

**CITY OF BLOOMINGTON**  
**CITY COUNCIL WORK SESSION**  
**109 E. OLIVE ST.**  
**MONDAY, NOVEMBER 22, 2010, 6:00 P.M.**

AGENDA

Draft Special Events Policy –

Report on public feedback on proposed Special Event Fee Schedule

Discussion of City sponsorship of selected events

Discussion of impact of Special Events on Police and Public Works Services

Next steps



# MEMORANDUM

To: David Hales, City Manager

From: Julie Phillips, Deputy City Clerk

Date: November 18, 2010

Re: Special Events

Staff respectfully requests that Council provide staff with a recommended option for addressing costs associated with Special Events, and staff returns to Council at a future Council meeting for formal policy adoption.

**BACKGROUND:** On February 8, 2010, staff presented Council with information regarding Special Events that are held on City streets and sidewalks. There are approximately sixty (60) Special Events held each year, the majority of which are recurring events. These events fall into two (2) categories: 1.) non-profit spirit events (such as a parade) and 2.) non-profit fundraiser events (such as a fundraiser for a charitable organization). In the form of labor and equipment, the City spends approximately \$60,000 handling these events.

Council directed staff to perform further research and to return with a recommendation. Due to budget constraints, loss of revenue, and growing workloads staff has continued to look for ways to reduce expenses. Staff questioned how the City could continue to provide labor and equipment for Special Events at no cost. In equity and fairness, staff has found it to be a greater challenge meeting these obligations. One goal and direction set by Council is to maintain a livable City with strong neighborhoods, while continuing to be financially responsible. Staff has prepared two (2) alternative options for consideration and respectfully requests that Council determine the best option for financing costs associated with Special Events.

Option 1. Council authorizes a fee schedule to be charged for all Special Events. Events officially sponsored by the City would be exempt. The City would subsidize and absorb costs related to officially sponsored events. Council would determine at the end of each calendar year which, if any, events would be officially sponsored for the following calendar year. Costs incurred by officially sponsored events would be charged to the individual departments affected.

This would allow the City to be the official sponsor for selected Special Events and absorb any associated labor and service costs. Council has indicated that the Downtown Bloomington Farmer's Market is one such event that it would officially sponsor. Recent news events indicate that the future of the Downtown Bloomington Association (DBA) is uncertain. Currently the DBA is the event organizer for the Farmer's Market. In light of this information it is unknown what costs may be associated with subsidizing the Farmer's Market as its official sponsor. It is unknown whether current volunteer services will remain status quo if the DBA becomes defunct.

Additionally, there is the likelihood that more organizations will request that the City officially sponsor their events. Each event is unique, requiring labor and/or equipment from a variety of departments at different cost levels. Departments have been charged with reducing their budgets. Staff concerns include reduction in City personnel, scheduling priorities, and addressing public safety. Limited personnel within the departments leave addressing public safety and providing services for Special Events in conflict.

Option 2. Council authorizes a fee schedule to be charged for all Special Events. There are several pros and cons to option 2. Staff believes that it is the most fair and equitable solution for all parties involved. Some of the cons would include pushback from event organizers who have had a long standing history of services provided at no charge. These organizers may have to find additional funding sources or charge higher entry fees for their events to cover additional overhead costs. New event organizers may not have any funds in their coffers to pay for services.

The pros to this approach would be that the fees charged for a Special Event would only cover the actual costs incurred by the City. City staff can ensure that special event street closures are set up properly, while minimizing labor disputes and/or contract violations. All Special Events and event organizers would be treated equally and fairly. This eliminates the perception that any one organization or event is favored or endorsed by the City over any others.

Other departments such as the Parks, Recreation and Cultural Arts and Water Department have established fee schedules for services provided within the parks and/or facilities such as the Davis Lodge

**COMMUNITY GROUPS/INTERESTED PERSONS CONTACTED:** City Council Work Session; City of Madison, WI; community event organizers; Special Events Committee; various communities of equivalent size; the Town of Normal, and recent public meetings.

Staff has researched the City of Madison, WI, a city with a long history of community events held on streets, sidewalks and in parks. Their Community Events, Parks Use and Streets Use Policy was adopted prior to 1998, which includes a fee schedule for equipment and labor. The fee schedule covers only costs that are incurred, and is reviewed annually.

In the event that Council directs staff to implement Option 3, staff scheduled two (2) public meetings to receive feedback from special event organizers. Invitations were mailed to all event organizers, including block party organizers, entities that have requested special services such as “relaxed or reserved parking” and/or to borrow equipment in 2009 and 2010. Ninety-five (95) invitations were mailed in total. Two (2) public input meetings were held, on October 19, and 21, 2010.

In response to the invitation, staff received four (4) emails and two (2) telephone calls regarding a proposed fee schedule. One (1) phone call was received regarding the constitutionality of language in a proposed ordinance. The meeting on October 19, 2010 had eleven (11) attendees and the meeting of October 21, 2010 had nine (9) attendees.

Major concerns raised at the public meetings were the constitutionality of language in the proposed ordinance regarding the definition of Special Event. Concerns were raised regarding events held in the Downtown, such as the Farmer’s Market and the annual WGLT Summer Concert. There is fear that a fee schedule will be too cost inhibitive for event organizers, either ending the event altogether, or driving them into our neighboring community, the Town of Normal. One (1) event organizer requested that whatever direction Council should take, enough time be allowed for organizers to plan for and make necessary adjustments.

The Town of Normal currently does not charge Unit 5 Schools or Illinois State University for Special Events held there.

**FINANCIAL IMPACT:** The City currently spends approximately \$60,000 per year for labor and services from various departments. Future costs associated with Special Events are unknown as the community grows or more events are planned.

**CITY OF BLOOMINGTON  
COUNCIL MEETING AGENDA  
109 E. OLIVE  
MONDAY, NOVEMBER 22, 2010, 7:30 P.M.**

- 1. Call to order.**
- 2. Pledge of Allegiance to the Flag.**
- 3. Remain Standing for a Moment of Silence**
- 4. Roll Call**
- 5. Appointments:**
  - A. Proclamation – National Drunk and Drugged Driving (3D) Prevention Month – December 2010.**
- 6. “Consent Agenda”**

*(All items under the Consent Agenda are considered to be routine in nature and will be enacted by one motion. There will be no separate discussion of these items unless a Council Member or citizen so requests, in which event, the item will be removed from the Consent Agenda and considered in the Regular Agenda, which is Item #8.*

*The City’s Boards and Commissions hold Public Hearings prior to some Council items appearing on the Council’s Meeting Agenda. Persons who wish to address the Council should provide new information which is pertinent to the issue before them.*

*The Council may vote to suspend the rules to allow citizen input on Regular Agenda items. If this occurs, public input will be limited to three (3) persons in support of and three (3) persons in opposition to said item. Input will be limited to five (5) minutes per person. Said person must provide their name and address for the record.)*

- A. Council Proceedings of July 12, July 26 and August 9, 2010. (Recommend that the reading of the minutes of the previous Council Meetings of July 12, July 26 and August 9, 2010 be dispensed with and the minutes approved as printed.)**
- B. Bills and Payroll. (Recommend that the bills and payroll be allowed and orders drawn on the Treasurer for the various amounts as funds are available.)**
- C. Appointments/Reappointments to Various Boards and Commissions. (Recommend that the Appointment of Alderman Jennifer McDade to the Economic Development Council Board of Directors be approved.)**
- D. Payment for Repairs for the Enterprise Pump Station. (Recommend that the payment in the amount of \$11,639.78 be approved.)**
- E. Change Order #2 with George Gildner, Inc. for Additional Costs to Repave the Area involved with the Water Main Replacement Project on Prairie Street. (Recommend that a Change Order in the amount of \$12,674.20 be approved, and the Resolution adopted.)**
- F. Early Order Program for the Procurement of Golf Course Chemicals. (Recommend that the Golf Course Chemicals be Purchased through the Early Order Program in an amount not to exceed \$200,000, the Purchasing Agent authorized to issue a Purchase Order for same, and the Resolution adopted.)**
- G. Ordinance Prohibiting the Use of Groundwater as a Potable Water Supply and Approval of a Highway Authority Agreement / Leave in Place Agreement. (Recommend that the Agreement be approved, the Mayor and City Clerk be authorized to execute the necessary documents, and the Ordinance passed.)**
- H. Intergovernmental Agreement in the amount of \$22,724.28 for Booking Services. (Recommend that the Agreement in the amount of \$22,724.28 for Booking Services be approved and the Mayor and City Clerk be authorized to execute the necessary documents.)**
- I. Petition from PNC Bank, National Association, Successor to National City Bank Requesting Approval of an Expedited Final Plat for the Westfield Plaza Subdivision located east of J C Parkway and north of Bettis Drive. (Recommend that the Final Plat be approved and the Ordinance passed.)**
- J. Petition from Laurence Hundman, Ronald Hundman, & R. Michael Hundman Requesting Approval of an Expedited Final Plat for the Hundman Lumber Lincoln Street Warehouse Subdivision commonly located north of Lincoln Street and east of Bunn Street. (Recommend that the Final Plat be approved and the Ordinance passed.)**

**7. “Public Hearings”**

- A. Approval of 2010 Library Tax Levy Figure in the amount of \$4,513,519. (Recommend that the 2010 Library Tax Levy Figure in the amount of \$4,513,519 be approved and a consolidated Tax Levy Ordinance be prepared upon adoption of the 2010 City Tax Levy.)**
- B. Approval of 2010 Tax Levy in the amount of \$23,586,905. (Recommend that 2010 Tax Levy in the amount of \$23,586,905 be approved and the Ordinance passed.)**
- C. Public Hearing on the Petition submitted by Charles Frank Niepagen, Requesting Approval of an Annexation Agreement and Rezoning for land generally located north of Fox Creek Road and east of Interstate 55 from A, Agriculture District, to R-1A, Single Family Residence District. (Recommend that the Annexation Agreement be approved and the Mayor and City Clerk be authorized to execute the necessary documents.)**

**8. “Regular Agenda”**

- A. Presentation - FY 2010 – 2011 Street, curb & gutter, and sidewalk project wrap up – Jim Karch, Director – Public Works**
- B. Presentation - FY 2011 – 2012 Future look at street, curb & gutter, and sidewalk projects – Jim Karch, Director – Public Works**
- C. Reserve Policy. (Recommend that the Reserve Policy be approved.)**
- D. Election of Mayor Pro Tem (Recommend that an Alderman be elected as Mayor Pro Tem until May 1, 2013.)**

**9. Mayor’s Discussion**

**10. City Manager’s Discussion**

**11. City Aldermen’s Discussion**

**12. Executive Session - cite section**

**13. Adjournment**

**14. Notes**