

City of Alexandria, Virginia

Waterfront Commission

Special Events Policy Proposed Policy Updates

Department of Recreation, Parks & Cultural Activities
January 20, 2015



Special Events Policy Background



- Special Events Policy and Procedures Manual
 - Adopted by City Council January 2010
 - Established Consistent Procedures and Guidelines for the Management of Special Events
 - Identified City Resource Allocation for Special Events
 - City Sponsored: General Funded
 - City Parades: 50% General Funded
(GW Birthday; St. Patrick's Day; & Scottish Christmas Walk)
 - Co-Sponsored & Private: 100% reimbursement for City Direct Costs

Special Events Policy Review Process



- **City Manager Request to Review Policy**
 - Purpose: Improve Applicant Satisfaction with Process
- **Special Events Committee Review**
 - Summer/Fall 2013
- **Event Applicant Survey**
 - December 2013
- **RPCA Policy Review & Analysis**
 - Winter/Spring 2014
- **RPCA Final Report to City Manager**
 - September 2014
- **Special Event Applicant Focus Group**
 - December 2014

Special Event Policy Proposed Updates



- **Repeal the alternating weekend restriction for events exceeding 500 in Waterfront Park & Market Square**
 - Implement goal of Waterfront Small Area Plan to increase activity and vibrancy of the City's waterfront
 - Improve Applicant Satisfaction with Process

Special Event Policy Proposed Updates



- **Establish a City Sponsored; City Co-Sponsored; and City Non-Sponsored Event Policy which clearly defines sponsorship category and identifies sponsorship benefits**
 - Clearly define roles and responsibilities of the Applicant vs the City
 - Improve Applicant Satisfaction with Process

Special Event Policy Proposed Updates



- **Sponsorship:**

- **City Sponsored:** initiated and in major part financed and executed by the City
- **City Co-Sponsored:** non-City organization which conducts an event
 - Meets Criteria as Identified in Policy
 - City may assist by means of in-kind services or the reduction/waiver of required fees
- **City Non-Sponsored:** private event or activity which is not directly related to a recognized function of the City of Alexandria and/or meet a greater public good by providing or expanding public service

Special Event Policy Proposed Updates



- **Designated general fund appropriation for City parades**
 - Reduce Financial Risk to the City
 - No charge for City permit fees
 - Parade Organizers responsible for (1) 100% non-City services; and (2) 100% reimbursement for direct City costs above designated general fund

Special Event Policy Proposed Updates



- **Establish an additional fee assessment above 100% recovery for direct City costs for Tier 4 & Tier 5 Events (event Manager receives primary benefit)**
 - Implement City Council Approved RPCA Resource Allocation and Cost Recovery Policy

Special Event Policy Proposed Updates



- **Implement DRAFT Foot / Walk / Bike Race Policies and Management Guidelines**
 - Specified approval process for proposed Race/Walks
 - Improve Applicant Satisfaction with Process

Special Event Policy Proposed Updates



- **Next Steps**

- **Park & Recreation Commission Recommendation**
 - January 15, 2015
- **Waterfront Commission Recommendation**
 - January 20, 2015
- **City Council Consideration**
 - TBD

Special Events Policy Proposed Updates



Questions & Discussion

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