



Plaza Use Policy: Special Event Leases

Persons desiring to lease a public plaza space in the downtown area shall make application with the Downtown Development Office no later than thirty (30) days prior to the proposed event.

Special Event Leases grant the exclusive use of a designated plaza space for a special or private event such as weddings and wedding receptions, private fundraisers and ticketed events, special events serving alcohol, festivals, etc.

Spaces available for use include the following:

- West Evans Street Breezeway (160 W. Evans Street)
- James Allen Plaza on South Dargan (119 S. Dargan Street)

Unless otherwise agreed in writing, no other public spaces including sidewalks, streets and public parking lots in the downtown area may be used for private functions or events.

All requests must be made utilizing the approved application that may be obtained in the Downtown Development Office. The use should not be considered approved until you receive an executed agreement signed by an authorized representative of the City of Florence.

Proof of event liability insurance must be provided at least 10 days prior to the event. Insurance must name the City of Florence and Florence Downtown Development Corp. as additional insured and must name the location of the event coverage.

Public plaza use is limited to special event activities and may not be used for commercial activities such as, but not limited to, pop-up retail, regular scheduled retail, pop-up food or food vending, or regularly scheduled food sales.

Unless otherwise agreed in writing, alcohol may not be served unless the use is through an adjacent restaurant that holds a valid State of SC Alcohol License. SC Regulations restricts alcohol consumption on public property to beer and wine. No hard liquor may be sold or consumed on public property. Security will be required for events planning to serve alcohol.

When the use of one of the above mentioned public space is for an event catered by a restaurant adjacent to the public space, the fee shall be waived but an application must still be submitted.