



Special Events Ordinance

CHASER Briefing
August 6, 2015



Primary Reasons for Reform

- Substantial annual net cost to city
- Existing fee structure is arbitrary; does not reflect City's cost or resources expended
- Significant increase in number of events
- Want to improve customer service
- Want to improve interaction between organizer and SPD



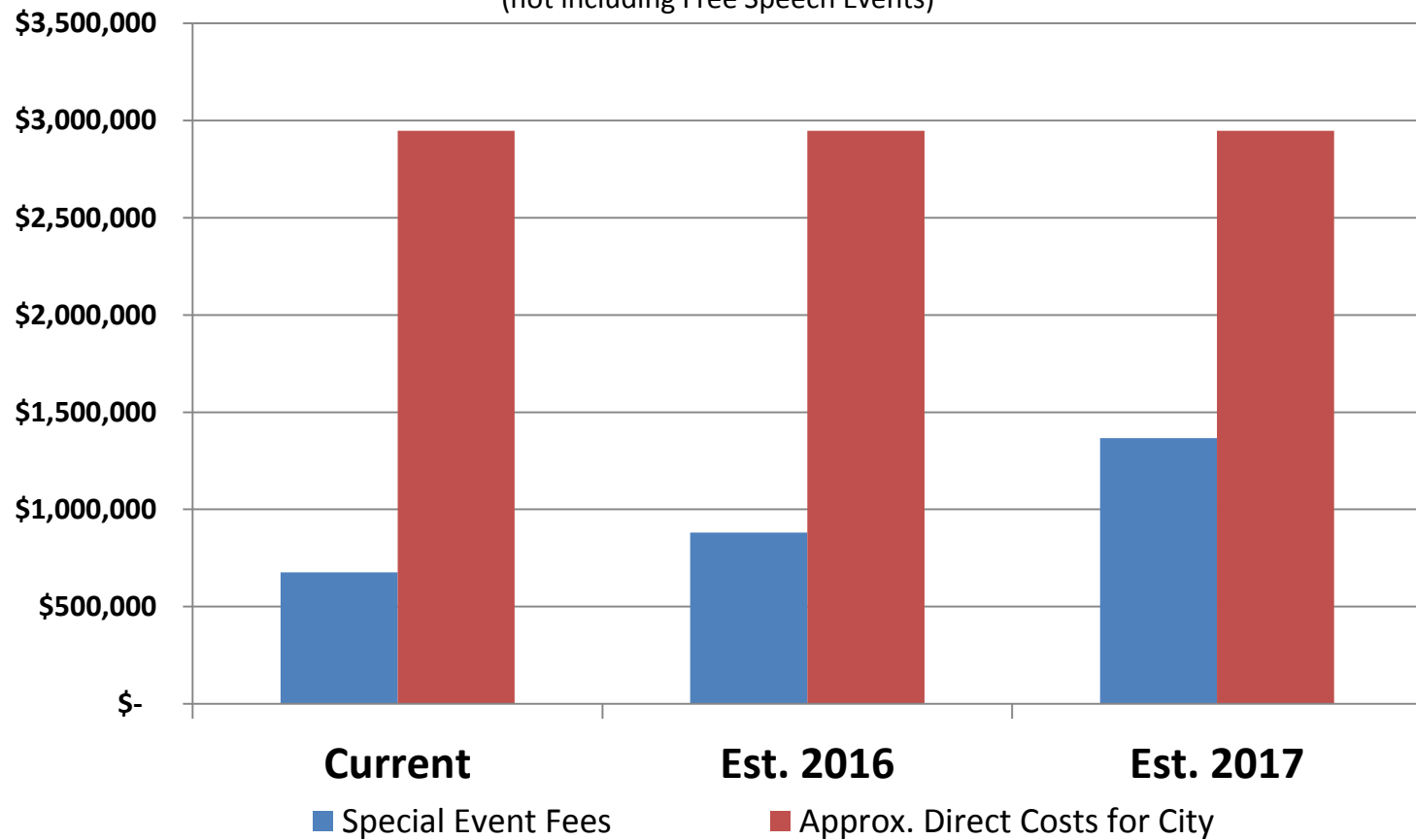
Reform Goals

- Good government; thoughtful taxpayer expenditures; support economic development
- Fee structure:
 - **NOT** full cost recovery
 - Create a fee-for-service model
- Better partnership with major citywide events
- Integrate best practices and lessons learned from peer cities



Special Events: Fees vs. City's Costs

(not including Free Speech Events)





Partner: Seattle Police Department

- Critical support and partnership
- Fee for a portion of police officer time
- Policy:
 - SPD continues to assign officers as needed
 - Special Events Committee makes fee decision
- Current and future related SPD reforms



Stakeholder Outreach

- Event organizer/stakeholder survey in 2014
- Direct outreach began in February, continued through July
 - One-on-one meetings with event organizers, neighborhood organizations, government agencies
- Two public meetings on July 29 & 30
- Feedback



Value to Event Organizers

- Improved customer service
- Faster permit turnaround time
 - Permits issued further in advance
- Fee structure reflects use and impact
- Improved communication and transparency



Process Improvements

- Proper staffing given current volume of events
- Earlier preliminary decisions
- Maintain and improve Special Events Committee
- LEAN retreat improvements
- Addition of guides, fee calculators, self-help tools



Value to Public

- More thoughtful use of taxpayer dollars and public space for events
- Improved impact mitigation
- Still enjoy our special events
 - Events remain viable for both City and organizer



Summary of Peer City Research

Portland, Denver, San Diego, Ottawa

- Fee models; cost recovery
- Police costs and assignments
- Timing of fee and invoicing
- Non-profit vs. For-profit
- Moratoriums and Caps



Key Policy Decisions

- Still subsidize events; recognize economic impact
- Fees based on activity and public vs. private benefit
- “Free speech” – no commercial activity
 - Still no fee for rallies, marches, protests
- “Mixed free speech” – major commercial activity
 - Recognizes commercial nature of some “free speech” events.
 - Charges fee for commercial portion. Fee is at or below what the City can Constitutionally-charge.



Result

- ~45% of events with fee increases
 - majority of athletic and commercial events
 - large community street fairs
- ~55% same or decrease
 - community events, parades, free speech
 - some athletic events



Athletic & Commercial Event Examples

Event Type	Fee: Increase or Decrease	2014 Fee	2016 Fee	2017 Fee	2017 Fee per Paid Participant
Athletic	Decrease	\$11,600	\$6,200	\$9,300	\$0.81
Athletic	Increase	\$3,500	\$2,400	\$4,000	\$1.00
Athletic	Increase	\$4,500	\$7,400	\$10,100	\$2.40
Commercial	Decrease	\$1,300	\$400	\$400	\$0.41
Commercial	Increase	\$8,700	\$14,500	\$23,100	\$0.89



Community & Parade Event Examples

Event Type	Fee: Increase or Decrease	2014 Fee	2016 & 2017 Fee
Community	Decrease	\$5,874	\$4,140
Community	Decrease	\$1,001	\$216
Community (w/ vendors)	Increase	\$3,874	\$6,400
Parade	Decrease	\$1,001	\$646
Parade	Increase	\$250	\$578



Result

- More equitable fee structure
- 2016: Projected revenue increase ~\$200,000
- 2017: Projected revenue increase ~\$700,000
- Additional benefit of improved communication of assignments with Police Department.
 - Could see some related cost savings.



Addressed Primary Reasons for Reform

- ✓ Substantial annual net cost to city
- ✓ Existing fee structure is arbitrary; does not reflect City's cost or resources expended
- ✓ Significant increase in number of events
- ✓ Want to improve customer service
- ✓ Want more formal involvement with SPD



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Additional Slides if Needed



Administrative Fee



Number of street blocks to be closed/modified				
	# streets	# hours	\$/hr/street	Fee
Principal arterials	1	2.5	\$ 23	\$ 57.50
Minor arterials	5	2.5	\$ 18	\$ 225.00
Collector arterials	6	2.5	\$ 12	\$ 180.00
Access streets	9	2.5	\$ 8	\$ 180.00
	#	# hrs		
Bridges	0	0	\$ 300	\$ -
<i>Subtotal Occupied Streets</i>				\$ 642.50
Number of arterial intersections closed/modified				
	# int.	# hours	\$/hr/block	
Principal arterials	1	2.5	\$ 23	\$ 57.50
Minor arterials	0	0	\$ 18	\$ -
Collector arterials	0	0	\$ 12	\$ -
Freeway or highway	0	0	\$ 30	\$ -
<i>Subtotal Intersections</i>				\$ 57.50
<i>Subtotal for Street and Intersection Closures</i>				\$ 700.00



Police Department Fee



Event Example Footprint/Route: Event starts in Gas Works Park and travels the shown course counter-clockwise back into the park, closing all streets either fully or partially for 2.5 hours.

- “A” - 8 traffic control officers x 2.5 hours each x \$67/hour = **\$1,340**
- “B” - 2 command/security officers x 6 hours each x \$67/hour = **\$804**

*Total Police Department Fee = **\$2,144***

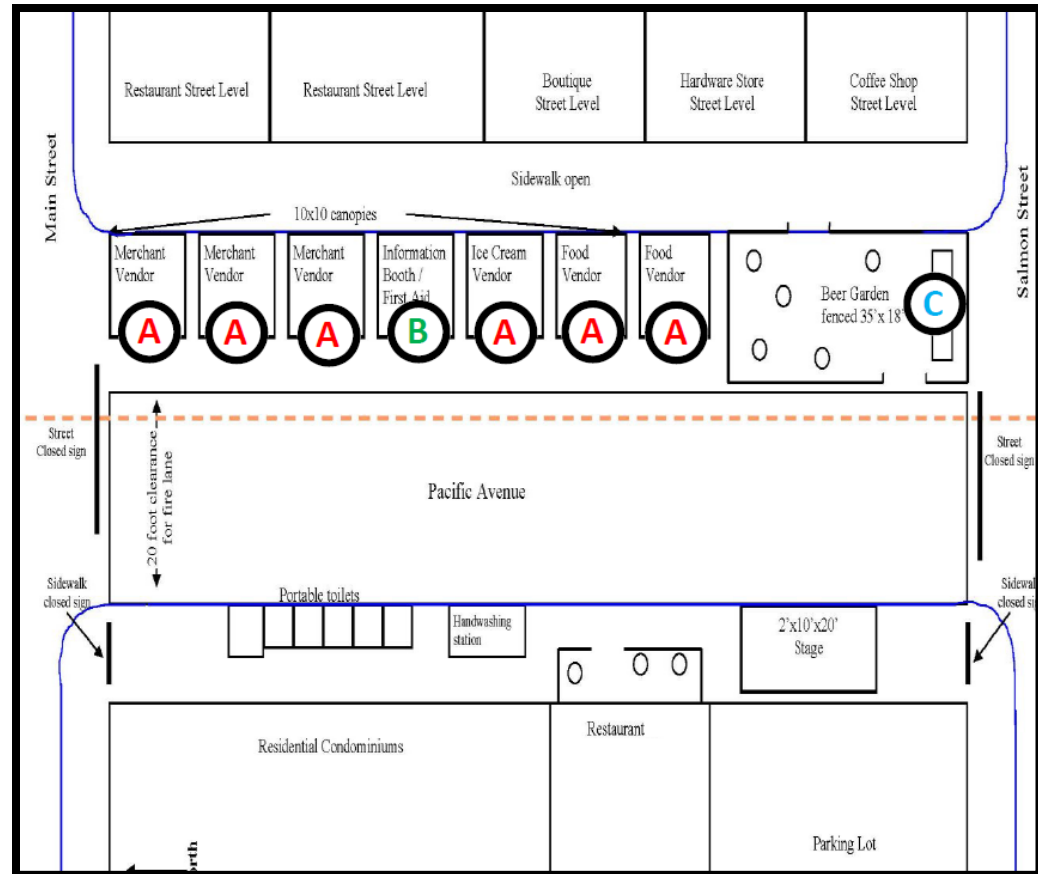


Vendor and Alcohol Area Fees

Event Example: This example at right is for a two-day street festival closing one block with one beer garden and 7 total vendors/booths:

- "A" - 6 *commercial* vendors x \$20 each = **\$120**
- "B" - 1 *informational* vendor = **No fee**
- "C" - 1 beer garden x \$200 each = **\$200**

Total Vendor & Alcohol Area Fees = \$320





Summary of Peer City Research

Peer Cities (Portland, San Diego, Denver, Ottawa)	Seattle (as proposed)
Robust cost recovery models; some 100%.	NOT full cost recovery; still subsidizing all.
Organizers pay for police directly.	Pay for <i>portion</i> of officers; discount on average hourly cost.
Timing of payment of fee varies.	Pay fee upfront; no surprises after event.
Split on different treatment of for-profit or non-profit; those <i>with</i> say it is abused.	Same treatment for non-profit and for-profit. Fee based on event activity.
Some restrictions on time and location (i.e. runs/walks only on Sundays; event caps on parks during summer).	No limits or moratoriums; Special Events Committee to manage more effectively and mitigate impacts.