

Establishment Notification Forms (Individualized Notifications)

In order to comply with the City of Wilmington Event Notification Policies, event organizers have the option of notifying affected community members individually, and tracking these interactions with the below Event Notification Tracking form.

Notifications may be made in person, over the phone, or via direct email. Always request to speak with the owner or manager when possible. Ensure that you cover all of the following information during your exchange so you will accurately represent the impact of your event:

- Name of Event
- Sponsoring Organization(s)
- Date and timeframe of event
- Event location
- Description of event and information about the noise impacts of event, such as music or fireworks, and their timeframe
- Description of road closures (locations and times)
- Name, email address, and phone number of event organizer
- Website associated with event
- Recreation Supervisor - Special Events contact information

The City encourages, for the benefit of both the event organizer and Wilmington community members, that organizers use additional notification means such as meetings with community groups, social and broadcast media, local calendars and newspapers, etc. It is generally beneficial to the success of your event for organizers to consider the impact of their events and to maintain communications with effected businesses, residents and community groups in the event planning.

Special Event Notification Tracking Form & Special Event Notification Form to follow below.



Special Event Notification Form

This letter is to inform you of a Special Event that will have an effect on your street and place of residence/business. This community-wide, Special Event has been conditionally approved by the City of Wilmington for issuance of a Special Event Permit. Please see below for the event details.

Event Title:

Event Sponsor/Producer:

Date(s) of Event:

Time(s) of Event:

Location of Event (see map on reverse side):

Description of Event:

Event Setup Date(s) & Time(s):

Event Break Down Date(s) & Time(s):

Street Closures (locations and times):

Event Producer Contact Information:

Name:

Organization:

Phone:

Email Address:

Event Website:

Please contact the event producer above with any questions and/or more event information.

Please contact Kayla Perkins (910) 772-4177 / kayla.perkins@wilmingtonnc.gov with any concerns you have with this event.

Postcard Instructions (Mailed Notifications)

In order to comply with the City of Wilmington Event Notification Policies, event organizers have the option of mailing standardized postcards to affected community members provided they follow these guidelines:

Required Postcard Specifications:

- Postcard size: minimum 5.5" x 8.5"
- Paper Type: minimum 80# cover weight; blank ink on bright yellow paper
- Type of Mail: First class is recommended, but any service is permissible as long as the postcards are received by the community at least 4 weeks prior to the event date. Coordinate with USPS or a local mailing facility to determine the best method for your delivery.

Postcards must contain:

- Header reading "Official Notice: Special Event Road Closure"
- Name of Event
- Sponsoring Organization(s)
- Date and timeframe of event
- Description of road closures (locations and times)
- Description of event and information about the noise impacts of event, such as music or fireworks, and their timeframe
- Name, email address, and phone number of event organizer
- Website associated with event
- Recreation Supervisor - Special Events contact information
- The following statement must be printed on the postcard: "Please take a moment to provide the Recreation Supervisor - Special Events, with any comments regarding this and other events by filling out a Feedback Form found at: www.wilmingtonrecreation.com.

Required Proof of Notification:

- Submit your postcard template to the Recreation Supervisor - Special Events, for approval at least 6 weeks prior to your event
- Submit a copy of your mailing receipt to the Recreation Supervisor - Special Events
- Submit either of the following:
 - List of addresses contacted
 - Map depicting the geographical boundaries of the area that received notification

Tips and Resources:

- To avoid getting returned postcards, add "or current resident" after the name of each recipient
- Have a sample printed piece be verified as "mailable" by the USPS before you pay to print all of your materials. To partake in this free service email a PDF to MDA@usps.com.
- Design a USPS compliant piece:
www.usps.com/nationalpremieraccounts/planyourmailing.html
- Consider Every Door Direct Mail for smaller events:
www.usps.com/business/every-door-direct-mail.html
- Contact the local USPS supervisor for more information.

Suggested Postcard Layout. Not to scale.

OFFICIAL NOTICE: Special Event Road Closure		
Name of Event Sponsored by: Sponsoring Organization Date and Time of event Event website link Event description and noise impacts, for example "Live jazz music from 4pm – 6pm, fireworks show at 7pm"	Logo or other information	
Associated road closures, including street names, specific blocks impacted, and timeframe		
Contact information for event organizer, including phone and email		
Logo or other information	Logo or other information	Logo or other information
Return Address 123 Street Dr. City, State, Zip	Applicable Postage	
Include additional information regarding the event, sponsors, and road closures as needed.	Impacted resident first and last name or current resident 123 Street Dr. City, State, Zip	
CHECK WITH USPS FOR REQUIRED BOTTOM SPACE ALLOWANCE		