



Legislation Text

File #: 06757, **Version:** 1

Fiscal Note

This resolution authorizes the receipt of revenues from admission fees and donations related to the planned Halloween event. Revenues generated from ticket sales may range up to or exceed \$250,000. Additional related expenses of \$82,442 are anticipated for the Police (\$49,180), Engineering (\$4,772), Streets (\$2,170) and Parks (\$26,320) agencies. Funding will be sought from the Contingent Reserve for these related expenses.

Title

Authorizing the Police Department, Engineering Division, Streets Division and Parks Division to accept donated funds, to utilize a fencing and admission system, and to utilize those funds to offset costs associated with the 2007 Halloween event on State Street.

Body

WHEREAS, ongoing planning efforts resulted in the identification of additional measures that helped improve the safety, limited and reduced the damages associated with, and generated revenues to offset costs associated with the 2006 event; and

WHEREAS, similar measures will be utilized in the planning and implementation of the 2007 event; and

WHEREAS, the plans for the 2007 Halloween event again call for the use of fencing to create a defined event area along State Street, as an exercise of the City's authority to protect public health and safety, together with an admission system, designed to enhance crowd safety and offset costs associated with the Halloween event; and

WHEREAS, pursuant to said fencing and admission system, up to 50,000 tickets or more may be sold at the rate of \$7 per ticket on the day of the event (October 27, 2007) and at the discounted rate of \$5 per ticket before October 27, 2007, which could generate up to \$250,000 in revenues, or more; and

WHEREAS, there exist opportunities for organizations to sponsor free or discounted tickets to be distributed to individuals, so long as those organizations provide to the ticket seller the difference in cost between the full ticket price and the free or discounted tickets they wish to distribute.

NOW, THEREFORE, BE IT RESOLVED, that, to carry out the above stated plans, the Common Council approves the fencing and admission system for the Halloween event, and the Police Department, Engineering Division, Streets Division and Parks Division are authorized to accept donated funds and to utilize these funds to offset costs associated with the Halloween event; and

BE IT FURTHER RESOLVED, that the City of Madison is authorized to accept payments received related to the fencing and admission system at the rate of \$7 per ticket on the day of the event (October 27, 2007) and at the discounted rate of \$5 per ticket before October 27, 2007, and that such revenues be applied to offset costs associated with the Halloween event, including law enforcement costs for various agencies to be distributed on a pro rata basis after those agencies submit the necessary cost information to the City of Madison, and other costs associated with the fencing and admission system.

BE IT FURTHER RESOLVED, that the aforesaid admission system will be in effect starting at 7:30 p.m. DST on Saturday, October 27, 2007 until 1:30 a.m. DST on Sunday, October 28, 2007, at which time law enforcement personnel will assist with the process of preparing the State Street Mall for the start of regular business on October 28, 2007.

BE IT FURTHER RESOLVED, that admission tickets will be distributed free of charge to residents whose residential entrance is inside the gated area and employers and employees whose places of employment are inside the gated area.