



- Does council have any concerns about the planned operational improvements?
- Does council support changing the policy for Lincoln Avenue by moving the 4<sup>th</sup> of July parade to Yampa Street?
- Does council support the following process improvements:
  - Requiring parking and alternative transportation planning
  - Targeted enforcement of event conditions
  - Implementing application deadlines and late fees
  - Evolving special event funding to address destination management and sustainability?

- Ensure public safety of residents and visitors
- Support the economics of the community
- 80+% cost recovery for the city
- Support high quality event planning
- Facilitate/support fun event experiences
- Minimize community impacts from special events

- Review how the policies adopted in 2019 are functioning
  - The policies are working well to
    - eliminate conflict between events,
    - reduce community impact,
    - stay within city service capacity
- Identify any new areas of concern

- AED loaner program
- Medical matrix policy
- Howelsen Hill policies
- Blackout weekends to keep events within city capacity
- New application and process
- Pre and post event meetings
- Restricted venues
- Fees
- Weekly internal event emails keep everyone in the loop, with contacts for each event

## Major Issues:

- Staffing capacity
- Trash continues to be an issue – timing of pickup, impact on city cans, wildlife issues.
- Parking is an issue at several venues

## Minor Issue:

- Criteria differentiating between special events, field reservations, facility reservations

## 1-2 Year Out Planned Operational Improvements

- New online process, with workflow upgrades
  - Better fee tracking
  - Clarifying criteria for field usage/facility usage vs special event permit
  - New fees for specialized maintenance to recover park/field from event
  - Templates for maps
- Identifying locations for additional special event equipment storage
- Better signage at emerald parking lot
- Field and park blackouts for 1 or 2 days prior to / after large events to allow for staff to prepare for and do maintenance after an event

- Policy Change:
  - Remove 4<sup>th</sup> of July from events allowed on Lincoln, and move the 4<sup>th</sup> of July parade to Yampa Street



- Process Improvement: Parking and Alternative Transportation Plans
  - Limit and require permit parking at a venue for events above the venue parking capacity
    - Select venues: Emerald Park/Botanic Garden, Ski Town Fields, Whistler Park
    - We will use 2 participants per car as the standard
  - For events that exceed venue parking capacity
    - Require parking plans and alternative parking reservations
    - Require parking monitors and parking monitor training
    - Require alternative transportation plan – that plans for and promotes alternate modes and provides shuttles when needed

- Targeted enforcement of permit conditions randomly Pre, During, and Post event
  - Goal is 8 events in 2022 due to staffing limitations
  - Event producers will be notified in advance
- Implement policy on application deadlines and fees (waived during Covid)
  - Not applicable to private events like memorials, birthday parties, and block parties

## Evolve Special Event Funding

- 1/3 funding to traditional Special Event Support
  - Grant program, administered by the Chamber
- 1/3 funding for Destination Management
  - Grant program, administered by the Chamber
- 1/3 funding for Sustainability Incentives
  - Financial incentives for specific sustainability items
  - Administered by the City

- All weekends in July and the first and second weekends of August are blackout dates. New events occurring during these timeframes will not be eligible for funding.
- Funding for events that have been in production for 2 or more years that occur on a weekend in July or the first or second weekends of August will be capped at \$3,000.
- Any event that has received funding for 5 or more years will be capped at \$5,000.
- Requested funds can represent no more than 25% of total event income.
- Applicants should be able to demonstrate the ability to execute the event without depending on continued financial assistance from Special Event Funding.

- Open to any size event held in June – September
- Open to any event October – May that exceeds venue parking
- Funds can only be spent on new destination management activities
- Funding is capped at \$3,000 per event
- Requested funds can represent no more than 75% of the cost of implementing the destination management activity
- Applications will be evaluated based on current community impact, and ability of proposed destination management activity to directly address that impact.

- Level 1: Sustainability Preplanning - \$45 Incentive
  - Utilize technical assistance for pre-event planning
- Level 2: No single use plastic water or drinks given out - \$125 incentive
  - Can contract for or provide water monster or other reusable water/beverage option
- Level 3: Event uses only compostable/recyclable materials
  - Only events that involve permitted food vendors are eligible. Preplanning is required
  - \$150 incentive per event
- Level 4: Zero Waste: Staffed/manned trash, recycle, compost stations, as needed for event size
  - \$300 incentive per event
  - Contract for trash, recycling and compost pick up. Own or rent zero waste equipment. Staff/man the zero waste stations.

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