

Special Events Office Implementation

City Council Meeting

July 1, 2014



Background

- **Prior to 2012** – Coordinated solely by RPD staff. Council approves all street closings.
- **February, 19 2013** – Council approves current Road Race Policy.
- **September 20, 2013** – DRA asks to turn special events management over to the City.
- **November 12, 2013** – Law & Public Safety Committee discusses an exception to the policy, the race cap, and grandfathering of races.



Background

- **Winter, 2013** – Staff develops plan to create new Special Events Office
- **April 15, 2014** – City Council authorizes Special Events Office
- **May 20, 2014** – City Council work session to review current direction
- **July 1, 2014** – Special Events Office is operational and responsibility for downtown events management reverts to City.



Event Policy - Updated

- Expanded to **include all special events** (filming, races, festivals, parades).
- **100-race cap** remains.
- **“Grandfather” policy phased out by 2016** – will ultimately distribute events that now concentrate in successive weekends in many high-demand areas.



Event Policy Discussion

- Event policy states that no two races shall occur in the same neighborhood on the same day, on successive days, or on successive weekends.
- “Grandfather” exemption affects 15 races in spring and fall on high-demand routes.
- Any allocation of a scarce resource will mean these limits will cause changes for some events: Altered routes and/or dates.



City Code

- **Delegate the responsibility for approvals** of the following to the City Manager (or designee), with right of appeal to Council (3 CC meetings prior):
 - road closures,
 - reservation of parking spaces
 - waivers of alcohol on City property
 - waivers of the amplified noise ordinance.
- Include organized events on public rights-of-way (**sidewalks and greenways**) in addition to use of roadways.



Other Changes

- **Upgrade application process** (web form), **calendar** (central calendar on web site) and **feedback / input** options for general public (through web site)
- Establish a **new fee structure** for special events.



Fee Structure

- City Service, Regulatory, External Agency Fees (unchanged)
 - Fees paid to a specific city department or regulatory agency for services provided (off-duty police officers, overtime for other departments, ABC permit)
- Special Event Permit Fees -
 - Fees paid to Special Events Office to offset costs of: application processing, on-scene compliance verification, other administrative costs
- Special Events office annual cost: \$125k
- Anticipated revenue from fees: \$50-\$70k



Comparative Fees

- Washington, D.C.
 - Permit fee of \$330, plus hourly staff costs and specific fees for services
- Atlanta, GA
 - Permit fees based on estimated attendance and non-profit status with a range of \$300-\$15,000
- Virginia Beach, VA
 - Non-commercial block party, \$50
 - Commercial carnival, \$300
 - Outdoor entertainment, \$75-\$300
 - Parade, \$75-\$500
- Raleigh (proposed)
 - \$100-\$350 depending on nature of event and impact
 - Extra fee for late submittal



Council Action

- Adopt the new Special Event and Road Race Policy.
- Adopt the ordinance establishing a fee structure and implementing necessary adjustments to the City Code.
- In accordance with the policy – review program in 12 months for adjustments.



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Thank You



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