trash collector that you can use for your event if you are not employing your own trash collection or using volunteers. If you use our trash collection services, then you can add on use of our dumpsters for an additional fee.

**Set-up/tear-down/event help:** We employ the best event worker in West Des Moines, and, subject to his availability, is available for hire to assist with your event set-up & tear-down, or event assistance while your event is live. He has specialized skills and knowledge of working events in Valley Junction for over 20 years.

**Marquee advertising:** \$40/week

Number of weeks \_\_\_\_\_

**Kiosk advertising:** \$20/week

Number of weeks \_\_\_\_\_

**Barricades and cones:** \$150

**Trash collection:** \$22.25/hr

Estimated hours \_\_\_\_\_

**Use of HVJF dumpsters:** \$250

**Set-up/tear-down help:** \$37.50/hr

Estimated hours \_\_\_\_\_

Payment Method:

Check

Card

Invoice

# ADDITIONAL RESOURCES & CONTACTS

The following are local recommendations for services and support. The list is neither comprehensive nor an endorsement of any business. These contacts we have worked with and have had a good working relationship with. It is your responsibility to contact and communicate about your event.

## Historic Valley Junction Foundation

Larry Kaster  
Events & Marketing Manager  
137 5<sup>th</sup> Street  
West Des Moines, IA 50265  
(515) 222-3642  
[events@valleyjunction.com](mailto:events@valleyjunction.com)  
[www.valleyjunction.com](http://www.valleyjunction.com)

## Government

### West Des Moines City Clerk's Office

City Hall  
4200 Mills Civic Pkwy  
West Des Moines, IA 50265  
(515) 222-3600  
[www.wdm.iowa.gov/government/city-manager/city-clerk](http://www.wdm.iowa.gov/government/city-manager/city-clerk)

### West Des Moines Police Department

250 Mills Civic Pkwy  
West Des Moines, IA 50265  
(515) 222-3321 (Non-emergency)  
911 (Emergency)  
[www.wdm.iowa.gov/government/police](http://www.wdm.iowa.gov/government/police)

### Iowa Alcohol & Beverages Division

Hoover State Office Building  
First Floor  
1305 E. Walnut St  
Des Moines, IA 50319  
(515) 281-7400, option 1  
[licensing@iowaabd.com](mailto:licensing@iowaabd.com)  
<https://revenue.iowa.gov/permits-licensing/alcohol>

## Event Equipment Rentals

### Beyond Elegance Party Rentals

413 5<sup>th</sup> St  
West Des Moines, IA 50265  
(877) 353-4623  
[www.beyondelegance.com](http://www.beyondelegance.com)

### Classic Events & Parties

2250 Fuller Rd  
West Des Moines, IA 50265  
(515) 266-3223  
[www.cep-ia.com](http://www.cep-ia.com)

### Sunbelt Rentals

2021 Northeast Broadway Ave  
Des Moines, IA 50313  
(515) 318-6413  
[www.sunbeltrentals.com](http://www.sunbeltrentals.com)

## Trash and Recycling

### Waste Connections

4705 NE 22<sup>nd</sup> St  
Des Moines, IA 50313  
(515) 360-8803  
[www.wasteconnections.com](http://www.wasteconnections.com)

### Waste Warriors Dumpster Rental

3106 Ingersoll Ave  
Des Moines, IA 50312  
(515) 505-8320  
[wastewarrior.biz](http://wastewarrior.biz)

### Portable Restroom Rentals

Best Portable Toilets  
1962 E Aurora Ave  
Des Moines, IA 50313  
(515) 453-2211  
[www.bestportabletoiletsinc.com](http://www.bestportabletoiletsinc.com)

## **Sound, Stage, and Lighting**

### **Blue Rock Productions**

Kim Jackson  
1728 Warford  
Perry, IA 50220  
(515) 681-9299  
[brpsoundandlight@gmail.com](mailto:brpsoundandlight@gmail.com)  
[www.facebook.com/profile.php?id=100063612030779](https://www.facebook.com/profile.php?id=100063612030779)

### **Rolling Thunder Stages**

15110 Hwy 92  
Indianola, IA 50125  
(515) 249-0666  
[rollingthunderstages@gmail.com](mailto:rollingthunderstages@gmail.com)

## **Banners/Posters/Printing**

### **Lashier Graphics**

Jim Bouma  
1601 SE Gateway Dr  
Suite 130  
Grimes, IA 50111  
(515) 943-2875  
[jbouma@lashier.com](mailto:jbouma@lashier.com)  
[www.lashier.com](http://www.lashier.com)