

What about parking?

- Tour parking is limited to:
 - 1) Billups Avenue (west bound lane for parking),
 - 2) County Courthouse parking lots,
 - 3) Baptist-Methodist Church Parking lot,
 - 4) Madison-Morgan Cultural Center lot,
 - 5) Avado Parking deck, and,
 - 5) other locations as approved by the City.

NOTE: The majority of these parking locations are private lots; written permission must be obtained from the property owner.

What about signs?

- All signs must be:
 - 1) three (3) square feet or less,
 - 2) located on-site unless otherwise noted below,
 - 3) erected no more than two (2) days prior and removed two (2) days after the tour. (Removal of the signs is the responsibility of Tour Management).
- The following types of tour signs are allowed:
 - 1) Headquarters sign - one (1),
 - 2) Tour site sign - one (1) per site per frontage,
 - 3) Directional signs for tour route
 - as approved by the City, on right-of-way,
 - 4) Parking lot signs - one (1) per lot,
 - 5) Directional signs for parking
 - as approved by the City, on right-of-way,
 - 6) Vendor signs - two (2) per display
 - attached or adjacent to the display, and
 - 7) Additional signs - two (2),
 - as approved by the City, on right-of-way

NOTE: Additionally, the City allows up to three (3) pre-advertising signs for the next upcoming tour. For more information, please ask the Special Events Coordinator about the opportunity and constraints.

What about miscellaneous sales?

- Tours may include miscellaneous sales, **which constitute vending and requires separate vending permits in accordance with Chapter 22 of the Code of Ordinances.**
- Such sales are permitted only when conducted by or sponsored by the tour management unless the tour management requests and the Mayor and Council declare the event a **DESIGNATED SPECIAL EVENT.**
- Sales are permitted only on tour days.
- Sales are permitted only at tour headquarters or tour itinerary sites with no more than one additional non-itinerary site as approved by the City.
- Sales items, other than concessions, are limited to plants grown or handmade items constructed by either the tour management or the vendor sponsored by the tour management.
- Sales are limited to two (2) per vendor display (see sign information).

NOTE: Yard sales are not permitted on tour days by any person in any way at all associated with the tour management or tour.



City of Madison
 132 North Main Street
 Madison, GA 30650
 706-342-1251 (main)
 706-342-3454 (fax)
www.madisonga.com

Tours

Buildings ~ Sites ~ Gardens



CONTACT:

City of Madison
 Special Events Coordinator

For more information on tours or to obtain an *Events Application* for your upcoming tour, please contact City Hall at (706) 342-1251 x 206.

GENERAL

Tourism Perspective

The City of Madison is both proud and fortunate to be a community which attracts tourists - regionally, nationally and globally. Heritage tourism is a major economic engine for the community, supporting many of the local businesses and providing dollars other than local property taxes for community investment and improvements.

Limitations

The City of Madison regulates tours to insure that city administration, as well as local residential life, remains positive and runs as smoothly as possible while periodically accommodating the influx of thousands of visitors to our community.

To that purpose, the City of Madison:

- issues three (3) tour permits per calendar year,
- limits each tour to four (4) consecutive days,
- requires at least sixty (60) days between tours.

If your private organization (aka Tour Management) plans to offer a tour for a fee, you are required to:

- obtain a temporary business license, and
- obtain a tour permit.

NOTE: The City does not receive any share of tour proceeds and these are not municipal events. The City of Madison issues permits and coordinates with tour management to insure efficiency in the provision of municipal services and operations.

Full regulations regarding tours and tour management may be found in the *City of Madison Code of Ordinances, Section 26-31 thru 26-38* or at www.municode.com.

LICENSES & PERMITS

Business License

- A temporary business license is required for the duration of the tour and is good for two (2) days prior to and two (2) days after the tour.
- License fee: one-time, non-refundable, payable to the City of Madison. ***Fee:*** _____

NOTE: The license fee is waived for qualified non-profit organizations with 501(c)(3) status.

Tour Permit

- A tour permit is required for each event.
(A tour schedule that includes multiple routes, days, or times is still considered to be one event.)
- Permit fee: one-time, non-refundable, payable to the City of Madison. ***Fee:*** _____

NOTE: The permit fee is waived for qualified non-profit organizations with 501(c)(3) status who either own or operate a tourist attraction within the City.

Deadlines & Date Reservations

- Permit applications must be submitted at least **sixty (60) days prior** to the proposed tour.
- Applications are processed in the order received.
- Desired tour dates may be **reserved** up to three (3) years in advance by placing a deposit with the City. (The deposit is applied to the tour permit or refundable upon tour cancellation.)

Registration Deposit: _____

NOTE: Do not assume that the City is aware of your planned date or that another group will respect your date or plans. A date reservation calendar is posted at City Hall for the public to check and make reservations.

COORDINATION

Tour Coordination & Checklist

Applications are available and should be returned to City Hall. Please remember to:

- 1) review the tour ordinance
- 2) fully complete the *Events Application*
- 3) decide if your event should be considered as a **DESIGNATED SPECIAL EVENT** (see application or ask for details)
- 4) use the application's rear checklist!
- 5) include attachments as necessary (minimum):
 - tour schedule (dates and times)
 - list of sites (addresses and owners)
 - map(s) of tour route(s)
 - parking locations
 - **indemnification/hold harmless agreement**
 - **proof of insurance**
- 6) make sure to sign and date the form

NOTE: Incomplete applications will not be processed and will be returned within two weeks.

Tour management and the tour's event coordinator are responsible for the following items. Please contact the City's Special Events Coordinator to establish meetings and to communicate with the various city personnel and departments.

- 1) initial meeting with City - sixty (60) days prior
- 2) final meeting with City - thirty (30) days prior
- 3) publish 911 information in tour literature
- 4) reimburse city for additional service expenses

NOTE: Tour management must make any requests for additional services as part of the application or at the initial meeting. The City will notify the tour coordinator of additional services that the City believes are necessary for the event to occur. A deposit for the additional services shall be required prior to the issuance of the permit.