



Memorandum

To: Mayor, Town Council
From: Town Clerk Robin Romero
Date: March 6, 2026
Re: Request to Sell and Serve Alcohol on the Springdale Town Field

Applicant: Robyn Sanders, on behalf of the Town of Springdale

Event: Zion Chalk and Earth Festival

Location: Field, Springdale Town Park

Request: Permission from the Town Council to sell and serve alcohol on the Town Field during the Zion Chalk and Earth Festival.

Background:

Robyn Sanders, on behalf of the Town of Springdale, has submitted a request to sell and serve alcohol at the Springdale Town Field, located at 126 Lion Blvd., for the Zion Chalk and Earth Festival, to be held on Saturday, April 18, through Sunday, April 19, 2026. In the next item, the applicant seeks the Town Council's approval (local consent) to proceed with applying for a Single Event Permit from the Utah Department of Alcoholic Beverage Services (DABS), which is required for the sale and consumption of alcohol at public events. Please see the summary of the event and intent to comply with the Town code standards attached to this staff report.

Staff Analysis & Recommendation:

In accordance with the Springdale Town Code, the applicant must seek approval from the Town Council for the sale and consumption of alcohol on the ball field. Should the Town Council approve both the sale of alcohol on the ball field and the Local Consent (addressed in the subsequent agenda item), staff recommends the following conditions be imposed prior to the commencement of the event, as specified in Section 7-6-13(E) of the Springdale Town Code:

- E. The Town Council may authorize beer or wine to be sold and consumed at an event on the ball field based on the following conditions and standards:
1. The event organizer has signed an indemnity agreement, the form of which will be provided by the Town of Springdale.
 2. The event organizer has, in the opinion of the Town Council, provided proof of adequate insurance that names the Town of Springdale as an additional insured for both general liability and alcohol liability. At the Town's request, the event organizer shall provide full copies of any policies that are issued in accordance with this requirement, and if the Town determines that any policy is inadequate or is inconsistent with certificates of insurance provided to the Town, the Town Council may revoke its authorization.
 3. The event organizer has received a large outdoor event permit from the Town of Springdale under section 10-22-3 of this Code.
 4. The event organizer or alcohol retailer has received a temporary beer permit or single event permit, as applicable, from the Utah Department of Alcoholic Beverage Services.
 5. The event organizer has provided a security plan that has been approved by the Chief of Police.
 6. The event organizer has demonstrated to the satisfaction of the Town Council that the organizer has the experience and expertise needed to organize the event. The Town Council may request and consider any relevant information related to this requirement, including but not limited to the following:

- a. A list of past events organized by the same person or company, including type of permit and location of events.
 - b. A list of references from past events who can attest to the organizer's ability to comply with alcoholic beverage control standards.
- 7. The event promotes and supports the Town's identity and village character as defined in the General Plan and does not include any activity or performance that is indecent, obscene, or otherwise damaging to the Town's reputation or identity and village character as defined in the General Plan.

Dear Members of the Springdale Town Council,

On behalf of the Zion Chalk & Earth Fest. organizing team, I respectfully submit this letter to request authorization to sell and allow the consumption of alcoholic beverages at the 2026 Zion Chalk & Earth Fest, to be held on Saturday, April 18th and Sunday, April 19th at the Springdale Field.

The Zion Chalk & Earth Fest. is a community-focused arts and environmental celebration designed to reflect the values, character, and natural setting of Springdale. The event emphasizes local artists, environmental stewardship, family-friendly activities, and responsible tourism. Alcohol service would be limited in scope, responsibly managed, and intended to enhance the visitor experience while preserving the safety and welcoming atmosphere expected by the Town of Springdale.

We understand and fully commit to complying with all requirements set forth by the Town Council and applicable state and local regulations. Specifically, we will meet the following standards:

Indemnity Agreement

The event organizers are prepared to sign an Indemnity Agreement as required by the Town of Springdale.

Insurance Coverage

We have attached proof of insurance with the Town of Springdale named as an additional insured.

Alcohol Permits

All required alcohol permits will be obtained through the appropriate state and local authorities. Alcohol sales and service will comply fully with Utah Department of Alcoholic Beverage Services regulations, including permitted hours of service, approved service areas, and the use of licensed and trained servers.

Large Outdoor Event Permit

We have begun the application to secure a Large Outdoor Event Permit in accordance with Springdale's regulations. The permit application will include detailed site plans, vendor layouts, alcohol service zones, waste management plans, and operational timelines.

Security Plan

We will submit a security plan to the Springdale Police Chief for review and approval.

Event Planning Experience

The Zion Chalk & Earth Fest. organizing team has experience planning and managing community events. This includes coordination with vendors, artists, volunteers, and public safety partners.

Alignment with Springdale's Identity

The event is intentionally designed to align with Springdale's identity, emphasizing sustainability, education, arts, and culture while bringing together the community.

We appreciate the Town Council's consideration of this request and are committed to ensuring the Zion Chalk & Earth Fest. is operated responsibly, safely, and in a way that reflects positively on the Springdale community.

Thank you for your time and consideration. Please do not hesitate to contact a member of the Zion Chalk & Earth Fest. organizing team if additional information or documentation is required.

Respectfully submitted,

Robyn Sanders
Canyon Community Center & Event Supervisor
Town of Springdale
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rsanders@springdale.utah.gov

2026 Zion Chalk & Earth Fest. Event Details

April 18–19, 2026 | Springdale, Utah

Join us for an inspiring weekend of art, sustainability, and community at the 2026 Zion Chalk & Earth Fest.! Set against the stunning backdrop of Springdale, this vibrant celebration brings together world-class chalk artists, student creators, eco-conscious vendors, live music, film, food, and more!

Chalk Art Experience

This year's festival will feature:

- **36 Adult Chalk Mural Artists**
Talented artists from across the region and beyond will create breathtaking chalk murals in a variety of sizes and styles throughout the festival. Watch the creative process unfold live and see the parking lot be transformed into a colorful outdoor gallery.
 - **9 Student Chalk Art Pieces**
These young artists will present original works that reflect creativity, environmental awareness, and the spirit of the festival. We are proud to showcase student artists from:
 - Hurricane High School
 - Vista School
 - **Become an artist! Join the fun with the Community Squares!**
Our community squares are YOUR canvas! Let your imagination lead the way, whether it is a colorful mural, an inspiring quote, or a playful sketch. These shared spaces are meant to spark connection, joy, and self-expression, turning the ordinary parking lot into vibrant works of art created by the people who call this place home.
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Vendor Village

Saturday, April 18 | 10:00 AM – 5:00 PM

Sunday, April 19 | 10:00 AM – 5:00 PM

Location: Springdale Field

Explore our thoughtfully curated vendor area featuring:

- Educational organizations and environmental nonprofits
- Sustainable and earth-conscious goods
- Handmade and locally crafted products

- Interactive booths and learning opportunities

Come discover ways to live more sustainably while supporting small businesses and community initiatives.

Live Entertainment

Saturday & Sunday | 2:00 PM – 8:00 PM

Location: Springdale Field

Enjoy live performances on stage throughout the weekend! From local bands to regional talent, our entertainment lineup will bring energy and atmosphere to your festival experience.

Food & Drink

Saturday & Sunday | 10:00 AM – 8:00 PM (Beer Garden serving 2PM-8PM)

Location: Springdale Field

Fuel your creativity with delicious options from:

- **4 Food Trucks** offering a variety of cuisines:
 - **Hook'd on Bowls**
 - **The Corn Dog Company**
 - **Tacos Los Reyes**
 - **Desert Ice**
- Beer and wine served by **Brew Pub**

Relax, grab a bite, and enjoy the festive atmosphere with friends and family.

Wild & Scenic Film Festival (Off-Site Showings)

As part of the weekend celebration, ZArts has partnered up with the Bumbleberry Theatre will be hosting special screenings of the renowned Wild & Scenic Film Festival

Showings:

- Friday, April 17
- Saturday, April 18

Location:

Bumbleberry Theatre

These inspiring films focus on environmental activism, adventure, conservation, and the beauty of our natural world.

Celebrate Art. Celebrate Earth.

Earth without ‘art’ is just ‘Eh’

The Zion Chalk & Earth Fest. is more than a festival, it’s a community gathering that highlights creativity, sustainability, and connection. Whether you’re coming for the education, the art, the music, the films, or the food, there’s something for everyone to enjoy.

We look forward to celebrating with you April 18–19, 2026!

