

CITY OF HIGH POINT AGENDA ITEM



Title: Special Events Policy

From: Eric Olmedo, Budget Director

Public Hearing: N/A

Attachments: Special Events Policy
Special Events Fee Schedule
List of Special Events

Meeting Date: May 21, 2018

Advertising Date: N/A

Advertised By: N/A

PURPOSE:

Special events are important contributors to the quality of life for High Point citizens. City resources are used for many special events held in the City. A defined policy will give the City Council and City Staff guidance regarding which events are co-sponsored by the City, and an associated fee schedule will allow the city to recover a portion of the cost to support these events.

BACKGROUND:

The Prosperity and Livability Committee met on March 7, April 4 and May 9, 2018 to discuss the Special Events Policy. The attached policy has been placed on the Council's agenda with a unanimous recommendation from the P&L Committee. The policy includes a definition of categories of events, a fee schedule, and a listing of current events held in the city, with recommendations for which events are city sponsored and those that are not.

BUDGET IMPACT:

There will be increased revenue associated with the fee schedule. The fiscal impact is yet to be determined.

RECOMMENDATION / ACTION REQUESTED:

The Budget Department recommends approval of the policy.

City of High Point

Special Event Policy - DRAFT

Special events are important contributors to the quality of life for High Point citizens and are welcome activities in our community. The City of High Point is happy to assist organizations and groups in providing quality events. A special event is defined as a pre-planned event, whether publicly or privately sponsored, which is held on public property, including but not limited to parks, streets and/or sidewalks.

The costs of making such facilities available are generally recovered through fees collected for the specific event. However, the public interest is also served by reducing and/or waiving such fees for certain events that have direct community benefit to the population as a whole. Furthermore, to maintain public trust, procedures shall be established for the consistent, fair and prompt evaluation of such requests.

Categories of Events

Co-Sponsored—Co-Sponsored events are determined by the City Council and are events of general interest to the public which provide a special economic development benefit or advances the City's public image. The City will determine through the budget appropriation process the extent to which the event will be financially sponsored, either through direct appropriation or allocation of in-kind support. Any costs in excess of the support level determined by the City will be the responsibility of the other sponsoring organization(s). The City must be listed as a co-sponsor on printed materials/announcements.

Other Non-Profit Events (Charitable/Non-Profit groups, Civic/Community Groups)—permit fees and rental fees for City facilities will be charged at 50% of charges listed in the Comprehensive Fee Schedule. Rental fees for equipment and/or Public Safety personnel will be charged at regular rates.

For-Profit Events/Private Individuals or Groups—All fees associated with the event are the full and complete responsibility of the requesting party.

Additionally, any organization or group which did not meet their obligation for a previously fee-waived or reduced event will not be eligible to receive a fee waiver or reduction for subsequent events.

City of High Point
Special Event Fees

Event Permits

	<u>Non-Profit</u>	<u>For Profit</u>	
Special Event Permit fee	\$ 25.00	\$ 50.00	per event
Street Closure fee	\$ 25.00	\$ 50.00	per event
Neighborhood Block Party fee	\$ 25.00	n/a	per event
Parade, Walk or Run permit fee	\$ 50.00	\$ 100.00	per event
Trail or Greenway event usage fee	\$ 50.00	\$ 100.00	per event

Traffic Control Devices

	<u>Non-Profit</u>	<u>For Profit</u>	
Barricade Rental	\$ 12.00	\$ 12.00	per day
Traffic Cone Rental	\$ 2.00	\$ 2.00	per day
Sign Truck	\$ 18.00	\$ 18.00	per hour, per truck
Bicycle Rack (P&R)	\$ 10.00	\$ 10.00	per day

Personnel

	<u>Non-Profit</u>	<u>For Profit</u>	
Fire Medic	\$ 30.00	\$ 30.00	per hour
Fire Light Duty Apparatus	\$ 50.00	\$ 50.00	per hour
Police Officer	\$ 40.00	\$ 40.00	per hour

Mendenhall Terminal

	<u>Non-Profit</u>	<u>For Profit</u>	
Mendenhall Terminal rental	\$ 500.00	\$ 1,000.00	per day
Message Board Programming	\$ 100.00	\$ 100.00	per event
Over Head Lights	\$ 50.00	\$ 50.00	per event

Other

	<u>Non-Profit</u>	<u>For Profit</u>	
Power - 20A 115v receptacle	\$ 10.00	\$ 10.00	per outlet
Power - 200A 208v receptacle 3-phase (sound)	\$ 100.00	\$ 100.00	per day
Power - 300A 208v 3 phase (lighting)	\$ 125.00	\$ 125.00	per day
Power - electrician for 3 phase connect/disconnect	\$ 150.00	\$ 150.00	per event
Roll-Off Dumpster	\$ 100.00	\$ 100.00	per event

City of High Point

List of events - Staff Recommendations

Recommended City Sponsored Event

CoHP Spring Fling
Police Dept. Law Enforcement Torch Run
HP PD Memorial Fitness Event
History Rocks @ Museum
High Fest
Uncle Sam Jam
Arts Splash
Art in the Park
Clean and Green
Coltrane Festival
Cycling Classic
Furniture Market - Spring
Furniture Market - Fall
Go Far 5k - Spring
Great American Clean Up
Greater High Point Torch Run
Holiday Parade
MLK Holiday Parade
National Night Out
Picnic in the Plaza
PSA Soccer Tournament (3 day event)
Veterans Day Parade

Not Recommended City Sponsored

5 Before the Feast
Neighborhood Block Parties
AAFE 5k for Education
Big Brothers/Big Sisters Tennis Tournament
Blue Rock Fundraiser
Brown Truck Brewery Event
CIS Picnic Fundraiser
Crop Hunger Walk
Cystic Fibrosis Foundation 5 k
East Commerce Prayer Walk
EbFest Music Festival
Feed the Homeless project
Food Truck Festival
Go Far 5k - Fall
GUSA Soccer Tournament
Hayworth Jog A Thon
Heart & Sole 5K
High Point Sprint Triathlon
HP Regional 5k
HPU Family 5k
JDRF5k
Jingle Jog 5k
Junction 311 Half Marathon/5k & Carolina Brewfest
Knights Run
Pink 1000
Run to Remember
Southside Community Event
Southwest Renewal Foundation event
Taking it to the Streets
Tour De Emerywood
Traction Two Miler
Transform High point
Tri-City Relay event
United Way Campaign kickoff
Unity Festival
Uptown Stroll
Walk for Life
YMCA Cork and Ale event
YWCA Youth Triathlon