

Special Events Town of Barnstable

Asset Management Program

Town Council Workshop
September 18, 2025

Special Events: TOB Definition

Permits for the use of town property for a temporary event leisure, social, community, or cultural experience external from routine programs, occurring indoors or outdoors, for the public to participate in through invitation, general admissions, or free of charge.

Town Sponsored holiday activities (Veterans Day ceremony, wreath laying activities, fireworks, Unity Day, Touch-a-Truck events, etc.)

Not Included:

- Schools permit out their own events and use of School property through facilities.
- Community Services Manages events inside the HYCC, and at the recreation buildings.
- MEA has fishing tournaments at Wequaquet Lake.
- Airport permits out its own events at the terminal and on the grounds.

Examples:

- Road Races
- Festivals/Fairs
- Fundraisers
- Environmental Cleanups
- Parades
- Holiday Strolls
- Weddings
- Celebration of Life events
- Polar Plunges
- Protected Speech events
- Hyannis Village Bandstand



love. live. local.



History of these events

100+ years ago - Town Meeting - the Town Band (to play on July 4th) or to have a Veterans Day or Memorial Day Parade.

Special Events - Number has increased over the last 35 years.

Fireworks Displays, 4th of July Hyannis parade, Pops by the Sea (1986), Father's Day Car Show (1996), Best Buddies Challenge (1998), Hyannis Marathon Time Trials - 45 years in 2025.

2014: The former Consumer Affairs Division was tasked to Town Council to review the permitting practices for special events.

Special Event Webpage
Special Event Guidebook
Special Event Calendar
Electronic Inter-departmental signoffs

Recent changes

2014 Future Recommendation: a full-time person - Due to the number of departments involved and the increasing number of events every year, there was a consensus from the team that was coordinating Special Events that the permitting, planning, day of on-site responsibility, and dealing with the post-event problems or improvements needed better coordination.

2016 - 2017: Cost evaluations were conducted and found each event cost about \$2,922.66 in staff time. (Approximately 50 to 60 events)

2016: Fees were raised for the first time in 15 years from \$43 per event to \$50/day for an event without beer and wine to \$100/day with beer and wine.

2019: The fee schedule was updated once more with an average 10% increase.

Permitting OVERVIEW

- ★ 45 - 90 days submission deadline
Size/complexity of event = lead time for permitting
- ★ Coordinate events with upwards of 15 Town Departments/Divisions
- ★ Applications are accessible on OpenGov



On-line Permitting

On-line platform allowed interested event organizers to apply for their events:

- *Town calendar*
- *Identify the size, duration and number of attendees.*
- *The Town resources (police, trash, DPW items).*
- *Tents - appropriate forms and approvals through Inspectional Services*
- *Food trucks (Board of Health) - limited locations*
- *Use of Propane or open flames, to the local fire department*
- *Electricity on-site*
- *Entertainment or alcohol - Licensing (special one day permit)*
- *Road closure permits*
- *Signage for road races or triathlons*
- *Communications plans*
- *Signage*
- *Banners across main street*
- *Insurance*

2024 Events Data

- 115 Special Events
- \$15,118.72 was collected in revenue

# of Events	Village
90	Hyannis
16	Barnstable
14	Centerville
8	Osterville
6	Cotuit
3	West Barnstable
2	Marstons Mills

2025 Events Data (YTD)

- 106 Special Events (through 9/3/25)
- \$8,501.23 was collected in revenue (through 9/3/25)

# of Events	Village
61	Hyannis
8	Barnstable
16	Centerville
7	Osterville
8	Cotuit
5	West Barnstable
1	Marstons Mills

Events Data

Year	# of events	Revenue collected	Carried Costs
2025	104	\$ 8,501	\$ 312,000
2024	115	\$ 15,119	\$ 345,000
2023	133	\$ 11,964	\$ 399,000
2022	134	\$ 9,774	\$ 402,000
2021	129	\$ 7,500	\$ 387,000
2020*	88	Unavailable	\$ 264,000
2019	124	Unavailable	\$ 372,000
2018	45	Unavailable	\$ 135,000

Hidden Costs

- DPW staff, set up, breakdown
- Impact on grounds and venues
- Staff planning pre- and post-coordination

Police Overtime (for Special Events)

2023: \$31,173.92

2024: \$ 68,190.74

DPW Overtime Sept. 2023 - Sept. 2024

Highway: \$19,660.86

Structures and Grounds: \$31,777.43

Total: \$51,438.29

Strategic Direction

Continue to welcome these events to our community

Size, scope and nature of these events and the impact they have on staff, Boards and Commissions, etc.

Impacts on our community

Road races that impact traffic, competing events for downtown businesses, etc. **Limit the number of events?**

Necessary resources to support these events

Staff, planning time, money, assets, property modifications, safety barriers, emergency response plans, etc.

Next Steps

Update the Use of Town Property Guidebook

Manage the number of events per month, week, and weekend

Tier Events from 1-3 with dynamic pricing

Enhance pre-event and post-event meetings

Incorporate Emergency Planning Requirements

Examine resetting fees

Full-Time Special Events Coordinator