



Public Special Events Sponsorship

Policy Elements

February 3, 2022



Tonight's discussion

Review sponsorship policy elements

Q&A

Next steps



Reminders from January meeting

The City permits private and public special events *held in whole or in part on public property or rights-of-way, or which would impact public property/right-of-way, and/or require use of City services.*

PRC discussion is focused on the City's public special events policies and practices, where there has been some ambiguity.



Reminders from January meeting



Our
intention

- Develop policy and practices that enhance consistency of treatment
- Support the offering of community events
- Apply Division's cost recovery and resource allocation philosophy
- Utilize City resources/tax dollars purposefully
- Provide clarity about the City's Level of Service or assistance for third party public events



Special events clarifications

- Continue current neighborhood block parties' practices and articulate parameters
- Establish First Amendment event notification form and when special event or other permits would be required
- Identify three categories of special events:
 - City-organized and run
 - Public special events for which the City provides some sponsorship
 - All other special events (public or private)



City sponsorship of public special events

Policy elements

- Provide fee waivers or fee reductions for public events where the applicant/event organizing/hosting entity is a non-profit agency serving Mercer Island residents.
- Requests can be made at any time but must be made concurrent with applying for permits and by application review deadlines.
- No fee waivers, reductions or City contributions shall be granted for events that have not submitted complete permit applications by the review deadlines.
- Eligible events must be open to the public (not private) and inclusive in nature.
- Political parties or politically-based organizations and lobbying groups.
- Religious entities can receive public event sponsorship under certain conditions.

The City will not sponsor events that include religious worship, religious instruction, proselytization or inherently religious activities. Cultural celebrations, historical event commemorations and other non-religious public events organized by faith-based organizations may be eligible for sponsorship.



City sponsorship of public special events

Policy elements

- Sponsorship will be denied for any event that does not seek to advance the sense of community, health, wellness or safety of the public, or that is inconsistent with the Recreation Division's mission to enhance livability for all Mercer Island residents.
- Events may or may not be used as fund raisers; and may or may not require a registration or participation fee.
- Sports tournaments are not eligible for the special events sponsorship program.
- Each entity may only receive sponsorship two times per year.
- City staff will review the application and sponsorship request and will determine permit and sponsorship eligibility and award.
- Each sponsored entity must enter into a contract with the City.



City sponsorship of public special events

Policy elements

As applicable, sponsorship will consist of:

- Waiving the Event Fee for a Level 1 event
- A 60% discount on the Event Fee for a Level 2 event
- A 40% discount on the Event Fee for a Level 3 event
- A 20% discount on the Event Fee for a Level 4 event

The Commission established the policy framework that guides fee development, and City Staff have the authority to set fees.



PRC's task tonight

1. Review and discuss sponsorship **policy elements**, as desired.
2. Review and provide feedback on sponsorship program design (including fee waivers and discounts).



Outcome

Provide Staff with consensus input so that Staff can put policy elements into final form.



Next steps and recommendation

- Staff will develop a draft policy for review at the March Commission meeting.
- If desired, the Commission will endorse and recommend the policy for City Council approval.
- Recommendation: Discuss policy elements and provide consensus to inform development of a draft **Public Special Event Sponsorship Policy** for the Commission's future review and endorsement.

