



# Seattle Special Events



1991 Special Events Ordinance enacted

Established Special Events Committee

Managed by Parks & Recreation





## 1991 Special Events Ordinance enacted

Designed to encourage special event activity

- Flat permit fee based on attendance
- Regulatory-based approval process

1991 = 20 permitted events

2014 = 484 permitted events





## 2012: Special Events Permitting Moves to Office of Economic Development / Office of Film+Music

- Best practices from film permitting
- Relationships across industry, neighborhoods, City departments, and other government agencies.
- Connection between talent and culture
- Analytic, policy, and program development skills

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## Special Events Process Review

- City vision for special events
- Process improvement
- Expense/resource tracking improvement
- Cost recovery and Ordinance update

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# Special Events Process Review

- Interdepartmental process and policy review
- Cost to City and cost recovery
- Peer cities research
- Stakeholder and organizer input

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# Departmental, Committee Process Review

- SDOT, Parks, SPD, SFD, CBO
- FAS, DPD, Seattle Center, DON, SPU, LAW
- WA LCB, KC Metro, KC Health
- Event Organizers
- Stakeholders (e.g. business districts, residents)

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## Special Events Fees and Costs

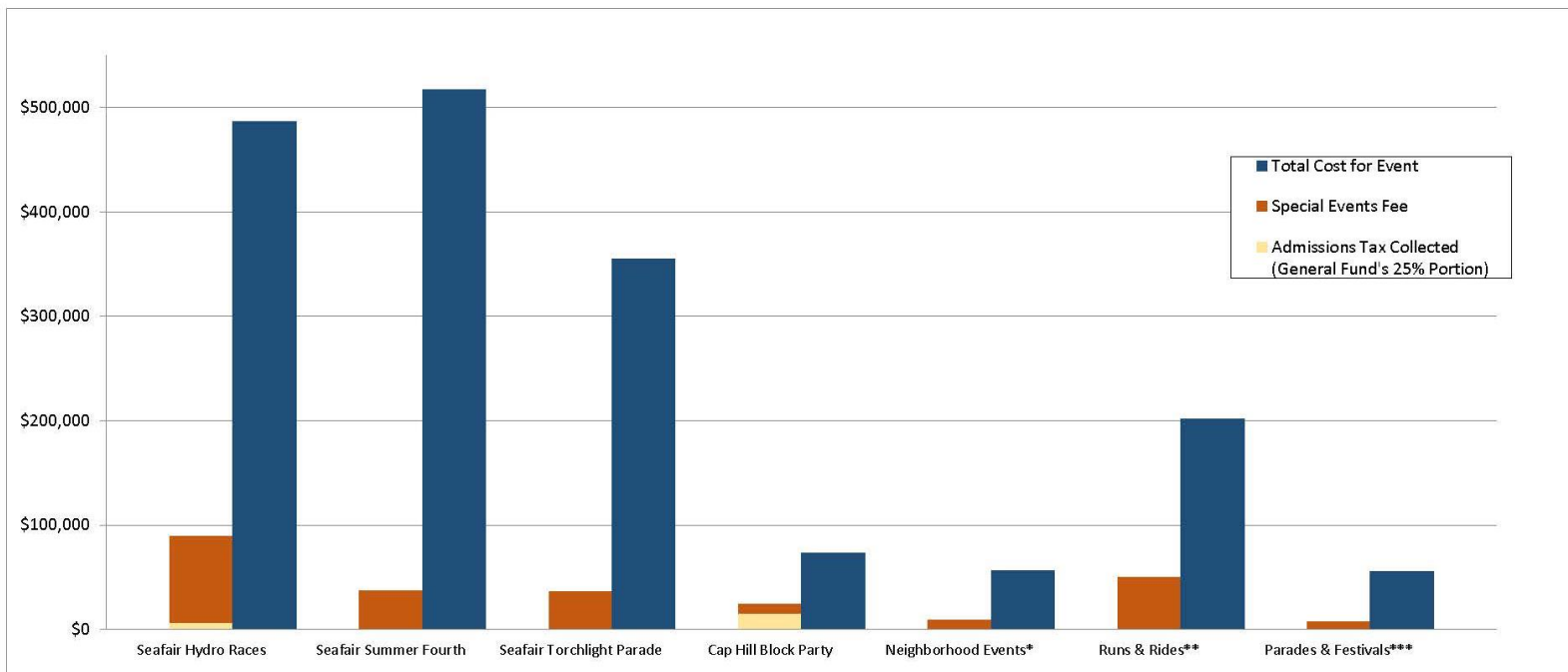
2015 Seattle Special Event Permit Fee Schedule Base Fee Per Day of Event				
Anticipated Attendance	Parade or Sporting Event * (* Plus \$0.50 per Entrant for Sporting Event)		Day Event	
	No Entry Fee	Entry Fee	No Entry Fee	Entry Fee
50 - 1,000	\$254	\$1,017	\$238	\$1,017
1,001 - 5,000	\$519	\$2,464	\$519	\$1,968
5,001 - 10,000	\$1,017	\$3,978	\$1,017	\$2,961
10,001 - 25,000	\$1,968	\$5,968	\$1,968	\$4,940
25,001 - 50,000	\$5,968	\$13,238	\$5,968	\$10,829
50,000 or MORE	\$36,718	\$46,044	\$36,718	\$46,044





# Special Events Fees and Costs

Revenue/Cost Comparison for Select Events (2014)





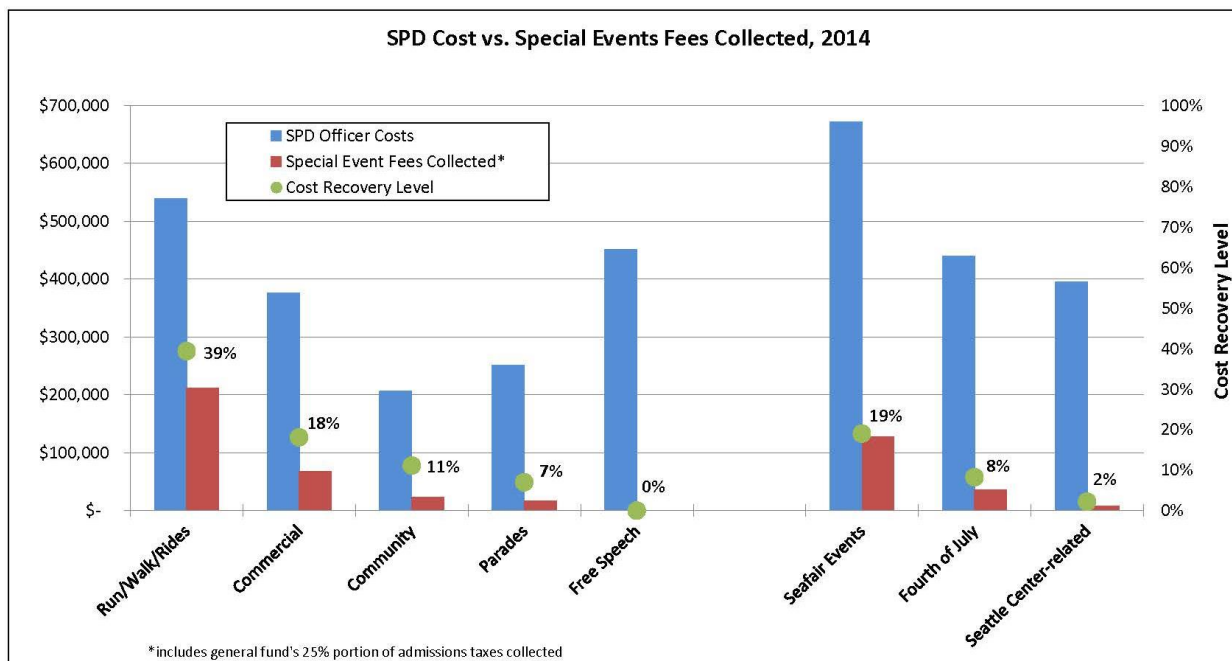
## Special Events Fees and Costs

### Actual, Individual Examples

Fee Collected by City	Cost to City
\$ 250	\$ 12,800
\$ 1,200	\$ 29,000
\$ 21,000	\$ 124,000
\$ 37,000	\$ 517,000



# Special Events Fees and Costs





## Peer Cities Review

- Portland, Denver, San Diego, Ottawa
- How Seattle compares:
  - Excellent permitting process
  - Only city not to charge organizers for police
  - Only city without cost recovery or fee-for-service model
- Portland has close to 100% cost recovery for runs/walks.
- Denver enacted event moratorium during policy renewal in 2014 and caps in 2015

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## Timeline

**In-process:** Organizer and stakeholder engagement; fee structure refinement; drafting ordinance

**3Q15:** Ordinance legislation transmitted; FTE request and increased revenue in Mayor's budget proposal.

**4Q15:** Ordinance passed, budget passed

**1Q16:** New Special Events Ordinance in effect

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