

# Event Fee and Process Updates

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Special Events Committee

# Why are we discussing? - Problems + Solutions

- Understanding hard costs of events + benefits
  - Background of current city services and fees
  - Safety
- Proposed fee changes

# Current Level of Service

## Major festival (Apple Festival)

- Uses extensive city services, staff, etc

## Full Street Closure Festival (Garden Jubilee, Art on Main)

- Closes all of Main Street but uses less city services during event

## Parades

- Police manage street closure and traffic (no fee), public works places barricades

## Smaller events or festivals (R&B, 5k/foot races, etc)

- Closes fewer streets / blocks but requires some city services (barricades, power, water, police/fire)

## Courthouse Square Closures

- Either closes courthouse block or parking on courthouse block

# Benefits of Events

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Marketing and promotion for downtown

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Support of downtown businesses – big sales weekends

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Sales tax revenue

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Passive economic impact - – supports the district, thereby supports improved property value, rental rates, etc. Over years.

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Community Value + Pride (parades, holiday events)

# Event True Costs – Apple Festival Example

Total Barricades for Event - 115

10 Employee's to set out water barricades, 2 ½ hrs to complete

- \$190.88/hr = \$477.20

6 Employee's to set up barricades and fill with water, 4 hrs. to complete

- \$99.52/hr = \$398.08

10 Employee's to empty and remove water barricades, 4 hrs to complete

- \$190.88/hr = \$763.52

Water trucks to fill barricades

- \$85/hour - \$680 to fill all barricades + \$32 (water) = \$712

**Total Cost for Park's Dept. - \$2350 for 9 blocks**

# Work Order Expenses

(does not include water or electrical)

## 1 block event/regular barricades for one day = \$312.56

- Materials \$28.00
- Labor \$179.56
- Equipment \$105.00

## 1 block event w/water barricades for one day = \$529.28

- Materials \$34.00
- Labor \$207.78
- Equipment \$287.50

## 2 block event w/ regular barricades for one day is \$404.09

- Materials \$66.00
- Labor \$228.09
- Equipment \$110.00

## 2 block event w/ water barricades for one day is \$749.54

- Materials \$ 79.00
- Labor \$ 249.54
- Equipment \$421.00

## Apple festival event this year had a total of \$53,050.65 before overtime. W/ OT \$68,509.82.

- Materials \$4,416.00
- Labor \$30,918.35
- Labor W/ Overtime \$46,377.52
- Equipment \$17,716.30

# Safety + Barricades

- Depending on the street closure and staff time available, different barricades have been used to close the street. Some events have had the sawhorse barricades, some use water barricades (unfilled) and some have used filled water barricades.
- Filled water barricades take a substantial drain on public works staff time.
- Water barricades (unfilled) additionally take substantial public works staff time to unload and pick up before and after each event
- The sawhorse style barricades do not provide adequate safety barrier for vehicles

# Barricade Solutions

## Using vehicles for road closures

Staff proposes that for smaller, 1-2 block street closures, event organizers can use vehicles and sawhorse barricades to block traffic. This would be most useful for events in the courthouse square. This would allow event organizers to close the street when needed and use the sawhorse barricades and street closure signage to signify to oncoming traffic with the added vehicle barrier to prevent safety issues. Vehicles could also be used to bookend larger street closures, protecting the outer perimeters of the event.



## AST Modular Barricades

Chief Myhand and Tom Wooten have reviewed a new traffic solution – AST Modular Barrier

### PRO's of AST Modular Barriers

- These barriers provide substantial protection for event attendees.
- The barriers would take less staff time to install.

### CON's of AST Modular Barriers

- Expense: barriers are \$1400 per unit, and would require 6-7 units per lane for adequate safety
- Lack of mobility: currently, barricades are placed the day before by public works, and event organizers will pull the barricades to block the road. AST barriers would need to be placed by public works at the time of closure, which would require weekend staff time or installation of the road closure the day before the event. This would cause a substantial change to the logistics for event organizers who do one-day events and would have a need to do the street closures the night before on Saturday street closures, creating a longer time for street closures and impacting businesses and residents.



# Current / Annual Events

Large festivals – Multi day	Single Day – Full Street Closure or full w/ avenues open	Single day – partial or 1-2 block closure	Parades
Apple Festival	Tails in Town	Jump off rock race	4th of July
Garden Jubilee	Antique & Vintage	Rhythm & Brews	Christmas
Art on Main	Treat Street	Tree Lighting	Apple Festival
	Motorama	Tree of Lights	Other processions not on regular basis
		Jingle Jog	
		Turkey Trot	
		Music on Main (w/ car show)	
		Pickin' on the Square	
		July 4th	
		Fiesta Hendersonville	
		Evening of Remembrance	

# Current Fee Structure

- Vendors:
  - Retail: \$15
  - Single Day Food: \$30
  - Multi Day Food: \$55 x # of days
- Electrical:
  - (Total # of connections @ 20 Amps or less \_\_\_\_\_) x (# of days \_\_\_\_\_) x \$25
  - (Total # of connections @ 21 to 50 Amps \_\_\_\_\_) x (# of days \_\_\_\_\_) x \$50
  - (Total # of connections @ 50 Amps or more \_\_\_\_\_) x (# of days \_\_\_\_\_) X \$100
- Water: ??? Based on uses
- Paid separately, depending on events:
  - Police (hourly rate)
  - Fire (hourly rate)

# Issues with current fee structure

- Per vendor – some events do not know how many vendors are there until the day of the event. We then have to chase down vendor fees after the event.
- Per Vendor does not fairly / equitably charge fees –
  - some events may be the same amount of street closures but fewer vendors
- Comparing different cities – vendor fee structures were not common. Cities compared:
  - Charlottesville VA
  - Greenville SC
  - Winston Salem NC
  - New Bern NC
  - Asheville NC
  - Salisbury NC
- Cities researched all have an application fee, varying fee structures for street closures/barricades/public works

# Event Fees Invoiced in 2021 ~examples

- Apple Festival - \$13,270
  - \$975 retail vendor fee
  - \$3795 Multi day food vendor fees
  - \$8500 electrical
- Antique and Vintage Show - \$900
  - \$900 retail vendor fees
- Garden Jubilee - \$2040
  - \$1740 retail vendor fees
  - \$300 electrical

# Proposed Fee Changes - Remove vendor fees and replace with a flat rate street closure fee for each option-

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Large Festival Main Street Closure - \$675 per day – this is for the closure of Main Street for the scale of the Apple Festival and Garden Jubilee (streets, avenues and partial blocks on avenues). When the day of the street closure is for an evening setup, the per day fee is ½

Medium Scale Main Street Closure - \$450 per day. ½ fee for evening setup. This is from 6<sup>th</sup> Avenue to Allen Street. Event organizers must spread their vendors to each block to encourage shoppers to visit all of Main Street

Avenues Open Main Street closure - \$300 per day. This is a closure from 6<sup>th</sup> Avenue to Allen Street, with each Avenue open. This is to incentivize opening the cross-streets and have a lower impact on downtown traffic.

Less than 2 block closure - \$75 (1 block) \$150 (2 blocks). This includes the Courthouse Square Block

Parking Spaces for Courthouse Plaza - \$50 per day



# Proposed Fee Changes

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*Keep food vendor fee by per day fee (remove single day food vendor) - \$55 x # of days*

Institute a \$25 application fee to cover a portion of administrative time

Keep the water use fee in place (based off of metered usage)

Simplify the electrical usage fee

# Comparing event fees

	Apple Festival	Antique & Vintage	Garden Jubilee	Jump Off Rock Half Marathon	Parades
Retail Vendor Fees	\$975	\$900	\$2955	\$0	
Multi Day Food Vendor Fees	\$3795		\$330	\$0	
Electrical Fees	\$8500		\$2700	?	
<b>Total - \$20,155</b>	<b>\$13270</b>	<b>\$900</b>	<b>\$5985</b>	<b>\$0</b>	<b>\$0</b>
New proposed fees:					
Permit application fee	\$25	\$25	\$25	\$25	\$25
Type of closure (not showing ½ day setup)	\$675 per day x 5 days = \$3375	\$450 per day x 1 day	\$675 per day x 3 days = 2025	\$150 2 block	
Multi Day Food Vendor Fees	\$3795		\$330		
Electrical Fees	\$8500		\$2700		
(structure TBD but should be comparable)					
<b>Total - \$21,522</b>	<b>\$15,967</b>	<b>\$450</b>	<b>\$5080</b>	<b>\$175</b>	<b>\$25</b>
<i>True event cost (Public works, does NOT include electric + water)</i>	\$68,509	~\$1200 -	~\$3000-6000	\$400	??
<i>True costs – Police</i>	\$13,000	\$0	<i>Paid direct</i>	<i>Paid direct</i>	??

# Community Events – exceptions to fees discussion

- Treat Street
- Tree Lighting
- Parades (Apple Festival, Christmas, 4th of July)
- Turkey Trot
- 4th of July
- Farmers Market - *the farmers market would not be feasible to pay fees since it is every Saturday. It is also no regular labor cost except downtown staff.*

## These events all fall under:

- Traditional holiday events
- Co-sponsored by City and/or County
- *Events produced by the Friends of Downtown through MOU should include co-sponsorship for FODT events.*



# Discussion

1. Should there be an incentive for events that leave Avenues open?
2. Are there any other incentives for certain types of events that benefit downtown?