

ORDINANCE NO.

FILE OF CITY COUNCIL

BILL NO. 45 - 2017

JULY 19, 2017

AN ORDINANCE

Amending Part III, Business Regulation and Taxation, Title 9 - Fees, Article 400, Park and Recreation Fees by revising the fee schedule for special events - Section 400.08 Special Event Fees by establishing a fee for the use of the city podium at \$50 and a \$200 refundable deposit, and waiving the special event fee for Easter Egg Hunts (noting the fees for pavilions, fields, street closures and all other event requirements must be followed including Certificate of Liability Insurance).

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ALLENTOWN:

SECTION ONE: That City Council authorizes the following changes to the schedule of fees for use of Parks and Recreation Special Event Fees.

ARTICLE 400
DEPARTMENT OF PARKS AND RECREATION FEES 14758 (12/11/2010)

400.08 Special Event Fees

400.08 SPECIAL EVENT FEES (15245 § 1 12/2/15)

Electricity Use for Event (if available)	\$40/Day
Halloween Parade Entry Fee	\$75/Business
Failure to Remove Signage within 3 business days	\$25
Damage or Destruction of grass, fields, and pathways	Equipment, Material and Labor Costs to Repair
Fastening an object to any Tree, Shrub, Natural Amenity	\$25/Occurrence
Block Party Application for Permit	\$25

No Parking Signs – (pick up at Traffic and posted by event organizer)	\$0.50 cents/each
No Parking Signs – City staff posting and removing	\$0.50 cents/each plus Labor
Clean up after an event	Equipment, Material and Labor Costs
Sweeper Truck	Equipment and Labor Costs
Barricades (include on event map Barricade drop off sites)	\$6.00/each for delivery and pick up at event plus labor
Traffic Cones (include on event map traffic Cone drop off sites)	\$3.00/each for delivery and pickup at event plus labor
Replacement fee for Barricades	Equipment cost to replace
Replacement fee for Traffic Cones	Equipment cost to replace
Late fee for event registration (less than 2 weeks in advance)	\$25
Recycling and Trash Pickup after an event	Equipment, Material and Labor Costs
Replacement fee for Clear Stream Containers	Equipment cost to replace
Rental of light towers and Portable Skate park	Equipment and Labor Costs for delivery and pickup at event
Band Trailer Rental Fee	\$640/day/within City; \$690/day/outside of City
Field Rental Tournament Fee	\$125/field/day
<u>City Podium Use</u>	<u>\$50 and \$200 refundable deposit</u>
<u>Easter Egg Hunts</u>	<u>Special Event Application Fee Waived; however fees for pavilions, fields, street closures and all other event requirements must be followed including Certificate of Liability Insurance</u>

SECTION TWO: That this Ordinance will take effect ten (10) days after final passage.

SECTION THREE: That all Ordinances inconsistent with the above provisions are repealed to the extent of their inconsistency.

- **What Department or bureau is Bill originating from? Where did the initiative for the bill originate?**

Department of Parks and Recreation

- **Summary and Facts of the Bill**

Proposed updates to the existing Special Events Fee Ordinance:

1. No mobile food or non-food vendors may vend within 250 feet of an event perimeter without permission from the event organizer.
2. A fee of \$50.00 will be implemented for use of the city's podium, with a \$200.00 deposit also required in case there is damage done to the podium or sound equipment during use.
3. The Special Event Fee is waived for Easter Egg Hunts; however, fees for use of pavilions, fields, and street closures will be implemented. All other event requirements must be followed, including providing a certificate of liability insurance.
4. Special Events held in Allentown must be organized by a non-profit organization, or directly benefit an Allentown-based non-profit organization. For-profit events are not permitted to be held in Allentown, unless they directly benefit an Allentown-based non-profit organization.

- **Purpose – Please include the following in your explanation:**
 - **What does the Bill do – what are the specific goals/tasks the bill seek to accomplish**
 - **What are the Benefits of doing this/Down-side of doing this**
 - **How does this Bill related to the City's Vision/Mission/Priorities**

To update the Special Events Ordinance to enhance protection of the city and ensure that events run smoothly and that the city recuperates costs of use of city property and staff time.

1. Vendors outside of an event have typically not paid to participate in the event, may or may not be following Allentown Health Bureau licensing procedures, and are reaping the benefits of a city event without following required procedures to participate.
2. The city's podium is utilized by outside event organizers for individual or organizational events not sponsored by the city. Given that this is city property and must be transported by city employees, this staff time and wear on equipment must be properly accounted for and charged for. Typically, the city's podium is requested at about 15 events annually.
3. Easter egg hunts typically have not had a fee charged in previous years; however, as the events have grown to include street closures, food vendors, parking plans, and more complex components of running an event, the increasing strain on city resources warrants some fees being enforced, as well as insurance requirements. Field rental fees are typically \$25.00 - \$40.00 per field (resident vs non-resident) for a two to three-hour time period; pavilion rentals are \$110.00 for an organization hosting the rental; street closure fee is \$50.00 plus the cost of barricades (\$6.00 each), no parking signs (\$0.50 each), and city staff time for delivery if event organizer does not pick up their own barricades and no parking signs.
4. We are beginning to see an influx of for-profit events run by businesses or national organizations who do not have a local investment nor do they contribute to any non-profit based in Allentown. In

using Allentown's staff, resources, and venues, we would like a city-based organization that has a need to benefit from the event.

- **Financial Impact – Please include the following in your explanation:**

- **Cost (Initial and ongoing)**
- **Benefits (initial and ongoing)**

Costs: Special events are already permitted through the city, so there are no additional costs to oversee these additional fees to recuperate city staff and property costs.

Benefits: Increase in revenue to cover the expenditures in city time and resources allocated towards special events.

- **Funding Sources – Please include the following in your explanation:**

- **If transferring funds, please make sure bill gives specific accounts; if appropriating funds from a grant list the agency awarding the grant.**

- **Priority status/Deadlines, if any**

Prior to July 1, 2017 would be preferable, so that Allentown Police Department and Allentown Health Bureau can enforce the permitting outside of an event ordinance. This was an issue at 2016's event.

- **Why should Council unanimously support this bill?**

The main goal of this bill is to continue to cover city costs, as we uncover more items that are being requested by event organizers and provided, even if we don't have a fee structure to cover the costs to the city. As events gain momentum in Allentown, we want the city's non-profits to benefit for any for-profit entities running events.