



North Shore River District Rules and Regulations

The North Little Rock Visitors Bureau is eager to partner with you on a successful event at the North Shore River District. We try to do everything possible to help event coordinators have a positive experience in North Little Rock. Please call me if you have any questions about these Rules and Regulations for the North Shore River District. Contact me as soon as possible to make reservations for your event. I am also available to provide advice and assistance with your event planning.

Once the completed Event Rental and Reservation Applications are received, it will be forwarded for approval by North Little Rock City Departments. Renters will receive a written confirmation, via e-mail, once all approvals have been received. Renters will also be given the name and phone number of the City's event staff who will be the on-site contact during the event. If you have any questions, please call me. Thank you.

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The North Shore River District serves many functions and provides picturesque views of the Arkansas River and the Little Rock skyline. There is a commitment on the part of North Little Rock to create an atmosphere that will enrich the lives of citizens and visitors. The North Shore River District offers a wide variety of adaptable uses for events ranging in sizes up to 20,000 plus people. The following summary is a list of basic information you will need to know when planning and budgeting your event. A city event staff person will be assigned to work with you in planning and coordinating arrangements for your event in the North Shore River District to provide advice for an efficient, safe, and successful event. The four distinct areas of the North Shore River District are defined as:

1. North Shore Riverwalk -

Section A is the area located east of the Broadway Bridge to the Promenade Circle;

Section B is the Promenade Circle area located at the end of the walkway from the Willow Street entrance/exit gate;

Section C is the area located east of the Promenade Circle area and the Main Street Bridge.

The North Shore Riverwalk is open year round; however, due to the location of the facility on the Arkansas River bank, events generally take place April through October. This area may be rented for concerts; however, the City of North Little Rock reserves the right to approve such functions as necessary. Events booked in this facility are overseen by the North Little Rock Visitors Bureau.

2. North Shore Maritime Center –

Section D is the parking lot area from the Arkansas Queen Riverboat and the Arkansas Inland Maritime Museum east to the Junction Bridge.

This parking area is reserved **ONLY** for customers of the Arkansas Queen Riverboat and the Arkansas Inland Maritime Museum. Parking is **NOT** allowed in this area for events occurring in Sections A, B, C or F. This area is not available for rental from the North Little Rock Visitors Bureau.

3. North River Landing –

Section E is the area located east of the Junction Bridge to the North River Landing (the asphalt west of the I-30 Bridge to the west side of the Arkansas Boat Club).

This area is no longer rented for special events or concerts; however, the City of North Little Rock reserves the right to authorize functions. While there is no charge to boating or fishing groups wishing to utilize this area, reservations must still be made by calling (501) 758-1424. Making a reservation ensures there is no scheduling conflict with major tournaments.



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4. Downtown Riverside RV Park Pavilion (Section F)

The pavilion at the Downtown Riverside RV Park is available for day use rental by groups. The actual camping area is reserved for Motorcoach/recreation vehicles only. People wishing to hold RV rallies in the campground or rent the pavilion are asked to call (501)758-1424 to make reservations. The City of North Little Rock reserves the right to approve other special functions in the camping area. The hours of pavilion rental are 9:00 a.m. – 9:30 p.m. Area must be cleaned and vacated by 10:00 p.m. All parking must be outside the RV Park main gate. Restrooms will not be available for pavilion users, so porta-potties will be required. On-site picnic tables seat about 45 people but pavilion will hold more.

NOTE: To make reservations for the Downtown Riverside RV Park Pavilion, you MUST contact Sheila Bullerwell at (501)340-5312.

BOOKING AND RESERVATIONS

It is important for special event dates to be reserved with the North Little Rock Visitors Bureau as soon as possible to avoid potential scheduling conflicts. Every effort is made to not book events similar in nature within two weeks of each other.

RENTAL FEES

A complete Rate Schedule is outlined on page 8. A non-refundable deposit of 50% of the total rental cost and a completed event application is required within one week of making the reservation. The deposit will be applied to the facility rental fee. A written confirmation will be forwarded to the renter immediately upon receipt of the deposit. The event will be placed on a Master Event Calendar upon receipt of the deposit and application.

Payment of the deposit must be made with a cashier's check or money order unless prior arrangements are made. Payment may be mailed to the North Little Rock Visitors Bureau (PO Box 5511, North Little Rock, AR 72119) or hand-delivered to the Bureau's offices at the Visitors Information Center in Burns Park (I-40, Exit 150). The office hours are Monday through Friday, from 8:30 a.m. to 4:30 p.m. The office is closed on weekends.

The rental fee balance (50% of total rental fees and other associated fees) is due ten (10) business days before the event. If the balance is not remitted there is a risk of having the event cancelled. Payment must be made with a cashier's check or money order. Payment may be mailed to the North Little Rock Visitors Bureau (PO Box 5511, North Little Rock, AR 72119) or delivered to the Bureau's offices at the Visitors Information Center in Burns Park (I-40, Exit 150). The office hours are Monday through Friday, from 8:30 a.m. to 4:30 p.m. The office is closed on weekends.

REFUND POLICY

The entire rental fee will be refunded only if the renter cancels no less than sixty (60) days from the scheduled event. If the event is cancelled before the deadline, the rental fees can be applied to an alternate date if circumstances allow. The rental deposit will be refunded ONLY if the Event Application is not approved or if the renter cancels no less than sixty (60) days from the scheduled event.

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REQUIREMENTS

A. CLEAN-UP (See the “Rental Fees” section above for specific details.)

For Sections A, B, or C, a \$1,000.00 refundable cleanup/damage deposit is due ten (10) business days before the event. Family Reunions require a \$400 cleanup/damage deposit. Wedding Ceremonies (without receptions) will be required to make a \$200 cleanup/damage deposit which will be refunded under the same terms as below. For Section F, a \$100.00 refundable cleanup/damage deposit is due ten (10) business days before the event which will be refunded under the same terms as below.

All payments will be deposited by the North Little Rock Visitors Bureau before the event. Payment of the cleanup/damage deposit must be made with a cashier’s check or money order. Payment may be mailed to the North Little Rock Visitors Bureau (PO Box 5511, North Little Rock, AR 72119) or hand-delivered to the Bureau’s offices at the Visitors Information Center in Burns Park (I-40, Exit 150). The office hours are Monday through Friday, from 8:30 a.m. to 4:30 p.m. The office is closed on weekends.

All trash must be removed from the North Shore River District within twelve (12) hours following the event. Failure to do so will result in the non-refund of all or part of the cleanup/damage deposit. If the rented area is left clean and no damages are reported, the North Little Rock Visitors Bureau will issue a refund of the cleanup/damage deposit within 15 – 30 days. If damages occur or trash is not cleaned, then only a portion of the cleanup/damage deposit will be refunded. If damages exceed \$1,000 then renters will be invoiced for the difference.

Certain events may require the use of the city cleanup crew or events may request this service. Prices for such services will be quoted on a job-by-job basis through the city event staff. Renter is responsible for payment for cleanup services. A portion of the cleanup/damage deposit will be withheld if the facility within the North Shore River District is not cleaned properly or within the allotted time.

All trash receptacles initially will be lined with black trash bags. Renters must provide their own additional BLACK trash bags. Clear or white trash bags cannot be used. Vendors are required to take their own trash to the dumpster. Vendors should be told to use only black trash bags.

Renters are responsible for clean-up of the entire area for rentals of Sections A, B, and/or C even if only one portion is rented. Clean up area after events runs from the North Shore Maritime Center’s parking lot west to the Broadway Bridge (including River Trail) and from the river north to Riverfront Drive including the north side of the iron fence. This includes the entrance area at Willow Street. Permanent garbage cans next to the benches on the promenade must also be emptied.

Dumpsters are required for all events and will be coordinated by city event staff. Renter will be responsible for payment of dumpster fees. Dumpsters will be placed next to the Arkansas River Trail west of the Broadway Bridge, near the Main Street Bridge, or as determined by the layout of the event. Dumpster fees vary depending on the size required based on anticipated attendance for the event.

B. PROPERTY DAMAGE

Renters are responsible for any and all repairs of damaged property including, but not limited to: sound or light equipment, benches, sod, and all fixed elements of North Shore River District. Any rocks moved from the river bank during the event must be replaced. Vehicles used during event load in and load out are limited to medium sized U-Haul type vehicles. **No 18-wheelers are allowed without prior approval. No vehicles are allowed to remain inside Sections A, B or C (the North Shore Riverwalk) during the event without prior approval. All vehicles left inside the restricted area will be towed.** No parking or driving within the North Shore Riverwalk area will be allowed if it rains three days prior to the event – this includes any car or RV shows that may be scheduled.

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C. MUSIC LICENSING RULES

If renters choose to use musical property without permission, the law provides that a court can assess damages from a minimum of \$750 for each work infringed, require you to pay the copyright owners' attorney's fees and court costs, and enter an injunction against you. Under the law, presenters of concerts and other musical events are responsible for performances on these premises. Technically, everyone who participates in an infringing performance is liable and copyright owners can sue the event presenter as well as members of the band or the disc jockey who actually gave the unauthorized performance. Renters are responsible for ensuring that music licensing rules are followed. For more information, contact one of the music performing rights societies – ASCAP, BMI or SESAC.

D. REFERENCES

References for the promoter, artist/agents and from previously utilized venues are required with Event Application. All artists scheduled to perform must be listed on the Event Application. Failure to provide references will result in the event not being considered for rental. Poor references could result in the event not being allowed to rent the North Shore River District.

E. ELECTRICITY/WATER

The North Shore River District is equipped with multiple power sources; however, renters will be responsible for any additional equipment and its hook-up charges. A city staff electrician or a pre-approved, licensed electrician will administer electrical services for an additional cost to renter. If additional power is required, generators may be arranged through city event staff for an additional fee. **There is no charge for regular electric or water usage within the North Shore River District. Renters are NOT allowed to charge vendors for connecting to existing power or water sources.**

F. PORTABLE TOILETS

Permanent toilet facilities are located under the Main Street Bridge; however, portable toilets may be required depending on the size and location of the event. Portable toilets must be arranged through the city event staff at least ten (10) business days prior to the event. Failure to order portable toilets ten (10) business days prior to event can result in the event being cancelled. The cost is \$80.00 per unit per day. At least one (1) wheelchair accessible unit is required at a cost of \$125.00 per day. (Notice is given that pricing is subject to change since it is based on prices from suppliers.)

G. SOUND EQUIPMENT

The city event staff can arrange for sound equipment and technical engineers to work at your event. Cost estimates are based on the scope of services requested. **ABSOLUTELY NO SOUND CHECKS WILL BE ALLOWED PAST 10 p.m. All Concerts must end by 11 p.m., no exceptions. A \$100.00 per minute penalty will be assessed to those not following this rule.**

H. VENDING ** See attachment “Operating a Business in North Little Rock”

A list of food and beverage vendors will be provided at no cost to renter upon request. Vendors must remove all coals, ashes or grease. If not, renter will be liable for damages. A list of all food vendors must be supplied to the North Little Rock Health Department and North Little Rock Visitors Bureau **five (5) business days** prior to the event.

Food and beverage vendors are required to have an A & P Tax Permit along with their privilege license in order to do business in the North Shore Riverwalk. There is no charge for the A & P Tax permit; it expires only when the business closes. Food and beverage vendors will only have to apply for the A & P Tax permit once. The permit must be posted on site in the vending trailer. Food and beverage vendors are required to submit the 3% (three percent) restaurant tax on gross receipts following the event. Any non-profit vendor must also receive a privilege license. Non-profits will need to provide a copy of the non-profit status letter as assigned by the IRS. Non-profits are not required to get the A & P Permit if the IRS status letter is received. Vendors may obtain an A & P Tax Permit, tax reporting form and privilege license by calling (501) 340-5319 or by visiting the City Clerk's Office in City Hall at 300 Main Street, North Little Rock, 72114. The office is open Monday through Friday 8:00 a.m. - 4:30 p.m.

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I. ALCOHOL

Beer and wine may be sold at the North Shore River District. Renters can make arrangements with the city event staff to coordinate and handle the sale of beer and wine as a service to the renter. **The sale of any liquor other than beer or wine is PROHIBITED at the North Shore River District unless prior approved.** Renter should contact the Alcoholic Beverage Control Board to receive a picnic permit application. In order to sell beer and/or wine, renters must receive a letter of permission from the North Little Rock Visitors Bureau to send with the picnic permit application to ABC. Picnic permits must be posted and a copy sent to the North Little Rock Visitors Bureau. A non-profit entity must receive 25% of the net sale of wine and/or beer. The city event staff can make recommendations of non-profits for the distribution.

Renters must ensure that a maximum of two beers are sold per customer per sale. The server must open the cans if beer is served in cans rather than cups. Servers must ensure that NO ONE under the age of 21 is served alcohol. NO GLASS CONTAINERS are allowed in the North Shore River District. The renter is responsible for ensuring that servers are properly trained and understand the legal requirements of serving alcohol.

J. SECURITY

The North Little Rock Police Department determines **all** security requirements based on the event scope, needs and audience. Renters are responsible for payment of all security services as determined by the North Little Rock Police Department. The completed Event Application will be submitted to the North Little Rock Police Department for approval. Arrangements for security must be made **thirty (30) days** prior to the event. Failure to do so can result in the event being cancelled.

Renters must contact the officer assigned to cover the North Shore River District events. A phone number will be provided by the city event staff. Renters are required to pay for security at the entrance of the North Shore Maritime Center parking lot for events in Sections A, B, and C. The city event staff will make arrangements for said security. This security is not responsible for North Shore Riverwalk access.

K. EMERGENCY PERSONNEL

The appropriate level of on-site medical coverage of paramedics, EMTs and/or certified first aid providers is determined by the North Little Rock Fire Department and MEMS. Renters will be responsible for the cost of this service.

L. EVENT LAYOUT

Renters are required to work with the North Little Rock Visitors Bureau prior to each event to discuss proposed layout. This will ensure that the event operates successfully and efficiently within the parameters set by the City of North Little Rock. The city event staff will oversee all on-site aspects of set-up and event management. The city event staff must be able to communicate with a primary event organizer during the event either by radio or cell phone. Renters must provide two (2) All Access passes to the city event staff. Common laborers are available upon request (**seven (7) business days' notice required**) to the city event staff with renter responsible for payment. Estimates are available upon request.

M. LOAD IN/LOAD OUT

Under no circumstances will any vehicles be allowed to park or stand on the promenade running east-west in the North Shore Riverwalk. If a vehicle needs to load or unload, it should pull off the promenade or street, load or unload, then exit the North Shore Riverwalk area. Musicians may be dropped off at the performance areas, but vehicles (including limousines) cannot stand or park on the sidewalk. The areas under the I-30, Main Street, and Broadway Bridges must be kept clear to allow fire trucks, police vehicles and ambulances free access to the North Shore River District area. This applies to everyone and is in effect at all times during the event including load in and load out.

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N. INSURANCE COVERAGE

Insurance for basic liability, and liquor liability if beer and/or wine are served, is required and the event must have coverage of \$1,000,000.00 or more. The certificate of insurance should name **the City of North Little Rock, its officers, employees and agents and any other public entities impacted by this event** as an additional insured and must be received by city event staff no later than **ten (10) business days** prior to the event.

O. PARKING

Parking is available east of the North Shore Maritime Center towards the I-30 Bridge; near the City Services building at Main and Broadway; at the US Bank location at Main and Broadway and on surface streets. There may be a charge by Main Street Parking for attendees in some of these areas. This charge can vary depending on the events scheduled in the downtown. **No event parking is available at the North Shore Maritime Center. ONLY registered guests at the Wyndham Hotel are allowed to park in the hotel's lot.** Renters are required to pay for security at the entrance of the North Shore Maritime Center parking lot during the event. The city event staff will make arrangements for said security. This security will not be responsible for North Shore Riverwalk access and will work only under the direction of city event staff.

P. CAMPING

Camping is not allowed at any time within the North Shore Riverwalk area. The only exception for this area is overnight security trailers which are pre-approved by city event staff. RV camping is available at Section F (the Downtown Riverside RV Park located east of the I-30 Bridge). Call 501-340-5312 to make reservations for camping. The North Shore River District is closed midnight to 5:00 a.m.

Q. TICKETED EVENTS

The city event staff offers a wide variety of services for ticketed events such as concerts. Also available for a fee is additional fencing (temporary chain link fence at a cost of \$3.85 per linear foot), police barricades (\$15 per section or \$300 for all 20 sections), laminated passes, tickets, etc. Cost estimates are available based on complexity and quantity.

R. CANCELLATION POLICY

Forty-eight (48) hours written and verbal notice prior to the event must be given for cancellation of event. The reservation deposit will be forfeited unless the event is cancelled sixty (60) days before the event. The deposit can be applied to an alternate date if available. The cleanup/damage deposit will be refunded unless an alternate date is scheduled.

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Q. Please Note

- The North River Landing Boat Ramp MUST be accessible at all times for emergency personnel.
- Weapons are NOT allowed in the North Shore River District.
- Barbecue contests/events are allowed within the North Shore Riverwalk area with prior approval.
- Carnival rides are not allowed in Sections A, B or C of the North Shore Riverwalk. Inflatable rides for children are allowed if approved by city event staff prior to the event. Carnival rides are allowed at the North River Landing with special approval from the City of North Little Rock.
- Motorized vehicles, including golf carts, are not allowed on the levee (includes the slope of the levee as well as the top).
- Vendors may not set up under any of the bridges for security reasons.
- No tents, vendors or fencing can be placed on or across the promenade or streets running east-west.
- Golf carts are to be driven by responsible adults and are not to be driven by children.
- Benches along the promenade at the North Shore Riverwalk can be moved if a vendor has trouble making a turn. It is cheaper to move a bench than to pay for a broken one. Contact the city event staff person to make these arrangements.
- Put beer and soft drink vendors on or near drains to reduce mud. This is especially recommended for events lasting more than one day.
- Stake or sandbag all tents. The facilities in this area are subject to sudden wind gusts.
- Don't forget to light tents for evening events, especially for those workers handling money and serving alcohol.

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RATE SCHEDULE

Item	Fees	Notes
Section A All Day Rental (Broadway Bridge to Willow Street)	\$1,500	5:00 a.m. – 11:00 p.m. For events such as concerts, festivals, and other large scale events.
Section A 1/2 Day Rental (Broadway Bridge to Willow Street)	\$750	5:00 a.m. – 2:00 p.m. OR 2:00 p.m. – 11:00 p.m. For events such as concerts, festivals, and other large scale events.
Section A Day Rental ; 5 Hour Maximum (Broadway Bridge to Willow Street)	\$400	Covers events such as family reunions, 5k run/walk, bike rides and charity events.
Section B Four Hour Maximum (Willow Street only)	\$250	Covers events such as weddings, receptions, political rallies, etc.
Section B Two Hour Maximum (Willow Street only)	\$150	Covers events such as weddings, receptions, political rallies, etc.
Section C All Day Rental (Willow Street to Main Street Bridge)	\$1,500	5:00 a.m. – 11:00 p.m. For events such as concerts, festivals, and other large scale events.
Section C 1/2 Day Rental (Willow Street to Main Street Bridge)	\$750	5:00 a.m. – 2:00 p.m. OR 2:00 p.m. – 11:00 p.m. For events such as concerts, festivals, and other large scale events.
Section C Day Rental; 5 Hour Maximum (Broadway Bridge to Willow Street)	\$400	Covers events such as family reunions, 5k run/walk, bike rides and charity events.
Section A & B & C All Day Rental (Broadway Bridge to Main Street Bridge)	\$3,000	5 a.m. - 11 p.m. For events such as concerts, festivals, and other large scale events.
Section A & B & C 1/2 Day Rental (Broadway Bridge to Main Street Bridge)	\$1,500	5:00 a.m. – 2:00 p.m. OR 2:00 p.m. – 11:00 p.m. For events such as concerts, festivals, and other large scale events.
Sections A, B, C All events must be loaded out by midnight. Exceptions must be pre-approved by city event staff. Rules are strictly enforced.	\$100 per minute	Renters will be charged a penalty if performers are on stage after 11:00 p.m. City event staff will confirm the exact time of show's end. Fines will be deducted from the cleanup/damage deposits.
Sections A, B, C <i>Cleanup/Damage Deposit</i>	\$1,000	All large scale events. Determined by North Little Rock Visitors Bureau.
Sections A, B, C <i>Cleanup/Damage Deposit</i>	\$400	Family reunions, bike rides and charity events.
Sections A, B, C <i>Cleanup/Damage Deposit</i>	\$200	Wedding ceremonies without receptions ONLY
Portable Toilet (wheelchair accessible)	\$125	
Portable Toilet (small unit)	\$80	
Dumpsters	Fees vary	Depends on the size required based on anticipated attendance for the event.
Sound equipment	TBD	Based on scope of services required
Privilege License	\$90 base	Required of all vendors each year
A & P Tax Permit (no expiration date)	No Charge	Required of all food and beverage vendors –
Security Personnel (Private officers)	\$8 - \$15 per hour	NOTE: May also be required for the North Shore Maritime Center parking lot
Security Personnel (Public officers)	\$38 per hour	3 hour minimum – payable directly to the North Little Rock Police Department
Chain link fence (temporary)	\$3.85 per linear foot	
Bike Rack barricades	\$15 per section	\$300 for all 20 sections