



Date: October 6, 2026

Department: Clerk's Office

Presenter: Sarah Greenwald, Deputy Clerk

Subject: Work session: Business License Updates and Special Event Permit Process

Purpose:

Staff is seeking Council direction on updates to the business license regulations and fee schedule, along with establishing a clear application and approval process for special event permits, including events involving fireworks or pyrotechnics.

Background:

While preparing the proposed fireworks ordinance, staff identified related provisions in the business license regulations that need review. Staff also identified the need for an established special event permit process, as Ordinance No. 2026-015 would allow fireworks use only through a Special Event Permit approved by Town Council.

Ordinance No. 2022-13 amended the business license regulations to include pyrotechnic sales permits, an annual \$1,000 permit fee, and a separate \$150 inspection and site plan review fee paid directly to the Alpine Fire Department. If Council adopts the proposed prohibition on fireworks sales, the corresponding sales permit provisions and fee schedule entries would need to be removed or revised to reflect that change.

Business licensing is now administered digitally. The regulations should be updated to reflect electronic applications, license delivery, and renewal notices rather than mailed renewals. Staff also recommends eliminating the early renewal discount so the same standard fee applies to new licenses and annual renewals, while retaining the late renewal penalty.

Proposed Updates:

- **Business license provisions and fees:** Remove or revise pyrotechnic sales permit requirements and associated fee entries in coordination with the final fireworks ordinance.
- **Special event permits:** Establish which events require a permit, application requirements, submission deadlines, staff review responsibilities, approval authority, and permit conditions.

- **Events involving pyrotechnics:** Establish additional requirements for fireworks displays, including a site plan, operator information, fire safety review, insurance requirements, and Town Council approval consistent with the proposed fireworks ordinance.
- **Digital licensing:** Update application, license issuance, and renewal notice provisions to reflect the Town’s electronic process.

Annual renewal fees: Clarify that the \$100 renewal fee applies each year, with a total fee of \$150 for renewals paid after January 31.

Alternatives:

Option A — Direct staff to prepare the business license amendments and special event permit process together.

- **Benefits Include:** Coordinates the licensing, fee, and permit provisions with the proposed fireworks ordinance and provides a consistent process for applicants.
- **Challenges Include:** Requires coordination among staff, the Town Attorney, and fire officials to establish requirements and responsibilities.

Option B — Address business license updates first and develop the special event permit process separately.

- **Benefits Include:** Allows the digital licensing and annual fee clarifications to proceed while additional permit requirements are developed.
- **Challenges Include:** Could leave the fireworks permit process unresolved if the fireworks ordinance advances first.

Option C — Defer the updates.

- **Benefits Include:** Avoids immediate administrative changes.
- **Challenges Include:** Leaves outdated licensing language and uncertainty about special event permit applications and approvals.

Fiscal Impact:

Anticipated costs include staff time, legal review, and updates to the digital application system.

Strategic or Community Impact:

These updates would provide clearer instructions for businesses and event organizers, align written regulations with current digital practices, and establish a consistent review process for community events. Additional requirements for pyrotechnic displays would help address public safety and clarify applicant responsibilities.

Key Questions:

1. Which events should require a Special Event Permit, and how far in advance should applications be submitted?
2. Which permits may be approved administratively, and which require Town Council approval?
3. What additional safety, insurance, and review requirements should apply to events involving pyrotechnics?
4. Should special event permits have fees, and should pyrotechnic events have an additional review or inspection fee?
5. Does Council support electronic licensing and renewal notices and clarification of the \$100 annual renewal fee and \$150 total late renewal fee?

Suggested Motion: I move to direct staff to prepare amendments to the business license regulations and fee schedule and establish a special event permit process, including requirements for events involving pyrotechnics, consistent with Council's direction.