

To: Downtown Coordinating Committee

From: Deb Archer, CEO GMCVB and MASC; Jamie Patrick, Vice President MASC

Date: November 29, 2018

Re: Street Use Permits/Downtown Zone

We recognize and acknowledge the challenges faced by the City that are related to the events that occur in and around the downtown core. As stewards of the destination we are committed to engaging with the City to exploring the challenges and work for creative solutions.

As we reviewed the proposed Downtown Zone and streets use permitting presented, we considered the potential impact of the proposals on events, both those we secure for the City as well as those community events that we enjoy and provide us all with vibrancy and inspiration. We recognize there may be some unintended consequences associated with implementing the proposals and have generated some questions that we ask you consider before action is taken:

1. What is the definition of a city sponsored event?
 - if the City of Madison is the permit holder or has a contract with the permit holder / organizer

What events currently do and do you anticipate will meet that definition?

- Ride the Drive, Shake the Lake, Safety Saturday, Fire Chiefs parade, Freakfest
2. What events that have been approved in the past would no longer qualify for permits?
 - With adjustments to time/date/location, all current events can/will occur 2019 will be treated as a transition year to give event organizers time to adjust. Staff have and will meet with any event organizer who has questions.

Affected events and adjustments needed to meet new policy:

Shamrock Shuffle – have agreed to change start time

Crazylegs - in discussion

Run Madtown Twilight – have agreed to change location

Maxwell Street Days—would need to remove Friday

Capital City 5K—revise start time to Saturday or Sunday morning

Paddle & Portage—revise start time

Pride Parade—need to change route to stay on the Capitol Square

Ironman—technically they start by 9am on Sunday

UW Homecoming Parade—change route to Capitol Square or UW Campus

Fire Chief's Parade-- city-sponsored

Turkey Trot—changed location to Warner park

Run Santa Run—change start/day

3. Are there specific criteria for event consideration?
 - Yes - See existing MGO 10.056(6), proposed amendment and DZ policy
4. Are there events that would be considered exceptions to the proposed rules? Is there a process to request an exception?
 - No exception process is being proposed. We are open to hearing suggestions but the better practice is to establish clear, objective criteria and apply it consistently to all applications.

5. If an event is denied permits, is there an appeal process? If so, what is that process?

Yes – current procedure is that appeals from 10.056 go to the Administrative Review Board, MGO 9.49.

6. Are you modelling the proposed rules after another city's ordinances/rules?

- The idea of having a separate set of policies administered by the Street Use Staff Commission came from Portland, OR and other communities that delegate the finer details to staff.
- Due to Madison's unique geography (isthmus) we could not just copy and paste another city's rules, but we gathered ideas from several other communities (see below.) These recommendations are based on Madison's unique geographic feature, being an isthmus; information collected over the years by city agencies impacted by events; input we have received from residents, businesses and other agencies and from the listening sessions we held earlier this year.

If so, what city and what impact have these rules had on that city?

- Staff will try to address this at your meeting. Austin, Portland, etc.- established moratoriums for various reasons. Other cities have designated locations/times for particular events. Some cities treat athletic events as their own category. Our recommendations are unique to Madison but take into account methods we have learned about from other cities.

7. The proposal has been identified as a first phase of addressing the challenges the City faces. What do you envision beyond what is proposed?

City staff have been grappling with how to deal with the increase of concentration of events downtown, for many years, and how it impacts traffic, transit riders, residents, and city staff resources. We spent the past 1+ year meeting as staff and holding public listening sessions. The current recommendations are considered "Phase 1" because something concrete needed to be done to address these immediate topics, and we wanted to introduce new rules before the next season of events. Phase 1 includes some of the suggestions we got from the public feedback, but not all. Also, a comprehensive Racial Equity and Social Justice Analysis of potential impacts based on race or income status is still underway.

Phase 2 is meant to explore some of the more complicated ideas from the public, such as:

Should athletic events be treated as separate category of events?

Can police resources for events be allocated differently, while maintaining safety?

Financial incentives for holding events someplace other than downtown.

Preferred routes for races, marches, etc. downtown or in other parts of the city. (note that preferred routes for downtown were considered, but not recommended, the DZ policies address the issue better.)

Can the City treat "First Amendment" demonstrations differently than other events?

Should nonprofit events be treated differently or prioritized?

Facilitate community-based events in neighborhoods throughout the city, not just downtown, increase opportunities for other event sponsors

Consolidate the parade permit process with the street use permit process.

As we seek out potential events as part of our work, we would like to suggest that restrictive policies could become a deterrent to creating or attracting high quality and high impact events to Madison.

Again, we recognize and appreciate the work and time you have put into addressing the challenges events create for the City and stand ready to assist in finding solutions to meet those challenges.