

RESOLUTION APPROVING CRITERIA FOR CITY-FUNDED STAFFING AND ASSISTANCE FOR COMMUNITY EVENTS

WHEREAS, over the years, the City has provided assistance to various community events, including parades, sometimes at minimal to no cost to the event organizers; and

WHEREAS, City assistance has included police staffing, barricades for traffic control, use of the Recreation and Parks Department's mobile stage, garbage collection, and insurance. The most significant expense typically is police staffing, which is usually provided as off-duty assignments; and

WHEREAS, event organizers are required to submit an application for a special event permit that identifies the City support needed for the event; and

WHEREAS, for select community events, including some parades, the City pays for those expenses out of their current operating budgets, including off-duty pay for police staffing (Attachment A); and

WHEREAS, in recent years, the City has received new requests for City support for special events at minimal or no cost to the organizers.

NOW, THEREFORE, BE IT RESOLVED that the Mayor and City Council of the City of Winston-Salem hereby establish the following criteria for determining whether a community event is eligible for City financial support, either through a financial sponsorship or the provision of staff or other assistance at no or minimal cost to the event organizer.

1. The community event must take place annually and demonstrate a long-term commitment to serving the community.
2. Attendance or admission to the event is free for residents.
3. The event attracts broad-based attendance from throughout the community.

4. The location of the event typically is not self-contained in a designated facility, such as a stadium or arena (e.g., parades).
5. Event organizers can demonstrate that at least half of the overall cost of the event is covered by sponsorships and other fundraising.

BE IT FURTHER RESOLVED that the City's FY 2025-2026 budget will include dedicated funding for these events to ensure City departments do not have to provide support out of their existing budgets.