

Proposal for Special Event Fees and Cost Recovery in Willard

Introduction: Special events in the City of Willard play a vital role in building community spirit, attracting visitors, and supporting local businesses. From parades and festivals to charity runs, these events enhance the quality of life for residents and visitors alike. However, events that require road closures and significant city resources involve substantial costs, particularly in the form of police and parks department support.

This proposal outlines two fee options for event organizers based on the length of road closures, ensuring both the financial sustainability of city services and continued support for community events. Additionally, we propose a system for event organizers to apply for fee waivers based on organizational status, with special consideration given to student-led or charitable events.

Current Costs:

- **Police Department:** \$625 for planning and the first hour of road closure (covers personnel, equipment, and traffic management).
- **Parks Department:** \$415 for event planning, coordination with the police, and logistical support such as setup and teardown.

Proposed Fee Structure Based on Event Duration:

1. Full Cost Recovery (100% Cost) – Events Exceeding 90 Minutes of Road Closure

- **Fee:** \$1040 (Police \$625 + Parks \$415)
- **Eligibility:** Any event requiring more than 90 minutes of road closure.

Events that need road closures for more than 90 minutes will incur the full cost recovery fee. These events typically involve larger gatherings, require more extensive planning, and often attract significant crowds, which increases the demand on both police and parks services. Examples include:

- Parades
- Festivals or multi-day events
- Road races and marathons
- Large public celebrations (e.g., holiday events)

Rationale: These large-scale events involve complex logistics and demand significant personnel and resources from both the police and parks departments. Full cost recovery ensures that the city can maintain service levels without burdening taxpayers for the operational costs associated with these longer, high-impact events.

Benefits:

- Ensures proper staffing and service quality without stretching city budgets.
- Maintains fiscal responsibility by recouping all direct costs from event organizers.
- Encourages efficient event planning by having organizers account for the full operational impact of extended road closures.

2. Half Cost Recovery (50% Cost) – Events Under 90 Minutes of Road Closure

- **Fee:** \$495 (Police \$315 + Parks \$180)
- **Eligibility:** Any event requiring less than 90 minutes of road closure.

Events with road closures under 90 minutes will qualify for the reduced fee. These events are typically smaller in scale, require fewer resources, and have a shorter impact on traffic flow and city operations. Examples include:

- Short charity walks or runs
- Small-scale community parades
- Pop-up markets with brief road closures

Rationale: Smaller events still bring value to the community, but they do not necessitate the same level of resource allocation as larger events. Offering a 50% cost recovery for these shorter events encourages more local engagement, particularly from smaller organizations or community groups that may have limited budgets. This structure also reflects the reduced time and resources required by city staff for these events.

Benefits:

- Promotes local engagement by reducing financial barriers for smaller events.
- Recognizes the reduced operational strain of shorter events while still recouping part of the cost.
- Encourages community-driven activities that foster a sense of belonging without imposing heavy costs on the organizers.

3. Partial Cost Recovery (Dependent on Board Determination) – All Events

- **Fee:** (Dependent on Board Determination)
- **Eligibility:** Any Event approved by the Board. Events that are supported by the organizing party through the use of off-duty officers or trained volunteers. Initial planning and organizing costs to the City will still be incurred, however time of event costs will be covered in full or partially by the organizing group.

Rationale: These events bring value to the community, but the City recognizes that outside support from organizing groups lowers the fiscal impact to the city. Offering cost recovery on a sliding scale determined by the Board of Alders encourages more local engagement and volunteerism, again benefiting smaller organizations or community groups that may have limited budgets but strong support networks. This structure also reflects the reduced time and resources required by city staff for these events.

Benefits:

- Promotes local engagement by reducing financial barriers for smaller events.
- Recognizes the reduced operational strain of shorter events while still recouping part of the cost.
- It encourages community-driven activities that foster a sense of belonging without imposing heavy costs on the organizers.

Fee Waiver Application Process: In addition to the tiered fee structure, we recommend introducing an application process for fee waivers. This would allow event organizers to apply for partial or full fee waivers based on the nature of the event and the status of their organization.

Fee waivers would be considered for:

- **Non-profit organizations:** Charitable events organized by recognized 501(c)(3) organizations that directly benefit the community or a cause.
- **Student-led events:** Special consideration for events planned by students, particularly school groups, student organizations, or youth-led initiatives that contribute to civic engagement and community service.
- **Public benefit events:** Events that provide clear and direct benefits to the local community, such as fundraisers for community improvements, public health initiatives, or educational campaigns.

Each waiver request would be reviewed based on the following criteria:

- **Event impact on the community:** Does the event serve a broader public interest or target a specific cause beneficial to the community?
- **Organizational status:** Is the event organized by a non-profit or public school/student group?
- **Financial capacity:** Does the organizing group have the resources to cover fees without a waiver?

Conditions for Partial Waivers: Waivers for part of the costs (for police officers, reserve officers, or Parks staff attendants) during the time of the event will be considered if the organizing group provides:

Fee Waiver Process:

This process will allow qualifying groups to apply for partial or full waivers of city fees based on their organizational status and the community benefit of their event.

Waiver Criteria:

- **Non-profits:** Charitable events organized by recognized 501(c)(3) organizations.
- **Student-led events:** Special consideration will be given to student organizations or youth-led initiatives.
- **Public benefit:** Events that provide clear value to the Willard community (e.g., charity fundraisers, public health events).

Conditions for Partial Waivers: Waivers for part of the costs (for police officers, reserve officers, or Parks staff attendants) during the time of the event will be considered if the organizing group provides:

- **Volunteers:** Properly trained volunteers to assist with traffic management or other event needs.

- **Off-duty officers:** If off-duty police officers are secured by the organizing group.

Vehicle Operation Costs: If the group's volunteers or off-duty officers are using City of Willard vehicles, the cost for the operation of those vehicles will **not** be waived. This ensures that city resources such as fuel, maintenance, and wear-and-tear on vehicles are covered by the event organizers.

Formal Request Process:

To ensure proper planning and coordination for events, the following guidelines must be adhered to:

1. **Request Deadline:** A formal request for road closures and fee waivers must be submitted to the Chief of Police/Parks Director **no less than 60 days** prior to the event.
 - The Chief of Police/Parks Director will submit the request to the Board of Aldermen for final approval.
 - If a fee waiver is requested, the organizing group will be **required** to present their rationale directly to the Board of Aldermen.
2. **Late Requests:** If a request for a waiver is submitted **less than 45 days** before the event, or if modifications to the waiver or staffing needs occur after the initial submission, the organizing group will incur additional costs. These additional fees will be calculated at the rates stated in the Event Fee Sheet and will cover the added administrative burden and any increased staffing or planning needs.

The waiver process ensures that deserving organizations, particularly those serving youth or public welfare causes, can host their events without being deterred by cost. However, it is also designed to prevent abuse by requiring transparent applications and clear justifications for the fee waiver.

Conclusion: The proposed fee structure and waiver application system provide a balanced approach to event cost recovery. By differentiating between events based on the length of road closures, the City of Willard can both recover the costs of larger, resource-intensive events and support smaller, community-driven activities at a reduced rate. Introducing a waiver process also acknowledges the contributions of non-profits, students, and community-oriented organizations, ensuring that financial barriers do not prevent these groups from contributing to Willard's vibrant event calendar.

Recommendation: We recommend the adoption of this fee structure and formal waiver process to maintain the high level of service provided by the police and parks departments. Additionally, setting clear guidelines for submitting waiver requests and accommodating volunteer resources ensures that event organizers and the city can work collaboratively to host successful, cost-effective events.

Willard Police Department

Hourly Cost for Special Events

(8 Officers)

**Administrative (Scheduling, Meetings,
Event Planning):**

	Hours				
Command Staff	4	\$	31.45		\$125.80

Officer Briefing / Clean-up (1-Hour):

	Officers		Hourly Rate		
Command Staff	2		\$31.45		\$62.90
Senior Officer	4		\$24.95		\$99.80
Entry/Reserve	2		\$21.79		\$43.58
				B/CU Total	\$206.28

Event (Hourly Rate):

Command Staff	2		\$31.45		\$62.90
Senior Officer	4		\$24.95		\$99.80
Entry/Reserve	2		\$21.79		\$43.58
				Event Hourly Total	\$206.28

Vehicle Use (Hourly Rate):

	Vehicles		Mileage Rate		Miles	
15 MPH X Federal Rate \$0.67 per mile X 8 vehicles	8		\$0.67		15	\$80.40
					Vehicle Use Total	\$80.40

**Miscellaneous (Printing, Water,
Sunscreen):**

	\$10.00
Misc Total	\$10.00

**TOTAL First Hour: (Admin, Briefing,
Mobilization, Supplies)**

\$628.76

Continuing Cost (Hourly Rate)

Personnel		\$194.68			
Vehicle		\$80.40			
Misc.				\$5.00	

TOTAL Subsequent hours (same event):

\$280.08

Willard Parks Department Hourly Cost for Special Events

(4 Staff)				
Administrative (Scheduling, Meetings, Event Planning):				
	Hours			
Director	4		29	\$116.00
Officer Briefing / Clean-up (1-Hour):				
	Staff	Hourly Rate		
Director	1	\$29.00	\$29.00	
Assistant Director	1	\$24.00	\$24.00	
Maintenance	2	\$20.00	\$40.00	
			B/CU Total	\$93.00
Event (Hourly Rate):				
Director	1	\$29.00	\$29.00	
Assistant Director	1	\$24.00	\$94.00	
Maintenance	2	\$20.00	\$40.68	
			Event Hourly Total	\$163.68
Vehicle Use (Hourly Rate):				
	Vehicles	Mileage Rate	Miles	
15 MPH X Federal Rate \$0.67 per mile X 8 vehicles	3	\$0.67	15 \$30.15	
			Vehicle Use Total	\$30.15
Miscellaneous (Printing, Water, Sunscreen):				
			\$10.00	
			Misc Total	\$10.00
TOTAL First Hour: (Admin, Briefing, Mobilization, Supplies)				\$412.83
Continuing Cost (Hourly Rate)				
	Personnel	\$372.68		
	Vehicle	\$30.15		
	Misc.		\$5.00	
TOTAL Subsequent hours (same event):				\$256.68