

EVENT SUPPORT PROGRAM TOOLKIT

MISSION: Our mission is to make Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core

WHAT IS THE EVENT SUPPORT PROGRAM?

Midtown Association's (MA) Event Support Program (ESP) is available for community events scheduled within the Midtown Association boundaries. Types of event support include equipment rentals, marketing and promotional services, Clean and Safe assistance, permitting and more.

SERVICES AND EQUIPMENT AVAILABLE

- **Event Marketing Services:** Midtown Association may promote your event through our media channels: monthly newsletter, and social media. Please provide social media handles, URL's, graphics, images, and any links that may be helpful.
- **Power wash Cleaning:** Power washing services may be performed prior to or post-event.
- **Permitting Assistance:** The events team may provide support with the special event permit process and connect event producers with city services and representatives.
- **Event Supplies:** Available event supplies include road closure equipment, including water barricades and bollards, pop-up tents, tables, and chairs. Find our complete event supply inventory here (coming Summer 2024).

CRITERIA AND GUIDELINES

Requests for event support must be submitted ***at least 2 weeks prior*** to the event.



Note that special event permit applications must be submitted to the City of Sacramento at least 60 days before the event. If you're interested in permit support, please reach out at least 90 days prior to the event.

All supplies, equipment, services, and support are **based on availability**. The Event Manager and Clean and Safe Manager will make approval decisions based on availability and provide as much notice as possible if services and supplies are unavailable for the event.

Event support is only provided in the Midtown area. If you are unsure whether your business is in Midtown, email our Associate Director, Communications, Vince Marchese, vince@exploremidtown.org.

Requests for event support to restaurants within the two restaurant districts (Business Improvement Districts) in the Midtown Sutter and Midtown Central areas are given priority.

Event Supplies:

- Applicant is responsible for both the set up and break down of supply items.
- Depending on the date and time of your event, you may be required to store supply items overnight.
- Applicant is responsible for maintaining the integrity of any Midtown Association supplies. If MA supply item(s) are lost, stolen, or damaged while in the applicant's possession, by signing the equipment liability waiver with the request for event support you are responsible for the cost of replacement or repair of the equipment.
- If you wish to borrow road-closure equipment, the final traffic control plan must be provided to MA and a certificate of insurance will be needed in addition to the equipment liability waiver.
- If a valid certificate of insurance is not provided before your scheduled equipment pick-up, equipment will not be provided.

Equipment Pick-up and Return:



MIDTOWN
ASSOCIATION

**THE CENTER FOR CULTURE, CREATIVITY
& VIBRANCY IN SACRAMENTO'S URBAN CORE.**

- Equipment must be picked-up and returned during the following pick-up and return windows at 21st and R Self Storage (1800 21st Street, Sacramento, CA 95811):
 - Equipment Pick-up:
 - Wednesdays, 9:30-11:30 a.m., 2-3 p.m.
 - Fridays, 9-10 a.m., 2-4 p.m.
 - Equipment Return:
 - Tuesdays, 9-11 a.m.
 - Wednesdays, 9:30-11:30 a.m., 2-3 p.m.
- Some large equipment support requests may require Saturday pick-ups at 2:30 p.m. after the Midtown Farmers Market at 20th and K. These requirements will be communicated at the time of event support confirmation.
- Equipment must be returned within 3 business days (Monday-Friday).
- It is the responsibility of the applicant to verify the correct quantity of items received and returned and that their condition is the same upon return to MA.

REQUESTING EVENT SUPPORT

The following steps will help guide businesses through the ESP request process:

Step 1: Fill out an [event support request](#) through the Midtown Association website. Please ensure all information is complete and accurate.

Step 2: The Events Manager will review the event support request and be in contact within 5 business days.

- a. If the event support request does not meet the criteria above or is not available, the Events Manager will email the decision.
- b. If the event support request meets the criteria above, the Events Manager may request to schedule a call to review support needed or email approval confirmation and next steps.

Step 3: If Approved - Once the ESP request has been reviewed and agreed upon, the Event Manager will determine if the business needs to sign a waiver and provide a certificate of insurance (COI) for their request.



- The **waiver** will need to be signed if the business plans to rent any equipment from Midtown Association. This waiver is included in the Event Support Program request form.
- The **COI** will need to name Midtown Association PBID Corporation at additionally insured, and supply the following endorsements on their certificate:
 1. Midtown Sacramento PBID Corporation, its employees, officers, agents and Contractors must be added as additional insureds on the General Liability policy.
 2. The requested policies must all be considered primary insurance with respect to any other valid and collectible insurance MA may possess, including any self-insured retention MA may have, and any other insurance MA possesses will be considered excess or secondary insurance only.
 3. Contractor's insurer must agree to waive the right of subrogation against MA for the following policies:
 - a. Worker's Compensation
 - b. General liability

TIPS FOR DURING YOUR EVENT

- If you're performing a road closure, verify that all road closure equipment and signs are in their correct locations based on the traffic control plan that was approved with your special event permit before the beginning of your event.
- Save important phone numbers including vendors and SPD non-emergency (916)808-5471 before your event.
- Ensure to tag @exploremidtown on social so that we may reshare your posts.
- Capture photos and metrics of success including number of event attendees, sales, programming information, and visitor feedback.

POST EVENT

Within 5 days of your event, the Events Manager will follow up with a brief survey to collect metrics about your event and feedback on Midtown Association's event support. Please provide as much information as possible to help us continue to improve our services.

