

Project Description (Describe what is being proposed and why the project is needed)

This project will be to review Park event standards and the fees associated with the events.

The park system had 164 special events that required a park special event permit in 2013. The number of special events in parks has grown by approximately 20% over the past five years. Setting event standards that would potentially include limits on the number and/or type of events by park is something that is done in other municipal park systems. These standards often include established routes and conditions related to events by location. Parks staff and the Park Commission have expressed an interest in ensuring that any standards take appropriate consideration of the numerous variables involved with an event and its impact on the park system. Considerations have been made in the past to assess fees based on the following event characteristics: estimated attendance, beer sales, food/non-consumable sales, additional vendors, paid admission (non-athletic events), if the event is open to the public, and total use of the park/facility.

The event standards would set guidelines and conditions for all events in parks, provide any special conditions to specific parks, and establish a fee structure that establishes equitable cost recovery goals based on the impact to the park system. Having standards and guidelines in place would provide a significant benefit to all parties by providing a more efficient, equitable and predictable park special event permitting process. The project would extend to other conditions to ensure the policy provides clarity on authorization and standards for events (e.g. Temporary Structures) and to provide a guide to event organizers regarding existing policies (e.g. no PA permits at select parks).

Outcome (Research, Recommendation to Park Commission, Written report, etc.)

The desired outcomes for this project are as follows:

1. Park Event Standard Conditions (required unless altered by Parks Commission)
2. Park Event Standards by Park Type (e.g. size limitations)
3. Park Event Fee Structure and Schedule
4. Recommended revisions to ordinances related to park events.

Internal/External Resources Needed for this Project (List the resources)

Internal	External
Park Staff – Events staff; management	Individuals or groups with experience working with the City on special events in parks.
City Attorney’s Office – draft any needed ordinance revisions.	

Action Plan (List the major steps and timeframes you will follow to complete this project)

A. Staff presentation to LRP in early 2014 on current fee structure, authority and processes. Staff will also prepare a summary of a review of other comparable municipalities. Additionally, Staff will provide a listing of issues that have been identified by Park Commissioners and staff as potential areas of concern during this presentation.

B. Long Range Planning would study, review and make recommendations based on the presentation as to how a policy would be developed and drafted by staff. This would include variables and issues that the policy should address and those that it should not. Ideally a member or two of the LRP would be willing to provide consistent guidance on this project as the policy is written.

C. Staff would prepare the policy and corresponding schedules to the LRP by May 31, 2014 for an initial review. If approved, it would be forwarded to the Parks Commission. If not, it would remain on the LRP agenda for continued review and revision.