

RIVER DISTRICT EVENT PLANNING GUIDE

COMPILED BY THE RIVER DISTRICT ASSOCIATION



INTRODUCTION TO THE RIVER DISTRICT:

The River District in Danville, Virginia offers unique natural and historic built assets that are some of the finest in the nation - with the additional benefits of an easily accessible geographic location, low cost of living with a high quality of life, comfortable climate, and not insignificant - an opportunity for all who wish to make a mark or leave a legacy - Danville welcomes you with open arms. Danville offers the opportunity to appreciate rich history and culture, from Railroads to Tobacco and Textiles, Civil War to Civil Rights, much of which is located in the community heart and soul, the River District.

All of this makes the River District a wonderful place to host events. This document serves as a resource for how to plan your event. This document is a guide and overview, but always be sure to follow up with contacts at the City of Danville if you have any questions about event planning and permits.

River District Association - www.riverdistrictassociation.com - 434-791-0219





RIVER DISTRICT EVENT PLANNING GUIDE

I'M PLANNING AN EVENT...DO I NEED A PERMIT?

You need approval from the City of Danville to gather for an event if:

- The event is on City property (You need to submit an **Assembly Permit** within 72 hours of your event.)
- The event is on Parks and Recreation property (You need a Parks and Recreation Event Application, call **(434) 799-5215** to get one.)
- Your event will require a street closure. (You need a **Street Closure Permit** from the Danville Police Department)
- Your event is a parade. (You will need a **Parade Permit** from the Danville Police Department)

You do not need an event permit if your event is private, and happening at an event venue downtown.

MORE INFORMATION ON PERMITS

ASSEMBLY PERMIT (Information copied from the Danville Police Department website)

- Download and complete an application (PDF) from the **website** or obtain an application in person at the Danville Police Department Records Office, Monday through Friday between 8 a.m. and 5 p.m.
- Application must be submitted at least seventy-two (72) hours in advance of the start time of the assembly.
- Upon review by the City Manager, the applicant will be contacted to obtain the assembly permit. Please keep the approved application and permit with you during the course of the event.



RIVER DISTRICT EVENT PLANNING GUIDE

PARADE PERMIT (Information copied from the Danville Police Department website)

- Download and complete an application (PDF) from this [website](#) or in person at the Danville Police Department Records Office, Monday through Friday, between 8 a.m. and 5 p.m. The charge is \$3 (non-refundable, cash only).
- Parade permits may be approved with restrictions on manner, route and time.

STREET CLOSURE PERMIT (Information copied from the Danville Police Department Website)

- Download and complete an application (PDF) from this [website](#) or obtain an application in person at the Danville Police Department Records Office, Monday through Friday, between 8 a.m. and 5 p.m. The charge is \$75 (non-refundable, cash only).
- Street Closures may be approved if they are for positive, open-to-the-public, community-based functions whose purpose is to generate goodwill for all persons involved. Street Closure must be designed to minimally disrupt neighborhood traffic and must have the approval of all residents within the closure area.
- If the street closure application is approved, you will receive a copy of your application and permit in the mail checked "Approved". Please keep the approved application and permit with you during the course of the event.
- If the street closure permit is denied, you will either receive a telephone call informing you that it has been denied or a notice by mail.

TIPS FOR A SUCCESSFUL EVENT APPLICATION/PERMIT PROCESS

Plan Ahead: To make sure you have all the necessary documentation and permits for your event start your planning early, and communicate regularly with the permitting agencies.

Budget for Fees: Depending on what kind of permit/permits you are applying for there may be a fee. Also take into consideration other needs such as fees for a temporary ABC license etc.

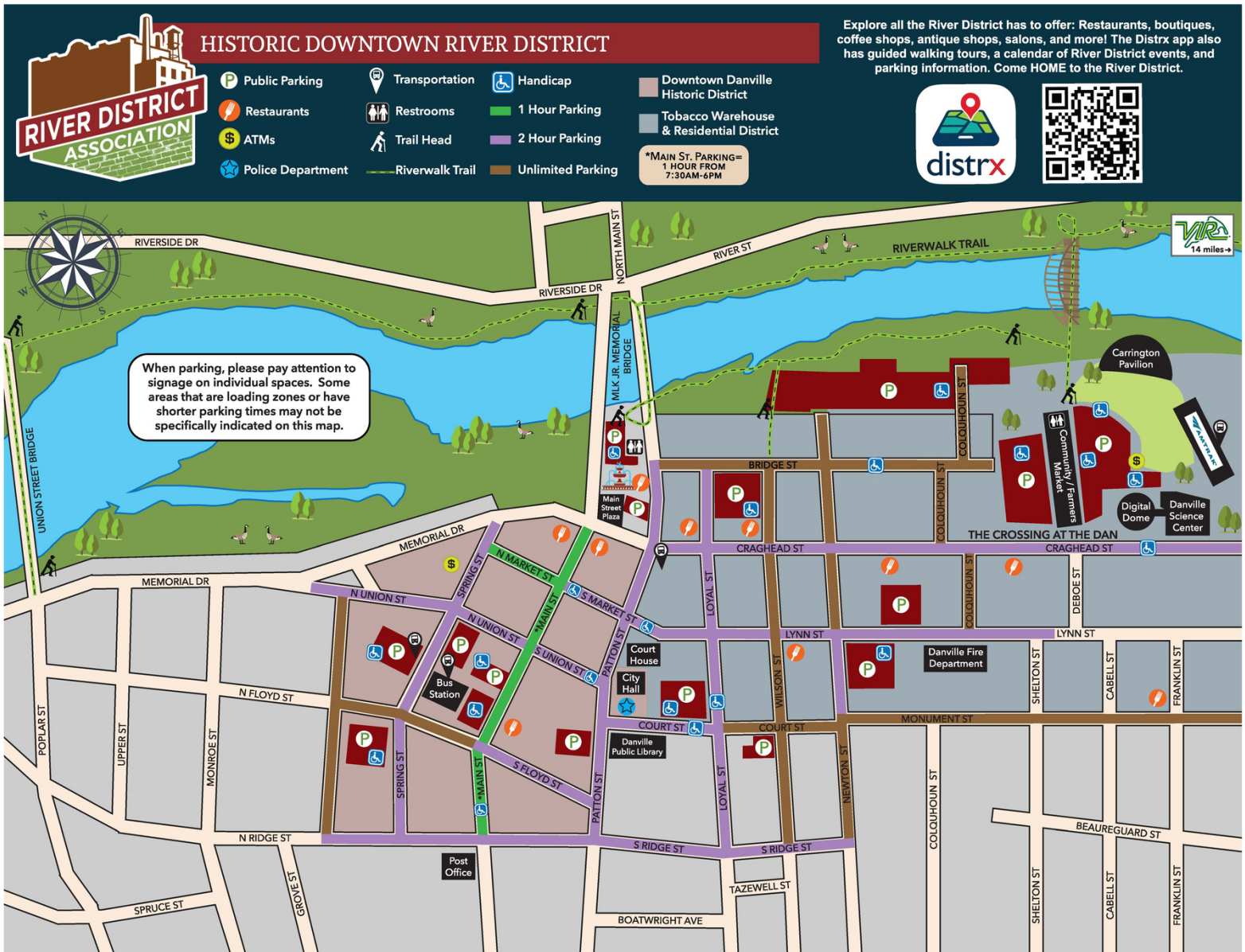
Insurance: The City of Danville requires any organizations having an event on City property to provide liability insurance of no less than \$1,000,000 in coverage. You will need a certificate of insurance from your provider to include as part of your event application. Most insurance brokers will assist you in obtaining the necessary insurance. If you have other vendors or service providers at your event, you may also need them to provide a certificate of insurance to the City, and depending on your organization's policy, to your organization as well.

Map: You will need a map of your event layout that includes things like barricade locations, streets to be closed, tent placements and any other pertinent event info.

RIVER DISTRICT EVENT PLANNING GUIDE

OTHER CONSIDERATIONS FOR A SUCCESSFUL EVENT

Parking: There is plenty of parking in the River District, but it may not always be right next to your event. Spend some extra time and resources communicating to event goers where they can park. Feel free to share a link to the [River District Parking Map](#) located on the River District Association website. The map indicates all public parking areas, as well as street parking restrictions.





RIVER DISTRICT EVENT PLANNING GUIDE

OTHER CONSIDERATIONS FOR A SUCCESSFUL EVENT CONTINUED...

Power: If you are planning an event that requires power, plan ahead. Not all downtown locations will necessarily have access to power, so find out ahead of time. Also plan ahead for the amount of power needed. Things like food trucks, catering stations, or large sound systems may need more power than a standard outlet. Be sure to locate the breaker box attached to your power source, so if something happens during your event you can fix it! Another option is to rent a generator if your power needs exceed what is available.

Street Closures: Be sure to plan ahead for any street closures required for your event. Plan enough time to get the agreement and signatures from any residents or businesses who will be affected by the street closure. Also, be mindful of ways to ensure pedestrian and event-goer safety. You can speak to the Police Department for ideas of the best way to do this.

Garbage and Waste: You will need to have a plan on how to handle garbage and waste at your event. Depending on your location and type, you may need to collect the trash yourself, or have any participating vendors manage their own garbage/waste. Speak with your permitting agency for information on their garbage and waste policies.

Restroom Facilities: Think about restroom facilities needed for the number of people you expect to attend. There are public restrooms at various locations downtown, but you may need more capacity.

Business Support and Approval: It is always beneficial to have the support and approval of any businesses who may be affected by your event. Engaging with local businesses early will bring to light both benefits and challenges your event may bring to the area. You may be told things you would not have thought of, that will enhance your event. Also, it is a courtesy to communicate early with businesses, so they can plan for any business changes that may result from extra crowds (they can have extra staff on hand), parking challenges (they can communicate to customers), etc.

Alcohol: If you are planning on serving alcohol at your event you will need to begin communication with the **Virginia ABC** office early to obtain a banquet license. You will need to communicate with the Police Department as well, so they can have extra staff on hand if needed.

Food: If you plan on serving food at your event, contact the **Virginia Department of Health** to make sure you know if or what kinds of permits and safety precautions you need in place to serve food.



RIVER DISTRICT EVENT PLANNING GUIDE

EVENT PLANNING CONTACTS

River District Association (RDA)

www.riverdistrictassociation.com

208 N. Union Street

434-791-0210

If you are having an event in the River District, RDA would love to hear about it and promote it to our network. We send regular newsletters to nearly 1500 community members, and have a strong social media presence, and an event calendar on our website.

Danville Department of Parks and Recreation

www.danvilleva.gov/1847/Parks-and-Recreation

125 N. Floyd Street

434-799-5200

For any questions about hosting an event downtown on Parks and Recreation property contact the Parks and Recreation Main Office.

Danville Police Department

www.danville-va.gov/588/Police

1 Community Way

434-799-6510

For questions regarding street closures or parades, or security needs for an event contact the Danville Police Department.

Virginia Department of Health

www.vdh.virginia.gov/environmental-health/food-safety-in-virginia/tfe/

(804) 864-7454

For information on hosting events where food is served.

Virginia ABC

<https://www.abc.virginia.gov/licenses/get-a-license>

For information on hosting events where alcohol is served.

Danville Fire Department

<https://www.danville-va.gov/314/Fire>

If you have people cooking at station at your event, you may need to be inspected by the local Fire Marshall. Contact the Fire Department for more information.



RIVER DISTRICT EVENT PLANNING GUIDE

EVENT LOCATIONS IN THE RIVER DISTRICT

PARKS AND RECREATION LOCATIONS

Call the Parks and Recreation Office for information on how to reserve any of these.

- **South Union Street Pocket Park** - 121 South Union Street
- **Ruby B. Archie Public Library** - 511 Patton Street
- **HOME Sign Pocket Park** - 500 Main Street
- **The Carrington Pavillion** - 629 Craghead Street
- **The Pepsi Building at The Crossing at the Dan** - 629 Craghead Street
- **The Community Market** - 629 Craghead Street
- **The JTI Fountain and Downtown Plaza** - 215 Main Street
- **The Riverwalk** - Entrances at JTI Fountain Plaza, Newton's Landing Parking Lot, Bridge Street, and at the Community Market

PRIVATE EVENT VENUES IN THE RIVER DISTRICT

- **Cotton at Riverside Mill (Canal at Riverside Mill Event Center)** -109 Bridge Street
- **Angela's Creative Catering and Event Venue** - 401 Wilson Street
- **Cottontail Weddings and Events** - 600 Craghead Street
- **River District Event Center** - 136 South Ridge Street
- **Danville Science Center** - 677 Craghead Street
- **The Bee Hotel** - 420 Patton Street
- **Smokestack Theatre Company** - 319 Lynn Street
- **Beauty and Wellness Center** - 750 Main Street

OTHER LOCATIONS FOR GATHERINGS

- **Ballad Brewing** - 600 Craghead Street
- **Culture Restaurant & Grill** - 510 Spring Street
- **Dellano's Pizza Kitchen** - 316 Main Street
- **Di'lishi Frozen Yogurt** - 309 Main Street
- **Funky's Bar & Arcade** - 315 Lynn Street, Suite B
- **Golden Leaf Bistro** - 215 Craghead Street
- **Grizzly's Hatchet House** - 680 Lynn Street, Suite J
- **Link's Coffee House** - 319 Craghead Street
- **Ma's Cakes** - 318 Main Street
- **Me's Burgers & Brews** - 215 Main Street
- **Mucho Taqueria** - 530 Craghead Street
- **Nana Karen's on Main** - 547 Main Street
- **River District Golf and Social** - 680 Lynn Street, Suite C

ABOUT THE RIVER DISTRICT ASSOCIATION



Mission

The River District Association will continue moving forward in the transformation of Danville's River District as a welcoming and lively place for all, while inspiring and influencing social and economic development for the great Dan River Region.

RDA carries out this mission through activities to attract and retain businesses, residents and visitors while promoting Danville's high quality of life, preserving its historic and cultural assets, and capitalizing on its unique location along the Dan River. RDA works in partnership with the City of Danville and other stakeholders to reexamine this vision as the area changes and achieves important milestones.

Vision

The River District Association's innovative approach strengthens the regional economy, allowing all to experience Danville's high quality of life.



Staff

Diana Schwartz: Executive Director
Kirsten Aherron: Communications and Events Manager
Will Mackaman: Programs and Services Manager
Alyssa Turner: Bookkeeper and Office Manager
Lashawn Farmer: Programs and Services Director

Board Officers

Rachel Covington, President
Hawthorne & Jade

Stuart Smith, Vice-President
FCS, Inc.

Kunal Patel, Treasurer
Ceasar's Virginia

William Crumpton, Secretary
Compassion Healthcare

Kelvin Perry, Immediate Past President
City of Danville Office of Economic
Development

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Steven Osborne
International Mission Board

Christy Harper
Danville Pittsylvania Chamber of Commerce

Drew Herring
West Main Baptist Church

Emma Sellers
Averett University

Shani Gaylord-Hunter
Goodwill Industries of Central North
Carolina, Inc.

Dr. Andrew Hessler
Danville Dental Associates

Irving Perez
American National Bank and Trust

Rachel Timm
Smokestack Theatre Company

Sandra Chinn-Gilstrap
Clement - Wheatley