

City Council – Action Request Form

Date: October 14, 2024

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Ben Rowe, Assistant City Manager

Council Action Requested:

Resolution Approving Criteria for City-Funded Staffing and Assistance for Community Events

Strategic Focus Area: Economic Vitality and Diversity

Strategic Objective: N/A

Strategic Plan Action Item: N/A

Key Work Item: N/A



Summary of Information:

Over the years, the City has provided assistance to various community events, including parades, sometimes at minimal to no cost to the event organizers. 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 at a rate up to \$55 per hour. Event organizers are required to submit an application for a special event permit that identifies the City support needed for the event. In addition to the special permit fee, the application calculates the cost to support the event. Attachment A lists the annual community events that the City supports financially, either through sponsorships, staffing, or other assistance. The City pays for those expenses out of departments’ current operating budgets, including off-duty pay for police staffing.

In recent years, the City has received new requests for City support for community events at minimal or no cost to the organizers. City management recommends consideration of the following criteria when determining whether the City provides financial support for a community

Committee Action:

Committee	<u>CD/H/GG -10/14/2024</u>	Action	<u>Approval</u>
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For	<u>Unanimous</u>	Against	<u></u>
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Remarks:

event, either through a financial sponsorship or the provision of staff or other assistance at no or minimal cost to the event organizer.

Criteria for City Support of Community Events

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.

For those events that meet all these criteria, City management will determine the appropriate level of City support with a not-to-exceed amount of funding. 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. For those events that do not meet these criteria, event organizers will have to cover those expenses using their organization's funds.

The attached resolution establishes the above criteria for determining City support for future community events.