

Agenda Item: 10b

July 28, 2013

Town of Lake Lure
City Council & Chris Braund, Town Manager
2984 Memorial Highway
Lake Lure, NC 28746



Dear City Council, and Chris,

We are so excited to be holding the **4th ANNUAL DIRTY DANCING FESTIVAL AT LAKE LURE** on August 16-17, 2013! Complete details about the event can be found on our website at www.dirtydancingfestival.com, but the general event schedule is as follows, with both events occurring at Morse Park Meadows:

**FRIDAY, AUG. 16 @ 7PM:
LAKESIDE FILM SCREENING**

Remember the magic of Dirty Dancing while watching the movie against the waterfront site of "the lift" on the original location of Johnny's cabin. Bring your own blankets and chairs; food and drinks will be available for purchase.

**SATURDAY, AUG. 17 @ 9AM-5PM:
DIRTY DANCING FESTIVAL**

This outdoor dance festival will showcase: Danny Woods & the Party Prophets (with a special tribute to Billy Scott), the Asheville Ballet Company, Shag Competition, other live music, family-friendly games, a 'Lake Lift Competition,' dance lessons, food, shopping & more!

This year we are excited to announce that the festival is an official event of the Pancreatic Cancer Action Network, with a portion of ticket sales and other funds raised onsite going being donated to them. Not only did Patrick Swayze pass away from pancreatic cancer, but in this past year we also lost Billy Scott, a North Carolina Music Hall of Fame inductee, and a staple performer at all three past Dirty Dancing Festivals.

Because of the importance of this event to the businesses of the area, and the Pancreatic Cancer Action Network, we would like to respectfully ask for the following permits to be granted and for the corresponding fees to be waived or discounted for the dates of August 16-17, 2013. The necessary permit application forms have also be submitted.

MORSE PARK MEADOWS:

1. Permit for Use of Town Rental Facilities – for the Friday night screening and the Saturday festival, including the rental fee of \$100
2. Entertainment Permits – for the Friday night screening and the Saturday festival
3. Fabric Structure Permits – for festival main stage, dance lessons tent, and food/craft vendors
4. Parking Lot Use – permission to use the portion of the Morse Park parking lot near the portable bathrooms to place the dance lessons (see floor plan for reference).
 - a. We also request that the Dirty Dancing Festival be able to restrict parking at the Morse Park Meadows parking lot to event entertainers, vendors, staff, and volunteers along with customers for the Lake Lure Tours (a special parking decal will be given to all festival entertainers, vendors, volunteers and staff to facilitate the flow of parking into this lot).

A

5. Wine & Beer Sales – permission to sell beer and wine on Morse Park Meadows within the fenced in perimeter of the festival, set up by the Dirty Dancing Festival; NOTE: In the past this has been an enclosed space within the festival. The past three years have shown us that our attendees act responsibly, and we would like to have the beer and wine vendors as part of the generally fenced in festival area this year. We will require anyone who wants to purchase alcohol to show ID, and those over 21 years of age will receive a wristband. No alcohol will be allowed outside of the festival parameter. We have two vendors this year, both licensed and permitted by the ABC. Let us know if you are alright with this, thank you!

Thank you in advance for your consideration of these requests and for your previous waivers for the inaugural **DIRTY DANCING FESTIVAL AT LAKE LURE**. Please feel free to contact me should you have questions about any of these requests.

Sincerely,



Jo Beyersdorfer, Festival Director
Dirty Dancing Festival at Lake Lure

Cc: Michelle Yelton, Rutherford County Tourism



TOWN OF LAKE LURE
Lake Lure, North Carolina

**APPLICATION FOR PERMIT
 ENTERTAINMENT EVENT**

Section 84.04(C) states that a permit, approved by the Town Manager, is required "to produce programs in music, speeches, or general entertainment." In order to assist the manager in his decision as to whether a permit should be granted or denied, the following information is required. not all questions pertain to every request. Please complete the relevant questions.

ENFORCEMENT: Event coordinators must be able to produce a signed copy of this permit during the event.

DESCRIPTION OF EVENT

Name of event Dirty Dancing Festival
 Type of event Dance/Music Festival Location Morse Park Meadows
 Date(s) of event Aug. 17th 2013 Hours 9am-5pm

PROMOTER

Name of organization JNB Marketing LLC
 Contact person Jo Beyersdorfer Phone 310.372.4600 FAX 310.372.4660
 Mailing address 7083 Hollywood Blvd. Ground Floor, Los Angeles CA 90046

EVENT SITE

Name and address of property owner Town of Lake Lure
2926 Memorial Hwy, Lake Lure NC 28746 Phone 877.625.2725
 Type of approval from owner (lease, contract, letter, etc.) Contract
 Size of property (acres) 113,217 sq ft Size of structure (square feet) n/a
 Maximum occupancy of building n/a Does the structure have a Certificate of Occupancy? n/a

IMPACT ON SURROUNDING AREA

Noise

Will this event use an amplified sound system? yes

What means will be employed to ensure the sound from the event will not disturb persons on adjacent and nearby property? (check all that apply)

☒	
☒	Speaker placement: aimed away from adjacent property and away from lake
	Pipe and drape: used to cover hard surfaces that directly reflect sound
☒	Volume limits & decibel meters used: (describe)
☒	Sound technician has policies for sound levels
☒	Event coordinators to take appropriate response to complaints
	Other:

Parking and Traffic Control

How many persons are expected to attend the event? 1000-1500

How many parking spaces will be needed (assuming 1 space for each 3 attendees)? see attached parking plan

How many parking spaces are available on site? see attached parking plan

If off-site parking will be required, where will it be located? see attached parking plan
Attach authorization from owner(s) of all property to be used for off-site parking and list number of spaces to be provided on each property.

If off-site parking will be provided at a distance of greater than 600' from the event, state how attendees will get from parking to event. see attached parking plan

How will attendees be told where to park? website, event program, signage, and onsite parking attendees

If event will attract more than 100 vehicles, describe traffic control methods proposed. see attached parking plan

Lighting

Will additional exterior lighting be used for the event? no

If so, what means will be used to prevent lighting from disturbing persons on adjacent and nearby property? n/a

OTHER CONSIDERATIONS

Food and beverages

If location is not an existing restaurant, will food be served outside? yes

If so, what means will be used to ensure cleanup of refuse? vendors will be responsible for their own trash, trash cans around the site, volunteers and staff to clean premise afterwards

Will alcoholic beverages be served? yes

Sanitary facilities

Do sufficient sanitary facilities exist on the property to accommodate the expected number of attendees? no

If not, what means will be used to provide them? Existing portable restrooms and additional portable restrooms and hand washing stations will be rented and installed

Security

If the expected number of attendees exceeds 300, what provisions have been made for crowd control?
We will work with the Lake Lure Police and Fire Departments as we have in the previous 3 years, and we have a full staff of parking attendants that will help direct people.

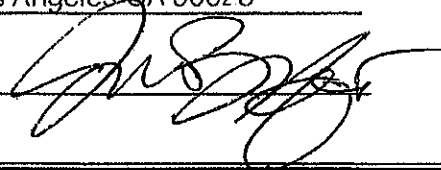
APPLICANT

Name Jo Beyersdorfer Date 07/28/2013

Address 7083 Hollywood Blvd. Phone 310.372.4600

Ground Floor Fax 310.372.4660

Los Angeles CA 90028

Signature 

This application has been ☒ approved
☐ denied


Town Manager

7.31.13
Date

Chief of Police

Date



TOWN OF LAKE LURE
Lake Lure, North Carolina

APPLICATION FOR PERMIT
FABRIC STRUCTURE

Section 96.01 states that a permit is required "for all structures constructed of fabric, including tents, erected within the Town of Lake Lure which exceed 500 square feet in area. The Town Manager may issue permits for such structures erected for 30 days or less in any one calendar year and having an area of less than 2,000 square feet. Fabric structures erected for longer than 30 days in any one calendar year and having an area of 2,000 square feet or more must be approved by the Town Council." In order to assist the manager and council in their decision as to whether a permit should be granted or denied, the following information is required.

LOCATION

Location of proposed structure Morse Park Meadows Parking Lot

Name and address of property owner Town of Lake Lure

2926 Memorial Hwy, Lake Lure NC 28746 Phone 877.625.2725

If applicant is not owner, type of approval from owner (lease, contract, letter, etc.) contract

Size of property (acres) 1/2-1 acre

DESCRIPTION OF STRUCTURE

Type of structure Tent

Length 40ft Width 40ft Height Area (square feet) 1600sq ft

Date to be erected 08/15/13 Date to be removed 08/17/13

If previously permitted, date removed n/a

Maximum occupancy of building

Please submit a site plan showing the proposed structure and its relationship to the property lines, adjacent roads, and natural features and demonstrating compliance with the zoning regulations.

APPLICANT

Name JNB Marketing LLC

Date 07/28/13

Address 7083 Hollywood Blvd

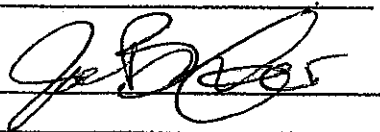
Phone 310.372.4600

Ground Floor

Fax 310.372.4660

Los Angeles CA 90028

Signature



ZONING REGULATIONS REVIEW

I certify that this structure (complies) (does not comply) with all requirements of the zoning regulations of the Town of Lake Lure.

Sheila Spicer, Zoning Administrator

Date _____

FIRE CODE REVIEW

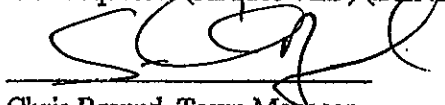
I certify that this structure (complies) (does not comply) with all requirements of the fire code.

Ron Morgan, Fire Coordinator

Date _____

For fabric structures between 500 and 2,000 square feet in area to be erected for 30 days or less in any one calendar year.

This request is (APPROVED) (DENIED)



Chris Braund, Town Manager

Date 7.31.13

For fabric structures either having an area of 2,000 square feet or more or erected for longer than 30 days in any one calendar year or both.

This request is (APPROVED) (DENIED) by action of the Lake Lure Town Council.

Jim Proctor, Mayor

Date _____

NOTE: This structure may require a building permit from Rutherford County. Call 828-287-6035



TOWN OF LAKE LURE
Lake Lure, North Carolina

APPLICATION FOR PERMIT
FABRIC STRUCTURE

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LOCATION

Location of proposed structure Morse Park Meadows Basketball Court

Name and address of property owner Town of Lake Lure

2926 Memorial Hwy, Lake Lure NC 28746 Phone 877.625.2725

If applicant is not owner, type of approval from owner (lease, contract, letter, etc.) contract

Size of property (acres) 1/2-1 acre

DESCRIPTION OF STRUCTURE

Type of structure Tent

Length 60ft Width 40ft Height Area (square feet) 2400sq ft

Date to be erected 08/15/13 Date to be removed 08/17/13

If previously permitted, date removed n/a

Maximum occupancy of building

Please submit a site plan showing the proposed structure and its relationship to the property lines, adjacent roads, and natural features and demonstrating compliance with the zoning regulations.

APPLICANT

Name JNB Marketing LLC

Date 07/28/13

Address 7083 Hollywood Blvd

Phone 310.372.4600

Ground Floor

Fax 310.372.4660

Los Angeles CA 90028

Signature _____



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Sheila Spicer, Zoning Administrator

FIRE CODE REVIEW

I certify that this structure (complies) (does not comply) with all requirements of the fire code.

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Date _____

Jim Proctor, Mayor

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BSS KETA

Certificate of Flame Resistance



REGISTERED
FABRIC
NUMBER

F76001

Issued by

TOPTEC PRODUCTS, LLC
1073 Neely Ferry Road
Laurens, SC 29360

Date Manufactured

04/26/10

*This is to certify that the materials described
are inherently flame retardant.*

Name PROFESSIONAL PARTY RENTAL

Address 647 CONGAREE RD

City GREENVILLE

State SC

Zip 29607

Certification is hereby made that:

The articles described are flame-retardant, approved and registered by the State Fire Marshal and that the fabric is in conformance with the laws of the State of California and the Rules and Regulations of the State Fire Marshal. Fabric has been tested and passes NFPA701-99, ULC214, MVSS302.

Method of Application: The Flame Retardency of this Fabric is Inherent and Permanent.

Description of item certified: FUTURE MID 40x20 BLACKOUT WHITE

The Flame Retardant Process Used WILL NOT Be Removed By Washing.

TOPTEC PRODUCTS, LLC.

Frederic C. Cole

Name of Production Superintendent

MODEL TU402005C

SERIAL # 2102236B

Certificate of Flame Resistance



REGISTERED
FABRIC
NUMBER

F53501

Issued by

TOPTEC PRODUCTS, LLC
1073 Neely Ferry Road
Laurens, SC 29360

Date Manufactured

02/07/07

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Method of Application: The Flame Retardency of this Fabric is Inherent and Permanent.

Description of item certified: FUTURE END 40x40 BLACKOUT WHITE

The Flame Retardant Process Used WILL NOT Be Removed By Washing.

TOPTEC PRODUCTS, LLC.

Name of Production Superintendent

MODEL TU404005E

SERIAL # 271564B



TOWN OF LAKE LURE
Lake Lure, North Carolina

APPLICATION FOR PERMIT
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Name and address of property owner Town of Lake Lure

2926 Memorial Hwy, Lake Lure NC 28746 Phone 877.625.2725

If applicant is not owner, type of approval from owner (lease, contract, letter, etc.) contract

Size of property (acres) 1/2-1 acre

DESCRIPTION OF STRUCTURE

Type of structure Approximately (30) 10'x10' pop-up tents for food and craft vendors

Length 10ft Width 10ft Height Area (square feet) 100sq ft

Date to be erected 08/16/13 Date to be removed 08/17/13

If previously permitted, date removed n/a

Maximum occupancy of building

Please submit a site plan showing the proposed structure and its relationship to the property lines, adjacent roads, and natural features and demonstrating compliance with the zoning regulations.

APPLICANT

Name JNB Marketing LLC

Date 07/28/13

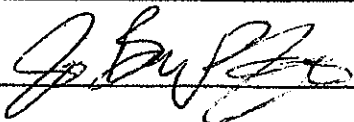
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Phone 310.372.4600

Ground Floor

Fax 310.372.4660

Los Angeles CA 90028

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Date _____

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Jim Proctor, Mayor

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TOWN OF LAKE LURE FIRE COORDINATOR OFFICE
APPLICATION FOR FABRIC STRUCTURE PERMIT

Provide copy of Certification of Flame Resistance with Application ☒

List name & addresses of tent owner Jeff Farn, Professional Party Rentals

647 Conquest Road, Greenville, SC 29607

Provide site sketch of tent with Application ☒

Every permitted tent shall have at least one Fire Extinguisher ☒

No smoking signs shall be posted ☒

Generators and other power sources are not permitted with in 20 ft of tent ☒

No exposed flame or cooking in tent or with in 20 ft of tent ☒

Hay, Straw, Savings or Similar materials shall not be around or in tent ☒

What Occupant load are you going to have. 300 persons

If Tent is enclosed you must do the following tent will not be closed

Provide Exit signs at all exit and illumination with battery back up. n/a

Provide Emergency lighting with battery back up at all Exit n/a

Provide site sketch and floor plan of tent, and location of exit with application for permit n/a

Has Questions on back been answer.

Signature of Applicant:



Signature of Fire Official:

JO Beyer-Boerter, JNB Marketing LLC

Phone 310.372.4500

Cell 310.809.4532

Email jnb@jnbventals.com

4th Annual Dirty Dancing Festival at Lake Lure

Lakeside Screening Site Plan

Friday, August 16th 2013, 7-10pm

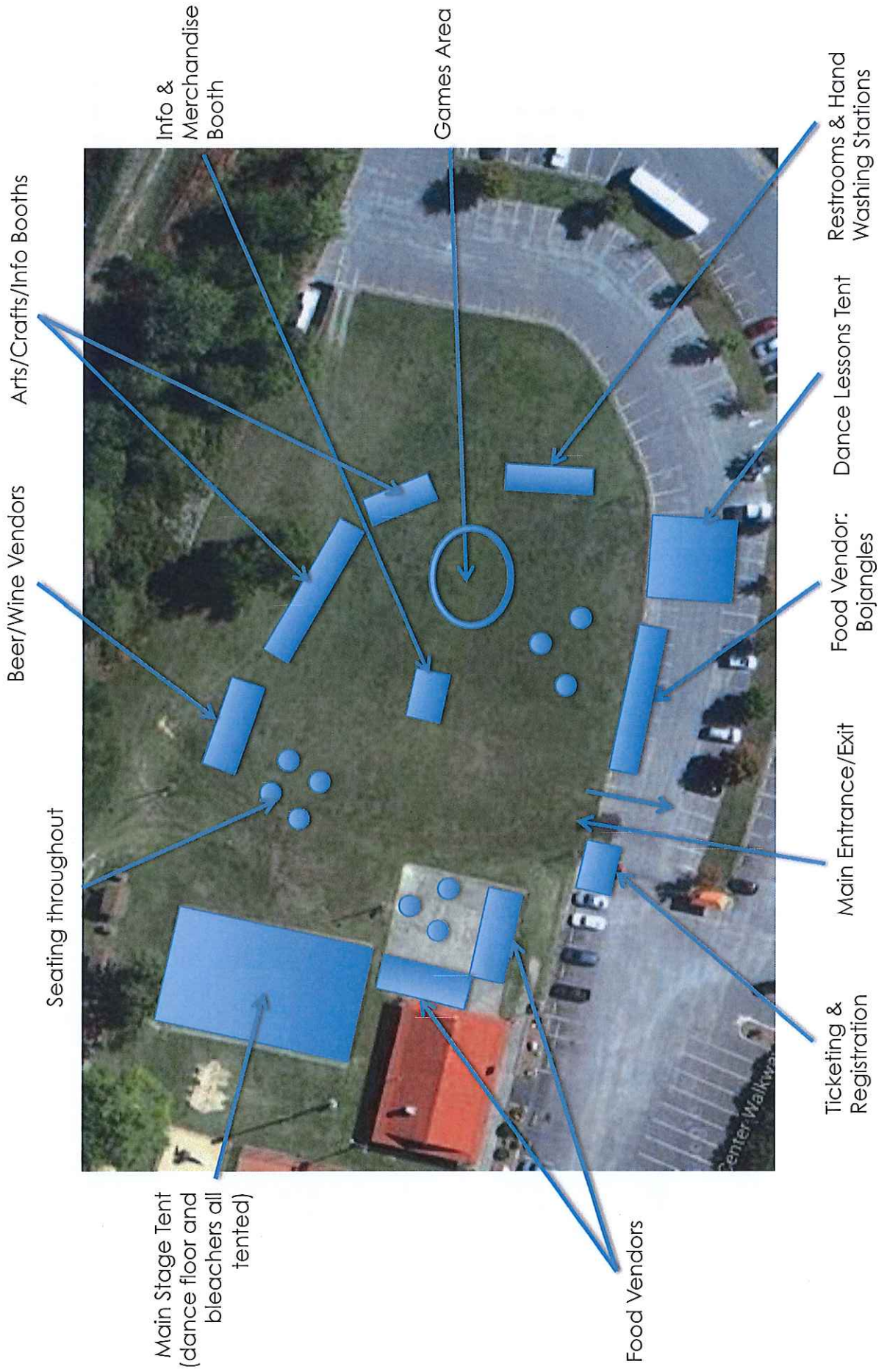
Text in RED CAPS only relates to the Lakeside Screening event
Text in BLACK refers to the existing setup of the festival



4th Annual Dirty Dancing Festival at Lake Lure

Festival Site Plan

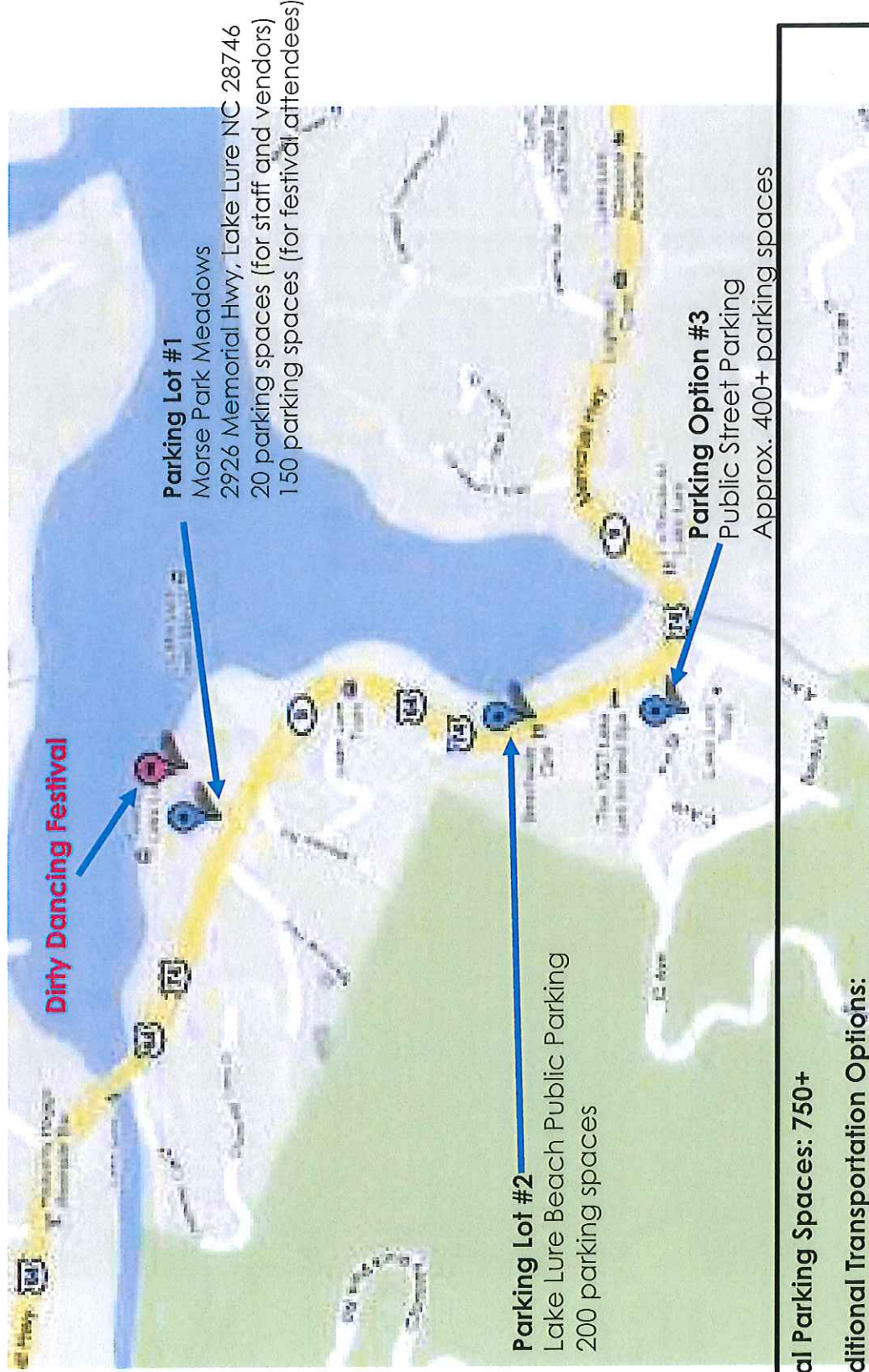
Saturday, August 17th 2013, 9am-5pm



4th Annual Dirty Dancing Festival at Lake Lure – Parking Plan

Parking Map for Lakeside Screening (Fri. August 16th 7-10p) and Dirty Dancing Festival (Sat. August 17th 9a-5p)

Location of both events: Morse Park Meadows



Total Parking Spaces: 750+

Additional Transportation Options:

- Rumbling Bald Resort shuttle (for their guests)
- Lake Lure Adventure Company boat shuttles

****Based on the past three years' experience we don't need more parking than what is available within walking distance of the park. We also compared our event to the 4th of July Fireworks events of Lake Lure and believe this is the best solution. Parking attendants will be manning the main parking lodge adjacent to the park.**

July 28, 2013

Town of Lake Lure
Andi Calvert, Town Clerk
2984 Memorial Highway
Lake Lure, NC 28746



Dear Andi,,

We are so excited to be holding the **4th ANNUAL DIRTY DANCING FESTIVAL AT LAKE LURE** on August 16-17, 2013! Complete details about the event can be found on our website at www.dirtydancingfestival.com, but the general event schedule is as follows, with both events occurring at Morse Park Meadows:

**FRIDAY, AUG. 16 @ 7PM:
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Remember the magic of Dirty Dancing while watching the movie against the waterfront site of "the lift" on the original location of Johnny's cabin. Bring your own blankets and chairs; food and drinks will be available for purchase.

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This year we are excited to announce that the festival is an official event of the Pancreatic Cancer Action Network, with a portion of ticket sales and other funds raised onsite going being donated to them. Not only did Patrick Swayze pass away from pancreatic cancer, but in this past year we also lost Billy Scott, a North Carolina Music Hall of Fame inductee, and a staple performer at all three past Dirty Dancing Festivals.

Because of the importance of this event to the businesses of the area, and the Pancreatic Cancer Action Network, we would like to respectfully ask for the **peddling ordinance** be waived for the festival, as is has been the previous three years, for the dates of August 16-17, 2013.

Thank you in advance for your consideration of this request and for your previous waivers for the **DIRTY DANCING FESTIVAL AT LAKE LURE**. Please feel free to contact me should you have questions.

Sincerely,

Jo Beyersdorfer, Festival Director
jo@inbevents.com / p. 310.372.4600
Cc: Michelle Yelton, Rutherford County Tourism