



TOWN OF OCEAN CITY

The White Marlin Capital of the World

Agenda Item # 5.E

Council Meeting January 9, 2024

TO: The Honorable Mayor, Council President and Members of Council
THRU: Terence J McGean, PE, City Manager
FROM: Frank Miller, Special Events Director
RE: Ocean City Jeep Fest
DATE: January 3, 2024

ISSUE(S): Brad Hoffman, representing Live Wire Media & Events, requests Council approve Ocean City Jeep Fest, tentatively scheduled Thursday through Sunday, August 22-25, 2024.

SUMMARY: This event is twofold:
1. Parade of no more than 400 Jeeps daily, Thursday through Sunday, 7:45-10:00 am on the beach from the Inlet to 30th St.
2. Beach course north of the pier to Talbot St. daily, Thursday through Sunday. There will be three (3) shifts Thursday through Saturday: (1) 10 am-12 pm, (2) 1-3 pm, and (3) 3:30-5:30 pm. There will be one (1) shift on Sunday: 10 am-12 pm. Each shift will have no more than 150 Jeeps participating.

- Mr. Hoffman has requested the following:
- Police (OCPD) and Beach Patrol (OCBP) support.
 - Use of a section of the Inlet for tire deflation/inflation.
 - Water access at the beach course location.
 - Parking access codes for event staff.
 - Parking access codes for beach course participants, with time allotted for no more than 3.5 hours.
 - Bike fencing, parking cones and trash canes for event use.

While Mr. Hoffman had originally requested a Boardwalk Jeep Parade on the Wednesday prior to the other events, staff opposed this request, as the Town has never allowed vehicular parades on the Boardwalk during our in-season, and does not want to begin this practice. Staff verbally communicated this with Mr. Hoffman, and he agreed to discontinuing this request.

Mr. Hoffman is responsible for creating, maintaining and securing the closed beach course, as well as inspecting all participating Jeeps in both events for fluid leaks, and not allowing Jeep access to the beach if a leak is detected. Mr. Hoffman must also place signs, educating the general public to the events taking place at each affected beach entrance. Lastly, Mr. Hoffman is responsible for confirming pier clearance for Jeep access.

If approved, Public Works will provide assets, coordinating delivery with Mr. Hoffman no later than Tuesday, August 13.

OCPD may provide personnel from shift to assist with beach parades.

OCBP will provide personnel to monitor and control the beach parades. Also, OCBP utilizes Dorchester St. for emergency vehicle beach access dozens of times per day. Therefore, the course must be far enough off the concrete pad to allow for a vehicle to make wide turns, both northward and southward. OCBP uses this access point dozens of times per day. Lastly, OCBP has concerns with the constant movement of vehicles from the Inlet to the beach course. This area is open to the general public, with pedestrians moving through this area all day, which creates safety hazards for the general public. To mitigate this, OCBP requires Mr. Hoffman to do the following:

1. Release Jeeps in groups, instead of a constant flow of vehicles.
2. Mark the drive path from the Inlet to the beach crawl and have dedicated staff monitor this area.

Recreation and Parks stated "Wally Whale" must be monitored and kept clear to prevent damage to the structure during staging and dismantling of the beach course as well as during the events.

Risk Management stated this is a self-sustaining event that relies heavily on the beach for multiple blocks over a prolonged period. The event has been held for multiple years without incident. Due to the number of participants, minimum event insurance needed is \$3M per occurrence, \$6M aggregate.

FISCAL IMPACT: The applicant shall pay the Town \$3,100 in private event fees and \$5,355 in asset and support fees, for a total of \$8,455.

RECOMMENDATION: Approve the event as presented.



1st Class Resort and Tourist Destination

ALTERNATIVES: No staff alternatives suggested.

RESPONSIBLE STAFF: Lisa Mitchell, Special Events Coordinator
Butch Arbin, Beach Patrol Captain

COORDINATED WITH: Brad Hoffman, Live Wire Media & Events

- ATTACHMENT(S):**
1. Draft Permit
 2. ROI Calculation
 3. August 2024 Calendar
 4. Application



TOWN OF OCEAN CITY

The White Marlin Capital of the World

**PRIVATE EVENT PERMIT
APPROVED BY
THE MAYOR AND CITY COUNCIL OF OCEAN CITY, MARYLAND
GRANTED TO
BRAD HOFFMAN FOR LIVE WIRE MEDIA**

SUBJECT: OCEAN CITY JEEP FEST 2024

Having received approval and having paid all fees, this permit defines the terms by which this event shall occur.

PURPOSE: Daily parade of Jeeps and a Jeep beach course

PLACE, DATE, TIME:

Parade: Thursday through Sunday, August 22-25, from 7:45-9:30 am on the beach between the trashcans and beach patrol stands, from the Inlet to 30th Street, staging in the northeast section of the Inlet Lot. No more than 400 jeeps per day.

Beach Course: Thursday through Sunday, August 22-25, on the beach, north of the pier at Wicomico Street. Thursday through Saturday there are three (3) shifts of no more than 150 jeeps each daily; the first from 10 am-12 pm, the second from 1-3 pm, and the third from 3:30-5:30 pm. On Sunday there is one (1) shift of no more than 150 jeeps from 10 am-12 pm.

SET-UP: Parade: 7:00 am daily
Obstacle Course: Tuesday and Wednesday, August 20-21

BREAKDOWN:Parade: Immediately following each event
Obstacle Course: Sunday, August 25 beginning at 1 pm

RESPONSIBILITIES OF EACH PARTY:

Brad Hoffman for Live Wire Media

1. Serve as the event manager.
2. Coordinate the events.
3. Ensure each participating Jeep has valid insurance coverage.
4. Ensure clearance is high enough that all participants can traverse under the pier.
5. Post informational signs at each beach entrance of the parade route 24-hours in advance of the event.
6. Create, maintain and secure a Jeep beach course.
7. Return the beach to the same condition it was provided, prior to the creation of the beach course, and the inflation/deflation and Jeep inspection area.
8. Ensure the area around "Wally Whale" is monitored and kept clear to prevent damage to the structure during staging for the sand course as well as the actual event series.
9. Inspect all Jeeps participating for fluid leaks, and not allowing them access to the beach if one is found.
10. Provide a hazardous spill procedure to the Town's Private Event Coordinator.
11. Work closely with the Town in regard to the sand course, and make any necessary safety modifications the Town deems necessary.
12. Contact the affected Beach Stand Operators twice, advising about the event: Once after the event is approved by Council and a second time one (1) week prior to the event.

MAYOR
Richard W. Meehan

CITY COUNCIL

Matthew M. James
President

Anthony J. DeLuca
Secretary

Peter S. Buas
John F. Gehrig, Jr.
J. Franklin Knight
Carol Proctor
Will Savage

CITY MANAGER
Terence J. McGean, PE

CITY CLERK
Diana L. Chavis, CMC



TOWN OF OCEAN CITY

The White Marlin Capital of the World

13. Mark the entire beach drive path for the Sand Course.
14. Have dedicated staff monitor the entire beach drive path and the Sand Course for the entirety of the events.
15. Release Jeeps in the Sand Course in groups to both enter and exit the beach. There is not to be a constant flow of vehicles on the beach.
16. If the beach is cleared, event staff, participants and spectators must leave the beach until Beach Patrol (OCBP) gives the "all clear."
17. Provide the Certificate of Insurance to include coverage for personal injury in the amount of \$3M per occurrence, \$6M aggregate, and name the Mayor and City Council as additional insured and certificate holder. Provided coverage shall be primary, non-contributory, and without regard to the named insured's fault or lack thereof.
18. Abide by all Guidelines and Obligations listed on the Private Event Application, unless otherwise noted in this permit.

MAYOR
Richard W. Meehan

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Will Savage

The Town of Ocean City, Maryland

1. OCBP shall provide personnel on ATVs spaced within the participants to ensure no Jeeps leave the parade route, as well as two (2) members in SUVs to lead and follow each parade.
2. Public Works (DPW) shall block off rows AA and A in the Inlet Lot. This area is designated for Jeep tire inflation with the beach course.
3. DPW shall provide the water key, event fencing, trash cans and parking cones for event use. Delivery shall be coordinated with the event promoter no later than Tuesday, August 13.
4. Approve the beach course prior to it being open to participating Jeeps.
5. Provide daily Inlet Lot parking pass codes to the event promoter for event staff and Jeep sand course participant use.
6. The Private Event Coordinator, shall serve as the liaison for this event. Any questions regarding it should be directed to her. The liaison can be reached at 443-235-7329 or on the city radio system at #9010.

CITY MANAGER
Terence J. McGean, PE

CITY CLERK
Diana L. Chavis, CMC

**THIS PRIVATE EVENT PERMIT IS EFFECTIVE WHEN SIGNED BELOW
AND MAY BE TERMINATED BY EITHER PARTY AT ANY TIME.**

Brad Hoffman
On Behalf of Live Wire Media

Date: _____

Frank C. Miller
On Behalf of the Mayor and City Council of Ocean City, Maryland

Date: _____

Town of Ocean City, Maryland

Mayor & City Council Review

Private Event at a Glance

Revised 01/26/16

NEW EVENT	Setup: Tuesday, August 20, 2024
FOR-PROFIT	Start: Thursday, August 22, 2024
NON-PROFIT	End: Sunday, August 25, 2024
COUNTY	Out by: Monday, August 26, 2024

EVENT DATES

- EXECUTIVE SUMMARY**
- Parade of up to 400 jeeps on the beach from the Inlet Lot to 30th St., Thursday thru Sunday, 8:00-9:30 am. The jeeps will be out of the Inlet Lot by 10:15 each morning.
 - Beach obstacle course north of the pier at Wicomico St. Thursday thru Saturday 9:30 am-5:30 pm - 3 shifts of 150 jeeps each and Sunday 10:00 am-1:00 pm - 1 shift of 150 jeeps

Event: **OC Jeep Week**
 Location: **Beach from the Inlet Lot to 30th St. & Beach at Wicomico St.**

TIME OF YEAR	ESTIMATED BASICS	ACTUAL EST. COSTS	PROJ. SPENDING & TAX RECEIPTS
January	Ttl Attend: 9,965	DPW \$ 8,739	Est. Ttl. Spending TOC Tax
February	Participants 4,500	OCPD \$ -	Lodging: \$ 1,906,558 \$ 95,328
March	Spectators 5,400	EMS \$ -	F&B: \$ 499,090 \$ 2,495
April	Vendors 65	TRANS \$ -	Amuse: \$ 278,050 \$ 5,561
May	Room Nights 8,499	OCBP \$ 1,260	Ttl: \$ 2,683,699 \$ 103,384
June		Ttl \$ 9,999	
July			
August			
September			
October			
November			
December			
Event Assist			

FEES	Straight	Discount?	Disc. Value	Ext. Fee	DEPT. OPINION SUMMARY
App Fee	\$ 100	NO	0%	\$ 100	38% Risk to Town
Space Usage	\$ 3,000	NO	0%	\$ 3,000	75% Timeframe Value
Conc/Fran	\$ -	N/A	N/A	\$ -	60% Uptown Impact
Parking	\$ -	N/A	N/A	\$ -	75% Downtown Impact
Equip/Labor	\$ 5,355	NO	0%	\$ 5,355	72% Production Quality
Other	\$ -	N/A	N/A	\$ -	43% Traffic Generation
TOTAL	\$ 8,455	\$ 20,677	\$ 16,032	\$ 8,455	82% Value to Populous
					70% Target Mkt Value
					79% Event Promotion
					58% Sustainability
					69% Long-Term Benefit
					57% Desirability
					59% TOC Assets Use
					73% Positive Impact
					51% Worth Investing In

Track-Record:	YES	Self-Sustaining:	YES	Draws Mkt:	YES
Budget Exists:	YES	Ann. Growth:	YES	Multi-State:	YES
ROI INDICATORS REVIEW					
25%	XXXXXXXXXXXX	75.32%	XXXXXXXXXXXX	XXXXXX	
40%	XXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXX	
55%	XXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXX	
70%	XXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXX	
85%	XXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXX	
FUNDING REQUEST? NO	\$	40%	\$	-	CALCULATION JUSTIFIED? YES

Information contained herein is for qualifying events using subjective measures quantified to provide indicators as a forecast of event performance, fit an

2024 AUGUST

CALENDAR YEAR

CALENDAR MONTH

SUNDAY

FIRST DAY OF WEEK

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	01	02	03 PE - OC Beach 5 Sand Soccer
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22 <i>PE - OC Jeep Fest - TENTATIVE</i>	23 <i>PE - OC Jeep Fest - TENTATIVE</i>	24 <i>PE - OC Jeep Fest - TENTATIVE</i> <i>PE - Sand LAX - TENTATIVE</i>
25 <i>PE - OC Jeep Fest - TENTATIVE</i> <i>PE - Sand LAX - TENTATIVE</i>	26	27	28	29	30	31
01	02	03	04	05	06	07

Attachment: August 2024 Calendar (6927 : Ocean City Jeep Fest)



Town of Ocean City, Maryland
Special Events Department
 200 - 125th Street
 Ocean City, MD 21842
 410-250-0125 x5185

PRIVATE EVENT APPLICATION



This document is designed to be completed electronically and returned via email or fax. Please follow the embedded directions and use the existing form fields. Critically think through your details. Electronic signatures are accepted at the discretion of Private Event Coordinator.

1. CONTACT INFORMATION

EVENT NAME: Ocean City Jeep Fest

Applicant Organization: Live Wire Media & Events Contact Name: Brad Hoffman
 Organization Address: 510 146th Street #2 Contact Address: 510 146th Street #2
Ocean City, MD 21842 Ocean City, MD 21842
 Organization Phone: 443-366-5944 Contact Ofc. Phone: n/a
 Organization Website: OCJeepFest.com Contact Cell Phone: 443-366-5944
 NEW EVENT FOR-PROFIT 501(c)(3) Contact Email: Brad@Live-Wire-Media.com

2. EVENT DATES & TIMES

Start: 8-21-2024 End: 8-25-2024
 Setup Dates:
 Start: 8-21-2024 End: 8-21-2024
 Strike Dates:
 Start: 8-25-2024 End: 8-25-2024

Attach preliminary event schedule to illustrate event flow and proposed active use times for requested event site(s). Please list the same for qualifying 3-year dates holds separately.

5 ATTENDANCE BREAKDOWN

Provide estimates for the following attendance categories included in event:

Staff- Total: 60
 % Overnight: 25
 % Travelling alone: 60
 Participants - Total: 4500
 % Overnight: 70
 Avg. # of Guests: 3
 Exhibitors/Vendors - Total: 65
 % Overnight: 80
 % Travelling alone: 95
 Spectators - Total: 5400
 % Overnight: 60
 Avg # in party: 3

Of the Overnight guests indicated, what
 % Lodge in OC? 70
 % Use condos? 20 % Camp? 10

3. EVENT LOCATION

Please describe preferred Town of Ocean City site(s) where you wish to host your event and its sub-events. Include event footprint size and shape description as applicable.

Boardwalk Jeep Parade for Weds. Aug. 21
 Beach Crawl daily from Inlet Lot northbound to 29th St
 Sand Course daily on beach
 Footprint of Sand Course 170 x 320 feet
 Footprint of Sand Course staging area 100 x 200 feet

4. EVENT LAYOUT DESCRIPTION

Please describe layout, infrastructure and hardware to be used within the above location.
Provide a detailed site map/diagram/CAD drawing/rendering (all that apply) as file attachments.

Beach Crawl is Thurs-Sun, vehicles queue at Inlet Lot. Event staff and OCBP bring up rear of crawl. Jeeps exit beach at 29th Street dunes by 10 am. Sand Course is Thurs-Sun, staging 9:30 am, course opens 10 am. Three shifts per day on course. Close 5:30 pm.

Main goal is to entertain registrants and offer visual interest for pedestrian traffic on the Boardwalk.

6. ARRIVAL/DEPARTURE PLAN DATES

Staff Arrival: 8-20-24 Exh/Ven Arrival: 8-22-2024 Participant Arrival: 8-21-24
 Staff Depart: 8-25-24 Exh/Ven Depart: 8-25-24 Participant Depart: 8-25-24

7. PARKING NEEDS

Provide an estimate for parking usage as related to attendees (%).
 Hotel-based Parking: 60 Public Parking: 30 Town Lot: 10 With Bus Svc: 0

Local Non-Profit Organizations whom maintain primary offices within Worcester County shall be eligible for up to a 75% discount on labor and equipment charges based on return on investment to the Town and sustainability of the event. Said discount is NOT guaranteed and is based off internal calculations. Any and all discount(s) applied shall be recommended as part of the submission to City Council and applied upon approval by Mayor and City Council. If a non-profit entity is indicated, Applicant shall provide proof of status.

Attachment: Application (6927 : Ocean City Jeep Fest)

This document is designed to be completed electronically and returned via email or fax. Please follow the embedded directions and use the existing form fields. Critically think through your details. Electronic signatures are accepted at the discretion of Private Event Coordinator.

8. EVENT PLANNING

Has this event ever been produced previously?
 Yes, Elsewhere In Ocean City
 How many years has this event been produced? 10
 Is there an event budget in place? Yes No
 Will this event be self-sustaining? Yes No
 Will there be event sponsors? Yes No
 What is the long-term event agenda? Held Once
 Short-Term Annual Long-Term Annual
 How complex are the logistics?
 Complex Moderate Simple
 Do you plan to advertise Ocean City's attractions? Yes
 Will your event generate its own attendance from
 Outside Town Region State
 Will your event rely primarily on the existing tourist base in Town for attendance? Yes No
 What is the projected % mix of event target market brought into Town by event? 85
 vs existing Town tourist base? 15

9. EVENT SUMMARY

Please provide a detailed description of your overall event, what your intended objective(s) is/are, key elements, assets and highlights as well as written intent, explanation of needs and details related to all items marked as "Yes" in Section 9.

Previously known as OC Jeep Week, our event is now OC Jeep FEST. Still an annual event for Jeep and 4x4 fans who enjoy events and activities related to off-road or engaging with the Jeep community. Major draws for participants include Beach Crawl and Sand Course. Vendors come for reliable sales, marketing, and building customer base. Event carries major economic impact for the town of Ocean City is a top-rated automotive event. PER SECTION 9: OCBP support requested for Beach Crawl, vehicles air up/down in staging area of Inlet Lot (Rows AA & A).

Attach digital file addendum(s) if needed to support sections. Attached

10. TOWN APPROVALS / PERMITTING

Requesting vehicle beach access? Yes No
 Requesting OCPD Support? Yes No
 Requesting on scene EMS/Fire support beyond a normal emergency response? Yes No
 Requesting special parking needs? Yes No
 Requesting alternate "rain" date(s)? Yes No
 Request to sell items within event area? Yes No
 Request to sample items in event area? Yes No
 Request to serve/distribute alcohol? Yes No
 Event includes air-inflated structure(s)? Yes No
 Event includes tents/temp. structures over 100 sq. feet +/- or placed on public property? Yes No
 Event includes raffle/awards/prizes? Yes No
 Event requires closure of street lane(s)? Yes No
 Event requires closure of public space? Yes No
 Event will require Town trash removal? Yes No
 Event brings in portable restrooms? Yes No
 Event includes pyro/fireworks/bonfire? Yes No
 Event has more than one trailer? Yes No
 Event includes special provisions? Yes No
 Event includes on-site cooking and/or food truck(s)? Yes No

11. EVENT ASSISTANCE FROM TOWN

The Town of Ocean City does not allow use of Town-owned equipment where equipment is readily available through private industry sources. Please list items and services requested from the Town pertinent to the event production. Availability or approved use of listed items and/or services is not guaranteed. Please explain why this is a Town-sourced need

- Parking access for event staff from 8/19-8/25
- Parking access codes for Sand Course participants shall be provided for each day of daily shifts for a time period not to exceed 3 hours 30 minutes
- OCBP oversees all Jeeps exiting beach properly
- Event requires air-down stations for Sand Course
- OCPD assistance for Boardwalk Parade

Attach digital file addendum(s) if needed to support sections. **Packet Pg. 27**

Attachment: Application (6927 : Ocean City Jeep Fest)

This document is designed to be completed electronically and returned via email or fax. Please follow the embedded directions and use the existing form fields. Critically think through your details. Electronic signatures are accepted at the discretion of Private Event Coordinator.

12. EVENT FUNDING SOURCES

- Funding through private investor(s) Yes No
- Funding through vendor space sales Yes No
- Funding through sponsorships Yes No
- Funding through registration fees Yes No
- Funding through gated entrance fees Yes No
- Funding through ticket sales Yes No
- Funding through VIP access options Yes No
- Funding through advertising packages Yes No
- Funding through donation(s) Yes No
- Funding through grant(s) Yes No
- Funding through retail sales Yes No
- Funding through lottery/raffle chances Yes No
- Funding through corporate loan(s) Yes No
- Funding through private loan(s) Yes No
- Funding through capital investment Yes No
- Funding through government allocation Yes No
- Funding through alcohol sales Yes No

13. EVENT BENEFICIARIES

If the event has financial beneficiaries other than the event's producing entity, please list all for-profit and non-profit entities below who receive funding as result.

None

14. EVENT MARKETING

Please summarize how the event will be marketed and advertised locally and as a destination.

Local radio, local and regional TV, print ads, sign boat, postcards, posters, social media postings and videos

15. EVENT SPONSORS

Please disclose current, targeted and/or prospective event sponsors including targeted industries, product segments and/or services. Add descriptions where vital information must be conveyed.

Sponsors in years past have included:

- Monster Energy
- KICKER Audio
- Vision Wheel
- Joe's Jeep Jungle
- Alpine North America audio
- Affordable Offroad
- Jones Junction
- Quake LED
- Audio Works
- i.g. Burton car dealership
- Westin auto parts

More vendors TBD until show open

Attach digital file addendum(s) if needed to support sections. Attached

16. REFERENCES

If this is a NEW/FIRST-TIME event in Ocean City, Md., provide contact names and phone numbers for references. References must include previous hosting venue contacts (if available), sub-contractor contacts and creditor contact.

N/A

Attach digital file addendum(s) if needed to support sections. Attached

Attachment: Application (6927 : Ocean City Jeep Fest)

17. GUIDELINES AND OBLIGATIONS

Any intent to deceive, misrepresent facts or failure to disclose critical details in this application or deviation from the final agreed upon route and/or method of operation described herein may result in the immediate revocation of event consideration, approval and/or the event permit. Negligence as related to (1) event details, (2) federal, state, local and industry requirements to produce event, (3) inappropriate conduct of attendees, participants and/or spectators shall not excuse applicant from the effects thereof.

Local Non-Profit Organizations whom maintain primary offices within Worcester County shall be eligible for up to a 75% discount on labor and equipment charges based on return on investment to the Town and sustainability of the event. Said discount is NOT guaranteed and is based off internal calculations. Any and all discount(s) applied shall be recommended as part of the submission to City Council and applied upon approval by Mayor and City Council. If a non-profit entity is indicated, Applicant shall provide proof of status.

**APPLICANT TO CHECK EACH SECTION AS "READ AND UNDERSTOOD BY APPLICANT."
Failure to complete all sections shall deem the application as incomplete.**

■ **POINT OF CONTACT FOR THE TOWN OF OCEAN CITY:** The Town's Private Event Coordinator shall be the primary contact for all communications with the Town of Ocean City. If you receive contact from another Town department or entity, it is your responsibility to make sure the Private Event Coordinator is aware of all discussions, details, modifications or approvals as a result of independent conversations. At no time shall Applicant contact other departments directly unless authorized by the Private Events Coordinator in writing.

■ **BEACH FRANCHISE NOTIFICATION:** : If your event takes place on the beach, you must notify the appropriate beach equipment rental franchise owner(s) to advise them of the event footprint. **It is the applicant's responsibility to confirm, in writing, that 1) the franchise owner(s) has been notified; 2) event logistics have been coordinated; and 3) if necessary, a reasonable financial agreement has been negotiated.** Written confirmation must be provided to the Town's Private Event Coordinator. If the applicant and franchise owner(s) are unable to reach a mutually acceptable agreement, the matter shall be submitted to the Town for mediation, and the Town will decide an impartial resolution by which both parties shall abide.

■ **ROAD/LANE CLOSURES:** A state highway permit shall be obtained for use of any state property (roads, highways, etc.) This is the responsibility of the applicant independent of the Town's private event process. Applicant shall keep the Town's Private Event Coordinator apprised of all steps and approvals related to such efforts. Non-state roads affected by the event shall be reviewed by the Town for consideration of closure or traffic modification through the private event process.

■ **USE OF MUNICIPAL PARKING LOTS:** If a municipal lot is requested for use by the applicant for the event, whether for parking or placement of the event footprint, the Town reserves the right to review lost revenue and assign a cost to lot usage. This cost will be assigned during the private event approval process, discussed with the applicant and considered for approval by the Mayor and City Council as part of the private event approval.

■ **INSURANCE REQUIREMENTS:** For the protection of the public and the Mayor and City Council, the applicant shall obtain, at the applicant's own expense, general liability insurance coverage, which shall include coverage for personal injury in the amount of one million dollars (\$1,000,000) single limit. Said insurance coverage shall name the Mayor and City Council as additional insured and certificate holder with the address on the certificate listed as 301 Baltimore Avenue, Ocean City, Maryland 21842. A copy of the certificate of insurance and addendum shall be furnished to the Private Events Coordinator, no later than 30-days before the private event.

■ **COCA-COLA EXCLUSIVE PRODUCT AGREEMENT DISCLOSURE:** The applicant must comply with all provisions of the Town's agreement with Coca-Cola Refreshments as it pertains to the distribution or sales of beverages by the applicant on Town property. The applicant agrees to sell, dispense or serve only Coca-Cola beverages on Town premises for the duration of the permitted use. The applicant is expressly prohibited from using the beverages of other suppliers, said beverages to include soft drinks, juices, sport drinks, specified energy drinks and bottled waters. The permitted beverages include Coca-Cola, Diet Coke, Sprite, Pibb Xtra, Mello Yello, Fresca, Nestea, Arizona Tea, Honest Tea, Barqs Root Beer, Fanta, Minute Maid, Seagrams Ginger Ale, PowerAde, V-8 Juice, Fuze Juice, Monster, Tum E Yummies, Dasani and other products that Coca-Cola may provide in accordance with its agreement with the Town of Ocean City.

■ **MANDATED CHANGES/CANCELLATION:** Applicant understands that any event or event date can be changed or canceled at the direction of the Mayor and City Council if the approved event interferes with Public Works project(s) or any other necessary governmental function. Such action may be directed at any time.

■ **BEACH ACCESS:** Vehicle access to and from the beach must be clearly identified on your application and is not guaranteed. If approved, applicant must complete a beach driving and safety course annually provided by OCBP at the applicants expense.

**APPLICANT TO CHECK EACH SECTION AS "READ AND UNDERSTOOD BY APPLICANT".
Failure to complete all sections shall deem the application as incomplete.**

- **BEAUTY CONTESTS:** Beauty contests are not permitted on the beach.
- **CHANGES IN APPLICATION:** Any request for change from the submitted Private Event Application **MUST** be made in writing. Appropriate approvals must, again, be obtained. The fee for this service is \$50.00.
- **CITY SERVICES:** Each applicant should plan on providing all the necessary cleanup, set-up, etc. without the assistance of City Services. If town services are requested, they must be clearly indicated within the Private Event Application for evaluation.
- **CONCESSIONS:** No food or beverage concessions will be permitted on the beach or along the boardwalk, although such sales may be considered at other sites. Beverage sales at other sites must maintain compliance with the sponsorship restrictions noted within this application. **ONLY** event - related merchandise sales may be permitted on the beach upon appropriate request and approval, subject to applicable laws.
- **SPONSORSHIPS:** All sponsors must be identified on the application.
- **ADVERTISING:** Ocean City will not allow any type of advertising that is:
- Violence in any form
 - False, misleading or deceiving statements
 - Sexually explicit or obscene materials
 - Tobacco or tobacco products
 - Vaping or vaping products
 - Tattoos
 - Casino gambling including games of chance and skill
 - Alcohol
 - Promoting the use of illegal marijuana
 - Other potentially objectionable marketing or advertising which may be established from time to time by the Town.
- **BANNERS:** The Town of Ocean City has limited banner display space at Town entrances. Applicants interested in banner advertisement must complete a Banner Application form, available through the Private Events Coordinator. Approved banners must be delivered to the Maintenance Division of Public Works, a minimum of fourteen (14) days prior to approved installation date. Wind cuts or slices must be cut in solid banners.
- **DIAGRAM OF EVENT LAYOUT:** A detailed diagram of the event layout/set-up and location of any and all facilities is required with your application. The application will be considered incomplete without the diagram.
- **FEES:** A Public Property Usage Fee of \$250 applies per venue/per block/per day from March 16 through October 31.
- A Public Property Usage Fee of \$150 applies per venue/per block/per day from November 1 through March 15. For beach use, this fee is charged per ocean block, per day. Races/runs/walks on the beach do not require a per block charge. Set-up and breakdown days are subject to this fee assessment as well. Additional Town Fees may be assessed depending upon the impact of City services and assets requested. Assessed fees must be paid to the Town of Ocean City no less than seven (7) days prior to the scheduled event. Local Non-Profit Organizations who maintain primary offices within Worcester County may be eligible for up to a 75% discount in application and space usage fees upon approval of the Mayor and City Council.
- **INFLATABLES:** Inflatable displays may be permitted, but must be pre-approved. A photograph of the intended display and the dimensions must be included before approval can be considered. No liquor or tobacco product displays will be allowed. The Mayor and City Council reserve the right to reject any inflatable determined inappropriate.
- **MUSIC AND PUBLIC ADDRESS SYSTEMS:** Must operate in accordance with the Ocean City Code 30-367 of 65 decibels.
- **DOWNTOWN EVENTS (BEACH/BOARDWALK):** Events that charge participant entry fees (tournaments, festivals, etc.) and/or desire to display sponsorship banners or other promotional information, must maintain a seventy-five (75) foot buffer from the edge of the train lane to the start of the event's set up. All events must comply with the provisions of Chapter 62 of the Ocean City Code.
- **CAROLINE STREET BOARDWALK STAGE EVENTS:** Events that take place on the Caroline Street Boardwalk Stage will be assessed a fee of \$75 per day which includes the use of the changing room and electric onsite. Set-up and breakdown times are subject to this fee as well.
- **PARADES:** An MDOT Highway Permit must be obtained at (410) 543-6715 for use of any state property, and a copy forwarded to the Town's Private Events Coordinator.
- **FIREWORKS, TENTS, AIR SUPPORT/AIR INFLATED STRUCTURES & BONFIRES:** Application to the City Fire Marshal at (410) 289-8780 is required, with appropriate approvals forwarded to the Private Events Coordinator. Failure to comply will result in revocation of all event approvals.
- **TOILET FACILITIES:** Identification of planned "comfort" provisions must be included in the application and event diagram. The Town owns a number of established public toilet stations in the downtown area that may assist in event planning.
- **PRIZE STIPULATIONS:** No alcoholic beverages may be awarded as a prize on City property.

**APPLICANT TO CHECK EACH SECTION AS "READ AND UNDERSTOOD BY APPLICANT".
Failure to complete all sections shall deem the application as incomplete.**

■ **RESERVED PARKING:** Reserved parking at any Municipal lot or metered area may require an additional fee based on meter usage. Fees are assessed for both For-Profit and Non-Profit applicants.

■ **WEST OCEAN CITY PARK AND RIDE:** A permit is required if a trailer or an oversized vehicle is parked over night at the West Ocean City Park and Ride. Please specify this request on your application.

■ **SAMPLING:** Sampling will be permitted on a case-by-case basis. Sizes and quantities of such must be pre-approved, as do the locations for distribution. Samples must be of a nationally recognized product available for sale at retail establishments. No prepared food samples will be permitted on the beach nor along the boardwalk. Non-alcoholic beverage samples may be permitted provided the samples are in compliance with the Town of Ocean City's exclusive beverage franchise agreement with Coca-Cola.

■ **TRASH:** Applicant is required to clean the area of trash and transport it to the appropriate receptacle. On the beach, all trash must be placed in the appropriate street-end dumpsters. Failure to practice appropriate cleanup procedures may result in the denial of future event requests and/or appropriate billings.

■ **RAFFLES:** Only non-profit groups may offer any form of raffle in conjunction with an event in Ocean City. These groups must apply through the Worcester County Department of Development Review and Permitting, and must submit a processing fee at the time of application. Applications are available at the Isle of Wight County Office Building on Route 90, or at the Court House in Snow Hill. A copy of the raffle permit must be forwarded to the Private Events Coordinator at least seven (7) days prior to the event. All raffles must be drawn and announced prior to the conclusion of the event.

■ **ALCOHOLIC BEVERAGE SERVICE:** Groups are discouraged from the service of alcoholic beverages at their Ocean City event. However, those that desire such approval must state this clearly on their application. Permission to serve alcoholic beverages shall be granted exclusively by Mayor and City Council. It should be noted that without Council approval, open containers of alcoholic beverages on public property is illegal. Only non-profit groups may request to sell alcoholic beverages at an event, and must obtain a license from the Worcester County Board of License Commissioners. A "One Day Alcohol Permit" application with the Ocean City Mayor's signature must be submitted to the County a minimum of fourteen (14) days prior to the event, along with a the permit fee. Applications are usually available in the Mayor's office at City Hall. A copy of the approved permit must be forwarded to the Private Events Coordinator at least seven (7) days prior to the event. The original permit must be kept on site at the event

and must be available to display if required.

■ **CHANGES TO APPLICATION OR PERMIT:** Event applicants desiring to make changes to their submitted application or approved private event must complete the "Request for an Addendum to a Private Event" form (available upon request), and must submit the completed form, along with the appropriate fee, to the Private Events Coordinator. However, no changes will be accepted within 30-days prior to the event.

■ **DATE ONLY APPROVALS:** Event applicants desiring date approvals more than one year in advance, must complete the "Request for Private Event Date Hold" form (available upon request), and must submit the completed form, along with the appropriate fee, to the Private Events Coordinator. Such requests will be considered up to two (2) years in advance. However, only events that have previously been held in Ocean City and approved by the Mayor and City Council are eligible for this process. Applicants with such approval must re-file an official "Private Events Application" and For-Profit applicants must submit the application fee in full within the designated year period.

■ **THREE (3) YEAR DATE HOLDS:** Event applicants who desire a 3-year date holds must meet the criteria listed below. All promoters will pay \$100 per year for a total of \$300. In following years, applicants seeking the third year approval must still meet Council's criteria, submit an application, and pay the appropriate application fee. However, the Private Event Coordinator will report the third-year date and that the fee has been paid so the promoter does not have to appear before Council. The criteria for a Private Event to be eligible for 3-Year Date Hold is as follows:

- The Private Event must have been occurring in the Town of Ocean City for five (5) or more consecutive years and have enjoyed a positive relationship with the Town
- All approved dates must comply with the normal application process or the dates will be forfeited.
- The Private Event Applicant understands and agrees that City events and projects take precedence over all other scheduled events and may supersede any scheduled event at any time.
- The Private Event Applicant understands and agrees that the Town of Ocean City reserves the right to change dates or locations in the event of a conflict with municipal sponsored events.

■ **LOCAL ORDINANCE DISCLOSURE AND COMPLIANCE:** The applicant agrees to comply with the provisions of all applicable ordinances of the Town of Ocean City. Specifically all permitted uses on or within 75 feet of the Boardwalk are required to comply with the provisions of chapter 62 of the Code which expressly prohibits the public sale, rental or exchange for a donation of any goods, wares, merchandise, foodstuffs, refreshments or other commodities or services.

**APPLICANT TO CHECK EACH SECTION AS "READ AND UNDERSTOOD BY APPLICANT".
Failure to complete all sections shall deem the application as incomplete.**

■ **HOLD HARMLESS CLAUSE:** Permittee (organization/ applicant) shall assume all risks incident to or in connection with the permittee activity including exposure to an infection of COVID-19 and shall be solely responsible for damage or injury, of whatever kind or nature, to person or property, directly or indirectly arising out of or in connection with the permittee activity or the conduct of Permittee's operation. Permittee hereby expressly agrees to defend and hold the Town of Ocean City, its officers, agents, employees and representatives harmless from any penalties for violation of any law, ordinance, or regulation affecting its activity and from any and all claims, suits, losses, damages, or injuries directly or indirectly arising out of or in connection with the permittee activity or conduct of its operation or resulting from the negligence or intentional acts or omissions of Permittee or its officers, agent and employees, including possible exposure to an infection from COVID-19.

■ **PRIVATE EVENT APPLICATION COMPLIANCE REQUIREMENT:** The applicant for the private event described in this application agrees to follow guidelines provided and submit a complete application including submission of all required materials. The applicant agrees to take full responsibility for all city-owned property, whether borrowed, leased or rented, and understands that necessary replacement and/or repair fees may be assessed should such property be in an unacceptable condition. The applicant agrees to abide by

all provisions of the private event permit granted by the Town and agrees to pay all fees and costs assigned to the permit. The applicant further agrees to comply with all conditions of the use permit, which may be required by the Mayor and City Council of the Town.

■ **INTELLECTUAL PROPERTY CLAUSE:** Acknowledge and agree that no Town trademarks, service marks, trade names, logos, and/or other trade indicia, copyrights and, as applicable, any patents, inventions and/or other intellectual property (Intellectual Property) owned by the Mayor and City Council of the Town of Ocean City, Maryland, will be directly or indirectly used, incorporated, published or republished, without prior written consent. Unauthorized use of the Intellectual Property will result in The Town of Ocean City authorizing immediate emergency, temporary and/or permanent injunctive relief prohibiting such unauthorized use and the Town of Ocean City, Maryland may be entitled to injunctive relief because monetary damages may not be an adequate remedy; but notwithstanding, the foregoing Town of Ocean City, Maryland may seek any other legal or equitable remedies in addition to injunctive relief. To the extent the Town of Ocean City, Maryland prevails in a suit at law or in equity for the purpose of enforcing its Intellectual Property rights, the Town of Ocean City, Maryland shall be entitled to recover its reasonable attorneys' fees plus court costs and expenses.

Ocean City, Maryland is committed to your health & safety. The Town has taken several enhanced measures for you, your family and other visitors of our resort community. Following physical distancing and gathering limit guidelines is required in all public spaces in Ocean City.

Keep in mind, an inherent risk of exposure to Covid-19 exists in any place where people are present. Covid-19 is an extremely contagious virus that can lead to severe illness and death. According to the Centers for Disease Control and Prevention, senior citizens and guests with underlying medical conditions are especially vulnerable. By visiting Ocean City, Maryland, you voluntarily assume all risks related to exposure to Covid-19.

Applicant, by checking each of the guidelines herein, accepts all responsibilities thereto. All information provided is correct and complete. The applicant agrees to maintain a complete record of the event through the Town of Ocean City's Private Event Coordinator including all required submission of materials separate from this document. Applicant further agrees that information not included in writing shall not be considered for approval and will not be an executable element of the final Private Event Permit unless submit as part of a written change order through the Private Events Coordinator for Mayor and City Council Approval. Images, videos and drawings shall be deemed as support material only and details conveyed shall be submitted in writing as part of this document or a change order. No details will be assumed by the Town, its officials or employees.

The applicant agrees to take full responsibility for all city-owned property, whether existing within the event footprint, add-ons thereto, borrowed, leased or rented. Applicant further agrees that they are responsible for the proper behavior of their crowd base and that damage or defacement caused to town or private property by vendors, participants, sub-contractors and/or spectators as a result of the execution of the event may be cause for action by the Town against applicant through additional repair or replacement fee assessment(s) or legal action to the extent of the law in the State of Maryland. The applicant agrees to abide by all provisions of the private event permit granted by the Town and agrees to pay all fees and costs assigned to the permit. The applicant further agrees to comply with all conditions and limitations of the Private Event Permit and additional conditions and tasks which may be required by the Mayor and City Council of the Town. This event must follow in accordance with all State of Maryland Directives and Orders regarding community, recreational, leisure, cultural and sporting gatherings and events.

APPLICANT TO CHECK EACH SECTION AS "READ AND UNDERSTOOD BY APPLICANT".
Failure to complete all sections shall deem the application as incomplete.

I have read and will comply with all Town of Ocean City private event requirements.

Brad Hoffman

APPLICANT NAME

Brad Hoffman

APPLICANT SIGNATURE

10/30/2024

SIGNATURE DATE

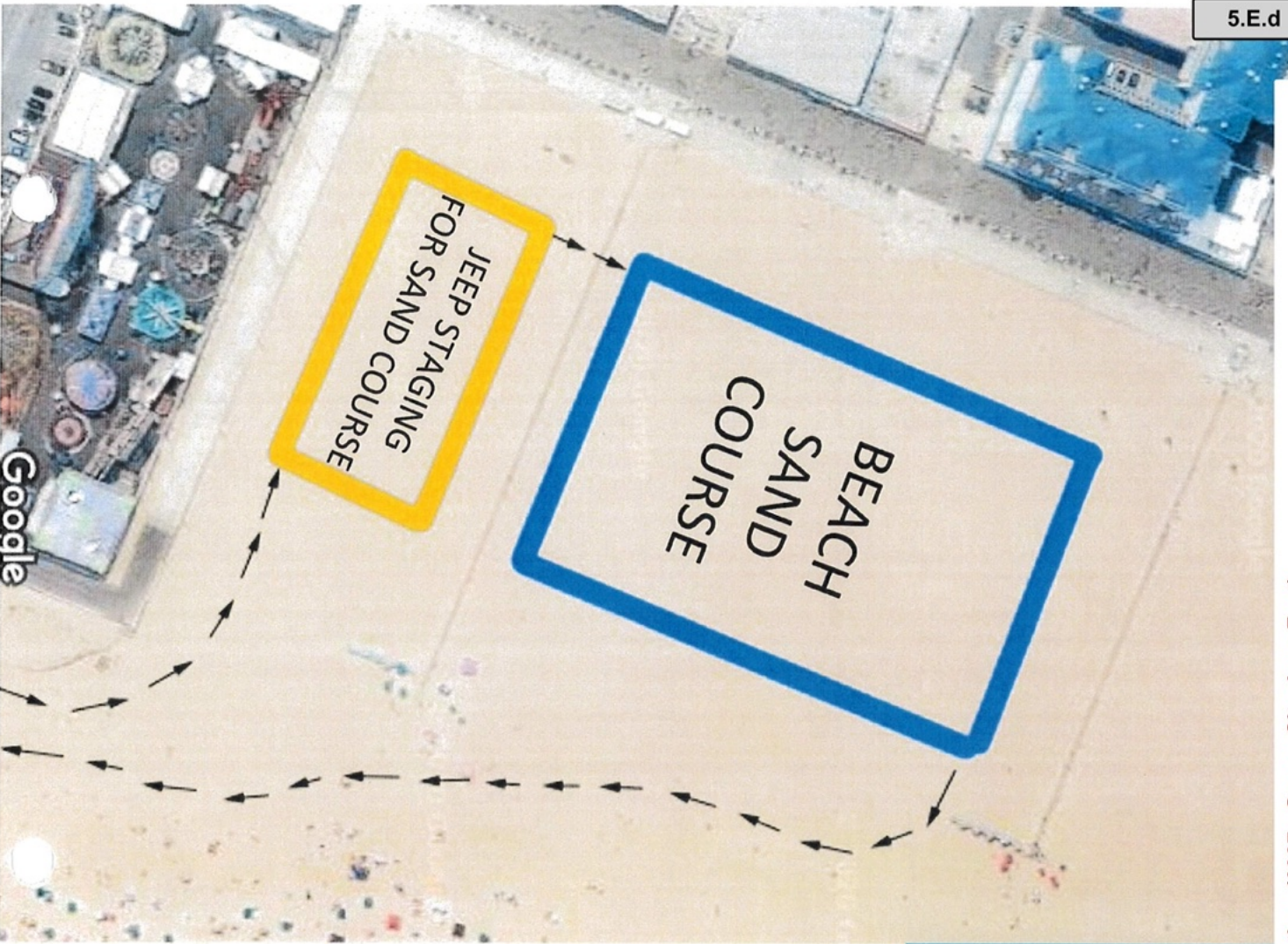
Live Wire Media & Events

COMPANY/ORGANIZATION

Ocean City Jeep Fest

PRIVATE EVENT NAME

Attachment: Application (6927 : Ocean City Jeep Fest)



**OC Jeep Fest 2024
Sand Course design
& specifications**

- Sand Course total area: 170 x 320 feet
- Staging Area: 100 x 200 feet
- Protective Water Barrier will surround course with Flag Line perimeter located 15 feet outside barriers
- Jeeps guided into Staging Area by Flag Line
- Event staff will man Crossing Area
- Event staff "Crossing Guards" will guide Jeeps to exit Staging Area and enter Sand Course
- Signage placed for all Exits and Entrances
- Course will NOT block Beach Stands
- Sand Course has been a successful activation with zero problems or issues ever