

Street Use Event Ordinance Changes and Downtown Zone (DZ) policies
Update for 1/17/19 DCC meeting
OUTLINE - DRAFT PROPOSALS

- **“Legacy Events”** - create a system to grant exceptions to DZ rules for certain “Legacy events” while encouraging those events to cooperate with the spirit of the DZ policy. Legacy status would be granted to:
 - Events that have held a permit in the DZ on substantially the same date and location, for 10 or more years counting backwards from 2018.
 - Event organizer works with the city on their 2019 permit conditions to meet the spirit of the DZ rules as much as possible
 - Legacy status would allow exception to DZ rules as specified in the conditions of the agreed 2019 permit
 - 2019 permit conditions would be the standard going forward for each Legacy event
 - Legacy event would be guaranteed their traditional event date in the future / given priority over other events on the same day or weekend
 - Things that would cause loss of Legacy status: Substantial change to location or route (except due to construction), change in date, change in the nature of the event, permit violations, not paying fees, etc.
- **Narrow the student move-in block-out dates** and place in standards of issuance, instead of DZ policies. No **run/walk/parade** (traveling route) that closes any lane of traffic in the DZ can occur during these dates, and this rule could not be waived for Legacy status or “Olympics” event. The only blocked-out dates would be as follows:
 - Proposed dates: August 13 through 18 (or third full weekend of Aug.)
 - Plus the dates of UW Housing (dorms) move-in, established by UW - tend to be later in August, and vary from year, so some flexibility will be needed. See calendar hand-out
- **Create process for the Common Council to approve a new “Olympic” caliber or “marquee” event.** (still taking suggestions for name.) **ROUGH DRAFT.**
Criteria could require the Council to designate the event as city-sponsored or city co-sponsored, and if so, would be exempt from the DZ policies. If so, here are possible definitions. (Keep in mind no decisions have been made on this)

Draft Definition of City-sponsored: City of Madison is the event organizer / sole applicant for the street use permit.

Draft Definition of co-sponsored: City of Madison may or may not be an applicant for the street use permit, but the City is providing support to the applicant for the event through one or more of the following:

- a. a contract with the applicant to produce part or all of the event.
- b. an ongoing contract with the applicant for activities or services that contemplates activities such as the event in question.

(Olympic / marquee ROUGH DRAFT criteria, continued)

- Potential DRAFT criteria for Olympic / “marquee” event status:
 - Min. Estimated attendance of _____ (participants + spectators?)
 - Minimum number of room nights _____
 - Minimum “direct spending” dollars based on a known measurement or indicator such as the “Destinations International Event Impact Calculator” maintained by Tourism Economics. (assumes the City would have access to this calculator.) \$ _____
 - Minimum percentage of total annual economic impact (same as above but using a percentage rather than a hard number)
 - Other *possible* criteria (gathered from other cities) (DRAFT)

- ✓ promotes the City Madison as a destination for tourism, recreation or commerce
- ✓ enhances a sense of community
- ✓ provides cultural or educational benefit
- ✓ celebrates the history, diversity and heritage of City residents past and present
- ✓ will provide a significant economic benefit to the City (see measurement suggestion above.)
- ✓ celebrates a City-recognized legal holiday
- ✓ is awarded to the City through a nationally-bid competitive process in which the City directly participated (see Houston)
- ✓ Attendance at event is free to the public (this is a feature of many other cities)
- ✓ brings positive national or international recognition to the City of Madison
- ✓ event is of a size or caliber that City co-sponsorship is essential to the safe and successful production of the event, and meets 1 of the other criteria in this list.

DRAFT process for Common Council to approve an Olympic / Marquee event - 3 steps:

- apply to Street Use Staff Commission for an initial review and application of the criteria to determine if the event qualifies, and SUSC makes recommendation to the Common Council.
 - Common Council applies the criteria to determine whether to grant “marquee” status to an event and exempt it from the DZ policies.
 - Common Council refers the event back to the SUSC to develop conditions for the permit
- **Ordinance change Timeframe:**
 - Meet with event organizers impacted by DZ policies – ongoing
 - Staff and alders continue to refine ordinance language - January
 - Obtain DCC recommendation on updated draft when it’s ready
 - Hold additional special Street Use Staff Commission meeting(s) as needed
 - Refer to Transportation Policy and Procedure Board to consider transit and traffic impacts
 - Return to Common Council for adoption early 2019