

Special Events – Policy and Process

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Background:

- ▶ In Jan. 2018, Council requested a work session on the City's policy and practices for special events
- ▶ Current Process:
 - ▶ Over 80 special event applications are reviewed each year
 - ▶ Event applications are submitted to the Community Events Coordinator in Parks & Rec at least 6 weeks prior to an event
 - ▶ Currently 6 ordinances that relate to special events (parades, food, fire code, amplified sound, alcohol in parks, and street closures)
- ▶ Internal staff team has reviewed process, researched other municipalities, and developed recommendations

Issues:

- ▶ Absence of a Special Event Ordinance to establish policy, enforce deadlines, and ensure consistency
- ▶ No overall Special Event Permit is issued – permits are only issued for various aspects of the event
- ▶ Special event application is not customer friendly
- ▶ Lack of coordination and tracking mechanism for various staff reviewing the application
- ▶ No clear process for handling appeal of special events

Goals:

- ▶ Improve customer service
 - ▶ Simplify the process for event organizers, reduce duplication in applications, and set expectations up-front
- ▶ Increase transparency
 - ▶ Create an overarching special event policy for organizers to understand requirements
 - ▶ Issue a special event permit to understand approval and any conditions or contingencies
- ▶ Create efficiencies
 - ▶ Increase coordination of special event review by departments
- ▶ Ensure consistency between events

Recommendations:

1. **Adopt a Special Event Ordinance** to establish policy
2. **Streamline Application**
3. **Improve Coordination** of Event Review
4. Issue a **Special Event Permit** to applicants clearing stating their event approval and any contingencies that must be met
5. Implement a **Single Point of Payment** for applicants

Draft Ordinance:

The following are key highlights and proposed changes from current practice:

1. Increase insurance requirement
2. Consistent submission timeframe
3. Request a parking plan and notification plan
4. Clarify traffic responsibilities
5. Repeal of parade ordinance
6. In-kind service requests and reporting
7. Revocation of a special event permit
8. Exempted events

Policy Discussion:

Below are aspects of a special event ordinance that require further discussion and direction from City Council:

1. Appeals (appeal process to City Manager)
2. First Amendment Activity (apply, 7 days, no fee)
3. Block Parties (apply, no fee)
4. Discuss if City Council would like to approve certain events
 - ▶ Events over 5,000 attendees (10 events)
 - ▶ Events planned in the downtown area (12 events)

Next Steps:

- ▶ Receive direction to consider adoption of a special event ordinance
- ▶ Draft final ordinance, related guidelines document, and updated application within 90 days
- ▶ Create a “One Stop Shop” for a contact, applications, and payments

