



# Special Event Policy: Fee Structure

Tuesday, August 8

# Purpose

- Increase in Events
- Consistency
- Application Procedure



# What are the Big Changes?

- Community Event & Town Event Language
  - Removing “Co-sponsorship” Language
- Tier System
- Due Dates
- Review Process



# Fee Structure Breakdown

Public Safety	Event Services	Location Usage
<ul style="list-style-type: none"><li>• Large Blockade Vehicle or Police Vehicle</li><li>• Police Personnel</li></ul>	<ul style="list-style-type: none"><li>• Application Fee</li><li>• Water Barricades</li><li>• A-Frame Barricades</li><li>• Electrical Power</li><li>• Water</li><li>• Trash Cans</li><li>• Utility Sinks</li><li>• Public Works Personnel</li><li>• Parks Operations Personnel</li></ul>	<ul style="list-style-type: none"><li>• Saunders Street Lot</li><li>• Templeton Street Lot</li><li>• Town Hall Lot</li><li>• Community Center Gazebo Lot</li><li>• Community Center ATM Lot</li><li>• Senior Center Lot</li><li>• Town Arc Lot</li><li>• Park Parking Lots</li><li>• The Depot Lot and Plaza</li><li>• Town Campus Courtyard</li></ul>

# Payment Formula

<b>NON-PROFIT</b>	<b>For-Profit</b>
<p>Events after July 1, 2024: All event organizers are required to pay 50% of their net profit (but not to exceed 50% of the Town Fee cost). Eligible donations will be considered to reduce the total fees.</p>	<p>Events after July 1, 2024: All event organizers are required to pay 100% of their Town Fee cost.</p>
<p><i>Fees are to be collected within 120 days post event. The event may be subject to Off-Duty Police costs. Fee schedule is reviewed annually.</i></p>	

## **ELIGIBLE DONATION**

This is a charitable sum of money given to a non-profit organization that serves Apex.

- Donation documentation will be required to be submitted to the Special Event Coordinator within 90 days post event. This documentation will be reviewed by Town Administration for consideration for reduction of fees.
- An extension to this documentation can be requested beyond the 90 day period and will be considered by the Town in circumstances where non-profit awards grants beyond this timeframe.

# Non-Profit Fee Examples

EXAMPLE #1	
Organizer Revenue	\$40,000
Organizer Expenses	\$10,000
Organizer Profit	\$30,000
Town Fee	\$10,000
Organizer Donations to Community	\$20,000
Organizer Profit (after donations)	\$10,000
Town Fee	\$10,000
50% of town fee	\$5,000
<b>Total Fee for organizer to pay</b>	<b>\$5,000</b>

## EXAMPLE #1:

Organization who makes a profit from their event, Town fees match their profit, and their donations are significant in summation.

EXAMPLE #2	
Organizer Revenue	\$0
Organizer Expenses	\$1000
Organizer Profit	-\$1000
Town Fee	\$3,000
Organizer Donations to Community	\$0
Organizer Profit (after donations)	\$0
Town Fee	\$3,000
50% of net profit	\$0
<b>Total Fee for organizer to pay</b>	<b>\$0</b>

## EXAMPLE #2:

Organization who makes no profit from their event, Town fees are minimal but existent, and no donations to the community.

# Non-Profit Fee Examples

EXAMPLE #3	
Organizer Revenue	\$10,000
Organizer Expenses	\$5,000
Organizer Profit	\$5,000
Town Fee	\$3,000
Organizer Donations to Community	\$5,000
Organizer Profit ( <i>after donations</i> )	\$0
Town Fee	\$3,000
50% of net profit	\$0
<b>Total Fee for organizer to pay</b>	<b>\$0</b>

## EXAMPLE #3:

Organization who donates 100% of their profits.

EXAMPLE #4	
Organizer Revenue	\$10,000
Organizer Expenses	\$5,000
Organizer Profit	\$5,000
Town Fee	\$3,000
Organizer Donations to Community	\$3,000
Organizer Profit ( <i>after donations</i> )	\$2,000
Town Fee	\$3,000
50% of net profit	\$1,000
<b>Total Fee for organizer to pay</b>	<b>\$1,000</b>

## EXAMPLE #4:

Organization who donates 60% of their profits.

# Upcoming Dates

- Policy Public Release
  - August 9, 2023
- Next Event Organizer Meeting
  - August 16, 2023
- Fees Begin
  - July 1, 2024

