



BUSINESS OF THE CITY COUNCIL CITY OF MERCER ISLAND

AB 6066
April 19, 2022
Regular Business

AGENDA BILL INFORMATION

TITLE:	AB 6066: Special Events Sponsorship Policy	<input type="checkbox"/> Discussion Only
RECOMMENDED ACTION:	Approve the Special Events Sponsorship Policy.	<input checked="" type="checkbox"/> Action Needed: <input checked="" type="checkbox"/> Motion <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution

DEPARTMENT:	Public Works
STAFF:	Jason Kintner, Chief of Operations Ryan Daly, Recreation Manager Katie Herzog, Recreation Coordinator
COUNCIL LIAISON:	Craig Reynolds
EXHIBITS:	1. Special Events Sponsorship Policy 2. Special Events Permit Fee Schedule
CITY COUNCIL PRIORITY:	2. Articulate, confirm, and communicate a vision for effective and efficient city services. Stabilize the organization, optimize resources, and develop a long-term plan for fiscal sustainability.

AMOUNT OF EXPENDITURE	\$ n/a
AMOUNT BUDGETED	\$ n/a
APPROPRIATION REQUIRED	\$ n/a

EXECUTIVE SUMMARY

This agenda bill is to present the Special Events Sponsorship Policy as recommended by the Parks and Recreation Commission (PRC) for City Council approval (Exhibit 1).

- The Parks and Recreation Commission assisted in the development of this policy over three (3) PRC public meetings and endorsed the Special Events Sponsorship Policy on March 3, 2022.
- This policy details the types of events that are eligible for City sponsorship.
- This policy allows the City to 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 and where the event meets all other sponsorship program criteria.
- The City desires to enhance community event opportunities by promoting other entities' abilities to bring special events to fruition, while balancing the City's cost recovery and resource allocation goals.

BACKGROUND

Public special events are an important part of a community's vitality, and the City can play a central role in facilitating and supporting these enriching experiences. Prior to the Pandemic, the City's role in supporting

community-coordinated public special events was inconsistent, and lead to inequities in how various groups were supported. Throughout the past year staff evaluated the need to treat organizers fairly, while providing an appropriate level of assistance and support to make their events successful.

The City's role in fostering public special events is multi-dimensional and is governed by policy, the biennial budget, and administrative protocol. The City organizes, funds, and conducts several public special events throughout the year. In addition, the City provides permitting and oversight of events offered by other entities that are held in whole or in part on public property or rights-of-way, which would impact or interfere with standard, ordinary, and normal use of either public property or normal vehicle and pedestrian traffic in the vicinity of the event, and/or requires use of City services.

Per the Mercer Island City Code, the Department Director establishes a fee schedule for the programs and services offered by the Recreation Division. The fee schedule is periodically updated (aligned with the biennial budget process), is published on the Recreation Division's webpages, and is distributed annually to the Parks and Recreation Commission. The Department Director establishes fees for the permitting process and for any City services rendered to third party special events, in accordance with the cost recovery and resource allocation philosophy that is outlined in the [Recreation Division's Strategy](#).

Articulating the plan for and rules surrounding the City's use of tax-funded resources or non-collection of fee revenue, enhances the City's ability to act consistently in accordance with approved policy and with the appropriate use of public funds.

ISSUE/DISCUSSION

At the March 3, 2022 PRC meeting, the PRC reviewed and discussed the proposed Special Events Sponsorship Policy and endorsed to recommend to City Council its approval. There are two main parts of the Policy: eligible events for sponsorship and program fee waivers and reductions for those events.

Eligible Events

To be eligible for City sponsorship, applicants must attest that the event will be open to the public (not private) and inclusive in nature. Cultural celebrations, historical event commemorations and other non-religious public events organized by faith-based organizations may be eligible for sponsorship. In addition, the City will not sponsor:

- Political parties, politically based organizations, or lobbying groups.
- Events that include religious worship, religious instruction, proselytization, or inherently religious activities.
- Sports tournaments.
- 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.

Program Fee Waivers and Reductions

For qualifying events, the special event sponsorship program fee waivers and reductions will consist of:

- Waiving the event fee for a Level 1 event,
- Providing a 60% discount on the event fee for a Level 2 event,
- Providing a 40% discount on the event fee for a Level 3 event, or
- Providing a 20% discount on the event fee for a Level 4 event.

The “level of event” corresponds to the type, size, scope, and anticipated and/or historic impact of an event. The definition of each level is subject to modification as new event types, park use limitations, event impacts, and other factors develop or change over time. Therefore, the definitions of each “level of event” will be established by City staff in the Special Events Guidelines and the published fee schedule.

Staff has included the Special Events Permit Fee Schedule (Exhibit 2), which includes “event level” categorizations that will be used to determine event fees and sponsorship levels. These categorizations will be included in the Special Event Guidelines, which will be available online to potential permit applicants. The special event fees and proposed sponsorship program reductions are shown in the table below.

Level of Event	1	2	3	4
Application Fee (no sponsorship reduction)	\$50	\$50	\$50	\$50
Total “Event Fee”	\$125 for one day	\$380 or \$620 for one-day	\$820 or \$1,240 for one-day	\$1,540 for one day
Total Fees	\$175	\$430 or \$670	\$870 or \$1,290	\$1,590
Proposed Sponsorship Discount	100%	60%	40%	20%
Value of Discount	\$125	\$258 or \$402*	\$328 or \$496*	\$308
Total Fees After Sponsorship**	\$50	\$172 or \$268	\$542 or \$794	\$1,282

* Depending on level of review required and anticipated impact of event.

**Additional fees may apply, which are not eligible in the sponsorship discount – such as staffing (i.e., public safety).

NEXT STEPS

Staff will develop procedures to communicate the policy to the community and begin accepting Special Event Sponsorship Applications in late Spring 2022. Staff will report back to the Parks and Recreation Commission in 2023 regarding the success of this policy.

RECOMMENDED ACTION

Approve the Special Events Sponsorship Policy.