

DMCC RETAILERS LIVE ENTERTAINMENT POLICY

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Objective and Scope

- Following the collaboration between DMCCA and the Department of Tourism and Commercial Marketing (DTCM) concerning the Dubai Government Decree No. 25 of 2013 for the Department of Tourism and Commercial Marketing mandating that all events and entertainment activities conducted in Dubai including all Dubai Free Zones to be registered on the DTCM e-Permit platform, DMCCA has released the Retailers Live Entertainment Policy to regulate and put the measures for the entertainment activities that members must apply for through the dedicated DTCM portal to obtain the permit.
- This policy is a mandate for DMCC retailers who are opting to have live entertainment within their premises for the purpose of enhancing their business.
- The objective of the policy guidelines is to mitigate the risks associated with live entertainment noise to protect both the interest of the DMCC retailers as well as the community.

Applicability

This policy is applicable to the DMCC member companies, who are referred to in this policy as “DMCC Retailers” who occupy retail shops on the Concourse level (Ground Level) and the Promenade Level (Lake Level), hold the license activities “Restaurant” and / or “Coffee Shop” and who wish to apply for entertainment activities with or without a performer within their premises.

Policy Statement

DMCC retailers holding license activities “Restaurant” and / or “Coffee Shop” can apply for activity permit for live music / entertainment through the DTCM e-Permit portal provided that they comply with the following guidelines and with the Dubai Municipality Technical Guidelines for Entertainment Noise Control and Dubai Code of Conduct:

DMCCA / DTCM Permits

- DMCC retailers must acquire all the necessary DMCCA permissions and DTCM permits before proceeding with the live music / entertainment activity and must

follow the exact specifications of the permit approved activities. The process is detailed under “Application Process”.

Noise Control

- DMCC retailers must abide by the allowable decibel reading for noise for residential areas. As per the Dubai Municipality Technical Guidelines for Entertainment Noise Control, it is the noise resulting from entertainment, which is measured outside the boundary of the premises.

DMCC retailers must control the noise from entertainment in a way that it does not interfere with the peace, comfort and convenience of any person.

- Noise resulting from any entertainment must comply with the Article 75, of the Local Order No. 61/91. The noise level when measured outside the boundary of the premises should not exceed 55 dB (A) during the period 7:00 a.m. - 8:00 p.m. and 45 dB (A) during the period 8:00 p.m. - 7:00 a.m. (Please note that having the 24 Hours operating permit does not apply to entertainment or any of the requirements of this policy).
- DMCC retailers shall adopt the best effective means to contain the loud noise inside where applicable such as a sound level limiting electronic circuit, which should be incorporated in the amplifier to control the signal amplitude to a fixed level, regardless of the loudness of music or speech. The loudspeaker system shall be placed in such a manner so that the device does not point towards any wall that contains an un-insulated window or entrance to the premises.
- Noise from any DMCC retailer must not be audible inside a residential dwelling through normal sleeping hours during the period 8:00 p.m. - 7:00 a.m.

Social Ethics

- According to the Dubai Code of Conduct, DMCC retailers must comply with Article 1.5 which prohibits loud music and dancing in public places like parks, beaches or residential areas except for licensed venues only (i.e. hotel establishments).
- Cultural celebrations / National Day celebrations will be subject to DMCCA review and approval on a case-by-case basis depending on the nature and type of the celebration which should not contradict with the UAE culture / traditions and in accordance with the Dubai Code of Conduct.

- DMCC retailers who already have outdoor seating via an outdoor lease, can use the outdoor space in accordance with the Dubai Code of Conduct.

Entertainment Activity

- DMCC retailers can apply for entertainment activities with or without a performer.
- Entertainment activities without a performer include Karaoke, Jukebox...etc. while entertainment activities with a performer include musicians, magicians, DJ, performers...etc.
- Holding a Performer Visa is not a must in order to apply for a performer permit provided that a No Objection Certificate (NOC) from the sponsor is furnished; however, both DMCCA and DTCM reserve the right to reject any performer at their sole discretion.

Application Process

- DMCC retailers who wish to apply for an entertainment activity permit, must initiate their request by first contacting Concordia, the Community Administrator on behalf of DMCCA, at servicecentre@concordiadubai.com. This process will include sight visits, screening and paperwork to determine the qualification of the retailer.
- Once all requirements are satisfied, Concordia will issue a No Objection Certificate (NOC) for the DMCC retailer to upload on the DTCM e-Permit portal.
- DMCC retailers are required to apply for a two-step process where they must first register their premises as a “venue” on the DTCM e-Permit portal by clicking the following link <https://epermits.dtc.gov.ae/> while ensuring to select the license source as “DMCC”, fill out the mandatory fields and pay the registration fees.
- Once DTCM approves the registration, DMCC retailers will receive their login details that are required to proceed with the second step to apply for the entertainment activity.
- DMCC retailers must then apply for the entertainment activity permit on the e-Permit portal, as per the specifications approved by Concordia. Retailers must upload Concordia’s NOC along with all the required documents and fees.
- DMCCA will not process the activity permit application if Concordia’s NOC is not uploaded on the DTCM portal.

- Once the DMCC retailers receive DMCCA's approval and the activity e-Permit, they can proceed with their activity as specified in the permit and can renew the permit prior to expiry.

Enforcement

- All DMCC retailers who fail to comply with the terms of this policy will be ordered to discontinue the live music / entertainment in addition to their permit being revoked.
- Random inspections will be conducted by DMCCA and Concordia to ensure conformity with the allowed decibel levels and all other requirements mentioned within this policy.
- DTCM inspections will also be conducted to ensure that permits are obtained from the DTCM portal prior to commencement of the entertainment activity; noting that lack of the necessary permits will result in fines being imposed on the DMCC retailer.
- Recurring community complaints may result in revoking the DMCC retailer's live music / entertainment Permit.
- DMCCA reserves the right to reject any application for live music / entertainment at its sole discretion.

Further Information

- Please visit our DMCC Help Centre at <http://www.dmcc.ae/helpcentre>
- Contact us at **600 54 DMCC (600 54 3622)** or **+971 4 4249600**.
- Community Administrator Contact Details:

Concordia DMCC Service Centre

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