

Sugar Land Town Square Event 5-Step Process Guide

Step 1: Submit Your Application

To get started, complete and submit a Special Events Permit Application to the Plaza Administrator. Your application should include:

- Event name, date, and time
- Expected attendance
- Description of activities planned
- Number and types of vendors (if applicable)
- Whether a sound system will be used
- Stage requirements (City Hall steps or separate stage)
- Restroom, medical, and support service arrangements
- Whether admission will be charged

Note: The Plaza is available for reservations from 7:00 a.m. to 10:00 p.m. daily. Reservations are handled on a first-come, first-served basis, and events may be reserved for no more than one year in advance. Applicants must be 21 years of age or older.

Step 2: Application Review and Permit Issuance

Once your application is received, the Event Manager will review it and notify you of approval or denial in writing within (5) business days. If approved, you will receive your Special Events Permit outlining all conditions and requirements for your event.

Upon permit issuance, you will be asked to submit:

- **Site layout** showing placement of all structures, booths, stages, and equipment
- **Certificate of Insurance (COI)** — required for events with elevated risk factors such as amusement equipment, alcoholic beverage service, or structural installations

Step 3: Payment Plan

To confirm your event date, the following payment schedule applies:

Payment	Amount	Due
Deposit (50%)	50% of Administrative Fee + 50% of estimated production costs + 100% of security/damage deposit	Within 7 days of permit issuance
Balance (50%)	Remaining Administrative Fee + remaining production costs	No less than 30 days prior to event

Fee Schedule:

- Administrative Fee: \$100/hour (public special events)
- Plaza Lease: \$200/hour (private events)
- Cleanup Deposit: Up to \$1,000 (refundable)

Cancellation Policy:

- 180+ days prior: 100% refund of Administrative Fee and production costs
- 30–179 days prior: 50% refund
- Less than 30 days: No refund

Step 4: Site Walkthrough

After your permit is issued and initial payment is received, the Event Manager will schedule a **site walkthrough** with you to:

- Review your approved site layout
- Confirm placement of structures, booths, and equipment
- Identify electrical service needs (*must be arranged at least 30 days in advance*)
- Address any logistical questions before event day

Step 5: Marketing Support

Approved events will be listed on the Sugar Land Town Square website calendar to help amplify awareness within our community. From time to time, additional marketing support — such as social media promotion, digital screen placement, or newsletter inclusion — may be extended based on programming alignment and availability.

What To Expect on Event Day

- You (the Permittee) are required to be present and available to the Administrator throughout the event
- All structures, equipment, and materials must be removed promptly following the event
- The Plaza must be cleaned and free of trash at the conclusion of your event
- Vendors must be pre-approved and submitted to the Administrator prior to the event
- The Administrator or City employees may enter and inspect any structure or area within the Plaza at any time

Event Planning Schedule

Use this timeline to stay on track from application to event day. All deadlines are based on a minimum **30-day lead time** before your event.

Timeframe	Responsible Party	Task
30+ days before event	Organizer	Submit Special Events Permit Application
30–20 days before event	Event Manager	Review application and notify organizer of approval or denial (within 5 business days)
Within 7 days of permit approval	Organizer	Sign and return permit + submit initial deposit (50%)
25+ days before event	Organizer	Submit site layout and Certificate of Insurance (COI)
25+ days before event	Organizer	Arrange electrical service needs with Administrator
23+ days before event	Event Manager	Review site layout and COI; confirm or request revisions
20+ days before event	Event Manager	Schedule site walkthrough

20+ days before event	Organizer & Event Manager	Complete site walkthrough
20+ days before event	Organizer	Submit all marketing assets (LED graphic, social media, newsletter, images)
18+ days before event	Event Manager	Review and approve marketing assets
14+ days before event	Organizer	Submit confirmed vendor list to Administrator
12+ days before event	Event Manager	Review and confirm vendor list
30 days before event	Organizer	Final balance payment due
Event day	Organizer	Permittee on-site and available to Administrator throughout event
Event day	Event Manager	On-site point of contact for day-of operations
After event	Organizer	Remove all equipment and complete Plaza cleanup
After event	Event Manager	Inspect Plaza and process cleanup deposit refund

Important: Applications submitted fewer than 30 days before an event may not be accommodated. Early submission is strongly encouraged, especially for events requiring security assessment, electrical services, or alcohol authorization.