



**CITY OF KIRKLAND**  
City Manager's Office  
123 Fifth Avenue, Kirkland, WA 98033 425.587.3001  
[www.kirklandwa.gov](http://www.kirklandwa.gov)

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## MEMORANDUM

**To:** Kurt Triplett, City Manager

**From:** Marilynne Beard, Deputy City Manager  
Philippa Hoshko, City Manager's Office Intern

**Date:** December 16, 2012

**Subject:** ANALYSIS OF EVENT FUNDING AND PERMITTING POLICIES

### RECOMMENDATION:

Staff recommends that City Council reviews the attached report that evaluates the City of Kirkland's event funding and permitting policies and provides feedback on recommendations and next steps.

### BACKGROUND:

The City is experiencing an increase in special events. Frustration among event organizers and City staff have recently come to light relating to the permitting process, fees assessed for city services, the level of event funding, organizer expectations of City in-kind services, and the number, type and location of events that take place within the City of Kirkland. Additionally, in response to citizen concerns regarding impacts of events, staff has added permit requirements intended to mitigate the negative impacts such as traffic management and business and neighborhood notification. These mitigation measures are the source of some of the frustrations expressed by event organizers. The City Council requested a report on the state of events management and strategy in Kirkland and recommendations for improvements.

The City Manager's Office invited MPA student Philippa Hoshko to evaluate Kirkland's event challenges as the basis for her Seattle University Capstone project. The attached report provides a summary of academic research, Kirkland's event funding and permitting policy evolution, internal and external stakeholder interview findings, and a summary of neighboring city event policies and processes.

The analysis includes options for funding and cost recovery combinations as well as consideration for event limitations and city department organization for event oversight. Recommendations include a proposed process to define the City of Kirkland's event strategy and solutions to mitigate current challenges.

## Summary of Report Findings

There has been a significant increase in the number and types of events held in Kirkland each year. In 2012, the City of Kirkland hosted 26 events. In 2013, various event organizers have proposed seven additional events, which is an increase of 27%.

A variety of internal and external stakeholders as well as representatives from other cities were interviewed. Stakeholder interviews were supported by academic research.

Initial research questions included:

1. How were the current policies and processes developed?
2. What are the current challenges with the City of Kirkland event funding and permitting process? Are these challenges new?
3. How does the City of Kirkland event funding and permitting process compare to neighboring cities?
4. Who determines the event strategy for the City of Kirkland and what parties have been or should be involved in the process?
5. Is the City of Kirkland funding and permitting process reflective of the City of Kirkland's vision for events?
6. What actions need to take place in order to coordinate a vision for events and align the City of Kirkland's event policies with this vision?
7. What role do events play in the City's tourism and economic development strategy?

The research revealed that Kirkland's event permitting process is similar to surrounding cities and superior to some. Kirkland has a long-adopted philosophy of central coordination of City services to provide a more consistent and efficient process. This central coordination is housed in the Parks and Community Services Department. The Special Event Coordinator is the main point of contact for an event organizer and works with an event team that consists of the Police Department, Fire Department, Public Works, Park Maintenance, Planning/Code Enforcement, Risk Management, Transportation, and Finance.

The process is sometimes frustrated by inconsistencies in the communication process with event organizers working directly with departments or through the City Council when they are unsatisfied with the Parks Department answers. The perception of the Parks Department being less receptive to requests is compounded when an event organizer seeks and receives a different response from another City representative. The growing number of events is creating a challenge for Parks staff to fairly support all events and allocate city resources such as park facilities.

Kirkland's fees for city services, although charged in a different format, are similar to those charged by Bellevue and Seattle for events of a similar size and type. The cities of Redmond and Issaquah have significant event budgets that provide for city-produced and city-subsidized events. The tables below compare Kirkland's fees to surrounding cities and summarize event activity and cost recovery practices of the cities surveyed.

**Estimated costs comparison for three different types of events if produced in Seattle, Bellevue and Kirkland**

<b>3 day event 20,000 in park no entry fee w/beer garden</b>	Seattle	Bellevue	Kirkland	% of total cost
Application Fee	0	50	160	
Permit Fee	2856	6450	0	
Parks Fee	1800	14000	0	
Noise Permit	0	50	0	
Fire Permit				
Police	0	0	1840	56%
EMT Services	TBD	TBD	TBD	
Street Banner Permit	850		25	
Street Banner Labor	org responsibility		175	
Electrical Permit			79	
IFC Permint			79	
Electrical Inspections			118.5	
Tax	TBD	TBD	TBD	
Variable Message Board*	not required		800	24%
<b>TOTAL</b>	<b>\$ 5,506.00</b>	<b>\$ 20,550.00</b>	<b>\$ 3,276.50</b>	
<b>Parade with 10,000 attendees</b>	Seattle	Bellevue	Kirkland	
Application Fee	0	50	160	4%
Permit Fee	3723	4515	0	
Parks Fee (4 hours)	175	1030	0	
Police	0	0	3425	78%
Variable Message Board*	not required	not required	800	18%
<b>TOTAL</b>	<b>\$ 3,898.00</b>	<b>\$ 5,595.00</b>	<b>\$ 4,385.00</b>	
<b>5k Race 1000 participants with Entry Fee</b>	Seattle	Bellevue	Kirkland	% of total cost
Application Fee	0	50	160	7%
Permit Fee	2342	1805	0	
Parks Fee (4 hours)	175	1030	0	
Police	0	0	1200	56%
Variable Message Board*	not required	not required	800	37%
<b>TOTAL</b>	<b>\$ 2,517.00</b>	<b>\$ 2,885.00</b>	<b>\$ 2,160.00</b>	
* Variable Message Board constitute 18-53% of Kirkland city expenses; without the VMB required for road races all Kirkland 5K city expenses would be less expensive than Seattle and Bellevue				

	Number of Permits 2012	Number of Permits 2013	% Change	Number of Festivals	Number of Athletic Events	Type of Cost Recovery	Number of Events with Direct City Subsidy	% of Events Direct City Subsidy
City of Kirkland	26	33	26.9%	13	13	Per-unit	0	0.0%
City of Bellevue	20	22	10.0%	14	6	Permit Fee	11	55.0%
City of Burien	9	9	0.0%	6	3	Per-unit	3	33.3%
City of Redmond	23	23	0.0%	11	11	Per-unit	9	39.1%

Policy guidance about the number, location and types of events that the City Council desires in Kirkland is needed. Currently, Kirkland does not have formal criteria to limit the number of events that take place. The City's special events guide states, "The majority of denied permits are due to insufficient review time caused by incomplete and/or late application materials" (City of Kirkland, 2012). However, an earlier special events guide from 2007 stated:

*"Event permit requests may be denied or revoked for the following reasons:*

- 1. The location isn't the best choice for the type of event. Under some circumstances, rather than denying an application, the City will suggest other locations or possible modifications to the event to make the initially requested site possible at the desired location. The City will impose permit conditions to reflect such modifications.*
- 2. The location is not appropriate for the event due to the heavy general public used of that particular location on the date/time of the year requested.*
- 3. An event is proposing to conduct an activity which is not allowed by law or regulation*
- 4. There is insufficient time to properly prepare the event.*
- 5. The event proposes to use temporary facilities and equipment and there is insufficient planning time to set up and properly inspect such facilities and equipment in a manner which is consistent with the needs of public health and safety.*
- 6. The applicant fails to comply with event requirements, submit required permits, or fails to pay required fees and/or deposits by the imposed deadlines."*

Furthermore, a 2005 Events Guide adds:

*"Event permit requests may be denied or revoked for the following reasons:*

- 1. A scheduling conflict where more than one group desires to reserve and use the same park or park or park facility at the same or nearly the same time and the adequate and safe coordination of the two events is not reasonably possible"*

These restrictions are not articulated in the current Events Guide but provide examples of the type of criteria that is needed.

Another challenge for events is that budget reductions have severely curtailed the amount of annual funding available for events and City staff support has not changed despite the number of new events held in Kirkland.

In response to these challenges a series of long term and short recommendations are provided in the report. Staff recommends that the City Council invest the time to discuss the City's objectives for events and then develop a proactive strategy to achieve those results. The recommendations below are divided into two sections: 1) Steps the City should take to develop a sustainable event strategy and 2) actions the City can take in the short term to mitigate some of the current challenges.

### Steps to Define the City of Kirkland's Event Strategy

Below is a proposed process that the City can follow in defining and implementing a proactive event strategy.

1. Establish the city objectives for events produced in Kirkland.

2. Determine the level of stakeholder and citizen engagement as well as the influence of feedback received from stakeholders and citizens to be used in developing an event strategy.
3. Determine the level of funding the City will allocate to event support, both in direct grants and by providing subsidized city services and then establish a cost recovery model and funding model(s) consistent with the level of funding available. Does the city want to concentrate funding on a small number of events or fund many events a small amount?
4. Determine the criteria for funding an event. Are there types of events, partnerships or locations to encourage or discourage?
5. Determine criteria to permit an event. What are the restrictions or limitations on type and number of events? Who applies these restrictions? Is there a level of quality the event must adhere to? Who rates this quality?
6. Determine whether the City department responsible for providing event oversight has the appropriate resources and whether additional capacity is needed based on projected number of events to take place.
7. Implement an evaluation framework to determine if events are meeting the City of Kirkland's objectives.
8. Create sustainability measures so this strategy can be easily reviewed when amendments are proposed in the future.

Throughout this process stakeholder engagement and participation is imperative. To create a sustainable strategy, stakeholders need to play a role in the development of the strategy to achieve buy-in and productively move through the process. It is recommended that the City Council create an ad hoc advisory committee consisting of citizens, businesses, event organizers and impacted city departments. This advisory committee would help the City work through the steps necessary for determining the event program strategy.

### Recommendations To Address Current Challenges in the Short Term

It may be an extended period of time before the full event strategy is defined and implemented. Therefore, below are recommendations that may help to mitigate some of the current challenges.

1. It is recommended that the City Manager and the City Council review the Special Events Guide so they understand what is currently being communicated to event organizers. *The Events Guide is included at the end of this memo.*
2. In response to some event organizers difficulty in filling out the permit application and not submitting it on time, it is recommended that the City should create an annual workshop to assist event organizers in understanding the permit requirements as well as show examples of how the information should be submitted. In this meeting, event restrictions can also be discussed.

3. In response to event organizers wanting to use city equipment that is not formally allocated to be used by events such as vehicles and stages, it is recommended that the City establish a policy for equipment use by external groups. The Events Team and the City Manager's Office should work in tandem to determine the feasibility and conditions of granting equipment requests including any insurance requirements and liability for damaged equipment. Any discussions and reasons for denying or approving equipment requests and determining the fee for equipment rental should be recorded in order to guide future requests by event organizers. Approved city equipment for event use can then be incorporated into the special event fee schedule as part of the special events guide. This would result in a standardization of city equipment usage between events.
4. In response to event organizers complaints about charges for police service, it is recommended that the City become more transparent by expanding on the requirements for police in the Special Events Guide. Currently, it does not have its own section but is listed under Security and states, "Events which anticipate a large number of attendees may be required to hire and pay for off-duty Kirkland police officers. When required, arrangements will be made by the Special Event Coordinator." More specifics on what may constitute required police presence and the reasons why such presence is required would help event organizers estimate this expense.
5. It is also recommended that the City revisit the requirement that mandates police at all festivals where alcohol is served. For example, the City of Seattle does not require police to be present at beer gardens. Perhaps the criteria for police presence could be if the number of people within a beverage garden is expected to be over a certain number or if the beverage garden operates past a certain hour. The Police Sergeant could further evaluate police requirements in other cities and determine how private security could be used in Kirkland to help lower the expense to event organizers while maintaining participant and public safety.
6. The City should evaluate and determine if the current city capacity dedicated to events is sufficient for the current number and scope of events taking place and the number of new events being proposed. If more City staff were dedicated to helping event organizers through the permitting process would it relieve the frustrations of event organizers? This would require additional resources or redirecting existing resources.
7. The City should explore a fee waiver petition available for select non-profit community events. From the findings, the City of Kirkland has had volunteer event organizers producing a 4<sup>th</sup> of July Celebration that many other cities produce in-house or contract with an agency to produce. It is recommended that the City conduct a more extensive survey of how much cities invest in their 4<sup>th</sup> of July celebrations. From the findings determine if a fee waiver of city services is appropriate to grant to a limited number of non-profit public benefit events. Again, this may require the appropriation of additional resources.
8. The City should revisit the contract with the Kirkland Downtown Association deeming them a fiscal agent for events to determine if this is the appropriate agency and model to benefit events. Also, evaluate how the newly formed Kirkland Events Foundation impacts in this relationship.

9. Determine whether the City has the ability to explicitly say no to an event based on adopted criteria and who has the authority to make that determination.
10. With four new proposed athletic events, the City should proactively determine approved race courses, and how many races per year are appropriate to impact neighbors and businesses affected by the course. Furthermore, explore incentives the city can offer for races to move to areas not as impacted by street closures.
11. The City should specifically evaluate any limitations or restrictions for the number of events to take place in Marina Park and/or the Marina Park parking lot. The city should explore incentives for events to move to other locations within the City of Kirkland.
12. The City should reevaluate the neighborhood approval guidelines required for new events to determine if they are effective in addressing negative impact concerns. Staff should also assess methods for streamlining neighbor, business and participant feedback directly to the Special Events Coordinator.
13. The City should allow a City of Kirkland event representative to attend the Washington Festival and Events Association (WFEA) Conference to network with other Washington city representatives. This will allow the City of Kirkland to further understand alternative perspectives of event funding and permitting strategies.

NEXT STEPS:

Based on Council feedback and policy direction staff will begin the process for developing an event program strategy and implement short term recommendations. Staff recommends that the Economic Development Committee work with staff to develop a recommended strategy, policies and procedures for consideration by the full Council.



# City of Kirkland SPECIAL EVENT GUIDE



7 Hills of Kirkland

City of Kirkland  
Parks and Community Services  
505 Market Street, Suite A  
Kirkland, WA 98033  
[www.kirklandwa.gov](http://www.kirklandwa.gov)  
425-587-3347 phone  
425-587-3303 fax



## CITY OF KIRKLAND SPECIAL EVENT PERMIT APPLICATION PROCESS

In order to expedite the evaluation of each request, Kirkland uses a team review process. The city's Special Event Team (SET), which includes a representative from each department, will review, comment, and establish permit conditions for events which are open to the public and impact public right-of-way.

The following is a description of what to expect throughout the Special Event Permit Application process:

### Step 1 – Get Your Event on the Calendar

1. **Special Event Interest Form (SEI):** by submitting a SEI form you are officially requesting a date and venue for the event.

Annual events have scheduling priority for a limited time. Annual events have **30 days** from the date of the current year event, to request the same date/weekend/venue for the following year. If no request has been submitted, on day 31, the date/weekend/venue becomes available on a first come/ first serve basis.

**SEI forms are accepted up to 1 year in advance.** SEI forms should be submitted according to the following timeline (late forms are automatically denied):

<i>New Event (not held the previous year)</i>	<i>180+ days / 6 months prior to event day</i>
<i>Annual Event (held the previous year <b>with changes</b>)</i>	<i>120+ days / 4 months prior to event day</i>
<i>Annual Event (held the previous year <b>with no changes</b>)</i>	<i>90+ days / 3 months prior to event day</i>

2. **Staff Review:** The SEI request is reviewed and Applicant notified of status within ten business days.
  - a. Accepted: If accepted, the Applicant will receive an application, fee schedule and letter outlining submission deadlines and required meeting dates.
  - b. Denied: If denied, the Applicant will receive a letter indicating the reason(s) and possible next steps.

### Step 2 – Submit Application & Attend SET Review

1. **Application & Special Event Permit Fee Due:** A complete application and special event permit fee are due on or before the date indicated in the acceptance letter, usually one week prior to the SET review. This provides time for the SET to review the application materials and prepare their questions for the review meeting.
  - a. If all required documentation is submitted on time, the SET review will take place.
  - b. If all required documentation is NOT submitted:
    - i. The Applicant may be given an extension, **IF** time allows.
    - ii. If time does not allow, the SET review is cancelled and the permit is denied.
2. **Special Event Team (SET) Review:** At the SET review, the Applicant gives a brief ten minute presentation and answers questions posed by the SET. Each review is scheduled to last 25 minutes.
  - a. The SET will make their decision and Applicant will be notified within ten business days.
    - i. Approved: If approved, the Applicant will be notified regarding the deadline for any remaining application materials, fees, and/or permit conditions.
    - ii. Denied: If denied, the Applicant will receive notification indicating the reason(s) and possible next steps.



**Special Event Interest Form Submitted**  
*Annual Event (no changes) 90+ days / 3 months*  
*Annual Event (w/ changes) 120+ days / 4 months*  
*New Event 180+ days / 6 months*

**Accepted**

**Denied**

**Applicant Notified & Provided with Permit Application Timeline (10 business days):**

**Applicant Notified (10 business days)**

**Application & Permit Fee Due**

**Time Allows: Applicant May Resubmit Form**

**Time Does Not Allow: Applicant May Appeal**

**Complete Application Submitted**

**Incomplete Application Submitted**

**Special Event Team (SET) Review (1st Thursday of each month)**

**Time Allows: Extension Given**

**Time Does Not Allow: Permit Denied - Applicant May Appeal**

**Work With Applicant on SET Review Issues**

**Remaining Items Submitted by Deadline**

**Remaining Items Not Submitted by Deadline: Permit Denied - Applicant May Appeal**

**2 Weeks Prior to Event: Remaining Application Materials & Fees Due**

**1 Week Prior to Event: Pre-Event Meeting w/ Applicant, KPD, Metro, etc., Permits Issued**

**1 Week Post Event: Event Debrief Meeting**

## Admission / Ticketed Entry

Any person conducting or operating any place for entrance to which an admission charge is made shall first obtain a Certificate of Registration from the city. Whenever a charge is made for admission, those charges are subject an admissions tax. **RCW 35.21.280 / KMC 5.12**

## Advertising / Promotions

The city would like to help get the word out. By using the following resources we can help promote the event and assist with public notification.

### PARKS AND RECREATION GUIDE

Applicants may purchase ad space in the brochure which is produced twice a year (March/August) and distributed to over 40,000 Kirkland homes. Artwork is due 90 days in advance. Ask for current rates.

### EXPLOREKIRKLAND.COM

Applicants may post event information on the city's tourism site; from which, select events are chosen for highlight in the printed Kirkland Events Guide. Each quarter, approximately 3,000 printed guides are delivered city-wide to hotels, restaurants, and other public facilities. While an electronic guide is sent to 1,700 email addresses monthly.

### KLIFE

The City of Kirkland offers community messaging on Comcast Cable Ch. 75 and Frontier Communications Cable Ch. 32 as a free public service to promote communication among public, educational and governmental sources. Messages are displayed throughout the day, 7 days per week during all non-program (taped or live) playback hours. Go to [www.kirklandwa.gov/depart/TV/Community\\_Message\\_Display.htm](http://www.kirklandwa.gov/depart/TV/Community_Message_Display.htm) to submit a request.

### CURRENTLY KIRKLAND

A weekly news and information program airing on cable channels KGOV and KLIFE, which is an effective way to quickly inform the public of upcoming events. To request event coverage, email: [KirklandTV@kirklandwa.gov](mailto:KirklandTV@kirklandwa.gov)

### Broadcast Times:

KLIFE (Ch. 75 & 32): Daily - 7:30am, 12pm, & 7:30pm  
KGOV (Ch. 21 & 31): Daily - 6:30am, 6:30pm, no Tuesdays

Demographic information about our stations can be found at:

[www.kirklandwa.gov/Assets/TV/TV+PDFs/SponsorKit.pdf](http://www.kirklandwa.gov/Assets/TV/TV+PDFs/SponsorKit.pdf)

### PRIVATE VS. PUBLIC EVENTS

When using public space for an event, please consider the following: a private event is one in which there is a specified guest list and the Organizer knows who will attend; a public event is one to which the general public is invited through word-of-mouth, flyers, advertising, and social media.

**Please note: All advertising and/or event promotion is done at the Applicant's own risk. The City of Kirkland is not responsible for financial losses due to cancelled events.**

## Alcohol

### SPECIAL OCCASION LICENSE

The sale, service and consumption of alcoholic beverages are subject to Washington State Liquor Control Board (WSLCB) regulations, licensing, and permit requirements.

Special Occasion licenses are issued only to non-profit societies or organizations holding a special event at which beer or wine is sold by the drink.

Your event may require a different type of permit. Please visit the WSLCB website: [www.liq.wa.gov](http://www.liq.wa.gov) for additional information. **A copy of the permit must be filed with the City of Kirkland no less than 2 weeks prior to the event.**

### IFC PERMIT

Beer / Wine Garden plans are reviewed by Kirkland Fire Department for assembly, occupancy, and other approvals and permits. See Site Plan for requirements.

### **Applicant / Event Organizer**

The Applicant is held financially responsible for any city fees or costs that may be imposed for the special event.

The Event Organizer means any person who conducts, manages, promotes, organizes, aids, or solicits attendance at a special event.

If the special event is to be held by, on behalf of, or for any organization other than the Applicant, the Applicant shall file a signed, written communication from such organization: 1) authorizing the Organizer to apply for the special event permit on its behalf, 2) certifying the Applicant will be financially responsible for any costs or fees that may be imposed for the special event.

### **Banners**

The banner program allows for the display of artwork, public service announcements, or event announcements promoting community events taking place within the City of Kirkland. Applicants must be a Kirkland based organization, non-religious or political in nature, with non-profit designation.

Street, Vertical, and Park banners have required specifications which are outlined in the respective banner permit application. New banners, not previously hung, must have artwork approval by the City prior to banner production.

Reservations are made on a first-come, first-serve basis and will be accepted up to one year in advance. Reservation of any one site is limited to once per month by any one group. Banners will be hung no more than two weeks in advance of an event and will be removed the day after the event.

### **Boat Launch**

The Kirkland Boat Launch is accessible for a fee April 1 to October 31. Operating hours are 5am – 11pm. Use of the launch is only recommended for boats 24' or less in length. *These regulations are currently under review and could change without notice.*

### **BOAT LAUNCH PASS**

Event Organizers may purchase 1 day (24 hours) or 3 day (72 hours) passes for the going rate.

### **CLOSURES**

If an event causes closure of the launch for 60+ minutes, the Organizer is required to submit a notification letter to the city for distribution no less than 2 weeks prior to the event. The Applicant is responsible for all associated costs.

### **TRAILER PARKING**

A limited number of trailer parking stalls are located at Heritage Park on the corner of Market Street and Waverly Way – 1 block north of the boat launch.

### **Cancellation/Contingency Plan**

Events may be cancelled for any number of reasons. These reasons may include, but are not limited to, failure to meet minimum volunteer requirements, severe weather, bacteria related beach closures, water main breaks, etc. This is why event Organizers must have a plan. When creating a plan, consider how participants will be notified ahead of time or upon arrival, can the event be rescheduled, can the event take place using an alternate route or venue, will registration fees be returned. Contingency plans must be submitted along with the special event application so they may be pre-approved.

### **Event Category**

#### **ATHLETIC EVENT**

An athletic event is one in which participants pay a registration fee to participate in a sports related activity.

#### **COMMUNITY EVENT WITH FEES**

Any publicly attended fair, show, parade, festival, concert, or other activity intended to entertain or celebrate in which fees are required to enter and/or participate in activities.

#### **COMMUNITY EVENT WITHOUT FEES**

Any publicly attended fair, show, parade, festival, concert, or other activity intended to entertain or celebrate in which no fees are required to enter and/or participate in activities.

**SEWER DISCHARGE**

Discharge of polluting matter in waters is prohibited.  
**RCW 90.48.080**

1. Food vendor sewage shall be discharged only to the sanitary sewer system, not to storm catch basins. Through either side sewers or manhole covers with ports cut out for hose connection. Covers shall be supplied by the Organizer and must be protected from pedestrian traffic.
2. No F.O.G. (fats, oil, grease) shall be discharged in excess of 100 parts per million = 1 teaspoon per 13 gallons of water to the sewers.
3. Any food particles that have not been properly shredded so that 100% will pass a 3/8-inch sieve and 75% will pass a 1/4 inch sieve are prohibited.

**CONTAINERS**

Organizers should make every effort to use recyclable or compostable paper products. Compostable means the product may be disposed of in food waste containers. Compostable products must be Cedar-Grove approved brands. Styrofoam containers are not allowed.

**Fire Pit / Bonfire**

**PERMITS**

International Fire Code Permits are required for activities such as bonfires, and fire barrels. Permit applications must be submitted along with a detailed site map.

**STAFFING**

A minimum of one designated staff member must be present at all times when fire is burning.

**EXTINGUISHER**

One portable fire extinguisher or other means to put out a fire must accompany each fire pit / burn barrel.

**KMC 21.74**

**Fireworks**

**PERMITS**

Permits are required for activities such as fireworks. City of Kirkland IFC permit applications must be submitted along with a detailed site map. The event

Applicants must provide copies of permits obtained from other county / state agencies. **KMC 21.74**

**INSURANCE**

The pyrotechnic vendor / operator must provide a certificate of insurance evidencing:

1. Comprehensive general liability insurance covering the Event, participants, products-completed operations and contractual liability with limits of no less than \$1 million each occurrence, \$2 million general aggregate.
2. The City and event Applicant as additional insured. The Additional Insured Endorsement must be accompanied by the policy change endorsement forms CG 20 12 or CG 20 26 or equivalent or it will not be accepted.

**STAFFING**

Due to the high risk nature of fireworks, Organizers are required to hire and pay for Kirkland Fire Department representation.

When the pyrotechnic platform is located on Lake Washington, event Organizers are required to hire and pay for King County Marine Patrol for perimeter control.

When staffing conditions are required, arrangements will be made by the Special Event Coordinator and paid for by the Applicant.

**First Aid / Safety Plan**

Every event is required to have a Safety Plan. Low risk events must have a first aid kit, while events with high-risk activities are required to have a first aid tent with certificated medical personnel on-site. Once the details have been finalized, the plan must be communicated to all event staff and volunteers.

Event Organizers are required to call 9-1-1 in the event of a medical emergency or if hospital transportation is needed.

Kirkland Fire Department personnel and equipment may be hired upon request.

for actual city costs for cleanup and repair of the venue.

### Insurance & Endorsement

Applicant shall provide a certificate of insurance evidencing:

1. Comprehensive general liability insurance covering the Event, participants, products-completed operations and contractual liability with limits of no less than \$1 million each occurrence, \$2 million general aggregate. (Liquor Liability limits \$1 million each occurrence)
2. The City as an additional insured. The Additional Insured Endorsement must be accompanied by the policy change endorsement forms CG 20 12 or CG 20 26 or equivalent or it will not be accepted.

Documentation must be filed with the city no less than 2 weeks prior to the event. **A Special Event Permit will not be issued until all insurance requirements have been received, verified, and approved.**

### Lifeguards / Open Water

Open Water Safety Plans must follow USA Triathlon (USAT) open water safety regulations. When required as part of a water safety plan, lifeguards with current Red Cross certification must be hired by the Applicant.

City of Kirkland lifeguard personnel may be hired upon request.

### Moorage

The Kirkland Marina Park Dock is a year-round marina which offers 77 uncovered moorage slips, select slips include power.

### RESERVING SPACE

Although reservations are not typically accepted, special arrangements can be made for special event needs. Moorage rates will be calculated based on vessel size and length of stay. Standard rates do not apply.

### BOAT SALES

On-site boat sales are strictly prohibited. Boat shows may be permitted when the actual purchase transaction is done at the company's retail site. 'For Sale' and other similar signs are not allowed.

Additional information can be found on the city website: [www.kirklandwa.gov](http://www.kirklandwa.gov), search "Kirkland Marina".

### Music

*SEE: AMPLIFIED SOUND*

### Notification

All events require some degree of public notification such as event site, route, private property, general public and stakeholders. Organizers are required to distribute notifications no less than 2 weeks in advance of the event.

The Special Event Team will determine the extent of community outreach and notification the event requires.

Events which cause a significant impact, such as street or lane closures, have additional requirements.

### PA – Public Address System

*SEE: AMPLIFIED SOUND*

### Park Facilities

In order to preserve park environments, we ask Organizers to observe the following:

1. Vehicle displays are restricted to the roadway.
2. Owners must keep animals on leash at all times and clean up after their pet.
3. Staking may not be used in parks with irrigation systems.
4. Park facilities will be inspected before and after each event. Applicants will be responsible for any damage.

### Parking

Kirkland's public parking guide can be found at [www.kirklandwa.gov/parking](http://www.kirklandwa.gov/parking).

Organizers are expected to make parking arrangements with private lots for event vendors, volunteers, and staff. Public parking areas should

#### TEMPORARY GENERAL WIRING

Ground-fault protection for personnel, for all temporary wiring installations is required.

Flexible cords and cables should be protected. Sharp corners and projections should be avoided. Where passing through doorways or other pinch points, protection shall be provided. Rubber guards must be used when cords and cables cross public walkways.

Cable assemblies and flexible cords and cables should be supported in place at intervals that ensure they will be protected from physical damage. Support may include cable ties, straps, or similar type fitting.

#### Raffle / Drawings

A raffle is an event where a charitable or nonprofit organization sells tickets and awards prizes based on a drawing. All net proceeds from a raffle must be used for the organization's stated purposes. Private citizens and commercial businesses cannot offer a raffle. **RCW 9.46.0209, 9.46.0277, 9.46.0315 & 9.46.0321; WAC 230-11**

#### Route Map

Attach a detailed route map, on a single sheet of paper – no larger than 11"x17", showing the following information:

1. Name & date of event
2. Start / Finish lines
3. Route(s)
4. Arrows indicating which direction the participants travel & on which side of the street
5. Volunteer posts
6. Water stations
7. Mile markers

***\* On a separate sheet of paper, provide a written description of the path of travel.***

#### Sales

A City business license is not required for event vendors engaged in no other activities within the city except those that are within the term and scope of a city special event permit. **KMC 7.02.060**

A special event permit is required when

merchandise or services are offered for sale or trade to the public.

#### Security

Events which anticipate a large number of attendees may be required to hire and pay for off-duty Kirkland police officers. When required, arrangements will be made by the Special Event Coordinator.

Although the City does not require overnight security for multiple day events, it is highly recommended. Event Organizers may hire a security service of their choosing. Off-duty Kirkland Police officers are available for hire upon request.

#### Signage

A sign is any pennant, flag, banner, inflatable display, or other attention-seeking device. Temporary special event signs may be erected the morning of the event and must be removed immediately after the event has ended. Signs may be a maximum of 6 square feet per sign face, including any attachments.

No fees are required for the placement of temporary special event signs in public rights-of-way, however, the Organizer must submit a complete sign plan including:

1. Type of sign / materials
2. Dimensions
3. Sample art / text

Any sign found in violation may be removed and discarded by Code Enforcement.

#### Site Map

##### GENERAL SITE MAP

All events are required to submit a site map. The map should be a single sheet of paper, no larger than 11"x17", and show the following:

1. Name & date of event
2. Name of park / facility
3. Street names, indicate one-way streets where appropriate
4. Restricted parking areas
5. Traffic re-routing / detours, signage
6. Equipment including (items listed under event operations above), but not limited to: barricades, bleachers, cooking areas, dumpsters,

#### **ANCHORING**

Follow the manufacturer's recommendations for anchoring with ground weights. If stakes must be used for anchoring, you must notify the Event Coordinator to request special consideration. Do not use tents / canopies in wind speeds that exceed the manufacturer's recommendation.

#### **Timeline**

Applicants are required to submit an event timeline. Applicants should use a **timeline format** to describe, in detail, the logistics of the event beginning with load-in (first piece of equipment delivered to site) and ending with load-out (last piece of equipment to leave the site). This will help staff ensure there are no conflicts with other city / park activities.

#### **Traffic Control Plan**

Any event which impacts the normal flow of traffic must have a traffic control plan. The plan should include a detailed description of the following:

1. Signage drop off / pick up dates and timeframe
2. Requested staging areas
3. Copy of "No Parking" sign(s) to be posted
4. Traffic control map

#### **TRAFFIC CONTROL MAP**

A detailed traffic control map, on a single sheet of paper – no larger than 11"x17", should include the following information:

1. Name & date of event
2. Start / Finish lines
3. Route(s)
4. "No Parking" areas
5. "Road Closed" barricades
6. Detour routes & directional signage
7. Volunteer posts

#### **Vehicle Displays**

Vehicle displays should be planned so the impact to City parking revenue is minimized.

#### **Vendors**

Issuance of a special event permit confers upon the event Organizer the right to control and regulate the sale of goods, food, beverages, and services within the event venue in accordance with the terms and conditions of the special event permit.

It is unlawful for any person to sell, resell or offer to sell or resell any goods, food, beverages or services in a special event venue except for authorized special event vendors.

#### **Volunteers**

In order to ensure a successful event, volunteers must have a basic knowledge of the event schedule and layout; understand what they are expected to do; and how to handle emergencies. Communicating this information to your volunteers will make the event and their experience more enjoyable.

#### **GARBAGE / RECYCLE / COMPOST**

Keep all event areas clean including: streets, grounds, and waste receptacles in all temporary and permanent receptacles.

#### **RESTROOMS**

Empty garbage and re-stock paper supplies (provided by the Applicant) in both temporary and permanent facilities.

#### **ROAD CLOSURES**

Mandatory volunteer posts will be determined by the Kirkland Police Department. All volunteers working in public right-of-way are required to wear safety reflective vests at all times while on duty. Insufficient volunteers could result in the cancellation of the event.

#### **Waste Plan**

Washington State law requires vendors and Organizers for festivals, special events, and official gatherings to provide recycling containers at events where beverages in cans and/or bottles are available. **RCW 70.93.093**

The City of Kirkland requires event Organizers to maintain all waste receptacles (including City cans and restrooms) throughout the venue during event hours.

Event Waste Plans must include:

1. A sufficient number of receptacles / dumpsters to support event activities.



## CITY OF KIRKLAND SPECIAL EVENT FEE SCHEDULE

PERMITS		
Electrical Permit	\$79.00	Base fee plus \$20 per concession, \$250.00 max.
IFC Permit	\$79.00	Each location
Special Event Permit	\$160.00	Each location, each event setup / breakdown
Street Banner Permit	\$25.00	Each request - multiple banners on one permit ok
Vertical Banner Permit	\$25.00	Each request - multiple banners on one permit ok
STAFF FEES		
Electrical Inspections	\$118.50	Per hour - outside of normal business hours, 2 hour min.
Explorer Post Donation	\$50.00	Per Explorer, \$250.00 max.
Fire/Aid	TBD	Based on staff hired to work event, 2 hour min.
Parks Maintenance	TBD	Based on staff hired to work event , 2 hour min.
Off-Duty Kirkland Police - Security Only	\$40.00	Per officer/per hour, 4 hour min., in the event of cancellation officers are paid a minimum of 1 hr.
Off-Duty Kirkland Police - Traffic Control	\$45.00	Per officer/per hour, 4 hour min., in the event of cancellation officers are paid a minimum of 1 hr.
Off-Duty Kirkland Police - Holiday	\$50.00	Per officer/per hour, 4 hour min., in the event of cancellation officers are paid a minimum of 1 hr.
Public Works Maintenance	TBD	Based on staff hired to work event, 2 hour min.
Park Recreation / Lifeguards	TBD	Based on staff hired to work event, 2 hour min.
Street Banner Labor	\$150.00	Per banner - includes one installation & one removal
Vertical Banner Labor	\$150.00	1 - 8 banners, each additional banner \$15.00, includes one installation & one removal
EQUIPMENT		
3/4" Water Hydrant Meter Rental	\$5.00	Per month, plus a \$450.00 refundable deposit, and cost of water
PW Truck	TBD	Based on type of equipment used for event
Variable Message Board	\$400.00	Per board, plus tax
Water Key Deposit	\$25.00	Each
OTHER		
Boat Launch Pass	\$32.00	72 hour access
Certificate of Registration Admissions	\$1.00	
Late Payment	5%	When a final invoice is required, if payment is not received by the specified due date, a 5% late fee (based on the total balance due) will be assessed.
Marina Park Dock	TBD	Based on number of slips requested and length of vessels
Marine Patrol	TBD	This outside agency establishes the rate for event support.
Printing/Mailing	\$0.44	Per letter, plus cost of supplies
Water	\$5.09	Per unit (748 gallons)
<b>* ALL FEES ARE SUBJECT TO CHANGE WITHOUT NOTICE.</b>		

**City of Kirkland Event Funding and Permitting Policies  
Analysis and Recommendations**

Philippa Hoshko

## **INTRODUCTION**

This report investigates the challenges that the City of Kirkland is facing with their special event policies. These challenges are examined and considered in light of academic research and the policies of neighboring cities. Lastly, a series of recommendations are presented to assist the City in developing an event program strategy and to mitigate current challenges.

Over the last few decades there has been exceptional growth in the production of festivals and events by and for local governments. Cities need to develop tools and techniques that have a sound policy basis, are feasible and relevant in order to encourage effective planning and the development of a comprehensive events strategy. A well-developed policy will result in increased effectiveness of government expenditures related to carefully developed objectives for events (Wood, 2009). Other than several small events and the Friday Market produced by the Parks and Community Services Department (Parks Department), the City of Kirkland does not produce any of its own events. However, it hosts, provides funding for, and permits a variety of events produced by individuals, agencies and businesses.

In 2012, the City of Kirkland hosted 26 events<sup>1</sup>. As of November 16, 2012 there were seven additional events that had requested permits for 2013. Five of the events are proposed to take place in the downtown core at Marina Park and four are athletic events. The City should develop a proactive event program strategy and implement policies to effectively and consistently handle the increasing number of requests for event permitting, funding and in-kind City services.

The event organizers interviewed are very passionate about producing events in the City of Kirkland as a way to foster both civic pride, and community and economic development. However, some event organizers in Kirkland are dissatisfied with Kirkland's event policies, specifically taking issue with the permitting process and fees assessed for the production of special events in the City. Some event organizers believe the City of Kirkland's current permitting process and fees charged for city services are not welcoming to events. At the same time, the Parks Department that is responsible for special event permits and coordination of city services, believes it assists all event organizers through the process without regard to the number of events taking place or the quality of event being produced. These conflicting views were better understood after stakeholder interviews and research of other cities was completed.

No single solution to City events management can be identified because each municipality has a unique history and relationship with events that will require individual policy responses (Getz and Frisby, 1991). However, by investigating both past and current challenges within the City and examining the strategies and policies of surrounding cities, this analysis can provide the foundation for a conversation within the City of Kirkland regarding how and why it has implemented current event policies and what it would like the state of events in Kirkland to be moving forward. This conversation should incorporate all stakeholders, and lead to the creation of a proactive event program strategy that results in the development and implementation of policies that are aligned with the strategy.

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<sup>1</sup> Events that have multiple occurrences over a span of time such as the Farmer Markets and Summer Concert Series are counted only once.

## **METHODOLOGY**

Early in the research phase of this project, it was discovered that there is no universal solution that could be applied to the challenges the City is facing. While there is some academic literature on the topic, there is limited current research on defining the public benefit of events and establishing event policies for mid-sized municipalities. Most of the research is focused on creating an evaluation framework for municipally-funded events or measuring the economic benefit. In order for the City of Kirkland to utilize the research on creating an evaluation framework they must first determine the objectives they are hoping to achieve through their event program.

Research included stakeholder interviews, both of departments and programs impacted by events, as well as various event organizers that are required to obtain a permit from the City in order to produce their event. Those interviewed included four event organizers, eight members of the Special Event Team and six city staff from the City Manager's Office.

Researching the historical context of events in Kirkland was important to understand the culture of the City and the history of attitudes toward events. In order to understand and provide an in-depth background on the policies, the special event files from 1998-present were reviewed and referenced. Additionally, city staff and event organizers of five neighboring cities including Seattle, Burien, Bellevue, Issaquah and Redmond were conducted to understand their funding and permitting processes.

Initial research questions included:

1. How were the current policies and processes developed?
2. What are the current challenges with the City of Kirkland event funding and permitting process? Are these challenges new?
3. How does the City of Kirkland event funding and permitting process compare to neighboring cities?
4. Who determines the event strategy for the City of Kirkland and what parties have been or should be involved in the process?
5. Is the City of Kirkland funding and permitting process reflective of the City of Kirkland's vision for events?
6. What actions need to take place in order to coordinate a vision for events and align the City of Kirkland's event policies with this vision?
7. What role do events play in the City's tourism and economic development strategy?

## **ACADEMIC RESEARCH**

Many cities face challenges associated with hosting festivals and special events, but few have developed relevant policies regarding types of support and assistance. This causes problems for the growing number of festival and special event organizers who are coming to cities for support, as well as for city decision makers who are dealing with the requests (Getz and Frisby, 1991).

Community based festivals are becoming more popular and numerous. They encompass a diverse range of themes from a specific focus to a multi-faceted celebration (Small, Edwards, Sheridan, 2005). The level of government and community participation in a festival can range from festivals being located within a community and approved by local government, to those that are created, organized and participated in by both the government agency and the community (Fig. 1) (Wood, 2009).

Level of involvement	Community located	Community attendance	Community participation	Community organised	Community created
Local government permitted	Little or no involvement either party				High community involvement
Local government supported/ endorsed					
Local government resourced /funded					
Local government created	High local government involvement				High involvement both parties

Increasing level of partnership and involvement

Figure 1: Local government and community festival involvement Source: Wood, 2009

Additionally, research from Getz and Frisby outlines four roles that a municipality can play in the development of festivals and special events. They include direct producer, partnership, direct assistance and facilitation.

Direct Producer: A city may produce special events or festivals in-house. Advantages of direct involvement include ultimate control over logistics and the quality of event, as well as city and departmental branding.

Partnership: A city may enter a joint venture when the municipality or organizer lacks the resources to produce an event on their own.

Direct Assistance: A city can sponsor an event or provide a wide range of services including financial aid without having overall responsibility for its operations or outcomes.

Facilitation: A city may provide forms of indirect assistance including:

- Coordination of event scheduling
- Space and facility use

- Providing advice about event logistics upon request
- Parking and crowd control
- Promotion of event
- City resource onsite staffing
- Recruitment of volunteers
- Maintenance and clean-up
- Use of equipment

Cities can provide these forms of assistance at no charge, as a partially subsidized fee or with regular user fees. For many parks and recreation departments, these facilitative functions fall within their current mandate and are a major area of support for an event. However, solely adopting a facilitative role will not necessarily result in new or better events and will not necessarily achieve city objectives. These forms of assistance should be viewed as tools in a broader package of event policy initiatives (Getz and Frisby, 1991).

City departments responsible for event oversight tend to have limited resources in terms of funding, time and areas of staff expertise (Wood, 2009). Communities also need to evaluate if they are hosting more festivals and events than their town can support (Carter and Zieren, 2012). This is important to consider in terms of both the impact on city departments responsible for event oversight as well as neighborhood impacts.

In the Puget Sound area, events are housed in departments ranging from Parks, to Economic Development to Development Services and the City Clerk's Office. Where event development and oversight is located often reflects the main objectives of the events and the level of strategic planning that goes into them (Woods, 2009).

Many cities provide ad hoc grants to festivals and special events, but such decisions are seldom guided by a formal assistance policy (Getz and Frisby, 1991). A necessary and often lacking aspect of a city's event program is an evaluation of how well an event meets its objectives. The majority of event departments that responded to a survey in the United Kingdom did not set clear objectives for their event programs and as a consequence did not undertake any meaningful evaluation. They responded that the lack of strategic planning was due to limited time and money (Wood, 2009). Furthermore, festivals are often hosted with ill-thought-out objectives, which are then not assessed, leaving evaluation to the basics of attendance counts, questionable economic impact measures and assessment of the functional aspects of the event (Getz and Frisby, 1991).

Over the last decade, there has been increased research aiming to identify the potential impacts of all types of events. The emphasis has begun to move away from the economic impact models adopted by the tourism literature toward the identification and investigation of social impact (Wood, 2005).

For a city to create an event strategy, they must examine and weigh the unique social and economic benefits with the social and economic costs. Social benefits may include community development and civic pride, while economic benefits may include long-term promotional benefits for the city, additional trade and business development and increased property values. Social costs may include disruption to residents, traffic congestion, noise, and crowding, while economic costs may include interruption of normal business and resident exodus (Wood, 2005).

A thorough city event strategy will contain a number of elements including a statement of issues and input received, an evaluation of potential options, and the criteria that festivals and special events must meet in order to obtain a permit and/or specific level of support. The actual “policy” can be viewed as either the overall strategy or a component of it, such as the funding criteria (Getz and Frisby, 1991).

## **CITY OF KIRKLAND EVENT PERMITTING POLICY EVOLUTION**

### **1991-1997 - Centralization of Event Permitting**

In 1991, event permits were housed in the City Clerk’s office under administrative licenses and permits. There was a very simple section on events in the City Code and only two events took place - the Taste of Kirkland produced by the Kirkland Chamber of Commerce and Summerfest produced by the Kirkland Arts Center.

The event permit application was very simple and when people would apply for a permit they would ask questions regarding information that needed to be answered by other departments. The Assistant City Clerk who was responsible for the event permits would send them to the applicable department but event organizers reported varying levels of responsiveness from city departments and came back to her without their question being answered.

In response, the Assistant City Clerk started coordinating all the different departments and resources in order to create efficiencies and provide better customer service to permit applicants. The City Clerk’s Office and Assistant City Clerk position became the one point of contact for all event related questions and requirements. The Assistant City Clerk revamped the permit application process and began collecting information needed from event organizers and coordinating their needs with the different departments. This new process initially met resistance from both internal and external stakeholders, but one point of contact and a filter between event organizers and department staff ultimately proved beneficial.

The “one-stop shopping” process prevented event organizers from directly negotiating the best deal they could get from the various departments, which had created differing standards for events. Having one city person being the point of contact for event organizers improved consistency and customer service.

### **1997-2002 - Event Attraction Strategy and Cost Recovery Creation**

In 1997, David Ramsay became the Kirkland City Manager and his philosophy was that cities that “play together, stay together” and great communities have opportunities to collaborate and celebrate together through events. His hope was to build an events program for the City of Kirkland and asked the Assistant City Clerk to put together an event strategy. The goal was to have events year-round that make the City of Kirkland a vibrant place for people to live, work and play. Additionally, events could be used as an economic development tool to attract people to visit Kirkland. Part of the strategy involved creating an attractive environment to produce events, so professional high quality events would want to come to Kirkland.

With this new strategy, there was an increase in events, so an informal interdepartmental events team was created to increase communication between departments involved in event oversight. Although department capacity to support events was limited, the departments knew that they were ultimately responsible for managing their domain that was impacted by the event. By investing in the pre-planning of requirements and contingency plans, it prevented unanticipated issues during the event.

Costs incurred by departments for the services they were providing to events were not being recognized. In order to mitigate this challenge, the City created a cost recovery strategy to reimburse city departments for the services they provided the day of events.

In April of 2002, an Event Price List was distributed by the City Clerk's office to Fire, Public Works, Parks and Planning in an effort to achieve cost recovery for events, thereby reimbursing the city departments for services and equipment. (Attachment A)

### **2002-2005 – Alignment of the Event Permit and Grant Process and the Development of a Wine and Food Event**

In 2002, event organizers could apply for a business association grant, a community event grant or an outside agency support grant through an annual funding process. Through the permitting process, the event organizer was asked to reimburse the City for its costs. One challenge that arose from this process was that event organizers were receiving grants but were not able to use their grants to pay their bill for city services.

During this time, event permitting was coordinated by the City Clerk's Office and the event grants were coordinated by the City Manager's Office. In May, 2002 the grant and event committees had a joint meeting to discuss grant funding, cost recovery and to identify related issues. Many of the questions posed are the same the City of Kirkland is currently facing 10 years later. Agendas from the meeting include the following questions:

- *What does the City Council want?*
- *What is the capacity for events being produced in Kirkland?*
- *What is the best balance of types of events?*
- *What are the criteria for saying yes or no to an event?*
- *Is there a consistent application of policies by all departments or are events being treated differently?*

Additional discussion items included:

- *Current Rate Structure Associated with Events: To charge or not to charge?*
  - *Continue with the current method*
  - *Charge for everything*
  - *Go through events on a case by case basis*
  - *Is there consideration for the point an applicant can't afford to put on an event because of the city service fees*
- *The Grant Process*
  - *How can the process be streamlined?*
  - *How can we address the challenge of the City giving an applicant \$5,000 and then sending a bill for city services of \$6,000?*

- *Grant committee would like to know what the City Council is looking for in events before giving them a recommendation, or to further define/clarify the criteria for who receives money.*
- *Should there be a phase-out plan for events to become self-sufficient thus giving other events the opportunity to compete for grants?*
- *Should the city absorb all City costs in lieu of a cash grant?*
- *Should the grant reflect all money plus absorbed costs?*
- *What is going to be the connection between city grants and grants from Lodging Tax (can you get money from both for one event)?*

In 2005, in an attempt to streamline the funding and permitting process, the Assistant City Clerk moved into the City Manager's Office as the Special Projects Coordinator responsible for the permitting of events and managing the grant process. A responsibility of the Special Events Coordinator was to "consolidate conditions, requirements and commitments into one permit on behalf of the event organizer". An events flow chart depicted the event permitting process as it was conceived at that time (Attachment B).

Concurrently, the City of Kirkland was exploring opportunities for wine and food related tourism promotions (Attachment C). Senior Planner Janice Soloff was in contact with the Washington Wine Commission regarding options for incorporating "Washington wine promotions with our tourism promotion efforts" and "brainstormed some ideas for creating a food and wine event in Kirkland" (Soloff, 2004). Additionally, David Ramsay had a meeting with the Chamber of Commerce to discuss issues and opportunities. These included:

- *What other cities in the region were doing*
- *Times of year for events*
- *Connecting to other events*
- *Possibility of connecting with Eastern Washington*

In 2005, the City of Kirkland signed the Kirkland-Walla Walla Partner City Resolution (Attachment D). In 2006, the Kirkland Arts Center decided to no longer produce Kirkland Summerfest, the City of Kirkland reached out to the event producer working with the Kirkland Arts Center to see if they would still produce an event over that weekend. The City wanted to create Kirkland's signature event that incorporated wine, art, jazz and food on the waterfront.

#### **2006-2009 Outside Agency Funding Development, Updating the City Ordinances on Special Events, and Implementing A Cost Recovery Model**

A February 24, 2006 memo to the Kirkland City Council from the City Manager's Office regarding outside agency funding helped to distinguish the different funding categories for outside agencies and provided recommendations.

*"This memo discusses which organizations are currently funded through the outside agency process and recommends which should be considered for inclusion in the base budget. It also defines what type of organizations should participate in a competitive funding process on an annual or biannual basis."*

*The memo also creates funding categories to better guide funding policies. These categories include:*

- *“Partner Agencies - Agencies that receive support as a result of formal council action or designation.*
- *Special Events - These are events that have considerable public appeal and are substantially funded by the city and staffed by city employees. Special event funds should be part of the special event base budget. An example is the 4<sup>th</sup> of July fireworks display.*
- *Community Agency Funding - This category is used broadly to fund activities and projects on an annual one-time basis. Organizations receive funds through a competitive process. An example would be the Kirkland Arts Center’s Summerfest.*
- *Tourism Grants – These are grants funded from the Lodging Tax and are defined by State statute RCW Chapter 67.28 and KMC Chapter 5. Lodging tax funds are allocated by recommendations of the Lodging Tax Advisory Committee.” (Attachment E)*

Ongoing and one-time funding was identified for partner agencies, special events, community agencies and tourism activities. Partner agencies with ongoing funding were budgeted for two years, while one-time funded agencies and events were funded annually.

In September 2007, a memo prepared by the Special Projects Coordinator proposed an updated events ordinance that was “developed based on other municipalities’ special event ordinances, Washington Cities Insurance Authority recommendations and requirements and the current practices employed by the Special Event Coordinator and Special Event Service Team.” The memo recommended significantly updating Chapter 19.24 of the Kirkland Municipal Code entitled Temporary Special Events that had not been updated since 1983 (Attachment F). Additionally, “much of the existing code was antiquated and the code was silent in areas that staff must address when processing event applications.”

The memo presented a cost recovery and fee structure methodology based on a level of public benefit from the event and noted that the current city code regulating special events did not include information on cost recovery. Additionally, it recognized that, with an increased number of events occurring in Kirkland, it was appropriate to articulate cost recovery policies that would guide the development of fees and charges paid by event organizers. (Attachment G)

The memo states that level of public benefit was based on “the assumption that special events are produced by, or on behalf of, or benefit non-profit public service agencies and have a public benefit as they are a positive addition to the community fabric.” Additionally, the memo stated that “staff recommends that for events in which benefits to recognizable charitable organizations is a significant component, the portion of costs that are not recovered include the special event coordinator’s time associated with planning the events and time spent the day of the event, indirect staff time and overhead, park fees and right of way use fees. The costs that would be recovered include a special event permit fee and the direct staff time and direct cost associated with “day of” event activities (e.g. Traffic control provided by Police, use of reader boards, Park staff time).” The cost recovery structure was based on per unit reimbursement.

Two months after updating the City ordinance, a memo recommended the “transfer of special events permitting processing and coordination from the City Manager’s Office to the Parks and Community Services Department.” The reasoning for the transfer was that the Special Projects Coordinator position needed to have increased capacity for the Tourism Program. The memo stated that the functions of the Special Events Coordinator align with the mission of the Parks Department. Additionally, many events were taking place in City parks, so the Department was already heavily involved in event coordination and management. (Attachment H)

With the 2008 recession, the 2009/2010 budget saw significant cuts, including reductions to outside agency and event funding. Lodging Tax funding to support tourism promotion for events continued.

### **Recent Changes and Challenges**

In 2011, the Parks Department changed the permit application with the intent of being more streamlined and efficient for not only the event organizers but also for all of the City departments involved with event permitting and operations.

The current process involves submitting a special event interest form that includes the requested dates, times and a brief description and purpose of the event. Once approved, the event organizer submits an application with a variety of information based on section 19.24.140 of the Kirkland Municipal Code. Supplementing the event permit application is an events guide that provides further details on requirements. (Attachment I)

Event organizers are then required to attend a Special Events Service Team meeting where the organizer can present their event. Applicable City departments impacted by the event such as Police, Fire, Public Works, or Parks can ask questions or state their concerns. This application and approval process is very similar to the cities of Seattle, Issaquah, Bellevue and Burien.

Over the past year, the City Manager's Office has noticed an increase in tension between the event organizers and City Staff in the permitting of events. Additionally, although a General Fund allocation for events was eliminated from the budget, event organizers continue to request funding from the City of Kirkland outside of the budget process. At the April 3, 2012 City Council meeting, a group organizing a new Summerfest event presented their event plan and goals to the City Council. Council discussion followed regarding potential funding being provided to the organizers. Councilmember Sweet requested a reminder of what the process is for the City to fund events and suggested that the City consider re-establishing that process in the up-coming budget.

At the City Council meeting on April 17, 2012, background on how the City has funded events through outside agency funding was provided to Council. During the discussion, Councilmember Sweet advocated that the process be reviewed and refined. Councilmember Sweet and Intergovernmental Relations Manager Lorrie McKay reviewed the event funding documents that were last used in 2008. These including the:

- 2008 Community Agency Funding Request form
- 2008 Community Agency Budget Overview form
- 2008 Community Agency Reimbursement form

In addition to the funding process they noted a municipal services agreement contract, and the special event permit application is also required by the applicant.

Councilmember Sweet suggested that a cover page describing the whole event funding and permitting process would be helpful and a paragraph needed to be crafted describing the Council's intent on granting these funds, including a mission or purpose statement that communicates that the funding is available in order to achieve a certain City objective (McKay,

2012). These recommendations have not yet been implemented into the event funding or permitting process.

On June 8, 2012, based on Council direction, the City Manager recommended that the City Council allocate funding for Summerfest and Celebrate Kirkland's 4<sup>th</sup> of July Firework Display (Attachment J).

### **Additional Considerations**

A contract entered between the City of Kirkland and the Kirkland Downtown Association (KDA) on February 24, 2012 stated that the KDA was to support events that assist downtown business. The contract states that the KDA was to "administer and coordinate all aspects of the 4<sup>th</sup> of July Parade and Fireworks, Summer Concert Series, Kirkland Classic Car Show, Halloween Trick or Treating and Holiday Lighting including recruiting of volunteers, fundraising, promotion, coordination with City, assigning tasks and supervision of the event." (Attachment K). Although the KDA is the fiscal agent of these events, many of the event responsibilities and the outlined tasks are still performed by volunteer event organizers with no compensation.

In November, 2012 it was brought to the City's attention that the Kirkland Events Foundation, a new non-profit, was being created with the "goal to partner with other local events in promoting their events, producing a calendar of all events as well as to continue Summerfest and other new events in a fiscally sustainable manner" (Butcher, 2012). The role of the KDA and the newly formed Kirkland Events Foundation is under discussion.

**Current Status of Events in Kirkland**

In 2012 the City of Kirkland hosted 26 events. The complete lists of 2012 and proposed 2013 events are below. In 2013, various event organizers have proposed seven additional events, which is an increase of 27%.

**2012 Events**

JANUARY	JULY	SEPTEMBER
	4 - Celebrate Kirkland Parade & Fireworks (MA)	5, 12, 19, 26 - Kirkland Wed. Mkt (CBD)
<b>FEBRUARY</b>	6, 13, 20, 27 - Juanita Friday Mkt (JP)	7, 14, 21, 28 - Juanita Friday Mkt (JP)
	7 - French Flea Market (CBD)	15 - Seattle 3-Day Walk
<b>MARCH</b>	10, 17, 24, 31 - Summer Concerts - Kids (MA)	15 & 16 - Gold Cup Boat Races (JP)
17 - Kirkland Shamrock Run 5k (MA)	11, 18, 25 - Kirkland Wed. Mkt (CBD)	22 & 23 - Northwest Bookfest (PK, PKCC)
<b>APRIL</b>	12, 19, 26 - Summer Concerts - Evening (MA)	29 - Halloween Dog Parade (MA)
6 - Good Friday Walks (CBD & JP)	20, 21, 22 - Kirkland Uncorked (MA)	30 - TriFREAKS Kirkland Triathlon (JP)
15 - Captain Jack's Treasure Run 8k (JP)	28 - Go Dog, Go! Festival & Dog Walk (JP)	30 - PCS Kid's Triathlon (JP)
<b>MAY</b>	28 - Cruise In & Dance (MA)	<b>OCTOBER</b>
11, 18, 25 - Juanita Friday Mkt (JP)	29 - Kirkland Classic Car Show (MA/CBD)	3, 10, 17 - Kirkland Wed. Mkt (CBD)
12 & 13 - Kirkland Artists Studio Tour		5 - Juanita Friday Mkt (JP)
13 - Kirkland Half Marathon & 5k (JP)	<b>AUGUST</b>	27 - NAMI Walk (MA)
16, 23, 30 - Kirkland Wed. Mkt (CBD)	1, 8, 15, 22, 29 - Kirkland Wed. Mkt (CBD)	
19 - Locavore	2, 9, 16, 23, 30 - Summer Concerts - Evening (MA)	<b>NOVEMBER</b>
19 - CROP Walk	3, 10, 17, 24, 31 - Juanita Friday Mkt(JP)	18 - Turkey Trot Fun Run/Walk (MA)
28 - 7 Hills of Kirkland (MA)	4 & 5 - Seafair	<b>DECEMBER</b>
<b>JUNE</b>	7, 14, 21, 28 - Summer Concerts - Kids (MA)	1 - Downtown Holiday Lighting (CBD)
1, 8, 15, 22, 29 - Juanita Friday Mkt (JP)	7 - National Night Out	16 - 12Ks of Christmas (MA/JP)
6, 13, 20, 27 - Kirkland Wed. Mkt (CBD)	10 & 11 - Kirkland Summerfest (MA / CBD)	<b>Confirmed</b>
	11 - 18 - Jr. Little League World Series (EV)	<b>Tentative</b>

**2013 Proposed Events**

JANUARY	JULY	SEPTEMBER
19 - "Live and Not Die" A walk to beat cancer	3, 10, 17, 24, 31 - Kirkland Wed. Mkt (CBD)	4, 11, 18, 25 - Kirkland Wed. Mkt (CBD)
<b>FEBRUARY</b>	4 - Celebrate Kirkland Parade & Fireworks (CBD/MA)	6, 13, 20, 27 - Juanita Friday Mkt (JP)
23 - "Live and Not Die" backup date	5, 12, 19, 26 - Juanita Friday Mkt (JP)	14 - PCS Kid's Triathlon (JP)
Leap 5K	9, 16, 23, 30 - Summer Concerts Kids (JP)	15 - TriFREAKS Kirkland Triathlon (JP)
<b>MARCH</b>	11, 18, 25 - Summer Concerts Evening (MA)	21 - Seattle 3-Day (MP/HP/JP/132)
16 - Kirkland Shamrock Run 5k (MA)	19, 20, 21 - Kirkland Uncorked (MA)	22 - RC Hydroplane Boat Races (JP)
29 - Good Friday Walks (CBD & JP)	28 - Kirkland Classic Car Show (CBD/MA)	
<b>APRIL</b>	Go Dog, Go! Festival & Dog Walk (JP)	<b>OCTOBER</b>
6 - To Hell with Cancer 5k (MA)	French Flea Market (CBD)	2, 9 - Kirkland Wed. Mkt (CBD)
<b>MAY</b>		4, 5, 6 - Kirkland Oktoberfest (MA)
21 & 12 - Kirkland Artists Studio Tour		8, 11, 18 - Juanita Friday Mkt (JP)
12 - Kirkland Half Marathon & 5k (JP)	<b>AUGUST</b>	18, 19, 20 - Sails & Ales (MA)
15, 22, 29 - Kirkland Wed. Mkt (CBD)	1, 8, 15, 22 - Summer Concerts Evening (MA)	<b>NOVEMBER</b>
17, 24, 31 - Juanita Friday Mkt (JP)	2, 3, 4 - Seafair	24 - Turkey Trot Fun Run/Walk (MA)
18 - NAMI Walk of Washington (MA)	2, 9, 16, 23, 30 - Juanita Friday Mkt (JP)	30 - Holiday Tree Lighting (CBD)
27 - 7 Hills of Kirkland (MA)	6 - National Night Out	<b>DECEMBER</b>
CROP Walk	6, 13, 20 - Summer Concerts Kids (JP)	15 - 12K's of Christmas (MA)
<b>JUNE</b>	7, 14, 21, 28 - Kirkland Wed. Mkt (CBD)	
5, 12, 19, 26 - Kirkland Wed. Mkt (CBD)	9, 10, 11 - Summerfest (CBD/MA/PK/HH/HP)	
7, 14, 21, 28 - Juanita Friday Mkt (JP)	10-17 - Jr. Little League World Series (EV)	<b>Confirmed</b>
16 - Ride to Conquer Cancer	17 - Mighty Tightly Whitey Run (JP)	<b>Tentative</b>

CBD - Central Business District	HP - Heritage Park	PK - Peter Kirk Park
EV - Everest Park	JP - Juanita Beach Park	PKCC - Peter Kirk Community Center
HH - Heritage Hall	MA - Marina Park	132 - 132nd Square Park

Last Updated 12/7/2012

- New event proposed for 2013
- TBD

## **STAKEHOLDER IDENTIFICATION**

There are many stakeholders involved in City events and many of the players wear multiple hats that can further increase the complexity of the issue.

### **Authorizers**

The authorizers of event funding and permitting policies are the Kirkland City Council and the Kirkland City Manager who recommends and advises the City Council.

### **Resource Controllers**

In addition to the City Council that appropriates departmental budgets, the resource controllers of the events in Kirkland are the Parks Department Special Events Coordinator and the Special Events Team that consists of the Police Department, Fire Department, Public Works, Park Maintenance, Planning/Code Enforcement, Risk Management, Transportation, Parking Advisory Committee and Finance Department.

The Economic Development Manager and the Tourism Development Committee (serving as the Lodging Tax Advisory Committee) are the resource controllers for lodging tax funds, the only current formal event funding. Additionally, the City Council has the ability to appropriate additional grants through the general fund.

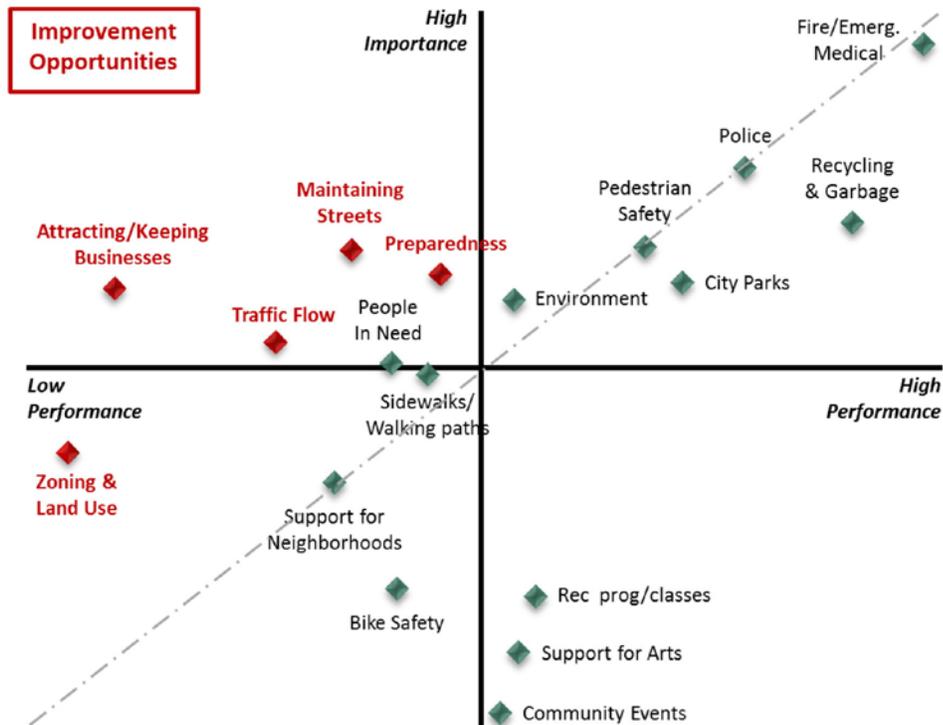
### **Interest Groups**

The interest groups involved in the events and event policies include: event organizers, event participants, the residents and businesses impacted by the events, the Kirkland Downtown Association, the Kirkland Chamber of Commerce and the newly created Kirkland Event Foundation.

## **CITIZEN SURVEY RESULTS**

The results from a recent Kirkland citizen survey illustrate citizens' opinion toward community events in Kirkland. On a scale of 1-5, with 5 being extremely important, 9% of respondents ranked community events a 5 and 32% rank community events a 4 (EMC Research, 2012).

However, in relation to other priorities important to citizens, community events scored the lowest in importance compared to all other city services and received a performance score of average. "The quadrant in which community events fall indicates that citizens think the City is doing well but is believed to be less important. While items in this quadrant can be considered successes with certain niche groups, for most citizens, they are not major drivers of the City's favorability" (EMC Research, 2012).



## STAKEHOLDER INTERVIEW FINDINGS

Through internal and external stakeholder interviews the following themes were prevalent:

- Challenges with the permitting process
- Inconsistent channels of communication
- The growing number and type of events taking place
- The perception of Kirkland’s limited support for events compared to other cities

### **CHALLENGES WITH THE PERMITTING PROCESS**

Local volunteer event organizers tend to have the most frustration with the funding and permitting process and need the most assistance to help submit the required information. Internal city stakeholders distinguish between professional event organizers with whom they have few challenges and organizers who are local and typically volunteers.

Compared to neighboring cities, the City of Kirkland’s permit process is standard if not superior. For example, an objective for the City of Burien is to create a “one stop shop” permitting processes so event organizers do not have to fill out numerous permits and interact independently with various city departments impacted by the event. Kirkland instituted a centralized event process in 1997.

The City is fortunate to have the number of volunteer organizers enthusiastic about producing events in Kirkland as a way to foster community. However, a challenge for both the volunteer

event organizers and the Parks Department is that the volunteer organized events either do not have the expertise or the capacity to meet permit requirements and submit all required paperwork in a timely manner. They are often late in submitting their required information and the City Special Events Coordinator has to follow-up on past due information.

The City of Kirkland permit requirements have been developed on the basis of public and participant safety as well as mitigating neighborhood impacts, maintaining City assets such as parks, roadways and other city owned property and coordinating with other city activities.

Besides basic information on event dates, hours and operational elements, the event permit also requires a logistical timeline, site map of the festival as well as a site map of any enclosed beer/wine gardens (if applicable), route map (required if using city streets) and traffic control map (required for all events which impact public right-of-way).

Additional application materials may be required following the Special Event Teams review.

The required information allows the various departments responsible for event oversight to understand the operations and impacts of the events and provide the event with needed information or assistance for the successful production of the event while maintaining ongoing city operations, public safety and good neighborhood relations.

Many of the neighborhood notification requirements have been implemented in response to citizens being unaware of impacts due to special events. Current neighborhood impact notifications include, variable message board readers, letters to affected neighbors and businesses, letters to boat launch card holders and advertisements in local media. The Special Events Guide states, "All events require some degree of public notification such as event site, route, private property, general public and stakeholders. Organizers are required to distribute notifications no less than two weeks in advance of the event. The Special Events Team will determine the extent of community outreach and notification the event requires. Events which cause a significant impact, such as street or lane closures, have additional requirements.

#### **INCONSISTENT CHANNELS OF COMMUNICATION**

Some of the event organizers interviewed feel the Parks Department often says no to requests instead of helping to make something work. "Parks never leads with a yes" and "parks' first response is always no" were two responses from interviews.

Event organizers want to have access to City equipment that has not been allocated for event use (e.g. vehicles, stages). City equipment use may be granted to one event organizer and denied or not known to other event organizers, creating inconsistencies and frustrations. Additionally, the Special Event Coordinator may ask a department if an organizer can use certain equipment and that department does not allow it. Then the special event organizer asks the department directly and they are granted the same request, further adding to inconsistency to the process.

Furthermore, if an event organizer is told by the Parks Department that their request cannot be granted, the event organizer may go to people they know on the City Council or in the City Manager to try to get their request approved.

Parks staff is frustrated with this dynamic and prefers to know the policies or guiding principles to say yes or no to an event or an event organizer's request. For instance, there is no criteria policy that clearly grants the authority to deny an event. As a result, there is theoretically no limit to the number or type of events other than scheduling conflicts that provides a rational approach to events. More importantly, absent a Council-endorsed policy, it is not clear whether the City Council will support the staff's decision.

#### **LIMITATIONS ON NUMBER, TYPE AND LOCATIONS OF EVENTS**

An increased number of events may strain City resources needed to manage the permitting and oversight of events. With a 27% increase in proposed events for 2013, the time it takes to coordinate and manage events should be evaluated. New events and events that are not produced by a professional organizer are more resource intensive to manage through the permitting process.

Additionally, there is a concern that the number of events that take place may cause an undue level of disruption to local residents and businesses. Some areas or facilities may be inundated by events and the benefit of the events has been compromised by negative impacts such as traffic and parking. In particular, citizen complaints have been received about lack of access to Marina Park when events are taking place and the blockage of resident ingress and egress from their driveways during race events.

Complaints that citizens have regarding an event are directed to various contacts within the City of Kirkland. The Special Events Coordinator tries to collect all of the feedback, assess its validity and work with the event organizer to mitigate negative impacts imposed on businesses and citizens. However, not all city staff is aware of this process and knows how to manage or address the complaints they receive. This leads to various people having different perceptions of event impacts.

#### **PERCEPTION OF OTHER CITIES**

Another factor that adds to the challenge is event organizers' comparisons to other cities regarding Kirkland's level of financial support for events measured by both funding support and fees the city charges events for city services.

Many event producers are dissatisfied with the cost of police and the number of police needed for an event. The number of police required is based on a Sergeant's judgment of what is required for participant and public safety. The cost of police presence is laid out in the Events Guide as \$40 an hour for security and \$45 an hour for traffic control with a 4-hour minimum. Police are paid directly by the event organizer instead of event organizers paying the city for the service. The cost for the police coverage does not appear on the City's "books" and the hourly rate charged is established by the Kirkland Police Guild and is not a full cost recovery rate. By comparison, if police costs were reimbursed to the City, it is estimated that per hour costs would double to \$75-\$80 an hour. This estimate is based on overtime wages at time and a half, benefit and vehicle costs. The current arrangement makes the cost more manageable but the Police Department is ultimately responsible for the number of officers they require per event.

#### **NEIGHBORING CITY COMPARISON**

Based on cities mentioned by internal and external city stakeholders and cities of similar size in the Puget Sound region, city staff and event organizers in five comparative cities were

interviewed. Below is a summary of neighboring cities’ policies on funding, the permit process and how fees are assessed to events for city services.

**City of Seattle**

Seattle is a much larger metropolitan city than the City of Kirkland, however, in 1991 the City of Seattle was one of the first cities to adopt municipal ordinances pertaining to events and many US cities based their event ordinances on Seattle.

Currently, 95% of the events in Seattle are subsidized because the ordinances were written to be inviting and attractive to events. The City realized that parades would go out of business if they were charged a full cost recovery for City resources. The City of Seattle determined that they wanted a robust events program with community parades so they cover many of the City resource expenses.

When the City of Seattle ordinances were written, there was no policy limiting the number or types of events that could be permitted. The City of Seattle has seen a large increase in the number of events occurring each year that continue to stretch city resources.

The City of Seattle charges a permit fee based on the type and capacity of the event and does not take into consideration the number of resources used. The cost of police is included in the permit fee and not billed on actual police hours.

<b>2012</b> <b>Seattle Special Event Permit Fee Schedule</b> <b>Base Fee Per Day of Event</b>				
<b>Anticipated Attendance</b>	<b>Parade or Sporting Event *</b> (* Plus \$.50 per Entrant for Sporting Event)		<b>Day Event</b>	
	<b>No Entry Fee</b>	<b>Entry Fee</b>	<b>No Entry Fee</b>	<b>Entry Fee</b>
50 - 1,000	\$238	\$952	\$223	\$952
1,001 - 5,000	\$486	\$2,306	\$486	\$1,842
5,001 - 10,000	\$952	\$3,723	\$952	\$2,772
10,001 - 25,000	\$1,842	\$5,586	\$1,842	\$4,623
25,001 - 50,000	\$5,586	\$12,390	\$5,586	\$10,136
50,000 or MORE	\$34,367	\$43,096	\$34,367	\$43,096

**City of Bellevue**

The City of Bellevue Parks Department produces the Family Fourth, Movie in the Park, and Farm Fair. Additionally, the City partners with outside groups when it sees a benefit to the community at large. Partnered events usually have the special events fee and park rental cost waived. In return, the City of Bellevue must see the benefit to the community at large such as a donation to a scholarship fund or workshops provided to the general public. City of Bellevue partnered events include: Strawberry Festival, Bellevue Rotary 10K, and Cycle the Wave.

In the City of Bellevue, event organizers have to fill out multiple permits but they all go to one Special Events Committee contact that helps the event organizer through the process. There is one in-person meeting before the event with a Special Event Committee contact and the Police Lieutenant. The day before the event the Police Lieutenant will send a confirmation and an onsite meeting with the Police Lieutenant and the committee contact is conducted. The Police Lieutenant dictates the amount of Police presence but volunteers are allowed to cover some of the intersections for the Bellevue Strides Against Breast Cancer. If there is not the required number of volunteers the event will not happen.

Neighborhood impact is a large concern for the City of Bellevue and the City gives event organizers a list of resident addresses that are impacted by the event and mandates distribution of notification letters.

After the event there is a recap meeting where one person from each City department gives feedback on how the event should be improved for the future.

Bellevue has one event permit fee based on the type and size of the event, but event organizers must still pay for any additional permits required by fire, code compliance and any park rental fees. On the permit confirmation it does state, “an extra fee for Police could be assessed” (City of Bellevue, 2012). The cost varies depending on the event and how many officers are needed.

2.3 2011 Fee Schedule

Type of Event	Fee
<b>Fun Run / Walks / Bike Race</b> (Rolling Closure)	\$ 1,805
<b>Race / Parade</b> (Closed Course)	
Less Than or Equal to 3 Hours Per Day	\$ 4,515
Greater Than 3 Hours Per Day	\$ 7,225
<b>Fair / Carnival / Community Event</b> (Daily participation over entire event)	
Less than 5,000 Participants	\$ 1,350
5,000 - 25,000 Participants	\$ 6,450
25,001 - 50,000 Participants	\$ 9,020
Greater than 50,000 Participants	\$13,530

## City of Burien

In the City of Burien an event organizer submits their event permit to the City Clerk. The City Clerk and a committee member from each department review it. Any additional permits needed are identified and sent to the event organizer to fill out and submit.

There is a special events meeting where the event organizer presents the event to the impacted department authorizers who represent their departmental interests. Although the special events committee process was not smooth at first, it ended up helping both the event organizer and the departments get one answer from the right people.

The Burien Parks Department produces the Burien Strawberry Festival and although the Burien Chamber of Commerce currently produces the 4<sup>th</sup> of July festival there have been discussions about bringing the event in-house since the Parks Department is already heavily involved and city services are not reimbursed by the Chamber of Commerce.

The City of Burien grants funds to Discover Burien, a membership organization with a mission to promote the City of Burien. Discover Burien hires a professional event organizer to produce their events. This organizer believes the permit process is redundant with the same information going to multiple departments. In response, the city would like to create a “one stop shop” for event organizers.

The City is very open to events because it is a young city and wants to foster events as a way to draw people to the City of Burien. Most events take place in the downtown square and businesses are receptive and appreciative that events take place. This value is articulated in the City of Burien event permitting guidelines which state “We are pleased you have chosen our City as the site for your special event. We will do everything possible to help you through the application process. City staff is available to help you complete the necessary application, or to answer your questions” (City of Burien, 2012).

One event organizer believes that the City of Burien event requirements would prohibit his event unless he negotiates the costs and requirements. “An event organizer can go to City Council every year to ask for a fee waiver based on the fact that the event raises money for charity but the Council has not granted a fee waiver because it feels it will then have to grant it to other events as well.”

The event organizer and the Police Chief negotiate the number of police required. The organizer proposes the number needed and the Police Chief has the ability to veto and require more. The event pays police directly at a rate of \$45 an hour for a 4-hour minimum. The City of Burien Special Events Guide states “The Burien Police will identify general security issues to consider at your event. Police officers may be required for traffic control on public roadways and for other safety concerns. A private security company may be hired for events where applicable. The Burien Police will work with event organizers to identify their specific security needs. Any additional City Police services that would be required will be the responsibility of the event organizer” (City of Burien, 2012).

### **City of Issaquah**

In Issaquah, the City absorbs all staff and city resource costs associated with Issaquah Salmon Days, the City's largest event. However, the festival does have to pay for any third party costs such as the additional barricades the City has to rent for the festival, dump fees etc. In return, the City is recognized as a sponsor of the event.

Years ago, citizens of Issaquah were brought together for a focus group to identify the "treasures" of Issaquah. Issaquah Salmon Days was deemed a treasure and this is what the City Council uses to determine what the city values and what they should invest in. The City of Issaquah tracks the time spent on the Festival every year and it is reviewed by the City Council. If the city did not absorb the city staff costs and equipment charges the costs would prohibit the festival from continuing.

The City of Issaquah views Issaquah Salmon Days as a great marketing vehicle for the city and does not conduct any other marketing activities. The City understands and values the number of people coming to the city to attend Issaquah Salmon Days. The City requires all vendors at the festival to obtain a \$10 temporary business license and to report their sales to the City of Issaquah Tax Administration. Last year the vendors at the festival accounted for over \$1.5 million in sales, which is just one measure of the economic impact of the festival.

Issaquah Salmon Days must complete a special events application and submit it to the permit office. The permit office then distributes it to all of the impacted departments. The festival must attend a Planning Response Team meeting where one representative from each department attends and the festival presents the event impacts and addresses questions and concerns from the various departments. If adjustments to the operations of the event are needed then the festival makes the changes and re-submits the information.

If a city commission or agency such as the Chamber of Commerce or Arts Commission sponsors an event, then the cost of city services for the event are absorbed by the City. The City of Issaquah produces a 4<sup>th</sup> of July event. Because the city does not have an in-house event staff they contract with the Chamber of Commerce to coordinate the production of the event and compensate the Chamber for their time as well as cover all event expenses.

Issaquah mentioned wanting to attract more events to the city. They are interested in ideas being brought forward that take place during different times of the year and in areas besides downtown. They have found that business districts that do not have an event want events to take place closer to them to benefit from the business attraction.

### **City of Redmond**

The City of Redmond has their own in-house events team in the Parks and Recreation Department that produces the majority of community events in the city including: Derby Days, Great Day of Play, Eggstravaganza and Redmond Lights. Additionally, there are some non-city produced events that take place mostly at Redmond Town Center Shopping Mall, along the Sammamish River Trail and in King County's Marymoor Park.

Permits are coordinated through the Public Works Department. An organizer submits a permit and it is reviewed by eight different city divisions. The divisions determine requirements and the

event organizer works with those divisions independently. Police costs are billed directly to the event organizer on an overtime basis.

The City event budget reimburses all City staff time on an overtime basis. Additionally, the City event budget pays half of the monthly staff benefit costs for the month the event falls within. Staff is given an account number to charge their time against and it is charged directly to the City event budget. This includes staff from Park Operations, Police, Fire, Public Works and City Hall. The in-house produced events do not have to reimburse for any standard city equipment but does pay for any special equipment needed and supplies.

The City of Redmond operates a biannual event budget of \$844,000. \$500,000 comes from the City of Redmond's General Fund; \$130,000 is from Arts Commission and LTAC grants and the remaining from earned revenue such as sponsorships, vendor fees and day of sales. About 25-28% (\$236,000) of the total event budget is used to reimburse various city departments for staff time.

Derby Days, Redmond's signature summer event, used to be a Redmond Chamber of Commerce event. When the Chamber could no longer afford to produce the event, the City of Redmond decided to bring the event in-house. The then Mayor was very pro-event but worked with a City Council that did not have the same level of support for events. The current Mayor and City Council are very supportive of events. This aligns with community input on events conducted through telephone surveys, surveys collected at events and community meetings.

The 2011 Redmond Citizen Survey measured participation and satisfaction in community events. Satisfaction rates were high among those who attended each event. 85% of those who attended Derby Days were satisfied with their experience, 86% of attendees are satisfied with Redmond Lights, 85% are satisfied with Arts in the Parks, and 57% are satisfied with the Eggstravaganza (City of Redmond).

Unlike Kirkland's survey, the findings did not include a ranking of community events against other priorities.

#### **Comparison of Kirkland to Other Cities**

Generally speaking, Kirkland's permitting process is similar to other local cities and superior to some. Centralized coordination is effective, except when event organizers pursue special considerations directly from departments, the City Manager or the City Council. Although a direct "apples to apples" comparison is different due to different methods of charging for city services, an attempt was made to estimate the relative cost of three different types of events if they were produced in Seattle, Bellevue or Kirkland.

**Estimated costs comparison for three different types of events if produced in Seattle, Bellevue and Kirkland**

<b>3 day event 20,000 in park no entry fee w/beer garden</b>	Seattle	Bellevue	Kirkland	% of total cost
Application Fee	0	50	160	
Permit Fee	2856	6450	0	
Parks Fee	1800	14000	0	
Noise Permit	0	50	0	
Fire Permit				
Police	0	0	1840	56%
EMT Services	TBD	TBD	TBD	
Street Banner Permit	850		25	
Street Banner Labor	org responsibility		175	
Electrical Permit			79	
IFC Permint			79	
Electrical Inspections			118.5	
Tax	TBD	TBD	TBD	
Variable Message Board*	not required		800	24%
<b>TOTAL</b>	<b>\$ 5,506.00</b>	<b>\$ 20,550.00</b>	<b>\$ 3,276.50</b>	
<b>Parade with 10,000 attendees</b>	Seattle	Bellevue	Kirkland	
Application Fee	0	50	160	4%
Permit Fee	3723	4515	0	
Parks Fee (4 hours)	175	1030	0	
Police	0	0	3425	78%
Variable Message Board*	not required	not required	800	18%
<b>TOTAL</b>	<b>\$ 3,898.00</b>	<b>\$ 5,595.00</b>	<b>\$ 4,385.00</b>	
<b>5k Race 1000 participants with Entry Fee</b>	Seattle	Bellevue	Kirkland	% of total cost
Application Fee	0	50	160	7%
Permit Fee	2342	1805	0	
Parks Fee (4 hours)	175	1030	0	
Police	0	0	1200	56%
Variable Message Board*	not required	not required	800	37%
<b>TOTAL</b>	<b>\$ 2,517.00</b>	<b>\$ 2,885.00</b>	<b>\$ 2,160.00</b>	
* Variable Message Board constitute 18-53% of Kirkland city expenses; without the VMB required for road races all Kirkland 5K city expenses would be less expensive than Seattle and Bellevue				

There are primary differences between Kirkland and some neighboring cities. The first is the financial support provided to local events. The amount of annual funding allocated to support events is significant in both Redmond and Issaquah. The event budgets mitigate or eliminate the need for permit fees and cost recovery from outside event organizers.

Second, the City of Kirkland is hosting far more events than the other cities researched with the exception of Seattle. Kirkland is a popular place to hold events and, without any policy direction regarding the number and type of events the City Council wants to hold, the number of events will likely continue to increase.

**Number, Type and Percentage of Events with City Absorbed Cost Recovery**

	Number of Permits 2012	Number of Permits 2013	% Change	Number of Festivals	Number of Athletic Events	Type of Cost Recovery	Number of Events with Direct City Subsidy	% of Events Direct City Subsidy
City of Kirkland	26	33	26.9%	13	13	Per-unit	0	0.0%
City of Bellevue	20	22	10.0%	14	6	Permit Fee	11	55.0%
City of Burien	9	9	0.0%	6	3	Per-unit	3	33.3%
City of Redmond	23	23	0.0%	11	11	Per-unit	9	39.1%

**ANALYSIS**

The City of Kirkland faces complex challenges with their event program. Through the interviews with internal and external stakeholders, it was challenging to remove the layers of individual issues and uncover the root problems. Many issues that were brought up are valid. However, in order to effectively address them, the City must first establish an event vision and program strategy. Additionally, many of the complaints and challenges are the same as those that were presented ten years ago including a lack of articulated City Council vision and criteria for events and the lack of a funding and cost recovery policy consistent with the overall strategy.

This analysis presents types of cost recovery mechanism and considerations for event funding, event limitations and event oversight organization.

**Cost Recovery of City Services Options**

**1. No Cost Recovery or Permit Fee Charged to Events**

With no cost recovery or permit fee charged to events, a city absorbs all city staff time and city equipment costs. This approach assumes that there is a significant public benefit accruing to the community by having events and that event support is an appropriate use of tax dollars. The City of Issaquah operates under this model. The City of Redmond also uses this model for City-produced events and the City of Bellevue waived the permit fee for 11 of 20 events produced in 2012. The City of Kirkland does not operate within this model.

**2. Permit Fee**

A permit fee is developed based on the size and type of the event as a way to efficiently reimburse a percentage of city services used by the event. (Note: A permit fee differs from an application fee that is typically a smaller \$100-\$200 fee required to apply for an event permit. The City of Kirkland’s “permit fee” may more appropriately be called an application fee.) A permit fee is based on not only cost recovery but also the amount the market can bear for the city to reach its event program objectives. For example if a city objective is to have more events that are free to the public, they may heavily subsidize the permit fee of a non-gated event but charge a gated event a fee that helps recover costs without becoming cost-prohibitive. In contrast, if the city is attempting to limit the number of events a city could charge a permit fee that creates a barrier to enter for new events. Additionally, a city can charge an athletic event a per participant fee so the permit fee is reflective of the income the event is obtaining through participant entry fees. The City of Seattle and Bellevue operate in this model but have different

criteria and breakdown for fees. The City of Kirkland does not charge events a permit fee based on size and type of event that includes the cost of multiple city services.

In this model, the fee is identified up front and so the event organizer understands the amount of the fee. In establishing the fee, the City needs to take into consideration the range of events that fall within each category, understanding that individual events within a category will require more or less city resources to support. Establishing clear criteria on which category an event falls in is important to establish clarity and consistency.

In addition to the permit fee a parks use fee may also be charged. Seattle charges a flat per hour fee and the City of Bellevue charges \$1.5 per person per day. The City of Bellevue's high park use fee may be a tactic in deterring events from taking place in parks.

### **3. Per Unit Cost Recovery**

Instead of a permit fee a city can choose to enact a per unit cost recovery fee to reimburse the city services and equipment that are used by the event. The cost of the services and equipment is based on the actual amount used by the event. A city can determine what they want to include in the cost recovery. A city can choose to not charge for non-disposable items such as traffic signs or charge for them based on either depreciation or market price. Additionally, a city can group smaller items together and charge a flat rate for things such as the restocking of paper towels and toilet paper in a park bathroom or charge per unit used.

In the subsidized model a city can choose to subsidize the true cost of the service or equipment by a certain percentage they feel appropriate to achieve their strategy. A city may enact different policies for different types of events or the organizations that are producing them. A city may also choose to not subsidize the cost recovery fees forcing an event to reimburse the full cost of all city services and staff time. Both the City of Burien and City of Kirkland operate with a partially subsidized cost recovery for some services.

## **Event Funding Options**

A City has an option to combine their cost recovery model with a funding model(s). Event funding options include producing an event in-house, contracting with an agency to produce an event or allocating grant funding to an event.

### **1. In-house Produced Events**

A city could choose to produce their own events with an in-house event coordination team that would manage all aspects of event production and communicate to various departments for event needs and services. Departments could absorb applicable cost for services independently or as in the City of Redmond the city event budget could reimburse all departments for costs. Simply "absorbing" costs within department budgets may be unrealistic without allocating additional resources (e.g. increasing the police overtime budget) and does not provide an effective way to track event-related expenses. Besides the Friday Markets and a few very small events the City of Kirkland does not produce any events in-house.

### **2. Contracted Events**

A city could also contract with an agency such as a Chamber of Commerce or a professional event coordinator to produce events. The City of Issaquah contracts with the Issaquah Chamber of Commerce to produce their 4<sup>th</sup> of July event and multiple cities such as Sammamish, Kenmore

and Federal Way have contracted with Bold Hat Productions, a professional event agency, to produce city events. In this model the agency hired is paid for their time and services and all event related costs are paid by the city. The City of Kirkland does not contract with event organizers for the production of events.

**3. Grant Funded Events**

A city could allocate funding for events through their general fund or lodging tax budget. These funds do not usually constitute a large percentage of the overall event expense budget and are usually tied to a particular event element or purpose. The City of Kirkland gives events funding through the Lodging Tax as well as small grants through the General Fund.

**Event Support Spectrum**

Again, it appears that there is no one “best practice” or prescribed method to support events that will be right for every City. The below spectrum illustrates the range of direct financial support and the range of cost recovery policies for city service. The top left corner of the grid constitutes high support of events while the bottom right is low support of events. The grid incorporates the combination of neighboring city events to illustrate where the City of Kirkland lies on the spectrum in comparison to these cities. Some cities lie in multiple places on the spectrum because they have different criteria for different events.

		Cost Recovery Options			
		Highest Level of Support	No Cost Recovery	Permit Fee (subsidized city services)	Per Unit Used Cost Recovery Subsidized
City Funding Options	City Produced (Direct Producer)	City of Bellevue Park Events City of Burien Park Events Redmond Park Events (Derby Days)			
	City Contracted (Partnership)	Issaquah 4 <sup>th</sup> of July		Discover Burien Events	
	Grant Supported (Direct Assistance)	Issaquah Salmon Days		City of Kirkland	
	Not Supported (Facilitated)	City of Bellevue Public Benefit Events (permit fee waived)	City of Bellevue, City of Seattle	City of Kirkland City of Burien City of Redmond	
					Lowest Level of Support

Figure 2: A City Event Program Financial Support and Cost Recovery Model Spectrum

### **Event Limitations**

Another important element in creating an event strategy is to evaluate the limitations the City wants to place on the number, type, size and location of events that take place within the City, depending on the City's relative desire for more or less events. Fixed level amount of funding could highly subsidize or produce a small number of events or subsidize more events by a smaller amount. Additionally, a city has the power to limit the number of permits based on strategy constraints such as the number, type or location of events the city would like to host. Currently, Kirkland does not have formal criteria to limit the number of events that take place. The City's special events guide states, "The majority of denied permits are due to insufficient review time caused by incomplete and/or late application materials" (City of Kirkland, 2012).

However, an earlier special events guide from 2007 stated:

"Event permit requests may be denied or revoked for the following reasons:

1. The location isn't the best choice for the type of event. Under some circumstances, rather than denying an application, the City will suggest other locations or possible modifications to the event to make the initially requested site possible at the desired location. The City will impose permit conditions to reflect such modifications.
2. The location is not appropriate for the event due to the heavy general public used of that particular location on the date/time of the year requested.
3. An event is proposing to conduct an activity which is not allowed by law or regulation
4. There is insufficient time to properly prepare the event.
5. The event proposes to use temporary facilities and equipment and there is insufficient planning time to set up and properly inspect such facilities and equipment in a manner which is consistent with the needs of public health and safety.
6. The applicant fails to comply with event requirements, submit required permits, or fails to pay required fees and/or deposits by the imposed deadlines." (Attachment L)

Additionally, a 2005 Events Guide adds:

"Event permit requests may be denied or revoked for the following reasons:

1. A scheduling conflict where more than one group desires to reserve and use the same park or park or park facility at the same or nearly the same time and the adequate and safe coordination of the two events is not reasonably possible" (Attachment L)

Event dates and locations are allocated on first come, first served basis. A recurring event can reserve a date and location for an event in advance, having preference over a new event requesting the same date but having not gone through the permitting processing before.

A citizen survey or focus groups could be used as methods to determine the popular opinion on the number, type and location of events that take place within the City. A city may find that one area of town has too many events while other areas of town would like to have more events take place.

Additionally, it is imperative for a city to determine who has the authority to approve the events that take place. Comparative analysis finds it can lie within the jurisdiction of the Parks Department, be part of a committee approval process or need approval from City Council.

Conversations with economic development staff should also take place to determine how events can brand the city and be used as a marketing vehicle to promote tourism. However, as cities are seeing an increase in popularity of festivals and events there is increased emphasis on crediting the socio-cultural impact of events and placing less emphasis on the economic impact (Wood, 2009). The City of Kirkland must examine and weigh their unique social and economic benefits of events with the social and economic costs and create policies that reflect the desired balance.

While the City of Kirkland does not actively pursue the attraction of new events, compared with other regional cities, the City is in the top third of an informal survey of 17 cities to have clear information on their website on how to apply for an event permit and who to contact with questions. Ten of 17 cities did not have specific contact information online and six of 17 cities did not have the permit process or application online.

This is significant for attracting events as well as for defining the capacity the City of Kirkland has for managing events on both a neighborhood impact level as well as a city resource level. If the City cannot accommodate any more events, then it should not be as inviting with the amount of information listed on the website. Additionally, any criteria on types of events the City wants to attract should be stated on the website.

#### **City Department Organization for Events Oversight**

After a city has determined the combination of funding and cost recovery as well as the number, type and location of the events, it can then determine what department or combination of departments is best suited to house the coordination and management of event permits and funding. The roles, responsibilities and authority of the special events team should be delineated, including who has jurisdiction to grant use of city assets such as parks, parking lots and roadways as well as city equipment to event organizers. Additionally, any criteria, stipulations or limitations should be determined and made transparent to event organizers.

It has long been recognized that there is a need for communication and alignment between the City event funding and permitting process. In the current structure an event organizer can receive a grant before their event permit is approved. If there are going to be restrictions on the number of event permits granted, then coordination with the funding authority needs to take place so an event does not receive grant money but then is denied a permit.

Depending on the current strategy and objectives of the event program a city can determine the amount of resources that should be dedicated to the effective production of events and what requirements and guiding principles are necessary to mandate the implementation of the strategy.

### **RECOMMENDATIONS**

There is no prescribed solution the City of Kirkland can implement to address the challenges with their event policies. Each city has a unique set of factors that contribute to an effective policy. Factors include the history and historical context of events, the past and current political environment, current community sentiment toward events and the attitudes of current community leaders. To achieve the most effective policy, the City of Kirkland must evaluate

these factors and their influence in deciding what event strategy to adopt. Staff recommends that the City Council invest the time to discuss what they want their event program objectives and proactive strategy to be. The below recommendations are divided into 1) the steps the City of Kirkland should take to develop a sustainable event strategy and 2) actions the City of Kirkland can take in the short term to mitigate some of the current challenges.

### **Steps to Define the City of Kirkland's Event Strategy**

Below is a proposed process that the City can follow in defining and implementing a proactive event strategy.

1. Establish the city objectives for events produced in Kirkland
2. Determine the level of stakeholder and citizen engagement as well as the influence of feedback received from stakeholders and citizens to be used in developing an event strategy.
3. Determine the level of funding the City will allocate to event support, both in direct grants and by providing subsidized city services and then establish a cost recovery model and funding model(s) consistent with the level of funding available. Does the city want to concentrate funding on a small number of events or fund many events a small amount?
4. Determine the criteria for funding an event. Are there types of events, partnerships or locations to encourage or discourage?
5. Determine criteria to permit an event. What are the restrictions or limitations on type and number of events? Who applies these restrictions? Is there a level of quality the event must adhere to? Who rates this quality?
6. Determine whether the City department responsible for providing event oversight has the appropriate resources and whether additional capacity is needed based on projected number of events to take place.
7. Implement an evaluation framework to determine if events are meeting the City of Kirkland's objectives.
8. Create sustainability measures so this strategy can be easily reviewed when amendments are proposed in the future.

Throughout this process stakeholder engagement and participation is imperative. To create a sustainable strategy, stakeholders need to play a role in the development of the strategy to achieve buy-in and productively move through the process. It is recommended that the City create an ad hoc advisory committee consisting of citizens, businesses, event organizers and impacted city departments. This advisory committee would help the City work through the steps necessary for determining the event program strategy.

### **Recommendations To Address Current Challenges in the Short Term**

It may be an extended period of time before the full event strategy is defined and implemented. Therefore, below are recommendations that may help to mitigate some of the current challenges.

1. It is recommended that the City Manager and the City Council review the Special Events Guide so they understand what is being communicated to event organizers.
2. In response to some event organizers difficulty in filling out the permit application and not submitting it on time, it is recommended that the City of Kirkland create an annual workshop to assist event organizers in understanding the permit requirements as well as

show examples of how the information should be submitted. In this meeting, event restrictions can also be discussed.

3. In response to event organizers wanting to use city equipment that is not formally allocated to be used by events such as vehicles and stages, it is recommended that the City of Kirkland establish a policy for equipment use by external groups. The Events Team and the City Manager's Office should work in tandem to determine the feasibility and conditions of granting equipment requests including any insurance requirements and liability for damaged equipment. Any discussions and reasons for denying or approving equipment requests and determining the fee for equipment rental should be recorded in order to guide future requests by event organizers. Approved city equipment for event use can then be incorporated into the special event fee schedule as part of the special events guide. This would result in a standardization of city equipment usage between events.
4. In response to event organizers complaints about charges for police service, it is recommended that the City become more transparent by expanding on the requirements for police in the Special Events Guide. Currently, it does not have its own section but is listed under Security and states, "Events which anticipate a large number of attendees may be required to hire and pay for off-duty Kirkland police officers. When required, arrangements will be made by the Special Event Coordinator." More specifics on what may constitute required police presence and the reasons why such presence is required would help event organizers estimate this expense.
5. It is also recommended that the City revisit the requirement that mandates police at all festivals where alcohol is served. For example, the City of Seattle does not require police to be present at beer gardens. Perhaps the criteria for police presence could be if the number of people within a beverage garden is expected to be over a certain number or if the beverage garden operates past a certain hour. The Police Sergeant could further evaluate police requirements in other cities and determine how private security could be used in Kirkland to help lower the expense to event organizers while maintaining participant and public safety.
6. The City of Kirkland should evaluate and determine if the current city capacity dedicated to events is sufficient for the current number and scope of events taking place and the number of new events being proposed. If more City staff were dedicated to helping event organizers through the permitting process would it relieve the frustrations of event organizers? This would require additional resources or redirecting existing resources.
7. The City of Kirkland should explore a fee waiver petition available for select non-profit community events. From the findings, the City of Kirkland has had volunteer event organizers producing a 4<sup>th</sup> of July Celebration that many other cities produce in-house or contract with an agency to produce. It is recommended that the City conduct a more extensive survey of how much cities invest in their 4<sup>th</sup> of July celebrations. From the findings determine if a fee waiver of city services is appropriate to grant to a limited number of non-profit public benefit events. Again, this may require the appropriation of additional resources.
8. The City of Kirkland should revisit the contract with the Kirkland Downtown Association deeming them a fiscal agent for events to determine if this is the appropriate agency and model to benefit events. Also, evaluate how the newly formed Kirkland Events Foundation impacts in this relationship.
9. Determine who has the ability to explicitly say no to an event based on adopted criteria.
10. With four new proposed athletic events, it is recommended to proactively determine approved race courses, and how many races per year are appropriate to impact neighbors and businesses affected by the course. Furthermore, explore incentives the city can offer

for races to move to areas not as impacted by street closures. This may also result in lower police costs for event organizers.

11. Evaluate any limitations or restrictions for the number of events to take place in Marina Park and/or the Marina Park parking lot. The city should explore incentives for events to move to other locations within the City of Kirkland.
12. Reevaluate the neighborhood approval guidelines required for new events to determine if they are effective in addressing negative impact concerns. Assess methods for streamlining neighbor, business and participant feedback directly to the Special Events Coordinator.
13. Allow a City of Kirkland event representative to attend the Washington Festival and Events Association (WFEA) Conference to network with other Washington city representatives. This will allow the City of Kirkland to further understand alternative perspectives of event funding and permitting strategies.

## **CONCLUSION**

Events should be fun and used as a vehicle to bring community together, not be the cause of tension and division within a community. The climate and attitude toward events differ dramatically from city to city. There is a spectrum of support and multiple strategies a city can adopt for implementing an event program for their community.

The Kirkland is in an advantageous position with the number of event organizers passionate about producing events in the City. With a coordinated strategy from City Leadership the city could reach the objectives of their event strategy with a much smaller investment than other cities are incurring with events produced in-house.

However, the City needs to invest in the creation of an event strategy to shift from an ad hoc granting of funds and resources to a more strategic framework of criteria. This would decrease tension and create larger efficiencies in staff and City Council time.

There are many conflicting perspectives on events in the City of Kirkland and the intent was to give an objective survey of the current and comparative environments. Moving forward the goal should be to obtain buy-in from all stakeholders and constructively work together to create a unified event program strategy.

As Donald Getz illustrated in his 2009 report on the nature and scope of festival studies there is a need for greater research to advance the field of festival studies and provide resources to local municipalities. As the process of developing an event strategy for the City of Kirkland continues, it is recommended that the City of Kirkland be a thought leader and provide their experience as a case study for other cities that are experiencing challenges in their event program to reference.

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# EVENT PRICE LIST 2001 – 2002\* ATTACHMENT A

ITEMS	DEPOSIT/ REPLACEMENT COST	APPROXIMATE COST	FIXED RATES
<b>Signs/Barricades</b>	\$75		
<b>Safety Vests</b>	\$5		
<b>Insurance</b> Parades Picnics Spec. Event Run/Walk Banner		\$70-700+ Price is determined based on number of participants and type of activity	
<b>Bulk Mailing</b> <ul style="list-style-type: none"> <li>• 2000+/- 1 page fold/stuff, 28lb paper, copy, Certify, Inkjet</li> <li>• Postage</li> <li>• Address List</li> </ul>		\$560  \$265 \$75-200 *Vendor Quote	
<b>Permits</b> Special Event Parade, Run/Walk Motorcade, or Street Dance Fireworks Generator/Elec. Tent Permits			\$100 \$50  \$100 \$65 \$ Varies
<b>Off Duty Police Officers</b>		4 hour minimum per officer	\$30 Security \$35 Traffic
<b>Police Explorers</b> Based on availability		\$225 pr/event suggested donation	
<b>Variable Message Board/Reader Board</b>		<ul style="list-style-type: none"> <li>• 1" board no charge</li> <li>• 1 week \$750</li> </ul> \$125 daily rate/3 day minimum *Vendor Quote	
<b>Fire/Aid Service</b>		3 hour minimum, Requires two Fire Staff	\$40 per person

\* Prices subject to change w/out notice

PLEASE BRING TO:  
 SPECIAL EVENTS SERVICE TEAM MTG.  
 WED, AUGUST 22  
 11:00 – NOON  
 PETER KIRK ROOM

## City of Kirkland Special Events – Services, Resources and Associated Costs

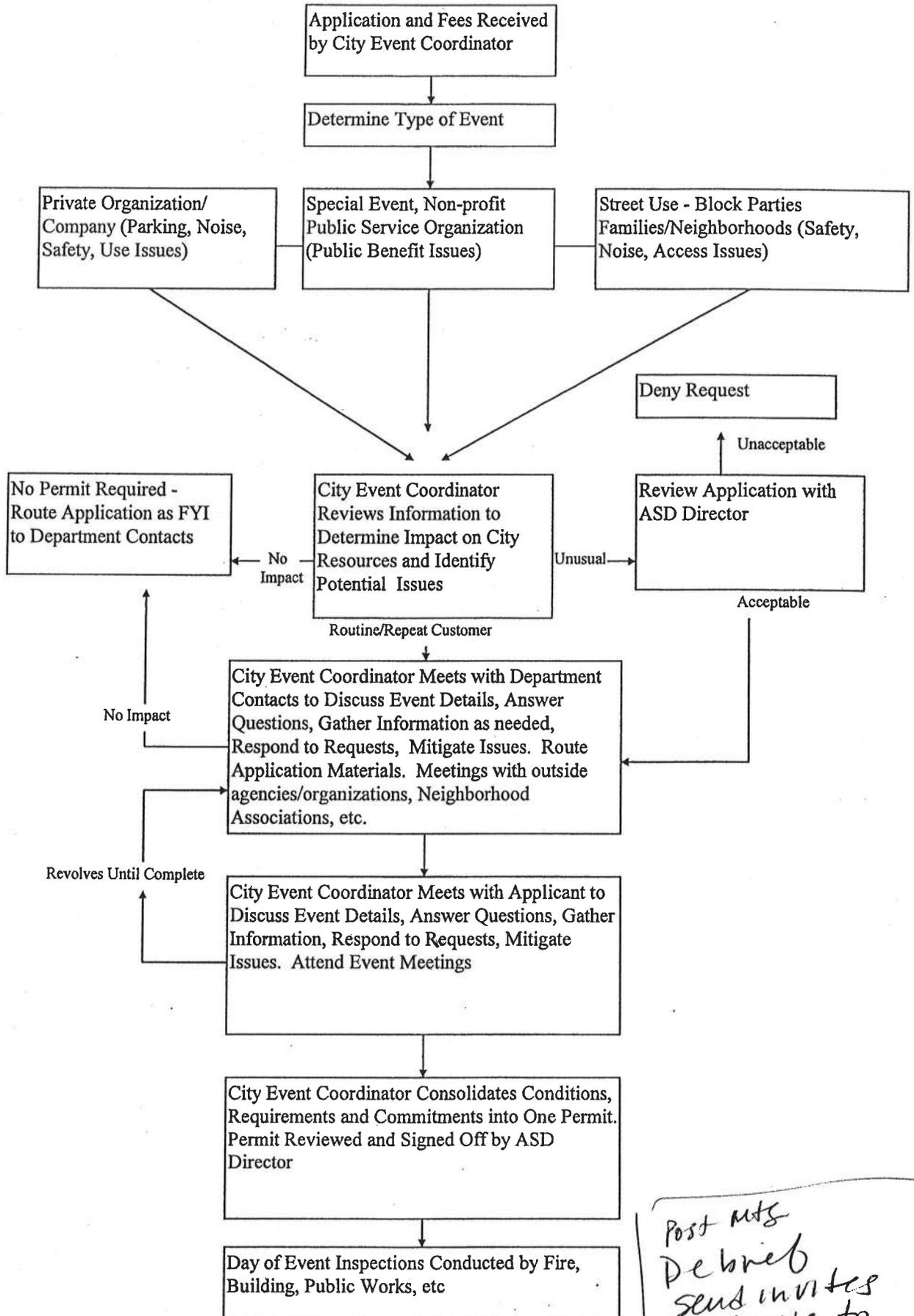
<u>Description</u>	<u>Source</u>	<u>Time</u>	<u>Materials</u>	<u>Cost</u>	<u>Comments</u>
CC Fee - Special Event Permit	KMC			\$100 per event	Separate permit fee when a weekly event is set-up and torn down between occurrences
CC Fee – Parades, runs, motorcades	KMC			\$ 50 per event	
Fee – Street Use Permit	KMC			\$0.45/sq. ft. per year	Example – 19,500 sq.ft. x \$0.45 = \$8,775
Fee – Street Use Permit Administration	KMC			\$400 per year	
CC Fee – Generator Permit	Building Code			\$65 per permit	Weekend or after hours inspection is overtime rate (\$97.50 per hour)
CC Fee – Banner	KMC			\$25	
Fee – Public Display of Fire Works	KMC			\$100	
Fee – Tent Permits	Uniform Fire Code			Under review	
Fee – Health Department					As Determined by Agency
Bond – Special Event Performance	KMC			\$500	Amount specified by ASD Director. Bond conditioned on payment to City for any cost reasonably anticipated to be incurred in removing debris, litter, paper, or other materials from the street.
Bond – Street Use	KMC			\$2,500	For on-going events
Reader board – City					Install, program, relocate, and remove <b>No charge to</b>

<u>Description</u>	<u>Source</u>	<u>Time</u>	<u>Materials</u>	<u>Time</u>	<u>Comments</u>
Rental – Fire Hydrant Meter			Meter	\$450 \$5.00	Deposit only Monthly rental fee
Water from hydrant			Water	\$3.19 per 750 gallons	Water is billed at the end of the meter use. Applicant with permission from property owner could use water from private building (reimbursement cost approximately \$10 per 750 gallons)
Damage to hydrant					Billed to user
Hydrant –Inspection			1 FTE	\$140 - \$165 per day	<b>No charge to applicant</b>
Solid Waste – Recycle				Free	Coordinate with disposal agency
Solid Waste – Garbage			Dumpster	Per Waste Mgt.	Dumpster rental and disposal
Solid Waste – Cans			45 gallon	\$20 per	Cans throughout event site
Sanitation – Sani-cans				\$125 ea.	
Restroom Supplies				Minor	<b>No charge to applicant</b>
Grass seed				\$125	<b>No charge to applicant</b>
Park Crew		24 man hours per day		\$15 - \$25 per hour	\$15/hour for part-time worker; \$25/hour for full-time worker and some volunteers for garbage pick-up and for stocking of bathrooms.
Cushman				<del>\$30/day</del>	<del>No charge to applicant</del>
Garbage Bags				\$0.50	Large events use 700 – 1000 bags. Applicant supply their own bags <del>NO CHARGE TO APPLICANT</del>
Pavilion			1-49 Users	\$35 per 3- hours	Rented in 3 hour increments <b>No charge to Applicant</b>
			50-100 Users	\$50 per 3- hours	

*Take care to Sun*

<u>Description</u>	<u>Source</u>	<u>Time</u>	<u>Materials</u>	<u>Time</u>	<u>Comments</u>
Miscellaneous Items					
- Sign Review		2 – 8 hour mtgs.			
- Noise mitigation					
- Pre-event Planning Mtgs.		14 – 1 hour mtgs. Per year	<i>No charge</i>		
- Boat Launch Card Holder mailing list	<i>No charge</i>	15 min.	875 pieces		Depends on size of mailing
- Mailing labels for boat launch mailing					
- Address list for mass mailings			2000 pieces	\$800	Address list, postage and copies
- Caution Tape	<i>No charge</i>			\$12.37/ea.	
- Safety Vests	<i>No charge</i>			\$5	Replacement Cost
- Block Party				\$25	No code or regulations addressing this. About 5 – 10

EVENT PERMIT PROCEDURE



*Post mtg  
Debrief  
Send invites  
to people to  
volunteer in the  
future*

## **Signature Events**

### **Definition of Signature Event**

A signature event is a special event which City staff members design and lead with the intention to strengthen community ties and to generate increases in economic development. A signature event communicates the city's desired image throughout the region in order to achieve the following results:

- 1) Attracting tourists to the city for the duration of the event,
- 2) Increasing the number of tourists selecting Kirkland as a destination during non-events time periods, and
- 3) Increasing the number of individuals selecting Kirkland as the desired location for a new business or residence
- 4) Increasing revenue for city businesses and the City of Kirkland

### **Rationale**

By developing and leading one or two signature events aligned with its vision, the City of Kirkland could strengthen existing community ties and generate increases in economic development.

### **Recommendations**

#### **Signature Event Development**

- 1) City of Kirkland Develops Initial Design: Sheila Cloney leads initial development of signature event, developing a database of community resources and working with City staff in event design. (See "Development of Signature Event")
- 2) City of Kirkland Leads Planning Process: Sheila Cloney leads development and implementation of the signature event, utilizing committees consisting of community and program stakeholders, including print and broadcast media. The leadership process should ensure that all individuals and organizations involved in the planning process work together to support the vision and structure designed by City staff.
- 3) City of Kirkland Leads Fundraising Process: Sheila Cloney leads initial fundraising efforts, with the intent to generate financial and in-kind contributions from local business, tourism grants, corporations, and charitable trusts.

#### **Additional Recommendations**

- 1) Select type of event not presently offered by other cities in the region
- 2) If possible, select a time of year beneficial to tourism industry

**CITY OF KIRKLAND****City Manager's Office****123 Fifth Avenue, Kirkland, WA 98033 425.587.3001****www.ci.kirkland.wa.us**

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**MEMORANDUM**

**To:** David Ramsay, City Manager

**From:** Tracy Burrows, Sr. Management Analyst, Sheila Cloney, Special Projects Coordinator

**Date:** January 20, 2005

**Subject:** Kirkland-Walla Walla Partner City Resolution

**RECOMMENDATION:**

It is recommended that the Kirkland City Council authorize the Mayor to sign the Kirkland-Walla Walla Partner City Resolution.

**BACKGROUND DISCUSSION:**

Over the past few months, the Cities of Kirkland and Walla Walla have been exploring opportunities for establishing a cooperative relationship to carry out joint projects related to issues such as economic development, tourism, culture, the arts legislative initiatives, and staff training. Last July, a delegation of city officials and community leaders from Walla Walla and Kirkland met at Heritage Hall and developed a priority list of actions to build on this relationship. Amongst the initial priority projects was the joint passage of a "Partner City" resolution. The Walla Walla City Council will be considering this resolution at their February 9, 2005 meeting.

In addition to this resolution, several joint projects have already been implemented, while plans are being prepared for future cooperative efforts. In September, Dan Elsom, known among elite athletes as "Onion Man," was invited to participate in the Kirkland Triathlon at Carillon Point on September 19. Marc Nowak, manager of the Woodmark Hotel, graciously provided complimentary lodging for Dan, who finished second in the triathlon overall.

Plans are underway to develop a wine tourism packaging meeting in Kirkland. A Walla Walla delegation will be invited to a reception with Kirkland representatives and then to attend a session to brainstorm tourism-related activities between the two cities.

The Kirkland Wednesday Market has secured its license to sell wine at the Kirkland Wednesday Market this year. The concept at this time includes offering several wines for sale and making tasting opportunities available at the Grape Choice.

**CITY OF KIRKLAND****City Manager's Office**

123 Fifth Avenue, Kirkland, WA 98033 425.587.3001

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**MEMORANDUM**

**To:** Kirkland City Council

**From:** Sheila Cloney, Special Project Coordinator  
Tracy Burrows, Senior Management Analyst  
Marilynne Beard, Assistant City Manager

**Date:** February 24, 2006

**Subject:** Outside Agency Funding Policy

**BACKGROUND**

The current practice of the city is to make community event, business, tourism and outside agency grants on an annual basis to qualified applicants. The "outside agency" funding process takes place during the budget process. During the last budget process, Council asked staff to evaluate the grant funding policy especially as it relates to agencies that are funded through this process on a recurring basis. This memo discusses which organizations are currently funded through the outside agency process and a recommendation as to which should be considered for inclusion in the base budget. It also defines what types of organizations should participate in a competitive funding process on an annual or biannual basis. The creation of funding categories to better guide funding policies and a suggested schedule for the 2007-2008 budget process are also included.

**DEFINITION OF CATEGORIES**

In reviewing current outside agency funding (for 2006), staff identified a few "categories" that the agencies seem to fit within.

Partner Agencies - Agencies that receive support as a result of formal council action or designation. In some cases a facility may have been built or purchased for the specific purpose that an operational partner performs. Examples include Friends of Youth (operating the Kirkland Teen Union Building) and the Kirkland Performance Center. Staff is recommending that these agencies be incorporated in the base budget in future years.

Special Events - These are events that have considerable public appeal and are substantially funded and staffed by city employees. Special event funds should be part of the special event base budget. An example is the 4<sup>th</sup> of July fireworks display.

Community Agency Funding - This category is used broadly to fund activities and projects on an annual one-time basis (not limited to Kirkland-based organizations). Organizations receive funds through a competitive process. An example would be Summerfest.

Tourism Grants - These are grants funded from the Lodging Tax and are defined by State statute RCW Chapter 67.28 and KMC Chapter 5. Lodging tax funds are allocated by recommendation of the Lodging Tax Advisory Committee.

**Recommendation:**

Staff recommends that outside agency funds allocated to the Kirkland Performance Center (\$50,000) be incorporated in the Parks and Community Services base budget for the 2007-08 biennium, and other sources of funding support described above continue. Increases to this amount would be requested as a service package by the Parks and Community Services Department. Funds from the Lodging Tax would not be part of the base budget.

Friends of Youth (Kirkland Teen Center – KTUB)

**Services Provided**

Friends of Youth provides a full menu of programming through an annual contract of \$100,000 in addition to outside agency support from the city. This funding allows them to stay open for an average of 35 hours per week. They maintain an advisory board of citizens, both youth and adults. They operate a computer lab, photo lab, art programs, drop in programs, music programs, provide shows on the weekends, a coffee shop, counseling, special events, and recreational programs. Without outside agency funding, they would have to cut the hours of operation to 20-25 hours per week. They would not be able to support some of the free programming provided, i.e. recreation, dances, music shows, drop in programs. The total 2005 expenditure budget for KTUB was \$350,000.

The KTUB started its operations in 1998 at Post 99, the American Legion Hall. The building was small, the programs limited, and the operational budget was \$200,000 per year. The City budgeted \$100,000 in the base budget for ongoing operations of the KTUB. When the KTUB moved into the new building, the operational budget grew to \$350,000. This included almost triple the programming, and hours of operation. The City retained the \$100,000 in the base budget. Friends of Youth has requested additional funding from the city every year since.

The City currently supports the KTUB in the base budget in two ways:

- \$100,000.00 per year to assist with operational costs.
- Maintenance of the structural systems at the KTUB, and incorporation of KTUB into the Facilities Life Cycles Model, putting money aside each year for capital improvements. Currently we have \$10,811 in maintenance, and \$7,717 in capital set aside per year.

Below is a table outlining the historical funding of KTUB through outside agency funding.

<b>Year</b>	<b>Amount</b>
2001	\$25,000
2002	\$25,000
2003	\$25,000
2004	\$50,000
2005	\$55,000
2006	\$60,000

**Recommendation:**

Staff recommends that outside agency funds allocated to Friends of Youth (\$60,000) be incorporated in the Parks and Community Services base budget for the 2007-08 biennium, and other sources of funding support describe above continue.

Kirkland Downtown Association

Staff further recommends making additions to the city's existing funding policy in an effort to address program performance and program evaluation. Updates that should be considered include:

- o Establishing performance measures for projects funded by the City;
- o Using performance measures as a factor in determining whether repeat funding is warranted;
- o Requiring evidence that applicants are pursuing funding from other sources; and
- o Requiring business plans for activities funded by the City that have a significant impact on public property.

**Tourism Grants**

Tourism grants are provided for by State statute RCW Chapter 67.28 and KMC Chapter 5 that address the use of Lodging Tax revenue. Tourism grants are obtained through requests made to the Lodging Tax Advisory Committee (LTAC). The LTAC recommends funding allocation for tourism grants to the City Council who then appropriate the grants through the budget process. Examples of activities that qualify for tourism funds include marketing of the Kirkland Artist Studio Tour and Howard Mandeville landscape show, and the creation of a Kirkland Art Center gallery brochure.

**Recommendation:**

Staff recommends no change to current practice.

**Recommended Process and Timeline**

The recommended funding level will increase the ongoing funding need by \$146,000. One-time community grants would be limited to \$60,500 per year (\$121,000 per biennium). The following table summarizes the recommended funding.

**Summary of Recommended Funding**

CATEGORY	EXISTING BUDGET	PROPOSED BUDGET	LOCATION
<b>ONGOING FUNDING</b>			
Business Grants	\$25,000	0.00	eliminated
Community Grants	\$10,000	0.00	Moved to one-time funding
Performance Center	0.00	\$50,000	Parks base budget
Friends of Youth	0.00	\$60,000	Parks base budget
Kirkland Downtown Association	0.00	\$25,000	Economic Development base budget
Leadership Eastside	0.00	\$6,000	Scholarships in HR Training Budget
4 <sup>th</sup> of July Fireworks	0.00	\$30,000	Special Events base budget
<b>TOTAL ONGOING FUNDING</b>	<b>\$35,000</b>	<b>\$171,000</b>	
<b>ONE-TIME FUNDING</b>			
<b>Community Agency Grants/Fund</b>	<b>196,500</b>	<b>\$60,500</b>	Agency Funding (Includes \$10,000 from existing community event grant fund.)
<b>Tourism Grants</b>		Varies from year to year	Tourism Budget
<b>TOTAL ONE-TIME FUNDING</b>	<b>196,500</b>	<b>60,500</b>	
<b>OVERALL TOTALS</b>	<b>\$231,500</b>	<b>\$231,500</b>	

The funding recommendations could be incorporated in the 2007-2008 biennial budget either as part of the base budget or as a service package. Community Agency funds could be allocated on an annual or biennial basis. While an annual allocation offers more funding flexibility to applicants, staff recommends consolidating the community agency fund into the biennial budget starting with the 2007-2008 season. Community Agency applicants would have the option to apply for up to two years of funding. Would-be funding seekers who miss the funding process could

Summary of Recommended Funding

CATEGORY	EXISTING BUDGET	PROPOSED BUDGET	LOCATION
<b>ONGOING FUNDING</b>			
Business Grants	\$25,000		eliminated
Community Grants	\$10,000		Moved to one-time funding
Performance Center		\$50,000	Parks base budget
Friends of Youth		\$60,000	Parks base budget
Kirkland Downtown Association		\$25,000	Economic Development base budget
Leadership <del>East</del> side		\$6,000	Scholarships in HR Training Budget
4 <sup>th</sup> of July Fireworks		\$30,000	Special Events base budget
<b>TOTAL ONGOING FUNDING</b>	<b>\$35,000</b>	<b>\$171,000</b>	
<b>ONE-TIME FUNDING</b>			
Community Agency Grants/Fund	196,500	\$60,500	Agency Funding (Includes \$10,000 from existing community event grant fund.)
Tourism Grants		Varies from year to year	Tourism Budget
<b>TOTAL ONE-TIME FUNDING</b>	<b>196,500</b>	<b>60,500</b>	
<b>OVERALL TOTALS</b>	<b>\$231,500</b>	<b>\$231,500</b>	

19.24.010

## Chapter 19.24

## TEMPORARY SPECIAL EVENTS

## Sections:

## Article I. Definitions

- 19.24.010 License—Permit.
- 19.24.020 Motorcade.
- 19.24.030 Parade.
- 19.24.040 Run.
- 19.24.050 Street dance.
- 19.24.060 Temporary special events

## Article II. Special Event

- 19.24.070 License required.
- 19.24.080 Application requirements.
- 19.24.090 Issuance or denial of permit.
- 19.24.100 Officials to be notified.
- 19.24.110 Revocation of permit.
- 19.24.120 Contents of permit.

## Article III. Parades, Motorcades, Runs and Street Dances

- 19.24.130 Parade, run, motorcade and street dance permits required.
- 19.24.140 Parade, run, motorcade or street dance for commercial purpose prohibited.
- 19.24.150 Interference with parade, run, motorcade or street dance.
- 19.24.160 Police escort required.
- 19.24.170 Interfering with or obstructing a parade or run prohibited.
- 19.24.180 Application for permit.
- 19.24.190 Issuance or denial of permit.
- 19.24.200 Contents of permit.
- 19.24.210 Officials to be notified.

## Article IV. General Requirements

- 19.24.220 General requirements.
- 19.24.230 Indemnity performance bond.
- 19.24.240 Insurance required.
- 19.24.250 Save harmless agreement.
- 19.24.260 Appeal procedure.
- 19.24.270 Revocation of permit.
- 19.24.280 Violation a simple crime.
- 19.24.290 Permit application fee.

## Article I. Definitions.

- 19.24.010 License—Permit.

Unless the context in which it is used clearly indicates otherwise, the words "license" and

"permit" as used in this chapter both mean the official approval or authorization of the city to carry on or conduct the special event or activity for which such license or permit is required pursuant to the provisions of this chapter. (Ord. 2737 § 1.06, 1983)

- 19.24.020 Motorcade.

"Motorcade" means any organized procession containing ten or more vehicles, except funeral processions, upon a public street, sidewalk, alley or public right-of-way. (Ord. 2737 § 1.03, 1983)

- 19.24.030 Parade.

"Parade" means any march or procession consisting of people, animals, bicycles, vehicles or combination thereof, except wedding processions and funeral processions, upon any public street, sidewalk, alley or other public right-of-way which does not comply with normal and usual traffic regulations or controls. (Ord. 2737 § 1.02, 1983)

- 19.24.040 Run.

"Run" means an organized procession to contend in a race consisting of people, bicycles, wheelchairs or combinations thereof containing ten or more persons upon a public street, sidewalk, alley or other public right-ofway. (Ord. 2737 § 1.04, 1983)

- 19.24.050 Street dance.

"Street dance" means any dance of three or more couples on or within any publicly owned parking lot or other publicly owned property or any public street, public alley, public sidewalk, or other public right-of-way. (Ord. 2737 § 1.05, 1983)

- 19.24.060 Temporary special event.

"Temporary special event" means any fair, show, festival, or other attended entertainment or celebration, conducted by a nonprofit, public service organization, which entertainment is not of a political, religious or commercial nature; and which event is to be held in whole or in part upon publicly owned property and/or public rights-of-way, or if held wholly upon private property, will nevertheless affect or impact the ordinary and normal use by the general public of public property or public rights-of-way within the vicinity of such event. (Ord. 2737 § 1.01, 1983)

- (4) The director of public works;
- (5) The director of the department of parks and recreation. (Ord. 3573 § 78, 1997; Ord. 2737 § 2.04, 1983)

#### 19.24.110 Revocation of permit.

Any permit for a temporary special event issued pursuant to this chapter may be summarily revoked by the director of administrative services for the city at any time when, by reason of disaster, public calamity, riot or other emergency, the director of administrative services determines that the safety of the public or property requires such revocation. Notice of such action revoking a permit shall be delivered in writing to the permittee by personal service or certified mail at the address specified by the permittee in his application. (Ord. 3573 § 79, 1997; Ord. 2737 § 2.05, 1983)

#### 19.24.120 Contents of permit.

In each permit issued by the director of administrative services for the city there shall be specified each condition subject to which the permit is issued. The permit shall not be issued until the director of administrative services is satisfied that all other required permits and licenses required by the city for the temporary special event activities have been obtained. (Ord. 3573 § 80, 1997; Ord. 2737 § 2.06, 1983)

### Article III. Parades, Motorcades, Runs and Street Dances

#### 19.24.130 Parade, run, motorcade and street dance permits required.

No person shall conduct a parade, run, motorcade or street dance in or upon any public street, sidewalk, alley or other public right-of-way or publicly owned property within the city unless or until a permit to conduct such parade, run, motorcade or street dance has been obtained from the director of administrative services for the city. (Ord. 3573 § 81, 1997; Ord. 2737 § 3.01, 1983)

#### 19.24.140 Parade, run, motorcade or street dance for commercial purpose prohibited.

No permit shall be issued authorizing the conduct of a parade, run, motorcade or street dance which the director of administrative services finds is proposed to be held for the sole purpose of advertising any product, goods, wares, merchandise or commercial event and is designed to be held purely for private profit. (Ord. 3573 § 82, 1997; Ord. 2737 § 3.02, 1983)

#### 19.24.150 Interference with parade, run, motorcade or street dance.

No person shall knowingly join or participate in any parade, run, motorcade or street dance conducted under permit from the city in violation of any of the terms of said permit, nor knowingly join or participate in any permitted parade, run, motorcade or street dance without the consent of or over the objections of the permittee, nor in any manner interfere with the progress or orderly conduct of such permitted event or activity. A violation of this section is a serious crime. (Ord. 2737 § 3.04, 1983)

#### 19.24.160 Police escort required.

All parades, runs, and motorcades shall have police escort which shall be either appointed or approved by the chief of police of the city. (Ord. 2737 § 3.05, 1983)

#### 19.24.170 Interfering with or obstructing a parade or run prohibited.

All persons, except those participating in parades or runs shall keep off streets, alleys or other public rights-of-way temporarily closed for parades or runs and it is unlawful for any person to leave any vehicle upon any street, knowing that the same has been cleared for parade or run purposes. It shall be unlawful for any pedestrian, equestrian, or the operator of any vehicle to pass through or drive between the vehicles, units or floats comprising a parade or motorcade where such parade or motorcade has been granted a permit pursuant to this chapter; provided, that this shall not prohibit the operation of emergency vehicles, nor prevent the passage of such vehicles or persons at intersections where traffic is controlled by police officers of the city. A violation of this section shall be a simple crime. (Ord. 2737 § 3.06, 1983)

#### 19.24.180 Application for permit.

Any person who wants to conduct a parade, run, motorcade, or street dance shall apply to the director of administrative services for the city for a permit, at least thirty days in advance of the date of the proposed parade, run, motorcade or street dance. The director of administrative services for the city may, in his discretion, consider any application for a permit to conduct a parade, run, motorcade or street dance which is filed less than thirty days prior to the date on which such parade, run, motorcade or street dance is to be conducted; provided, however, that such time limit shall be waived by the director of administrative services only in the event of an unexpected occasion, or in the case of a parade approved by proclamation of the mayor. The application for such permit shall be made in writing on a form

inspection by the police department and/or fire department. If found unsafe, such vehicle and floats may not participate in the parade or motorcade;

(11) Such other requirements as are found by the director of administrative services to be reasonably necessary for the protection of persons or property;

(12) Special Limitation on Number of Floats—School Parades. If a parade or motorcade is to be held in conjunction with any activity of a school or college such parade or motorcade shall be limited to no more than thirty cars and/or floats. (Ord. 3573 § 85, 1997; Ord. 2737 § 3.09, 1983)

#### 19.24.210 Officials to be notified.

Immediately upon application for a permit for a parade, run, motorcade or street dance, the director of administrative services of the city shall send a copy thereof to the following:

- (1) The city manager;
- (2) The director of fire services;
- (3) The chief of police;
- (4) The director of public works;
- (5) The director of parks and recreation. (Ord. 3573 § 86, 1997; Ord. 2737 § 3.10, 1983)

### Article IV. General Requirements

#### 19.24.220 General requirements.

The provisions of this section apply with regard to all permits issued pursuant to Articles II and III of this chapter. (Ord. 2737 § 4, 1983)

#### 19.24.230 Indemnity performance bond.

No permit shall be issued for a parade, run, motorcade, street dance or temporary special event until the permittee shall file, with the director of administrative services, a performance bond conditioned upon payment to the city of any costs reasonably anticipated to be incurred in removing debris, litter or papers from the street or other material deposited thereon as a result of said parade, run, motorcade, street dance or temporary special event; provided, that the director of administrative services, in his discretion, may in appropriate cases make a specific finding that such a bond is not necessary at the time of the issuance of such permit and waive said bond. (Ord. 3573 § 87, 1997; Ord. 2737 § 4.01, 1983)

#### 19.24.240 Insurance required.

The director of administrative services of the city shall not issue a permit pursuant to either Article II or III of this chapter until the applicant obtains liability insurance with limits of not less than one million dollars for personal injury to any one person and two million dollars for personal injury growing out of

any one incident or occurrence, and limits in the amount of one million dollars for property damage sustained by any one person and two million dollars for property damage growing out of one incident or occurrence. A specimen copy of such policy shall be filed with the director of administrative services and shall name the city as an additional name insured. The director of administrative services, in his discretion, may, in appropriate cases, make a specific finding that the insurance limits are in excess of the reasonable risk and in such circumstances may reduce the required insurance limits; provided, that such reduction is no more than fifty percent of the amounts set forth in this section. (Ord. 3573 § 88, 1997; Ord. 2737 § 4.02, 1983)

#### 19.24.250 Save harmless agreement.

At the time that a permit is issued pursuant to either Article II or III of this chapter, the permittee shall file with the director of administrative services a save harmless agreement in which the permittee agrees to defend, pay, and save harmless the city, its officers and employees from any and all claims real or imaginary which may be filed against the city, its officers or employees, where such claim arises in whole or in part out of the activities for which such permit is issued; excepting therefrom, any claims arising solely out of the negligent acts or omissions of the city, its officers and employees. (Ord. 3573 § 89, 1997; Ord. 2737 § 4.03, 1983)

#### 19.24.260 Appeal procedure.

Upon denial by the director of administrative services of the city of an application made pursuant to either Article II or III of this chapter, the applicant may appeal from the determination of the director of administrative services within five days thereafter to the city council of the city by filing a written notice of appeal for hearing by the city council at a regular meeting. The city council shall hear and consider such appeal not later than twenty-one days following the date of filing the appeal. Upon such appeal the city council may reverse, affirm or modify in any regard the determination of the director of administrative services.

In the event an application is not filed within the required time, the applicant may request a waiver of such requirement from the director of administrative services. Should the director of administrative services decline to waive the requirement the applicant may approach the city council at its next regular meeting to make an appeal. The city council, if it finds unusual circumstances and in the exercise of its sound discretion, may waive such requirement. (Ord. 3573 § 90, 1997; Ord. 2737 § 4.04, 1983)

ORDINANCE 3370

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF KIRKLAND RELATING TO THE TEMPORARY USE OF PUBLIC RIGHTS OF WAY AND OTHER CITY OWNED PROPERTY BY NON-PROFIT GROUPS FOR SPECIAL EVENTS, REDUCING THE FILING FEE FOR CERTAIN TEMPORARY SPECIAL EVENT PERMITS, AMENDING SECTION 19.24.290 OF THE KIRKLAND MUNICIPAL CODE, AND DECLARING AN EMERGENCY.

Be it ordained by the City Council of the City of Kirkland as follows:

Section 1. Section 19.24.290 of the Kirkland Municipal Code is hereby amended as follows:

**19.24.290 Permit application fee.**

An application fee shall be paid to the City at the time of filing an application for any permit required by this chapter. Such fees are nonrefundable. The application fee for a permit pursuant to Article II is one hundred [~~two-hundred~~ ~~fifty~~] dollars. The application fee for a permit pursuant to Article III is fifty dollars, provided that the fee for parade approved by mayoral proclamation may be waived by the Director of Administration and Finance.

Section 2. The reduced filing fee established in Section 1 above shall be applicable as to all temporary special event permits issued pursuant to Article II, Chapter 19.24 of the Kirkland Municipal Code after the day of adoption of this amendatory ordinance or June 1, 1993, whichever shall last occur.

Section 3. The City Council hereby finds and declares the existence of a public emergency and the adoption of this emergency ordinance is necessary for the protection of public health, public safety, public property and/or the public peace and shall be effective immediately upon its adoption by the City Council; provided such adoption receives the affirmative vote of five members of the City Council.

Passed in specially called regular meeting



**CITY OF KIRKLAND**  
City Manager's Office  
123 Fifth Avenue, Kirkland, WA 98033 425.587.3001  
www.ci.kirkland.wa.us

**ATTACHMENT G**

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**MEMORANDUM**

**To:** David Ramsay, City Manager  
**From:** Sheila Cloney, Special Project Coordinator  
**Date:** September 20, 2007  
**Subject:** City of Kirkland Special Events

**RECOMMENDATION:**

City Council adopt the attached ordinance which repeals and reenacts Chapter 19.24 of the Kirkland Municipal Code entitled Special Events.

**BACKGROUND DISCUSSION:**

Chapter 19.24 of the Kirkland Municipal Code Chapter entitled Temporary Special Events has not been significantly updated since 1983. Much of the existing language is antiquated and the code is silent in areas that staff must address when processing event applications.

The attached ordinance was developed based on other municipalities' special event ordinances, Washington Cities Insurance Authority (WCIA) recommendations and requirements, and the current practices employed by the Special Event Coordinator and Special Event Service Team. The proposed cost recovery policy was reviewed by the Finance Committee at their September 11, 2007 meeting.

The following is the proposed definition of a special event which combines the two existing categories of event permits into one (Temporary Special Event permit and Parade/Run permit):

"Special event" means any fair, show, parade, run/walk, festival, or other publicly attended entertainment or celebration which is to be held in whole or in part upon publicly owned property or public rights-of-way, or if held wholly upon private property, will nevertheless affect or impact the ordinary and normal use by the general public of public property or public rights-of-way within the vicinity of such event.

The proposed ordinance defines special events and expressive activities covered under the first and fourteenth amendments. Cost recovery, beer and wine gardens, and an updated timeline for submitting special event applications are also addressed. Besides revising the definition of a special event, and formally acknowledging the existence of a Special Event Service Team, a number of minor housekeeping items have also been included in the ordinance.

What follows is a summary of the most significant additions or changes to Chapter 19.24 of the Kirkland Municipal Code:

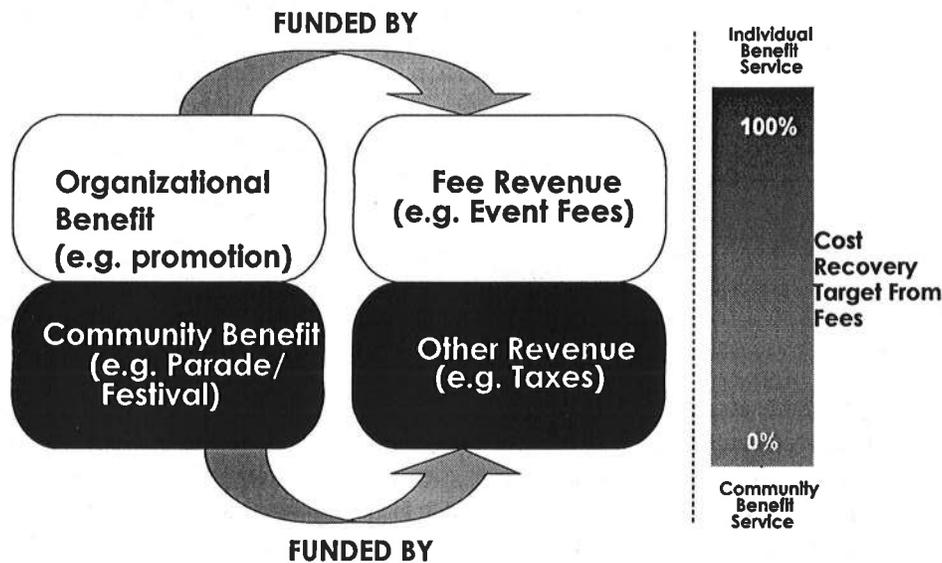
**Types of Permits and Events**

Currently KMC 19.24 provides for the issuance of a "Special Event" permit and a "Parade, Run, Motorcade, and Street Dance" permit. The proposed ordinance combines the two existing categories of event permits into one and exempts block parties.

Staff recommends that costs that should be recovered for all events include:

- 1. A special event permit fee**, set administratively and based on a portion of the average staff time it takes the Special Event Service Team and other department staff to review and process a special event application; and
- 2. The direct staff time and direct costs associated with “day of” event activities** (e.g. Parks and Public Works crew, equipment and materials) **based on the City’s direct costs.**

This proposed pricing policy is generally consistent with the cost recovery policies of other departments such as Parks, which establishes a level of community benefit (to be funded by taxes) versus benefits accruing to the individual or organization putting on the event (to be funded by fees – see diagram below).



### Examples of Recovery Rates

Attachment A is a summary of typical costs associated with small, medium and large events along with the recommended recovery rate for each type of cost.

For the purposes of the table represented in Attachment A, actual costs are “fully loaded” in that hourly staff rates are multiplied by a factor that takes into consideration wages, benefits and all overhead costs associated with the position (a standard factor of 2.04 is applied to hourly wage rates to derive a “fully loaded” hourly rate).

The “Recommended Fees” column reflects the recommended level of cost recovery and the “Recovery Rate” column reflects the proposed percentage of cost recovery.

## **Expressive Events - First and Fourteenth Amendments**

Washington Cities Insurance Authority (WCIA) is in the process of completing an audit on special event practices employed by Washington cities. KMC 19.24 currently does not provide for expressive events protected by the first and fourteenth amendments (i.e. political or religious demonstrations). The closest KMC 19.24 comes to addressing an expressive event is under the definition of a temporary special event that reads as follows:

“Temporary special event” means any fair, show, festival, or other attended entertainment or celebration, conducted by a nonprofit, public service organization, which entertainment is not of a political, religious or commercial nature. . .”

The proposed ordinance will bring the Kirkland Municipal Code into compliance. An expressive event is defined as follows:

“Expressive Activity” includes conduct, the sole or principal object of which is the expression, dissemination, or communication by verbal, visual, literary, or auditory means of opinion, views, or ideas and for which no fee or donation is charged or required as a condition of participation in or attendance at such activity. For purposes of this chapter, expressive activity does not include sports events, including marathons, fundraising events, or events the principal purpose of which is entertainment.

Besides specifically defining an expressive event, the proposed ordinance requires a permit application to be filed seven days in advance, and limits cost recovery to actual, direct costs not to exceed \$500.

## **Alcohol (i.e. Beer and Wine Gardens)**

KMC 19.24 is silent on special events that include the serving of alcohol as an activity. Currently, KMC 11.80.201 gives the Parks Director the authority to issue an “Alcohol Use” permit for activities involving the serving of alcohol in a park. Under the proposed ordinance, an activity meeting the definition of a special event that includes serving alcohol to the public in a city facility or right of way would require a Special Event Permit. If alcohol is to be served to the public in a park as part of a special event, a Special Alcohol Use permit must also be issued by the Parks Department Director. In either case the requirement for a Special Event permit provides for coordination between the City of Kirkland and the Washington State Liquor Control Board including the city’s local enforcement agent.

## **Pre-application Meetings and Application Deadline**

KMC 19.24 requires that an applicant submit an application 45 days prior to an event (note that currently a complete application is not required just general information about the event). In many cases 45 days is not enough time to:

- 1) Work out all of the details involved in producing an event;
- 2) Effectively promote an event or have it included in annual event guides or reach local media publications and outlets; or
- 3) Secure a park reservation as popular locations are reserved as far as a year in advance.

Under the proposed ordinance:

- 1) Applicants would be required to schedule a pre-application meeting at least six months in advance of an annual event, and at least one year in advance for a new event.
- 2) A complete event application including all supporting documentation (i.e. application, insurance, notifications) would be due 45 days prior to the event. In almost all cases applicants currently meet with the Special Event Coordinator according to these proposed deadlines.
- 3) At the discretion of the Special Event Coordinator the timeline can be waived.

	Staff Hours	Direct Hourly Rate	Fully Loaded Hourly Rate	Expenses			Revenues	
				Staff Time Costs	Other Direct Costs	Total Costs	Recommended Fees	Recovery Rate
<b>Large Event</b>								
Service Team Review	12.50	\$33	\$67	\$842		\$842		
Other Department Staff	1.50	\$33	\$67	\$101		\$101		
Event Coordinator Planning	81.00	\$28	\$58	\$4,682		\$4,682		
Subtotal Permit Review Costs				\$5,624	\$0	\$5,624	\$160	2.8%
Event Coordinator - Day of Event	12.50	\$28	\$58	\$723		\$723	\$0	0.0%
Fire and Aid - Overtime (4 Firefighters and Truck)				\$0	\$ 1,170	\$1,170	\$1,170	100.0%
Water Inspection	1.50	\$33	\$68	\$102		\$102	\$50	49.0%
FOG Inspection	1.50	\$33	\$68	\$102		\$102	\$50	49.0%
Barricade Delivery and Pick-Up - 2 hours staff time	2.00	\$21	\$43	\$86		\$86	\$42	49.0%
Banners - Hanging	28.00	\$22	\$45	\$1,257		\$1,257	\$616	49.0%
Public Works Crew Staffing of Event - garbage	16.00	\$15	\$31	\$490		\$490	\$240	49.0%
Parks Crew Staffing - garbage and sanitation	114.00	\$15	\$31	\$3,488		\$3,488	\$1,710	49.0%
Publicity	1.00	\$28	\$57	\$57		\$57	\$28	49.0%
Multi-Media Services	1.00	\$20	\$41	\$41		\$41	\$20	49.0%
GIS Mapping	1.00	\$28	\$57	\$57		\$57	\$28	49.0%
Readerboard					\$30	\$30	\$30	100.0%
Off-Duty Police					\$7,520	\$7,520	\$7,520	100.0%
Public Works Truck Rental (2)					\$140	\$140	\$140	100.0%
Parks Truck Rental					\$70	\$70	\$70	100.0%
Electric Cart Rental					\$50	\$50	\$50	100.0%
Fire Inspection					\$50	\$50	\$50	100.0%
Building Inspection					\$65	\$65	\$65	100.0%
Explorers					\$500	\$500	\$500	100.0%
Marine Patrol - crew and boat 4 hours					\$1,200	\$1,200	\$1,200	100.0%
Caution tape, safety vests, small equipment					\$100	\$100	\$100	100.0%
ROW Use Fee					\$200	\$200	\$0	0.0%
Parks Use Fee					\$600	\$600	\$0	0.0%
<b>TOTAL LARGE EVENT</b>	<b>273.50</b>			<b>\$17,650</b>	<b>\$11,695</b>	<b>\$29,345</b>	<b>\$13,839</b>	<b>47.2%</b>

## Attachment B

### **Examples of 2007 Special Event Permits by Size**

#### **SMALL**

Opening Day Little League Baseball Parade - small  
St. John's Episcopal Good Friday Walk - small  
Seven Hills of Kirkland - small  
Dock Dogs at Carillon Point - small  
Seafair Marathon - small  
Concours de Elegance - small  
Residence XII - small  
PACE 5K Walk/Run - small  
Houghton Hought-Down - small  
Hopelink Turkey Trot - small  
Argosy Opening Ceremony Tree Lighting - small  
Saturday Night Tree Lighting throughout December – small

#### **MEDIUM**

Hope Heart ½ Marathon – Medium  
Kirkland Wednesday Market - Medium  
KDA – Artists in Action as part of Uncorked - Medium  
Kirkland Classic Car Show - medium  
Kirkland Tree Lighting Saturday after Thanksgiving - medium  
12K's of Kirkland Run/Walk – medium

#### **LARGE**

4<sup>th</sup> of July Parade, Picnic and Fireworks Show - Large  
Kirkland Uncorked - Large  
Kirkland Triathlon at Carillon Point - Large

**2007 Activities to Date that receive no permit but are processed internally using the Special Events coordination process – Note: The following events do not qualify under the current definition of “special event” because they take place entirely on private property and/or in a City park. Special event staff assists with the logistics of some of these activities to assure that they are coordinated internally/externally, impacts to the community are minimized, and they receive the City support they may need.**

KAST (Kirkland Artists Studio Tour)  
Party in the Park  
Ben and Jerry's Free Cone Day  
Assistance with KPC parking resources  
Softball World Series at Everest Park  
Duck Dash  
Downtown Kirkland Holiday Lighting Program  
Argosy Christmas Ship Cruise Festival\_  
Assistance with filming (ads, tv show spots – 3 so far in 2007)

#### **Block Parties**

8 block parties permits in 2007

#### **Other type of events that have received event permits in the past**

ORDINANCE NO. 4116

AN ORDINANCE OF THE CITY OF KIRKLAND REPEALING CHAPTER 19.24 OF THE KIRKLAND MUNICIPAL CODE AND REENACTING A NEW CHAPTER 19.24 OF THE KIRKLAND MUNICIPAL CODE RELATING TO THE PERMITTING OF SPECIAL EVENTS

WHEREAS, periodically, non-profit organizations, private organizations, and the City desire to use City streets and other City-owned property as venues for special events; and

WHEREAS, such special events include fund raising for nonprofit organizations serving the community, free speech expression activities, and entertainment; and

WHEREAS, the City has developed and is in the process of developing public places and other areas that are potential venues for special events; and

WHEREAS, the existing City permit process for such special events does not contemplate all of the impacts of special events; and

WHEREAS, the City Council desires to implement a new special events permitting code that will provide an efficient process for the public to utilize various public venues for expression and entertainment that enhances civic life in the City;

NOW, THEREFORE, the City Council of the City of Kirkland do ordain as follows:

Section 1. Chapter 19.24 of the Kirkland Municipal Code ("KMC") is hereby repealed.

Section 2. A new Chapter 19.24 of the KMC, entitled "Special Events," is hereby adopted to read as follows:

**19.24.010 Definitions.**

Terms used in this Chapter shall have the following meanings:

(1) "Demonstration" means a public display of group opinion as by a rally or march, the principal purpose of which is expressive activity.

(2) "Event Organizer" means any person who conducts, manages, promotes, organizes, aids, or solicits attendance at a special event.

(3) "Event Management Company" means an entity with expertise in managing special events.

(4) "Expressive Activity" includes conduct, the sole or principal object of which is the expression, dissemination, or communication by verbal, visual, literary, or auditory means of political or religious opinion, views, or ideas and for which no fee or donation is charged or required as a condition of participation in or attendance at such activity. For purposes of this chapter, expressive activity does not include sports events, including marathons, fundraising events, or events the principal purpose of which is entertainment.

(5) "Gross Revenues" means the sum of all revenues received by an event organizer for a special event including, but not limited to, cash receipts, licensing, sponsorships, television, advertising and similar revenues, and concessions.

(6) "March" means an organized walk or event whose principal purpose is expressive activity in service of a public cause.

(7) "Noncommercial special event" means any special event organized and conducted by a person or entity that qualifies as a tax-exempt nonprofit organization, or a special event whose principal purpose is expressive activity.

(8) "Rally" means a gathering whose principal purpose is expressive activity, especially one intended to inspire enthusiasm for a cause.

(9) "Sidewalk" means that portion of a right of way, other than the roadway, set apart by curbs, barriers, markings, or other delineation for pedestrian travel.

(10) "Sign" means any sign, pennant, flag, banner, inflatable display, or other attention-seeking device.

(11) "Special Event Service Team" means representatives assigned by their respective Department Directors to represent the interests of their department as it relates to the issuance of Special Event Permits.

(12) "Special event" means any fair, show, parade, run/walk, festival, or other publicly attended entertainment or celebration which is to be held in whole or in part upon publicly owned property or public rights-of-way, or if held wholly upon private property, will nevertheless affect or impact the ordinary and normal use by the general public of public property or public rights-of-way within the vicinity of such event.

(13) "Special event permit" means a permit issued under this chapter.

(14) "Special event venue" means that area for which a special event permit has been issued.

(15) "Street" means any place that is publicly maintained and open to use of the public for purposes of vehicular travel, including highways.

(16) "Tax-exempt nonprofit organization" means an organization that is exempted from payment of income taxes by federal or state law and has been in existence for a minimum of six months preceding the date of application for a special event permit.

(17) "Vendor" means any person who sells or offers to sell any goods, food, or beverages within a special event venue.

#### **19.24.020 Special event permit required.**

(1) Except as provided elsewhere in this chapter, any person or entity who conducts, promotes, or manages a special event shall first obtain a special event permit from the Special Event Coordinator.

(2) The Special Event Coordinator is authorized to issue permits for special events occurring within the City limits, pursuant to the procedures established in this chapter. The Special Event Coordinator is authorized to determine the special event venue. The Special Event Coordinator may impose reasonable conditions on the use of the special events venue based on the provisions of this Chapter. The Special Event Coordinator shall coordinate the issuance of a special event permit with the Special Event Team and other public agencies through whose jurisdiction or property the special event or portion thereof occurs and to issue a special event permit upon the concurrence of other public agencies involved.

#### **19.24.030 Exceptions to special event permit requirement.**

ensues, the Special Event Coordinator may, in his or her discretion, allow a later filing.

**19.24.070 When application for special event permit is deemed complete.**

An application for a special event permit is deemed completed when the applicant has provided all of the information required in KMC 19.24.090, including any additional information required by the Special Event Coordinator, and where City services are to be provided, the application has been approved by any involved City department, or the Special Event Service Team, and the City Manager and the City Council, if required.

**19.24.080 Date of special event not confirmed until notice of confirmation issued.**

Notwithstanding the Special Event Coordinator's acceptance of a completed application, the date of the event shall not be considered confirmed and the applicant shall not market or promote the event until the Special Event Coordinator issues a written notice of confirmation.

**19.24.090 Content of special event permit application.**

The application for a special event permit should include the following:

(1) The name, address, fax, cell, email, and office telephone number of the applicant;

(2) A certification that the applicant will be financially responsible for any City fees or costs that may be imposed for the special event;

(3) The name, address, fax, cell, email address and telephone number of the event organizer, if any, and the chief officer of the event organizer, if any;

(4) A list of emergency contacts that will be in effect during the event, and the event web address, if any, and;

(5) If the special event is designed to be held by, on behalf of, or for any organization other than the applicant, the applicant for the special event permit shall file a signed, written communication from such organization:

(a) Authorizing the applicant to apply for the special event permit on its behalf;

(b) Certifying that the applicant will be financially responsible for any costs or fees that may be imposed for the special event;

(c) A copy of the tax exemption letter issued for any applicant claiming to be a tax-exempt nonprofit organization;

(6) All permit applications should include:

(a) A statement of the purpose of the special event;

(b) A statement of fees to be charged for the special event, including Admissions Tax documentation;

(c) The proposed location for the special event;

(d) Dates and times when the special event is to be conducted;

(e) The approximate times when assembly for, and disbanding of, the special event is to take place;

(f) The proposed locations of the assembly or production area;

(g) The specific proposed site or route, including a map and written narrative of the route;

(h) The proposed site of any reviewing stands;

(i) The proposed site for any disbanding area;

(j) Proposed alternate routes, sites or times, where applicable;

(h) The special event will not have significant adverse impact upon residential or business access and traffic circulation in the same general venue.

(2) In order to ensure that the conditions in this section are met, the Special Event Coordinator may place conditions on the special event permit.

**19.24.110 Reasons for denial of a special event permit.**

(1) The Special Event Coordinator may deny a special event permit to an applicant who has not:

(a) Provided for the services of a sufficient number of trained and certified traffic controllers;

(b) Provided sufficient monitors for crowd control and safety two weeks prior to the event date;

(c) Provided sufficient safety, health, or sanitation equipment services, or facilities that are reasonably necessary to ensure that the special event will be conducted with due regard for safety;

(d) Provided sufficient off-site parking or shuttle service, or both, when required, to minimize any substantial adverse impacts on general parking and traffic circulation in the vicinity of the special event; or

(e) Met all of the requirements for submitting an application for a special event permit.

(2) The Special Event Coordinator may deny a special event permit if in the Special Event Coordinator's opinion:

(a) The special event will create the imminent possibility of violent disorderly conduct likely to endanger public safety or to result in significant property damage;

(b) The special event will violate public health or safety laws;

(c) The special event fails to conform to the requirements of law or duly established City Policy;

(d) The applicant demonstrates an inability or unwillingness to conduct a special event pursuant to the terms and conditions of this chapter;

(e) The applicant has failed to conduct a previously authorized or exempted special event in accordance with law or the terms of a permit, or both;

(f) The applicant has not obtained the approval of any other public agency within whose jurisdiction the special event or portion thereof will occur; or

(g) The applicant has failed to provide an adequate first aid or emergency medical services plan based on special event risk factors.

(h) The applicant has failed to pay all fees due from previous special events.

(3) The Special Event Coordinator may deny a special event permit to an applicant who has failed to comply with any term of this chapter or with any condition of a special event permit previously issued to the applicant.

**19.24.120 Denial of a special event permit application; appeals from denial.**

(1) If the Special Event Coordinator denies the application for the special event permit, pursuant to KMC 19.24.120, he or she shall notify the applicant in writing as soon as is reasonably practical.

(2) The denial of a special event permit may be appealed to the City Manager or his or her designee.

completion of the special event and to return the area or route to the same condition of material preservation and cleanliness as existed prior to the special event.

**19.24.150 Special Event Coordinator's action on special event permit application.**

(1) Except as otherwise provided in this Section, the Special Event Coordinator shall take final action upon a completed application for a special event permit as soon as practicable.

(2) The Special Event Coordinator is not required to take final action upon any special event permit application prior to 180 calendar days before the special event.

(3) The Special Event Coordinator is not required to take final action on an incomplete or untimely special event permit application.

(4) The Special Event Coordinator is not required to process more than one application for a special event permit per applicant during any two-week period.

(5) The Special Event Coordinator is not required to take final action upon two or more special event permit applications submitted by the same applicant unless two or more weeks shall have elapsed between the respective dates of submission of each.

(6) Final action on a completed special event permit application shall consist of one of the following:

(a) Issuance of a special event permit in accordance with the terms of the application; or

(b) Issuance of a special event permit in accordance with the terms of the application, as conditioned by the Special Event Coordinator or as modified by mutual agreement between the Special Event Coordinator and the applicant; or

(c) Denial of the special event permit application by the Special Event Coordinator.

**19.24.160 Insurance required to conduct special event.**

(1) The event organizer of a special event must possess or obtain comprehensive general liability insurance to protect the City against loss from liability imposed by law for damages on account of bodily injury and property damage arising from the special event. Such insurance shall name the City of Kirkland, its officers, employees, and agents, and, as required, any other public entity involved in the special event, as additional insured. Insurance coverage must be maintained for the duration of the special event. Notice of cancellation shall be provided immediately to the City.

(2) Except as provided in this Section, the comprehensive general liability insurance coverage required shall be in a combined single limit of at least \$1,000,000.

(3) If the special event is of a demonstrated high- or low-risk category, according to recognized insurance and risk management standards, the City's Risk Manager may authorize a greater or lesser amount of coverage than otherwise required, or may require a particular type of insurance coverage different from that specified in this Section.

(4) The insurance required by this Section shall encompass all liability insurance requirements imposed for other permits required under other sections of this chapter and is to be provided for the benefit of the City and not as a duty, express or implied, to provide insurance protection for spectators or participants.

Upon approval of an application for a permit for a special event not protected under the First and Fourteenth Amendments of the U.S. Constitution, the Special Event Coordinator should provide the applicant with a statement of the estimated cost of city services and of equipment, materials and permit fees.

(1) The full range of costs associated with special events shall be documented.

(2) A special event permit fee shall be charged. The amount of the fee shall be set administratively by the City Manager or his or her designee.

(3) For special events in which benefits to recognized charitable organizations is a significant component, staff time and costs associated with day of event activities shall be charged based on the City's direct costs only. For all other special events, staff time and costs incurred shall be for the full amount of costs incurred by the City in connection with the event, including indirect costs of staff time such as benefits and all overhead costs associated with the position.

(4) The Special Event Coordinator shall require payment of fees, or a reasonable estimate thereof, at the time the completed application is approved, unless the Special Event Coordinator for good cause extends time for payment.

(5) If the event organizer fails to comply with the clean up requirements of KMC 19.24.140, the event organizer will be billed for actual City costs for cleanup and repair of the special event area or route.

(6) If the event organizer failed to comply with KMC 19.24.140 or this Section under a previously issued special event permit, the Special Event Coordinator may require the event organizer to deposit adequate surety in the form of cash or bond.

#### **19.24.200 Effect of receipt of donations on status of tax-exempt nonprofit organizations.**

A tax-exempt nonprofit organization hosting a special event may acknowledge the receipt of cash or in-kind services or goods, donations, prizes, or other consideration from for-profit organizations without causing the special event to be considered a commercial special event within the meaning of this chapter. Such acknowledgment may include use of the name, trademark, service mark, or logo of such a for-profit organization in the name or title of the special event or the prominent appearance of the same in advertising or on collateral material associated with the special event.

#### **19.24.220 Expressive activity special event.**

When a special event permit is sought for an expressive activity such as a demonstration, rally, or march as defined in this chapter, the following exceptions shall apply:

(1) Where the special event will not require temporary street closures, cost recovery, pursuant to KMC 19.24.190, shall be limited solely to a fee based on the cost of processing the permit application.

(2) The insurance requirement of KMC 19.24.160 shall be waived provided that the event organizer has filed with the application a verified statement that he or she intends the special event purpose to be First Amendment expression and the cost of obtaining insurance is financially burdensome and would constitute an unreasonable burden on the right of First Amendment expression. The verified statement shall include the name and address of one insurance broker or other source for insurance coverage contacted to determine premium rates for coverage.

Manager. Only vendors displaying the required authorization shall be allowed to sell goods, food, or beverages in the special event venue.

**19.24.270 Unlawful to conduct or promote attendance at special event without permit.**

(1) It is unlawful to conduct a special event without a special event permit as required pursuant to this chapter.

(2) It is unlawful for any person to conduct, promote, or manage any special event for which a special event permit has not been issued.

**19.24.280 Other permits and licenses.**

The issuance of a special event permit does not relieve any person from the obligation to obtain any other permit or license required pursuant to the Kirkland Municipal Code or any other applicable law.

**19.24.290 Unlawful to sell goods in special event venue without authorization.**

It is unlawful for any person to sell, resell, or offer to sell or resell, any goods, food, or beverages in a special event venue except for authorized special event vendors.

**19.24.300 Cost recovery for unlawful special event.**

Whenever special event is conducted without a special event permit when one is required or is conducted in violation of the terms of an issued special event permit, the event organizer shall be responsible for, and the City shall charge the event organizer for all City costs incurred as a result of the adverse impacts of the special event or the violation of the special event permit.

**19.24.310 Penalties for violations.**

(1) The special event permit authorizes the applicant to conduct only such an event as is described in the permit, and in accordance with the terms and conditions of the permit. It is unlawful for the applicant to violate the terms and conditions of the permit, or for any event participant to violate the terms and conditions of the permit or to continue with the event if the permit is revoked or expired. An event applicant cannot make changes to the permit. All requests for changes must be submitted for review by the Special Event Coordinator.

(2) Any person or organization violating the provisions of this chapter shall be guilty of a misdemeanor, and upon conviction thereof, shall be subject to a penalty of a fine of not more than five hundred dollars or by imprisonment of not more than ninety days, or both such fine and imprisonment.

Section 3. If any provision of this ordinance or its application to any person or circumstance is held invalid, the remainder of the ordinance, or the application of the provision to other persons or circumstances is not affected.

Section 4. This ordinance shall be in force and effect five days from and after its passage by the Kirkland City Council and publication pursuant to Section 1.08.017, Kirkland Municipal Code in the summary form attached to the original of this ordinance and by this reference approved by the City Council.

Passed by majority vote of the Kirkland City Council in open meeting this 16th day of October, 2007.

PUBLICATION SUMMARY  
OF ORDINANCE NO. 4116

AN ORDINANCE OF THE CITY OF KIRKLAND REPEALING CHAPTER 19.24 OF THE KIRKLAND MUNICIPAL CODE AND REENACTING A NEW CHAPTER 19.24 OF THE KIRKLAND MUNICIPAL CODE RELATING TO THE PERMITTING OF SPECIAL EVENTS

SECTION 1. Repeals Chapter 19.24 of the Kirkland Municipal Code relating to Temporary Special Events.

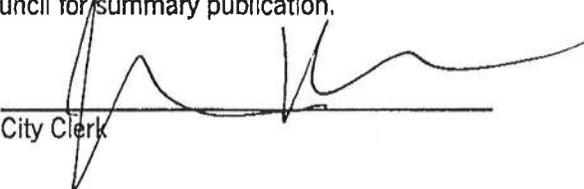
SECTION 2. Adopts a new Chapter 19.24 of the Kirkland Municipal Code relating to the permitting of Special Events.

SECTION 3. Provides a severability clause for the ordinance.

SECTION 4. Authorizes publication of the ordinance by summary, which summary is approved by the City Council pursuant to Section 1.08.017 Kirkland Municipal Code and establishes the effective date as five days after publication of summary.

The full text of this Ordinance will be mailed without charge to any person upon request made to the City Clerk for the City of Kirkland. The Ordinance was passed by the Kirkland City Council at its meeting on the 2nd day of October, 2007.

I certify that the foregoing is a summary of Ordinance 4116 approved by the Kirkland City Council for summary publication.

  
\_\_\_\_\_  
City Clerk

**CITY OF KIRKLAND****City Manager's Office**

123 Fifth Avenue, Kirkland, WA 98033 425.587.3001

[www.ci.kirkland.wa.us](http://www.ci.kirkland.wa.us)

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**MEMORANDUM**

**To:** Dave Ramsay, City Manager

**From:** Marilynne Beard, Assistant City Manager

**Date:** November 30, 2007

**Subject:** TOURISM STAFFING PROPOSAL

**BACKGROUND:**

City Council approves the Lodging Tax Advisory Committee's recommendation regarding use of Lodging Tax revenue for additional tourism program funding.

**BACKGROUND:**

The Lodging Tax Advisory Committee (LTAC) is responsible for developing recommendations for use of Lodging Tax revenue which is dedicated by law to tourism activities. Staff presented a proposal to the LTAC to increase staff time to the tourism program to provide more consistent support to the program. A companion recommendation to this proposal is to transfer special events permit processing and coordination from the City Manager's Office to the Parks and Community Services Department. We believe that the functions of a special events coordinator align with the mission of the Parks Department. Special events coordination is a General Fund-supported activity. The special events portion of the City Manager's Office budget would be transferred to the Parks Department. The tourism program aligns with the Economic Development program and is supported by Lodging Tax revenue. The recent addition of two new hotels in Kirkland produces a revenue stream sufficient to fund increased hours for this function. The attached memo to the LTAC provides the details of the proposal.

The LTAC considered the proposal at a recent meeting and voted unanimously to forward the recommendation for approval to the City Council. At that meeting, the LTAC also discussed the need to update the City's tourism marketing plan and provide a system to measure the success of our tourism program so that the LTAC can exercise proper oversight of Lodging Tax funds.

If Council approves the staffing proposal, a formal budget adjustment will be presented to Council to recognize the additional lodging tax revenue for appropriation and to increase the lodging tax FTE from .25 to .90. A fiscal note is attached that describes the revenue trends in the Lodging Tax Fund.

	<b>Budgeted</b>	<b>Actual/Estimated</b>
2003	110,000	126,860
2004	100,000	124,953
2005	105,000	135,211
2006*	110,000	153,469
2007**	130,000	204,000
2008***	150,000	250,000

*\*Includes partial year of Marriott*

*\*\*Estimated year-end receipts; excludes Heathman Hotel*

*\*\*\*Includes estimated full year with all current hotels/motels*

For 2007-2008, the Lodging Tax Advisory Committee recommended, and the City Council approved, the following budget.

	<b>2007</b>	<b>2008</b>	<b>Notes</b>
Regular staff wage/benefit	21,835	24,824	.25 FTE Spec. Proj. Coord.
Tourism Intern/Clerical	16,218	16,435	Website maintenance and local brochure distribution
Supplies/Memberships	4,500	5,500	
Professional Services			
-Tourism consultant	30,000	30,000	Marketing, public relations
-Web-site Hosting & Svcs.	2,500	10,000	
-Misc. Prof. Svcs.	10,430	6,950	
-Photography		4,400	
-Brochure distribution		10,000	Contracted service
Outside Agency Grants*	30,000	28,600	See detail below; 2008 includes additional \$11,000 requested by LTAC
Travel		5,000	Trade shows and hosting others
Advertising	10,500	13,000	
Printing	9,000	9,000	
Marketing	5,000	5,000	Video project
<b>Total</b>	<b>139,983</b>	<b>168,709</b>	

\*Detail of Outside Agency Grants:

	<b>2007</b>	<b>2008</b>
Celebrate Kirkland Marketing	4,000	4,000
Concours	3,000	6,000
KDA - General Promotion	8,000	8,000
Kirkland Art Center Brochure	2,000	0
Kirkland Artist Studio Tours	2,000	2,000
Kirkland Performance Center Brochure	8,000	8,000
Heritage Society	3,000	0
<b>Total</b>	<b>30,000</b>	<b>28,000</b>

comprehensive update of the Explore Kirkland website and the Lodging Tax Advisory Committee has indicated an interest in making additional funds available for outside agency funding. The website update is a one-time expense that is appropriate to fund from the available balance. At least a portion of the unallocated ongoing lodging tax revenue could be used for additional outside agency grants. These items can be requested in the 2009-2010 Budget.

**Staff Recommendation:**

The Lodging Tax Advisory Committee recommend to the City Council to increase staff support for the tourism program per the program outlined above for consideration at their December 11<sup>th</sup> Council meeting.



City of Kirkland  
 123 Fifth Avenue  
 Kirkland, WA 98033  
[www.kirklandwa.gov](http://www.kirklandwa.gov)

Sudie Elkayssi  
 D: 425.587.3347  
 F: 425.587.3303  
[selkayssi@kirklandwa.gov](mailto:selkayssi@kirklandwa.gov)

## Special Event Interest Form

**Thank you for your interest in hosting an event in the City of Kirkland!** Interest Forms may be submitted up to one (1) year in advance. Please note: event dates and space are limited.

**Interest Forms are due according to the following timeline:**

Forms submitted late will not be accepted.

- Annual events with no significant changes 3 months to 1 year in advance
- Annual events with significant changes (Including any route changes) 4 months to 1 year in advance
- New events (An event that did not take place the previous year) 6 months to 1 year in advance

Applicant Contact Name:			
Mailing Address:			
City:		State:	Zip:
Email:		Phone:	Fax:
Check one: New Event <input type="checkbox"/> Annual Event <input type="checkbox"/>			
Name of Event:			
Requested Venue(s):			
Requested Date(s) of Event:		Event Hours:	AM / PM to AM / PM
Requested Date(s) of Event:		Event Hours:	AM / PM to AM / PM
Requested Date(s) of Event:		Event Hours:	AM / PM to AM / PM
Will you require additional days for staging, setup and/or strike? Yes <input type="checkbox"/> No <input type="checkbox"/>			
How many days: Pre-Event <input type="checkbox"/> Post-Event <input type="checkbox"/>			
Brief Description and Purpose of Event:			

**Return the completed form to:** Sudie Elkayssi  
 505 Market Street, Suite A  
 Kirkland, WA 98033

**Applicants will be notified within 10 business days regarding the status of their request, along with an explanation of next steps.**

FOR OFFICE USE ONLY		
Interest Form Rec'd:	Event Request:	Notes
	Accepted      Denied	

ALCOHOL				
<i>Kirkland requires a minimum of 2 police officers on-site at all times during Beer/Wine Garden hours.</i>		Beer / Wine Garden	Start	End
Will alcohol be consumed on-site?	<input type="checkbox"/> YES <input type="checkbox"/> NO	Date:	AM / PM	AM / PM
Will alcohol be sold for off-site consumption?	<input type="checkbox"/> YES <input type="checkbox"/> NO	Date:	AM / PM	AM / PM
		Date:	AM / PM	AM / PM
FIRST AID / MEDICAL				
<i>Kirkland requires event organizers to call 9-1-1 for emergency medical transportation. For-hire ambulance services may not be used for emergency transportation, however, First Aid stations may be staffed by a licensed medical professional of your choice.</i>				
Do you want to hire Kirkland Fire Department staff to provide first aid services at your event?			<input type="checkbox"/> YES <input type="checkbox"/> NO	
FOOD VENDORS				
Will food be hot / cold held or cooked on-site?		<input type="checkbox"/> YES <input type="checkbox"/> NO		
NOISE / LIGHT VARIANCE				
<i>Amplified sound is not allowed before 7am or after 8pm Monday - Friday, of before 9am or after 6pm Saturday, Sunday, and some holidays.</i>		Requested Variance	Start	End
		Date:	AM / PM	AM / PM
		Date:	AM / PM	AM / PM
<i>Security lighting is allowed after 10pm, with restrictions.</i>		Date:	AM / PM	AM / PM
RECYCLE / TRASH				
<i>Kirkland requires event organizers to maintain all waste receptacles (including existing cans and restrooms) throughout the venue during event. While Washington State law requires vendors and organizers for festivals, special events, and official gatherings to provide recycling containers at events where beverages in cans and/or bottles are available. RCW 70.93.093</i>				
Will beverages in cans / bottles be sold or distributed at your event?		<input type="checkbox"/> YES <input type="checkbox"/> NO		
How many containers will you provide?		<input type="checkbox"/> Trash <input type="checkbox"/> Recycle <input type="checkbox"/> Compost <input type="checkbox"/> Dumpster		
How will you manage your waste plan?		<input type="checkbox"/> Event Volunteers <input type="checkbox"/> Paid Staff		
SECURITY STAFFING				
<i>When a safety plan calls for optional security staffing, services may be provided by the company of your choosing. Off-duty Kirkland Police officers may also be available for hire upon request.</i>				
Would you like to hire Kirkland Police / Explorers to provide security services?		Police	<input type="checkbox"/> YES <input type="checkbox"/> NO	
		Explorers	<input type="checkbox"/> YES <input type="checkbox"/> NO	
TRAFFIC CONTROL				
<i>Barricades, traffic cones, "No Parking" signs, etc. are required elements of an event's Traffic Control Plan. Traffic control devices are at the expense of the applicant. The City of Kirkland does not provide or lend equipment.</i>				
Will the event require any street / lane closures?			<input type="checkbox"/> YES <input type="checkbox"/> NO	
Are you requesting to impose restrictions on any public parking spaces?			<input type="checkbox"/> YES <input type="checkbox"/> NO	
Will the event cause the re-routing of any Metro bus routes?			<input type="checkbox"/> YES <input type="checkbox"/> NO	
EVENT INSURANCE				
<i>Applicant shall provide a certificate of insurance evidencing:</i>				
1. <i>General Liability Insurance covering the Event, participants, products-completed operations and contractual liability with limits of no less than \$1 million each occurrence, \$2 million general aggregate. (Liquor Liability limits \$1 million each occurrence, \$2 million general aggregate.)</i>				
2. <i>The City as an additional insured. The Additional Insured Endorsement must be accompanied by the policy change endorsement forms CG 20 12 or CG 20 26 or equivalent or it will not be accepted.</i>				
Does your organization have liability insurance that will cover this event?			<input type="checkbox"/> YES <input type="checkbox"/> NO	
FEE EXEMPTION				
A Special Event Permit fee shall not be imposed when prohibited by the First or Fourteenth Amendments to the US Constitution or Articles 1, sections 3, 4, 5 or 11 of the Washington State Constitution. Political or religious activity intended primarily for the communication or expression of ideas shall be presumed to be a constitutionally protected event. Other factors may be considered when evaluating whether an event is exempt from fees. Fee exemptions do not apply to other necessary permits.				
<i>Initial here if your event is constitutionally protected:</i> _____				
SIGNATURE				
I certify the information I have provided in this application is true and accurate to the best of my knowledge. I understand, once this application is submitted, no new elements may be added to the event plan. I have read and agree to the terms and conditions outlined in the Special Event Guide, and will follow the rules and requirements for conducting the event. I am aware that all information contained herein is subject to public disclosure in accordance with the Washington State Public Disclosure Act.				
Applicant Signature		Applicant Printed Name	Date	



# City of Kirkland SPECIAL EVENT GUIDE



7 Hills of Kirkland

City of Kirkland  
Parks and Community Services  
505 Market Street, Suite A  
Kirkland, WA 98033  
[www.kirklandwa.gov](http://www.kirklandwa.gov)  
425-587-3347 phone  
425-587-3303 fax



## CITY OF KIRKLAND SPECIAL EVENT PERMIT APPLICATION PROCESS

In order to expedite the evaluation of each request, Kirkland uses a team review process. The city's Special Event Team (SET), which includes a representative from each department, will review, comment, and establish permit conditions for events which are open to the public and impact public right-of-way.

The following is a description of what to expect throughout the Special Event Permit Application process:

### Step 1 – Get Your Event on the Calendar

1. **Special Event Interest Form (SEI):** by submitting a SEI form you are officially requesting a date and venue for the event.

Annual events have scheduling priority for a limited time. Annual events have **30 days** from the date of the current year event, to request the same date/weekend/venue for the following year. If no request has been submitted, on day 31, the date/weekend/venue becomes available on a first come/ first serve basis.

**SEI forms are accepted up to 1 year in advance.** SEI forms should be submitted according to the following timeline (late forms are automatically denied):

<i>New Event (not held the previous year)</i>	<i>180+ days / 6 months prior to event day</i>
<i>Annual Event (held the previous year <b>with changes</b>)</i>	<i>120+ days / 4 months prior to event day</i>
<i>Annual Event (held the previous year <b>with no changes</b>)</i>	<i>90+ days / 3 months prior to event day</i>

2. **Staff Review:** The SEI request is reviewed and Applicant notified of status within ten business days.
  - a. Accepted: If accepted, the Applicant will receive an application, fee schedule and letter outlining submission deadlines and required meeting dates.
  - b. Denied: If denied, the Applicant will receive a letter indicating the reason(s) and possible next steps.

### Step 2 – Submit Application & Attend SET Review

1. **Application & Special Event Permit Fee Due:** A complete application and special event permit fee are due on or before the date indicated in the acceptance letter, usually one week prior to the SET review. This provides time for the SET to review the application materials and prepare their questions for the review meeting.
  - a. If all required documentation is submitted on time, the SET review will take place.
  - b. If all required documentation is NOT submitted:
    - i. The Applicant may be given an extension, **IF** time allows.
    - ii. If time does not allow, the SET review is cancelled and the permit is denied.
2. **Special Event Team (SET) Review:** At the SET review, the Applicant gives a brief ten minute presentation and answers questions posed by the SET. Each review is scheduled to last 25 minutes.
  - a. The SET will make their decision and Applicant will be notified within ten business days.
    - i. Approved: If approved, the Applicant will be notified regarding the deadline for any remaining application materials, fees, and/or permit conditions.
    - ii. Denied: If denied, the Applicant will receive notification indicating the reason(s) and possible next steps.



**Special Event Interest Form Submitted**  
*Annual Event (no changes) 90+ days / 3 months*  
*Annual Event (w/ changes) 120+ days / 4 months*  
*New Event 180+ days / 6 months*

**Accepted**

**Denied**

**Applicant Notified & Provided with Permit Application Timeline (10 business days):**

**Applicant Notified (10 business days)**

**Application & Permit Fee Due**

**Time Allows: Applicant May Resubmit Form**

**Time Does Not Allow: Applicant May Appeal**

**Complete Application Submitted**

**Incomplete Application Submitted**

**Special Event Team (SET) Review (1st Thursday of each month)**

**Time Allows: Extension Given**

**Time Does Not Allow: Permit Denied - Applicant May Appeal**

**Work With Applicant on SET Review Issues**

**Remaining Items Submitted by Deadline**

**Remaining Items Not Submitted by Deadline: Permit Denied - Applicant May Appeal**

**2 Weeks Prior to Event: Remaining Application Materials & Fees Due**

**1 Week Prior to Event: Pre-Event Meeting w/ Applicant, KPD, Metro, etc., Permits Issued**

**1 Week Post Event: Event Debrief Meeting**

## Admission / Ticketed Entry

Any person conducting or operating any place for entrance to which an admission charge is made shall first obtain a Certificate of Registration from the city. Whenever a charge is made for admission, those charges are subject an admissions tax. **RCW 35.21.280 / KMC 5.12**

## Advertising / Promotions

The city would like to help get the word out. By using the following resources we can help promote the event and assist with public notification.

### PARKS AND RECREATION GUIDE

Applicants may purchase ad space in the brochure which is produced twice a year (March/August) and distributed to over 40,000 Kirkland homes. Artwork is due 90 days in advance. Ask for current rates.

### EXPLOREKIRKLAND.COM

Applicants may post event information on the city's tourism site; from which, select events are chosen for highlight in the printed Kirkland Events Guide. Each quarter, approximately 3,000 printed guides are delivered city-wide to hotels, restaurants, and other public facilities. While an electronic guide is sent to 1,700 email addresses monthly.

### KLIFE

The City of Kirkland offers community messaging on Comcast Cable Ch. 75 and Frontier Communications Cable Ch. 32 as a free public service to promote communication among public, educational and governmental sources. Messages are displayed throughout the day, 7 days per week during all non-program (taped or live) playback hours. Go to [www.kirklandwa.gov/depart/TV/Community\\_Message\\_Display.htm](http://www.kirklandwa.gov/depart/TV/Community_Message_Display.htm) to submit a request.

### CURRENTLY KIRKLAND

A weekly news and information program airing on cable channels KGOV and KLIFE, which is an effective way to quickly inform the public of upcoming events. To request event coverage, email: [KirklandTV@kirklandwa.gov](mailto:KirklandTV@kirklandwa.gov)

### Broadcast Times:

KLIFE (Ch. 75 & 32): Daily - 7:30am, 12pm, & 7:30pm  
KGOV (Ch. 21 & 31): Daily - 6:30am, 6:30pm, no Tuesdays

Demographic information about our stations can be found at:

[www.kirklandwa.gov/Assets/TV/TV+PDFs/SponsorKit.pdf](http://www.kirklandwa.gov/Assets/TV/TV+PDFs/SponsorKit.pdf)

### PRIVATE VS. PUBLIC EVENTS

When using public space for an event, please consider the following: a private event is one in which there is a specified guest list and the Organizer knows who will attend; a public event is one to which the general public is invited through word-of-mouth, flyers, advertising, and social media.

**Please note: All advertising and/or event promotion is done at the Applicant's own risk. The City of Kirkland is not responsible for financial losses due to cancelled events.**

## Alcohol

### SPECIAL OCCASION LICENSE

The sale, service and consumption of alcoholic beverages are subject to Washington State Liquor Control Board (WSLCB) regulations, licensing, and permit requirements.

Special Occasion licenses are issued only to non-profit societies or organizations holding a special event at which beer or wine is sold by the drink.

Your event may require a different type of permit. Please visit the WSLCB website: [www.liq.wa.gov](http://www.liq.wa.gov) for additional information. **A copy of the permit must be filed with the City of Kirkland no less than 2 weeks prior to the event.**

### IFC PERMIT

Beer / Wine Garden plans are reviewed by Kirkland Fire Department for assembly, occupancy, and other approvals and permits. See Site Plan for requirements.

### **Applicant / Event Organizer**

The Applicant is held financially responsible for any city fees or costs that may be imposed for the special event.

The Event Organizer means any person who conducts, manages, promotes, organizes, aids, or solicits attendance at a special event.

If the special event is to be held by, on behalf of, or for any organization other than the Applicant, the Applicant shall file a signed, written communication from such organization: 1) authorizing the Organizer to apply for the special event permit on its behalf, 2) certifying the Applicant will be financially responsible for any costs or fees that may be imposed for the special event.

### **Banners**

The banner program allows for the display of artwork, public service announcements, or event announcements promoting community events taking place within the City of Kirkland. Applicants must be a Kirkland based organization, non-religious or political in nature, with non-profit designation.

Street, Vertical, and Park banners have required specifications which are outlined in the respective banner permit application. New banners, not previously hung, must have artwork approval by the City prior to banner production.

Reservations are made on a first-come, first-serve basis and will be accepted up to one year in advance. Reservation of any one site is limited to once per month by any one group. Banners will be hung no more than two weeks in advance of an event and will be removed the day after the event.

### **Boat Launch**

The Kirkland Boat Launch is accessible for a fee April 1 to October 31. Operating hours are 5am – 11pm. Use of the launch is only recommended for boats 24' or less in length. *These regulations are currently under review and could change without notice.*

### **BOAT LAUNCH PASS**

Event Organizers may purchase 1 day (24 hours) or 3 day (72 hours) passes for the going rate.

### **CLOSURES**

If an event causes closure of the launch for 60+ minutes, the Organizer is required to submit a notification letter to the city for distribution no less than 2 weeks prior to the event. The Applicant is responsible for all associated costs.

### **TRAILER PARKING**

A limited number of trailer parking stalls are located at Heritage Park on the corner of Market Street and Waverly Way – 1 block north of the boat launch.

### **Cancellation/Contingency Plan**

Events may be cancelled for any number of reasons. These reasons may include, but are not limited to, failure to meet minimum volunteer requirements, severe weather, bacteria related beach closures, water main breaks, etc. This is why event Organizers must have a plan. When creating a plan, consider how participants will be notified ahead of time or upon arrival, can the event be rescheduled, can the event take place using an alternate route or venue, will registration fees be returned. Contingency plans must be submitted along with the special event application so they may be pre-approved.

### **Event Category**

#### **ATHLETIC EVENT**

An athletic event is one in which participants pay a registration fee to participate in a sports related activity.

#### **COMMUNITY EVENT WITH FEES**

Any publicly attended fair, show, parade, festival, concert, or other activity intended to entertain or celebrate in which fees are required to enter and/or participate in activities.

#### **COMMUNITY EVENT WITHOUT FEES**

Any publicly attended fair, show, parade, festival, concert, or other activity intended to entertain or celebrate in which no fees are required to enter and/or participate in activities.

**SEWER DISCHARGE**

Discharge of polluting matter in waters is prohibited.  
**RCW 90.48.080**

1. Food vendor sewage shall be discharged only to the sanitary sewer system, not to storm catch basins. Through either side sewers or manhole covers with ports cut out for hose connection. Covers shall be supplied by the Organizer and must be protected from pedestrian traffic.
2. No F.O.G. (fats, oil, grease) shall be discharged in excess of 100 parts per million = 1 teaspoon per 13 gallons of water to the sewers.
3. Any food particles that have not been properly shredded so that 100% will pass a 3/8-inch sieve and 75% will pass a 1/4 inch sieve are prohibited.

**CONTAINERS**

Organizers should make every effort to use recyclable or compostable paper products. Compostable means the product may be disposed of in food waste containers. Compostable products must be Cedar-Grove approved brands. Styrofoam containers are not allowed.

**Fire Pit / Bonfire**

**PERMITS**

International Fire Code Permits are required for activities such as bonfires, and fire barrels. Permit applications must be submitted along with a detailed site map.

**STAFFING**

A minimum of one designated staff member must be present at all times when fire is burning.

**EXTINGUISHER**

One portable fire extinguisher or other means to put out a fire must accompany each fire pit / burn barrel.

**KMC 21.74**

**Fireworks**

**PERMITS**

Permits are required for activities such as fireworks. City of Kirkland IFC permit applications must be submitted along with a detailed site map. The event

Applicants must provide copies of permits obtained from other county / state agencies. **KMC 21.74**

**INSURANCE**

The pyrotechnic vendor / operator must provide a certificate of insurance evidencing:

1. Comprehensive general liability insurance covering the Event, participants, products-completed operations and contractual liability with limits of no less than \$1 million each occurrence, \$2 million general aggregate.
2. The City and event Applicant as additional insured. The Additional Insured Endorsement must be accompanied by the policy change endorsement forms CG 20 12 or CG 20 26 or equivalent or it will not be accepted.

**STAFFING**

Due to the high risk nature of fireworks, Organizers are required to hire and pay for Kirkland Fire Department representation.

When the pyrotechnic platform is located on Lake Washington, event Organizers are required to hire and pay for King County Marine Patrol for perimeter control.

When staffing conditions are required, arrangements will be made by the Special Event Coordinator and paid for by the Applicant.

**First Aid / Safety Plan**

Every event is required to have a Safety Plan. Low risk events must have a first aid kit, while events with high-risk activities are required to have a first aid tent with certificated medical personnel on-site. Once the details have been finalized, the plan must be communicated to all event staff and volunteers.

Event Organizers are required to call 9-1-1 in the event of a medical emergency or if hospital transportation is needed.

Kirkland Fire Department personnel and equipment may be hired upon request.

for actual city costs for cleanup and repair of the venue.

### Insurance & Endorsement

Applicant shall provide a certificate of insurance evidencing:

1. Comprehensive general liability insurance covering the Event, participants, products-completed operations and contractual liability with limits of no less than \$1 million each occurrence, \$2 million general aggregate. (Liquor Liability limits \$1 million each occurrence)
2. The City as an additional insured. The Additional Insured Endorsement must be accompanied by the policy change endorsement forms CG 20 12 or CG 20 26 or equivalent or it will not be accepted.

Documentation must be filed with the city no less than 2 weeks prior to the event. **A Special Event Permit will not be issued until all insurance requirements have been received, verified, and approved.**

### Lifeguards / Open Water

Open Water Safety Plans must follow USA Triathlon (USAT) open water safety regulations. When required as part of a water safety plan, lifeguards with current Red Cross certification must be hired by the Applicant.

City of Kirkland lifeguard personnel may be hired upon request.

### Moorage

The Kirkland Marina Park Dock is a year-round marina which offers 77 uncovered moorage slips, select slips include power.

### RESERVING SPACE

Although reservations are not typically accepted, special arrangements can be made for special event needs. Moorage rates will be calculated based on vessel size and length of stay. Standard rates do not apply.

### BOAT SALES

On-site boat sales are strictly prohibited. Boat shows may be permitted when the actual purchase transaction is done at the company's retail site. 'For Sale' and other similar signs are not allowed.

Additional information can be found on the city website: [www.kirklandwa.gov](http://www.kirklandwa.gov), search "Kirkland Marina".

### Music

*SEE: AMPLIFIED SOUND*

### Notification

All events require some degree of public notification such as event site, route, private property, general public and stakeholders. Organizers are required to distribute notifications no less than 2 weeks in advance of the event.

The Special Event Team will determine the extent of community outreach and notification the event requires.

Events which cause a significant impact, such as street or lane closures, have additional requirements.

### PA – Public Address System

*SEE: AMPLIFIED SOUND*

### Park Facilities

In order to preserve park environments, we ask Organizers to observe the following:

1. Vehicle displays are restricted to the roadway.
2. Owners must keep animals on leash at all times and clean up after their pet.
3. Staking may not be used in parks with irrigation systems.
4. Park facilities will be inspected before and after each event. Applicants will be responsible for any damage.

### Parking

Kirkland's public parking guide can be found at [www.kirklandwa.gov/parking](http://www.kirklandwa.gov/parking).

Organizers are expected to make parking arrangements with private lots for event vendors, volunteers, and staff. Public parking areas should

#### TEMPORARY GENERAL WIRING

Ground-fault protection for personnel, for all temporary wiring installations is required.

Flexible cords and cables should be protected. Sharp corners and projections should be avoided. Where passing through doorways or other pinch points, protection shall be provided. Rubber guards must be used when cords and cables cross public walkways.

Cable assemblies and flexible cords and cables should be supported in place at intervals that ensure they will be protected from physical damage. Support may include cable ties, straps, or similar type fitting.

#### Raffle / Drawings

A raffle is an event where a charitable or nonprofit organization sells tickets and awards prizes based on a drawing. All net proceeds from a raffle must be used for the organization's stated purposes. Private citizens and commercial businesses cannot offer a raffle. **RCW 9.46.0209, 9.46.0277, 9.46.0315 & 9.46.0321; WAC 230-11**

#### Route Map

Attach a detailed route map, on a single sheet of paper – no larger than 11"x17", showing the following information:

1. Name & date of event
2. Start / Finish lines
3. Route(s)
4. Arrows indicating which direction the participants travel & on which side of the street
5. Volunteer posts
6. Water stations
7. Mile markers

***\* On a separate sheet of paper, provide a written description of the path of travel.***

#### Sales

A City business license is not required for event vendors engaged in no other activities within the city except those that are within the term and scope of a city special event permit. **KMC 7.02.060**

A special event permit is required when

merchandise or services are offered for sale or trade to the public.

#### Security

Events which anticipate a large number of attendees may be required to hire and pay for off-duty Kirkland police officers. When required, arrangements will be made by the Special Event Coordinator.

Although the City does not require overnight security for multiple day events, it is highly recommended. Event Organizers may hire a security service of their choosing. Off-duty Kirkland Police officers are available for hire upon request.

#### Signage

A sign is any pennant, flag, banner, inflatable display, or other attention-seeking device. Temporary special event signs may be erected the morning of the event and must be removed immediately after the event has ended. Signs may be a maximum of 6 square feet per sign face, including any attachments.

No fees are required for the placement of temporary special event signs in public rights-of-way, however, the Organizer must submit a complete sign plan including:

1. Type of sign / materials
2. Dimensions
3. Sample art / text

Any sign found in violation may be removed and discarded by Code Enforcement.

#### Site Map

##### GENERAL SITE MAP

All events are required to submit a site map. The map should be a single sheet of paper, no larger than 11"x17", and show the following:

1. Name & date of event
2. Name of park / facility
3. Street names, indicate one-way streets where appropriate
4. Restricted parking areas
5. Traffic re-routing / detours, signage
6. Equipment including (items listed under event operations above), but not limited to: barricades, bleachers, cooking areas, dumpsters,

#### **ANCHORING**

Follow the manufacturer's recommendations for anchoring with ground weights. If stakes must be used for anchoring, you must notify the Event Coordinator to request special consideration. Do not use tents / canopies in wind speeds that exceed the manufacturer's recommendation.

#### **Timeline**

Applicants are required to submit an event timeline. Applicants should use a **timeline format** to describe, in detail, the logistics of the event beginning with load-in (first piece of equipment delivered to site) and ending with load-out (last piece of equipment to leave the site). This will help staff ensure there are no conflicts with other city / park activities.

#### **Traffic Control Plan**

Any event which impacts the normal flow of traffic must have a traffic control plan. The plan should include a detailed description of the following:

1. Signage drop off / pick up dates and timeframe
2. Requested staging areas
3. Copy of "No Parking" sign(s) to be posted
4. Traffic control map

#### **TRAFFIC CONTROL MAP**

A detailed traffic control map, on a single sheet of paper – no larger than 11"x17", should include the following information:

1. Name & date of event
2. Start / Finish lines
3. Route(s)
4. "No Parking" areas
5. "Road Closed" barricades
6. Detour routes & directional signage
7. Volunteer posts

#### **Vehicle Displays**

Vehicle displays should be planned so the impact to City parking revenue is minimized.

#### **Vendors**

Issuance of a special event permit confers upon the event Organizer the right to control and regulate the sale of goods, food, beverages, and services within the event venue in accordance with the terms and conditions of the special event permit.

It is unlawful for any person to sell, resell or offer to sell or resell any goods, food, beverages or services in a special event venue except for authorized special event vendors.

#### **Volunteers**

In order to ensure a successful event, volunteers must have a basic knowledge of the event schedule and layout; understand what they are expected to do; and how to handle emergencies. Communicating this information to your volunteers will make the event and their experience more enjoyable.

#### **GARBAGE / RECYCLE / COMPOST**

Keep all event areas clean including: streets, grounds, and waste receptacles in all temporary and permanent receptacles.

#### **RESTROOMS**

Empty garbage and re-stock paper supplies (provided by the Applicant) in both temporary and permanent facilities.

#### **ROAD CLOSURES**

Mandatory volunteer posts will be determined by the Kirkland Police Department. All volunteers working in public right-of-way are required to wear safety reflective vests at all times while on duty. Insufficient volunteers could result in the cancellation of the event.

#### **Waste Plan**

Washington State law requires vendors and Organizers for festivals, special events, and official gatherings to provide recycling containers at events where beverages in cans and/or bottles are available. **RCW 70.93.093**

The City of Kirkland requires event Organizers to maintain all waste receptacles (including City cans and restrooms) throughout the venue during event hours.

Event Waste Plans must include:

1. A sufficient number of receptacles / dumpsters to support event activities.



## CITY OF KIRKLAND SPECIAL EVENT FEE SCHEDULE

PERMITS		
Electrical Permit	\$79.00	Base fee plus \$20 per concession, \$250.00 max.
IFC Permit	\$79.00	Each location
Special Event Permit	\$160.00	Each location, each event setup / breakdown
Street Banner Permit	\$25.00	Each request - multiple banners on one permit ok
Vertical Banner Permit	\$25.00	Each request - multiple banners on one permit ok
STAFF FEES		
Electrical Inspections	\$118.50	Per hour - outside of normal business hours, 2 hour min.
Explorer Post Donation	\$50.00	Per Explorer, \$250.00 max.
Fire/Aid	TBD	Based on staff hired to work event, 2 hour min.
Parks Maintenance	TBD	Based on staff hired to work event , 2 hour min.
Off-Duty Kirkland Police - Security Only	\$40.00	Per officer/per hour, 4 hour min., in the event of cancellation officers are paid a minimum of 1 hr.
Off-Duty Kirkland Police - Traffic Control	\$45.00	Per officer/per hour, 4 hour min., in the event of cancellation officers are paid a minimum of 1 hr.
Off-Duty Kirkland Police - Holiday	\$50.00	Per officer/per hour, 4 hour min., in the event of cancellation officers are paid a minimum of 1 hr.
Public Works Maintenance	TBD	Based on staff hired to work event, 2 hour min.
Park Recreation / Lifeguards	TBD	Based on staff hired to work event, 2 hour min.
Street Banner Labor	\$150.00	Per banner - includes one installation & one removal
Vertical Banner Labor	\$150.00	1 - 8 banners, each additional banner \$15.00, includes one installation & one removal
EQUIPMENT		
3/4" Water Hydrant Meter Rental	\$5.00	Per month, plus a \$450.00 refundable deposit, and cost of water
PW Truck	TBD	Based on type of equipment used for event
Variable Message Board	\$400.00	Per board, plus tax
Water Key Deposit	\$25.00	Each
OTHER		
Boat Launch Pass	\$32.00	72 hour access
Certificate of Registration Admissions	\$1.00	
Late Payment	5%	When a final invoice is required, if payment is not received by the specified due date, a 5% late fee (based on the total balance due) will be assessed.
Marina Park Dock	TBD	Based on number of slips requested and length of vessels
Marine Patrol	TBD	This outside agency establishes the rate for event support.
Printing/Mailing	\$0.44	Per letter, plus cost of supplies
Water	\$5.09	Per unit (748 gallons)
<b>* ALL FEES ARE SUBJECT TO CHANGE WITHOUT NOTICE.</b>		

ATTACHMENT J



**CITY OF KIRKLAND**  
City Manager's Office  
123 Fifth Avenue, Kirkland, WA 98033 425.587.3001  
www.kirklandwa.gov

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**MEMORANDUM**

**To:** Kurt Triplett, City Manager  
**From:** Marilynne Beard, Assistant City Manager  
**Date:** June 8, 2012  
**Subject:** SPECIAL EVENTS FUNDING REQUESTS

**RECOMMENDATION:**

It is recommended that City Council:

1. Receives additional information regarding the use of City funds for Summerfest and confirms an allocation of \$7,000 for the event; and
2. Considers allocating \$7,000 from the City Council Special Project Reserve to Celebrate Kirkland's 4<sup>th</sup> of July Fireworks Display.

**BACKGROUND DISCUSSION:**

The purpose of this memo is to address the City Council's request for additional information regarding the use of public funds for Summerfest and to provide background on the more recent funding request from the Kirkland Downtown Association for Celebrate Kirkland.

**SUMMERFEST**

On April 3, a group of citizens addressed the City Council requesting funding for Summerfest. Council directed staff to prepare an appropriation request and on April 17, the City Council received a report that addressed historical practices for funding outside agencies, the use of public funds for events and the Summerfest request specifically. The City Council gave preliminary approval to the funding request, but asked that further information be provided by the event sponsors about the proposed use of the City's contribution.

In order for the City to provide funding to an outside agency, there must be a written contract with a description of the service (or event) to be provided and a description of use of the funds. Once an agreement is executed and the services have been provided, the outside agency can invoice the City for reimbursement by providing original receipts documenting that the funds were used as proposed.

Staff is in the process of finalizing contract documents between the City and Kirkland Downtown Association for the \$7,000 funding award. By way of documentation, the KDA provided a copy of the event description developed for the tourism funding request, a list of proposed

**From:** Vince Isaacson [<mailto:lakestdiamond@msn.com>]  
**Sent:** Thursday, May 24, 2012 4:05 PM  
**To:** Kurt Triplett  
**Subject:** 4th of July

Hi Kurt,

This is a follow-up regarding the City's participation in funding the 4th of July parade and fireworks. As we discussed, the grant from the city will be enjoyed by an estimated 40,000+ people. Civic pride that is shared by the viewers and participants affects the entire eastside. Kirkland puts on the best and most sought after 4th of July Celebration and is not limited to the downtown area. From the kids riding their tricycles to the Military Honor Guard, the parade is truly an entire region event.

The costs change each year based upon who sponsors the event and how that amount can be spent for the enjoyment of all. To fund the Celebration as the event organisers would like, \$60,000 needs to be raised. The amount raised to date is less than \$30,000. With the 4th of July less than 6 weeks away, participation from the city is essential.

The Kirkland Downtown Association is requesting you to present to the Kirkland City Council a 'funding request' on behalf of the KDA to be used solely for the 4th of July Celebration. The amount of this request is to be determined by the Council and the budgets they can use for this purpose.

It would be nice if the Council would fund the budget shortfall of approximately \$30,000, but we would be pleased to share with the event organisers, 40,000+ people enjoying the 4th, parade volunteers and fireworks watchers, whatever the Council deems prudent.

Thank you for your consideration,

Vince Isaacson,  
President  
Kirkland Downtown Association

6. Estimated total room nights generated: 100.

Describe methodology used to determine this figure

ONE PERCENT OF 10,000 EQUALS 100 ROOM NIGHTS.

7. Any other information that demonstrates the impacts of the festival, event or tourism-related facility owned by a non-profit organization or local jurisdiction (please describe):

KIRKLAND SUMMERFEST IS A UNIQUE FESTIVAL COMBINING  
ART, MUSIC, FOOD, CULTURE AND FAMILY ATTRACTIONS.

Submitted by: ROB BUTCHER

E-mail or phone number: EDITOR @ KIRKLANDVIEWS.COM 425-456-1111

Date: MAY 2, 2012

Please return worksheet to the attention of Jeannie McGivern, Tourism Department at the City of Kirkland, 123 Fifth Avenue, Kirkland, WA 98033.

For questions contact Julie Huffman at (425) 587-3012 or [jhuffman@ci.kirkland.wa.us](mailto:jhuffman@ci.kirkland.wa.us).

## **LTAC Funds Criteria**

### **Tourism Goals**

1. Increase hotel occupancy in Kirkland by extending length and frequency of overnight stays.
2. Increase overnight stays during the off season (October-May).
3. Provides visitor attractions and/or promote the area's existing attractions.
4. Attract more businesses to Kirkland and thereby generate additional business for hotels and motels.
5. Improve the City's overall image to stimulate positive customer awareness.

### **RCW 67.28.080 (taken from the definitions section)**

"Tourism promotion" means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

"Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

2012 KIRKLAND  
SUMMERFEST  
music. food. art. fun.



Benefitting Lake Washington Schools Foundation

**AUGUST 10-11, 2012**

**PROFILE:**

Kirkland SummerFest is a weekend celebration of art, music, food and entertainment that enriches the cultural, economic and social vitality of the region. We aspire to be a widely anticipated, interactive hub of creative and community energy and a festival for the whole family. Proceeds will benefit the Lake Washington Schools Foundation.

**MISSION:**

The Kirkland SummerFest mission is to present a celebration of arts, music and food that enriches the cultural, economic, and social vitality of the region.

**CORE VALUES:**

Excellence, Integrity, Community, Family

**VISION:**

Kirkland SummerFest aspires to be an enduring local treasure, a celebration of regional arts and a fun festival for the whole family – a widely anticipated, interactive hub of creative and community energy.

**PRIMARY GOALS:**

- Engage residents of and visitors to Kirkland
- Build a tradition of summer celebration in Kirkland's downtown
- Develop partnerships and build relationships to foster a successful event
- Engage civic and business leaders in creating a new venue for promoting Kirkland

**SPONSORSHIP BENEFITS:**

Kirkland SummerFest is a highly visible, multi-faceted event spanning two days in the heart of Washington state's twelfth largest city. Sponsorships offer opportunities to build brand awareness, drive traffic to your business, and connect with consumers in a fun and relaxed atmosphere. Located alongside and near the Kirkland waterfront, the end-of-summer festivities are expected to draw upwards of 10,000 people in its inaugural year. Multiple entertainment offerings including live music, Shakespearean performances, art exhibits, children's activities, along with food, beer, wine and other refreshments – all with no admission charge.

**Investment categories include:**

Presenting Sponsor: \$15,000  
Diamond Sponsor: \$10,000  
Platinum Sponsor: \$5,000

Gold Sponsor: \$2,500  
Silver Sponsor: \$1,000  
Bronze Sponsor: \$500

In addition, booth rental is available to vendors and sponsorships of specific events are available. Food vendors are also available to participate along with beer and wine vendors. Details on various investment categories are shown on the following pages.

**Contact –**

Rob Butcher (425) 456-1111 or [rob.butcher@mac.com](mailto:rob.butcher@mac.com)

Kirkland Auto Dealers Present

# 2012 KIRKLAND SUMMERFEST

music. food. art. fun.



Benefiting Lake Washington Schools Foundation

**August 10-11**

## Schedule of Events

### Friday, August 10, 2012

#### Opening Night Shakespeare in the Park

Seattle Shakespeare Company performing *The Winter's Tale*

Venue: Pavilion in Marina Park

Time: 7:00pm

#### SummerFest Regatta

Venue: Kirkland waterfront

Time: TBA

### Saturday, August 11, 2012

#### Kids Corner Sponsored by MRM Capital

Various family events including art, music, clowns, face painting, inflatable toys, story time, touch a truck, and much, much more!

Venue: Marina Park Pavilion, Marina Park

Time: 11am - 5pm

#### Live Music

Various musical acts performing at:

**Symetra Main Stage**, Marina Park Pavilion 11am - 10pm

**Lake Street Stage**, Lake & Central 11am - 9pm

**Community Stage**, Park Lane 11am - 9pm

#### Food Trucks

15 Gourmet Food Trucks competing for The Best of the Fest!

Venue: Park Lane, Marina Park

#### Rotary Duck Dash

Family fun on the beach brought to us by Rotary Club members

Venue: Marina Park

Time: 2:30pm

#### Art in the Park

Sculptures, Plein aire artists

Venue: Marina Park

#### Baseball at Lee Johnson Field

Baseball games are scheduled in conjunction with SummerFest

Venue: Lee Johnson Field

Time: TBA

ATTACHMENT C

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**Sent:** Thursday, May 24, 2012 4:05 PM  
**To:** Kurt Triplett  
**Subject:** 4th of July

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The Kirkland Downtown Association is requesting you to present to the Kirkland City Council a 'funding request' on behalf of the KDA to be used solely for the 4th of July Celebration. The amount of this request is to be determined by the Council and the budgets they can use for this purpose.

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Thank you for your consideration,

Vince Isaacson,  
President  
Kirkland Downtown Association



223 Kirkland Avenue, Suite 102, Kirkland, WA 98033 425-893-8766 [www.kirklanddowntown.org](http://www.kirklanddowntown.org)

ATTACHMENT K

March 31, 2011 (amended October 18, 2011)

Ellen Miller-Wolfe  
City of Kirkland, 123 Fifth Avenue  
Kirkland, WA 98033

Dear Ellen,

This letter serves as the Kirkland Downtown Association Scope of Activities for 2011. Once an agreement is signed, we will begin invoicing the City of Kirkland on a monthly basis which will include a monthly progress report.

In 2011, the Kirkland Downtown Association will perform the following in support of its mission to "promote a vibrant year-round downtown by working with merchants, neighbors, property owners and the City of Kirkland to enhance a community in which to visit, shop, live, work, and play." This ten year partnership between the City and KDA supports Kirkland downtown events, public amenities, volunteer opportunities as well as community input and involvement. Business license data indicates 509 downtown businesses with approximately 200 retail storefronts many who participate, but most importantly, all benefit.

I. Support events that assist downtown businesses including:

- Administer and coordinate all aspects of the downtown Clean Sweep on Saturday, April 30 including recruiting of volunteers, coordination with City, assigning tasks and supervision.
- Administer and coordinate all aspects of the 4th July Parade and Fireworks on July 4<sup>th</sup> including recruiting of volunteers, fundraising, promotion, coordination with City, assigning tasks and supervision of the events.
- Administer and coordinate Summer Concert Series on Tuesdays and Thursdays in July and August including recruiting of volunteers, fundraising, promotion, coordination with City, assigning tasks and supervision of the concerts.
- Administer and support Kirkland Classic Car Show and Cruise-In Dance on (Saturday-Sunday, July 30-31 including recruiting of volunteers, fundraising, promotion, coordination with City, assigning tasks and supervision of the dance and event.
- Administer and support Halloween Trick or Treating on Monday, October 31 including recruiting of volunteers, fundraising, promotion, coordination with City, assigning tasks and supervision.
- Administer and support decorating in November, Holiday Lighting on Saturday, November 26 and shopping nights in December 31 including recruiting of volunteers, fundraising, promotion, coordination with City, assigning tasks and supervision.

II. Manage and coordinate all aspects of the Kirkland Wednesday Market (Wednesdays, June 1- September 28)

III. Encourage a sense of community by supporting the following:

- ~~Bi-monthly census~~ Maintain current database of all downtown businesses addresses, phone and email addresses and vacancy rates.
- Weekly Communication with businesses including downtown meetings on a quarterly basis (more when required)
- Assist business initiated promotions
- Coordinate social media and other efforts
- Own and promote Kirkland First "Buy Kirkland" website

IV. Support Beautification Efforts including flower pots, hanging baskets and power washing.

- Administer and coordinate all aspects of the downtown flower pot program which includes approximately 80 pots and baskets including fundraising, supervision of volunteers and vendors (plantings, weeding, watering, etc.)
- V. Support tourism initiatives and dissemination of visitor information. Starting in June 2011, operate and maintain a visitor information center

On behalf of the organization, we look forward to the continuation of this ten year partnership and your continued support.

Sincerely, Bill Vadino, Executive Director, Kirkland Downtown Association

7. No Discrimination. Contractor shall, in employment made possible or resulting from this Agreement, ensure that there shall be no unlawful discrimination against any employee or applicant for employment in violation of RCW 49.60.180, as currently written or hereafter amended, or other applicable law prohibiting discrimination, unless based upon a bona fide occupational qualification as provided in RCW 49.60.180 or as otherwise permitted by other applicable law. Further, no person shall be denied or subjected to discrimination in receipt of the benefit of any services or activities made possible by or resulting from this Agreement in violation of RCW 40.60.215 or other applicable law prohibiting discrimination.
8. Dispute Resolution. The final decision in resolving any dispute arising between the Contractor and the City will rest with the City of Kirkland.

EXECUTED this 24 day of February, 2012

CITY OF KIRKLAND

Kirkland Downtown Assn.  
Name of Grant Organization

By: Marilynne Beard  
Marilynne Beard, Assistant City Manager

Vincent Isaacson  
Name of Grant Recipient  
Vincent Isaacson

# City of Kirkland Parks and Community Services

## A Park Event Guide

**Thank you** for considering a City of Kirkland Parks and Community Services (KPCS) location for your public event!

### WHAT IS A SPECIAL EVENT?

Any event that takes place in a park under the jurisdiction of the KPCS and is **open to the general public** is considered a "public event." Public event organizers must apply for a Park Event Permit in order to obtain the required permission needed for use of the park requested.

KPCS categorizes events into three distinct areas. Event types and descriptions are detailed below.

#### Walk/Run/Sporting Event

A walk/run is an event whose primary purpose is providing an organized route for a large group of people. These events are open to the public to participate in, and are generally used as a fundraising mechanism for the hosting organization.

#### Concert & Performance

A concert or performance is an event with a primary purpose of providing a musical or stage performance to the public.

#### Festivals/Shows

A festival is an event offering the public a multitude of activities including but not limited to food booths, musical/stage performances, arts & crafts booths and demonstrations, carnivals, etc.

### PARTNERSHIP POSSIBILITIES

KPCS is committed to providing recreation programs and events that enrich our community. The City is committed to providing the community with events that provide arts and entertainment and/or events which may improve community health, safety and wellness. If your organizations commitments match the City's, we would welcome the opportunity to discuss a possible partnership! Please contact \_\_\_\_\_ at the KPCS office to discuss partnership opportunities and their benefits.

### GENERAL PARK INFORMATION

### **Timeframe**

Applications may be filed one year in advance or bookings requiring more than one year's planning, please contact the Event Coordinator. Applications must be made no later than six months prior to the date of the event. Note: If there is not enough time to correctly plan and review the request, the application will be denied.

### **New or Returning Events**

The City of Kirkland welcomes new and returning events alike. Priority is given to successful returning events. An event intended to be recurring, must be indicated as such during the application process. If the applicant decides to host the same event again, the applicant must re-apply and must do so within one month after the event occurs. If the date is not re-applied for within 30 days, the date will be re-opened. If you choose to reapply within 30 days, your event will be given first consideration. Although priority is given for returning events, approval is not guaranteed.

### **Permit and Document Deadlines**

All required permits and documents must be submitted by the outlined deadlines or the event may be denied and/or cancelled.

## **APPLICATION REQUIREMENTS**

Completing the application form is the first step in the process.

- Be as complete and descriptive as possible on the application so the Events Coordinator will have a complete image of the event.
- Full disclosure of your event is required.
- Ensure dates and times specified on the application are correct.

### **Site Map**

The applicant is required to provide an event site plan at the time of application submittal (returning and new events alike). The site map must be as detailed as possible and list any and all equipment that will be brought on site (i.e. stage, tents, canopies, generators, tables, kid activities, dumpsters, portable toilets, etc). It must also list audience area(s) (when applicable), power sources, water sources, parking areas, requested street closures (if any), and lighting sources. Label items on the site map and include approximate dimensions.

3. A checklist showing required supplemental permits
4. Dates and times for mandatory event meetings with City staff

The Events Coordinator will make every effort to send out the review packet six weeks after the application is received.

## **APPLICATION DENIALS**

Event permit requests may be denied or revoked for the following reasons:

1. The date is not available.
2. The location is not available.
3. The location isn't the best choice for the type of event. Under some circumstances, rather than denying an application, the City will suggest other locations or possible modifications to the event to make the initially requested site possible at the desired location. The City will impose permit conditions to reflect such modifications.
4. The location is not appropriate for the event due to the heavy general public use of that particular location on the date/time of year requested.
5. An event is proposing to conduct an activity which is not allowed by law or regulation.
6. There is insufficient time to properly prepare the event.
7. The event proposes to use temporary facilities and equipment and there is insufficient planning time to set up and properly inspect such facilities and equipment in a manner which is consistent with the needs of public health and safety.
8. The applicant fails to comply with event requirements, submit required permits, or fails to pay required fees and/or deposits by the imposed deadlines.

## **FEES**

Fees are based on several factors including size of the event, scope of set-up, degree of impact to the park, number of event days needed, special requests, etc. The City may require a performance bond or deposit, and special approvals or permits from other City Departments each, with its own potential fees required.

### City Staff Fees

The City of Kirkland Parks and Community Services Department will provide a Park Monitor(s). The Park Monitor(s) will handle park facility problems that may arise, ensures that permit conditions have been followed and continue to be, conducts a post-event inspection with the event representative and serves as the Parks Department contact for the day of the event. Current staffing fees will apply. (2006 rates: \$35 an hour.)

### Trash Receptacles/Totes Fee

*(Nicci to Check w/Elaine)*

### Day-after Clean Up Fee

If event organizers do not leave the site in the required condition, a day-after clean up fee will apply. This clean-up fee will be a minimum of \$100. If additional staff time is required beyond \$100, the fee will be equated by applying the Parks Crew billable rate per staff person (2006 rate is currently \$35 per hour, per staff person). This fee will be withdrawn from the damage deposit if funds remain, or billed to the event organizer if funds exceed any remaining deposit.

### Admission or Sale of Merchandise Fee

*(B.S. Manager to research – from KMC – currently waived for Special Events)*

Kirkland Parks and Community Services must review any intention to charge admission or sell any service or product at any event on Parks property. If approved, a \$20 permit fee per business must be paid to the city (discuss). This fee applies to all for profit businesses. There will be no charge for businesses with a current IRS 501(c)(3) exemption status.

## **CANCELLATION POLICY**

### CANCELLATIONS

Refund policies outlined within this section apply to Parks Department fees only. Permits may have been purchased from various agencies, including from other City of Kirkland Departments. Refund policies will vary from department to department or agency to agency.

If you cancel your event completely, the Parks and Recreation Department will withhold the entire application fee plus:

- **10%** of the rental fee for events cancelled **6 months or more** prior to the event date
- **25%** of the rental fee for events cancelled **3 to 6 months** prior to the event date
- **50%** of the rental fee for events cancelled **1 to 3 months** prior to the event date
- **0%** refunded for events cancelled with less than 30 days notice

### RAINY DAY POLICY

Examples of possible permits that may be required are:

- King County Health Permit
- Police Coverage
- Fire Permits
- Building Permits
- Temporary Business License
- First Aid Coverage
- Alcohol Permit
- Walk Permit

Additional compliance items, such as a sound monitor contract, professional cleaning contract, etc., may be required upon review of the original application or if new elements are added to the event throughout the application process.

## **AMENITY REQUIREMENTS**

### **Garbage**

Trash boxes or containers must be placed throughout the event site and emptied throughout the day. Events with 300 or more people may be required to provide at least one "trash" dumpster. These trash containers and dumpsters are provided at the expense of the event organizer. Garbage receptacles and dumpsters will be addressed in the initial review letter. Recycling is encouraged. All garbage coordination and expenses are the sole responsibility of the applicant.

### **Portable Toilet Contract**

Depending on the size of your event, regular and handicap accessible portable toilets may be required. The portable toilets are provided at the expense of the event. Permanent bathrooms on site are not factored in when determining the number of restrooms needed. All portable toilet needs are to be coordinated by the applicant and are the sole financial responsibility of the applicant.

### **Overnight Security Guard Contract**

Anytime event set-up remains overnight, a professional security guard is recommended. Any security is at the sole responsibility and expense of the applicant. The City of Kirkland is not responsible for any damage to or loss of property or equipment.

## **NEIGHBORHOOD NOTIFICATION REQUIREMENTS**

Events impacting neighboring communities may require the distribution of informational notices to surrounding residents and/or businesses potentially affected by the event. The Event Coordinator will inform the applicant of this requirement if applicable. The Coordinator will be responsible for the notification process, however all neighborhood notification expenses are the responsibility of

### Beer Garden

Any alcohol served to the general public must be served within a "beer garden." **DOUBLE CHECK with WSLCB:** A "beer garden" is defined as an area that is cordoned off with double fencing, has only one entrance with a sign indicating "no one under 21 allowed inside" and IDs are checked before admittance is allowed into the garden. Please note "double fencing" means a second exterior fence is placed 4' to 5' around the interior fence. This "double fence" deters alcohol from being passed across the fencing. The beer garden area must be defined on the initial site plan.

### Washington State Liquor Control Board Permit

A WSLCB Permit is required to sell/serve alcohol. The required documents and deadlines will be outlined in the initial review letter.

### Insurance

Additional insurance is required to serve alcohol. Alcohol liability insurance requirements are General Liability Insurance, **with Alcohol Liability listed**, for \$2,000,000 aggregate, \$1,000,000 per person, per incident, with the City of Kirkland named as additionally insured. The required coverage amount may be increased if higher risk activities are associated with the event. Certification must specify the name of the applicant, the name of the event and the event date(s) (including set-up and breakdown days).

If a bartending professional or a caterer is hired by the event organizer to provide the beer garden, a business license and insurance certification is required from the professional in addition to the certificates listed above (identical coverage requirements apply).

## **AMPLIFIED SOUND & MUSIC**

Amplified sound is allowed in certain areas and with pre-planning only. The utmost consideration is for the community surrounding the event site. Volume will need to be at a level respectable of all neighbors. Permissible decibel levels are defined in the Washington Administrative Code (WAC) Chapter 173.60. The Police Department and on-site Parks Monitor will review sound levels. If noise complaints are received the day(s) of the event, an order will be made to lower the volume or to extinguish the sound.

Amplified sound areas (stage/entertainment area and speakers) must be defined on the site map.

Speakers must be situated in a direction facing away from business or residential areas. **NOTE:** Events held on the waterfront are required to have the amplified speakers face towards the lake.

*requested up to one year in advance and no later than 60 days in advance of the advertised event.*

*Specific material and size needs will be provided with the initial review packet.*

## **CLEAN-UP**

A cleaning crew, staffed by the event organizer, is required to maintain the site during and at the end of each day of an event. Depending on the size and impact of the event, the applicant may be required to hire and/or pay the City or a designated professional cleaning company do the maintenance and/or to have streets, sidewalks or parking lots power-washed after the event. Clean-up is considered complete when approved by the Park Monitor and/or Park Coordinator.

# **Special Event Guide & Application**

**(For Public Events)** (PHONE) • [www.ci.kirkland.wa.us](http://www.ci.kirkland.wa.us)

Keep in mind the "people factor" is only one measure of an event's size. Other factors, such as the scale of set-up, whether multiple set-up days are needed or if you have special requests, may also determine whether an event is considered small, medium or large. The Park Events Coordinator may decline an application if there is insufficient time to properly prepare the event in a manner consistent with the needs of public health and safety.

Priority is given to returning events. These events must re-apply within one month after their event. If the date is not re-applied for, it may be opened up to new events.

Lastly, if you wish to reserve a park facility or an area of the park on short notice, possibly because you wish to use the facility for a rally or other time sensitive event and you desire exclusive use of your area or facility, you may certainly do so provided the facility or park area you want to use has not already been reserved. City staff will work with you to the extent we are able to do so and some of the stated deadlines can be altered in order to make the arrangements needed for your event, but some event elements cannot be accommodated on short notice.

Generally, scheduling conflicts and difficulties arise only for an event which involves the extensive set-up of facilities (such as a large stage or chairs or a sound system or booths or things of that nature) or where there is too little time available prior to the event to properly plan for the necessary set-up and the other arrangements.

## **CONFIRMATION**

Once we receive the application, it will be reviewed by the Park Events Coordinator and they may contact you for further information. Please do not advertise or issue print materials for your event until you have received either a verbal or written confirmation from the Coordinator. **VERBAL DISCUSSIONS OR TENTATIVE HOLDS BY OTHER STAFF WILL NOT CONFIRM YOUR RESERVATION.**

Once the review is completed and all questions are answered, a confirmation packet will be sent to you. This packet contains a letter outlining your fees and payment schedule, a permit and addendum listing the requisite conditions of use for your event and a checklist showing the required supplemental permits and provisions. Dates and times for mandatory pre-event, walkthrough or post-event meetings will also be given in this packet.

The Events Coordinator makes every effort to send out your confirmation packet approximately **1 month** after your application is received. However, due to the numerous events occurring between May through October, please be aware it may take longer to process your application if it is received during these months.

## **APPLICATION DENIALS**

Event permit requests may be denied or revoked for the following reasons:

1. A scheduling conflict where more than one group desires to reserve and use the same park or park facility at the same or nearly the same time and the adequate and safe coordination of the two events is not reasonably possible.
2. An event is proposing to conduct an activity which not allowed by law or regulation in that particular park or park facility.
3. The event proposes to use temporary facilities and equipment and there is insufficient planning time to set up and properly inspect such facilities and equipment in a manner which is consistent with the needs of public health and safety.
4. The location is not appropriate for the event due to the heavy general public use of that particular location on the state or federal holiday weekend being requested.
5. The applicant fails to comply with reservation requirements or pay fees and deposits in a timely fashion.

Under some circumstances, rather than denying an application, the City may request the applicant to modify or relocate their event or their plans and the City may impose permit conditions on the permit in order to reflect such modifications.

## **COMMUNICATION**

If you cancel your event completely, the Parks and Recreation Department may withhold a maximum of:

**10%** of the reservation fee for events cancelled **6 months** prior to the event date

**25%** of the reservation fee for events cancelled **3 months** prior to the event date

**50%** of the reservation fee for events cancelled **1 month** prior to the event date

In addition, the \$5 permit application fee will also be withheld.

## **MANDATORY MEETINGS**

Your confirmation letter will state times and dates for mandatory meetings.

Large and first-time events may be required to have a “**pre-event**” meeting, which is scheduled no later than **3 months** prior to the actual event date. The goal of this meeting is provide information to any and all City departments involved or impacted by your event.

All events are required to have an “**event site walkthrough.**” Walkthroughs are scheduled **4 weeks** prior to the event date and a final site map must be presented at this time.

Your confirmation packet will also specify a time for a “**post-event walkthrough**” which is conducted by a Park Monitor. The event organizer or representative must be present during this inspection, as the condition of the site and any damages will be assessed at this time.

First-time events that expect to be recurring events may also be required to attend a “**post-event**” meeting, generally held within **2 – 4 weeks** after the event. This is a time to discuss any problems or ideas for the next year, while items are still fresh in everyone's mind.

The City's Events Coordinator will invite representatives from other City Departments to these meetings if they are involved or affected by your event. *It is important that you try to make the designated times*, as several people are usually scheduled for these meetings. If you cannot make the designated times, please call in advance to re-schedule.

## **PERMITS AND COMPLIANCE ITEMS**

Your confirmation letter will list any supplemental permits and provisions that will be required.

These permits and “compliance” items must be received no later than **1 week prior to your event** before issuance of your final Parks and Recreation facility use permit.

**Certificate of Insurance** – All public events reserving a park site or facility are required to provide a Certificate of Insurance for \$1,000,000 comprehensive general and automobile liability, naming the City of Santa Barbara as additional insured. The coverage amount may be increased if higher risk activities are associated with your event.

All certificates must specify the name of the organization, the name of your event, the event date(s) including set-up and breakdown days and be forwarded to the Parks and Recreation Department no later than 1 month prior to your event. If your event is occurring on short notice, the insurance certificate must be submitted to the Park and Recreation Department as soon as possible and in no case later than two business days before your event. Please note that the organization on the application must match the insured listed on the Certificate of Insurance. When this is not the case, verification will be required from the named insured listed on the insurance certificate indicating that the applicant and/or event organizer is authorized to make the reservation, sign all permit/contracts and documents related to the reservation and commit to all contract requirements on behalf of that insured.

Additionally, vendors providing activities with greater liability concerns, such as pony rides, climbing walls and inflatable bounce houses will also be required to provide certificates of insurance for \$1,000,000 comprehensive general and automobile liability, naming the City of Santa Barbara as additional insured.

requirements correctly. Your site map should be as detailed as possible and list any and all equipment that will be brought on site (i.e. stage, tents, canopies, generators, tables, kid activities, dumpsters, portable toilets, etc). Please label items on your site map, along with approximate dimensions. Keep in mind the Fire Department requires a 20' clearance lane throughout your event for access by emergency vehicles.

Returning events should provide a final site map at the scheduled event site walkthrough meeting. Requests to make notable changes and/or additions to the site map after the walkthrough meeting may not be honored. Change requests are not accepted one week prior to the event date.

**Trash Contract** – Trash boxes or containers must be placed throughout the event site and emptied throughout the day. Events with 300 or more people may be required to provide at least one “trash” dumpster. These trash containers and dumpsters are provided at the expense of the event. The Events Coordinator will work with you to figure out the appropriate number of receptacles and whether dumpsters are needed. A copy of a contract from the waste management company you choose must be provided 1 week prior to your event as proof of this compliance.

**Recycling Contract** – A State of California mandate requires our City to divert 50% of its waste from being dumped in our landfills. In addition, our City has increased that mandated amount by setting a personal target of 70% diversion. In order to help us achieve this goal, you must do your part to ensure recyclables generated by your event (plastic, cardboard, glass and aluminum) are properly recycled. All events are required to provide recycling container boxes next to each trash container. A “recycling” dumpster may also be required if cardboard and other recyclables generated from food and beverage are a large part of your event. These recycling containers and dumpsters are provided at the expense of the event. A copy of a recycling contract from the waste management company you choose must be provided 1 week prior to your event as proof of this compliance. For more information or assistance with recycling issues, please contact \_\_\_\_\_, at (phone).

**Portable Toilet Contract** – Depending on the size of your event, you may be required to provide regular and handicap accessible portable toilets at the rate of one for every 300 people, with 10% of the toilets being handicap accessible. These portable toilets are provided at the expense of the event. Please keep in mind that permanent bathrooms on site are not factored in when determining the number of restrooms needed. Permanent restrooms are intended for the normal activity of the park and are not opened early to accommodate public events. Please note that some events may be required to have their toilets serviced during the day if the volume of people and the duration of the event necessitate it.

**Overnight Security Guard Contract** – Anytime set-up stays up overnight, a professional security guard will be required. A copy of the security company contract showing the hours of service must be submitted no later than 1 week prior to your event as proof of compliance. Security guards may also be required if a “beer garden” is planned and if is deemed necessary by the Police Department.

**Neighborhood Notification** – Events may be required to distribute written notices to residents and/or businesses affected by the event. The notice would include the name of the event, name and phone number of the company/organization producing the event, the dates and times of the event (including set-up and breakdown) and a detailed description of how the residents and/or businesses may be affected, such as by street closures, “no parking” signs being posted, music at the event, etc.

**Other compliance items not listed above** – Additional compliance items, such as a sound monitor contract, professional cleaning contract, etc., may be required upon review of your original application or if elements are added to your event thereafter.

## **ACCESSIBILITY REQUIREMENTS**

It is the event's responsibility to comply with all City, County, State and Federal accessibility requirements, including the Americans with Disability Act (ADA). The ADA mandates equal access to facilities, services and programs for persons with a disability as well as ensuring them comprehensive civil rights protection.

## **TURF IMPACT & DAMAGE**

Because exceptions are made to the "no vehicles within a parkland" policy, some events may have very high impact on park turf due to the number and size of vehicles on the turf. In these cases, the Parks and Recreation Department may require some groups to coordinate and directly pay for aeration or reseeding the affected turf. In addition, damage due to such impact combined with rain or causes of nature will also be billed directly to the event.

Please take this into consideration when planning your set-up, especially if your event is held during a potentially rainy month.

## **PARKING**

Parking is NOT included with your reservation fee. Since parking at many Waterfront parks and beaches is VERY limited, you may want to contact the City of Santa Barbara Waterfront Parking at (805) 564-5523 in advance to pre-reserve parking spaces in their Waterfront parking lots. Note that these lots are fee parking lots.

Inland parks generally have parking lots available at no charge. You may never block or cordon off these lots for your own event's exclusive use. Carpooling and shuttling methods are highly encouraged and in some cases, may be required.

## **SIGNAGE**

The City of Santa Barbara has a temporary sign ordinance that must be followed by all special events wanting to post event identification signs. A copy will be given to you upon request. In addition to this ordinance, the Parks and Recreation Department does not allow signs or anything else to be nailed, stapled, thumb-tacked or taped to trees or buildings, staked into the ground or hung over permanent signs.

Signage that is inflatable is only allowed by the authorization of the Parks and Recreation Director. To request permission, an Inflatable Signage Request Form (attached to the application) must be completed and submitted with your application. Please note that we prohibit inflatable signage that resemble alcohol containers or cigarette packets and will only allow a maximum of 4 inflatables per event.

## **MEDIA**

Some events arrange for media coverage. It is important that organizers find out in advance if the media will have any special needs and convey that information to the Events Coordinator. If media set-up is large, they may be required to submit for their own permit at no cost. Media set-up should be included on your site map.

## **CLEAN-UP**

A cleaning crew, staffed with your organization's personnel or volunteers, is required to clean during and at the end of each day of an event. Depending on the size and impact of your event, you may be required to hire a professional cleaning company do the cleaning and/or have streets, sidewalks or parking lots power-washed after your event. If power-washing is required, City guidelines mandate that you to use a company with a water collection system so the wastewater does not go into storm drains.

## **MISCELLANEOUS**

- **ATMs:** Mobile or portable ATM machines are allowed at public events under certain conditions. Please contact us for information on these conditions.
- **Barbecues:** Plywood must be placed underneath barbecues and grills, whether they're on turf or asphalt. All coals and ashes must be taken away at the end of the event and not left in on-site trash containers.

Applicant (Your Name) Organization  
Event Coordinator (if different from applicant)  
Mailing Address  
Day Phone After Hours Phone Fax:  
Public Information Phone E-mail

*Applicant agrees to investigate, defend, indemnify and hold harmless the City, its officers, employees and agents from and against any and all loss, damage, liability, claims, demands, detriments, costs, charges, expense (including attorney's fees) and causes of action of any character which the City, its officers, employees and agents may incur, sustain or be subjected to on account of loss or damage to property or the loss of use thereof and for bodily injury to or death of any persons (including but not limited to the employees, subcontractors, agents and invitees of each party hereto) arising out of or in any way connected to the occupancy, enjoyment and use of any City premises under this agreement to the extent permitted by law.*

*The undersigned also understands and accepts the City's refund policy for facility use and that fees and charges are adjusted annually in July and are subject to change.*

Signature of Applicant: Date \_\_\_\_\_

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## **Special Event Application (continued)**

Please complete the following sections with as much detail as possible since fees and requirements are based on the information you provide us.

**Description of Event** ☐ First time event (include site map with application) ☐ Returning event

Note that this description will be published in our City Parks and Recreation Public Special Events Calendar:

### **Estimated Attendance**

Anticipated # of Participants: Anticipated # of Spectators

### **Traffic Control and Public Safety**

**Requesting to close street(s) to vehicular traffic?**

- For event setup (list streets and describe what will be set up in the street)
- Part of walk/run course (list streets affected)
- Other (explain)
- No streets to be closed

**Requesting to post "no parking" notices?**

- To create event loading/unloading zones where none currently exists (list streets)
- Other (explain) \
- No notices to be posted

### **Elements of your Event**

**Setting up a stage?**

- Platform style, dimensions ☐ Concert style, dimensions
- No stage at event

**Setting up tables and chairs?**

- # of tables ☐ No tables being set up
- # of chairs ☐ No chairs being set up

3

## Elements of your Event (continued)

### Having selling and/or informational vendors at your event?

- Vendors selling food #  Vendors selling merchandise #
- Vendors selling services #
- Vendors passing out information only (no license needed) #
- No selling or informational vendors at event

### Having kid activities?

- Inflatable Bouncer House #  Rock climbing wall Height
- Inflatable Bouncer Slide #  Arts & crafts (i.e. craft making, face painting, etc.)
- Other
- No kid activities at event

### Arranging for media coverage?

- Yes, but media will not require special set-up
- Yes, media will require special set-up. Describe
- No, not arranging for media coverage

## Event Signage

- Yes, we will post signs # Dimensions
- Yes, having inflatable signage # (complete Inflatable Signage Request form)
- What will signs say?
- How will signs be anchored/mounted?
- No signage at event  No inflatable signage

## Waste Management

- Contracting with trash/recycling vendor. Company
- Contracting with portable toilet vendor. Company

Load-in Day & Time Load-out Day & Time

- Portable toilets to be serviced Time

## First Aid

- First aid station to be staffed by event staff First aid/CPR certified?  Yes  No
- First aid station to be staffed by professional company Company
- No first aid station at event

## Parking and/or Shuttle Plan

- Using nearby parking lot & paying fees  Using nearby free parking lot
- Will have a shuttle plan. Describe

- ⊕ Request Approved  
Director's Signature Date
- ⊖ Request Declined  
Reasons:

7  
Vehicles are generally prohibited in parklands due to their negative impact to the turf, irrigation system, etc. For public special events, exceptions are made on an as needed basis. Please list any vehicles that absolutely need access into the park for your event. Do carefully consider the vehicles you list since we may deny those vehicles deemed unnecessary. Also note that your requests may be denied based on the layout of certain parks.

**Temporary Parking** (Limit to vehicles that absolutely need to stay within the park or on the turf for the entire duration of your event.)

Vehicle	Day / Time	Justification
1		
2		
3		
4		
5		

**Unloading / Loading** (Limit to vehicles that absolutely need access due to the weight of items being unloaded/loaded, such as staging, lighting, sound and rental service providers and food/selling/information vendors.)

Vehicle	Day / Time	Justification
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

If your request is approved, we will require you to sign a "Vehicles Driving within a Park Agreement" & assign a Vehicle Monitor (someone from your event) to fulfill the requirements outlined in the agreement.

Event Location of Event Date(s)

**For Staff Use Only**

# **Department of Parks and Community Services**

## **Pricing Policy**

### **June 2002**

#### **1. General**

In collaboration with Kirkland Parks Board, and by direction of City Council, the Department of Parks and Community Services has prepared a Parks and Community Services Pricing Policy. The development of this policy will ensure that the City of Kirkland has a system for the pricing of Parks and Community Services programming based on the costs to provide the services, considerate of the overall magnitude of the benefits for these services and is defensible and equitable in terms of subsidization levels for all groups and individuals concerned.

It is imperative that the development of a Pricing Policy follows a number of fundamental premises. These are:

1. That the policy is aligned with the Kirkland Comprehensive Plan, and the Comprehensive Park, Open Space, and Recreation Plan for the City of Kirkland.
2. That the policy explicitly relate to the cost of providing the service.
3. That a rationale be clearly articulated for cost recovery targets or subsidy and this rationale is consistently applied to all services.
4. That consideration of perceived benefit to the participant and community be built into the policy.
5. That the pricing be reviewed annually and updated as required.

#### **2. Policy Guidelines**

##### **A. Goals**

The Parks and Community Service Department's Pricing Policy achieves the following goals:

1. It incorporates the main objective of the Kirkland Comprehensive Plan policy 2.4: Kirkland citizens of all ages and abilities should have the opportunity to participate in diverse, challenging and high quality recreation programs that are both accessible and affordable. Comprehensive recreation opportunities are a major ingredient of a healthy community. By providing services that are creative, productive and responsive to the needs of the public, the City Community Services Division can enhance the quality of life in Kirkland.
2. It sets subsidization fee levels for Recreation programs based on priorities and benefits for the citizens of Kirkland.

## Differentiated Program Pricing Proposal

<b>Community Benefit Full Subsidy</b>	<b>Community &amp; Individual Partial Benefit</b>	<b>Individual Benefit No Subsidy</b>
<u>Programs</u>	<u>Programs</u>	<u>Programs</u>
Summer Concert Series	NKCC Youth Programs	Adult Recreation Programs
Senior Health Progs/Svcs	• Preschool	Pool Rentals
Swimming Beaches	• Youth Misc.	Private Swim Lessons
Youth Services	• Creative Mvmt.	
Human Services	• Day camps	
Youth Outreach Program	Senior Center	
Parks	• Van Trips	
Special Events	• Recreation programs	
	Athletics	
	• Youth Programs	
	Aquatics	
	• Swim Lessons	
100% Subsidization	Partial Subsidization	0% Subsidization
High Community Benefit	Range of Community and	100% Cost Recovery
Intervention	Individual Benefits	Profit Projected
Outcome Oriented	Based upon Benefits	
	Based Model	
	Variable Return on Dollar	

### **3. Benefits of Recreation:**

Over the course of the last decade, both the National Recreation and Parks Association and the Canadian Parks and Recreation Association have developed programs that are designed to convince recreation providers and key stakeholders of the important role Recreation and Parks play in our individual lives, communities, and environment. These programs resulted in publications describing the benefits and have become the cornerstone to both of the association's policies. These have been widely adopted both nationally and internationally. Therefore, it is critical that the development of any policy pertaining to parks and community services carefully consider the benefits accrued to individuals and the community.

## **I. Program/Service Related**

- 1. Market Rate/Competitive Pricing:** The fee for Recreation classes and Programs needs to be competitive in the local market. If fees are set too high, we price ourselves out of the market, resulting in low enrollments, thus decreased revenue. If fees are set too low, classes will fill to maximum capacity, but revenues will not reflect cost of service. Therefore, a market survey was completed in September, 2001. There will be a market analysis completed every year to determine market rate for recreation classes.
- 2. Cost of Service Study:** The total cost of service, including direct and indirect costs, will be updated every three years. This will be used to assist in determining fees for service in order to reach target cost recovery levels. The cost of service update for 2001 can be found in **Attachment B**. Please note that the current cost recovery percentages are based on a partial update of expenses and revenues from the original Cost of Service Analysis completed in 1999. The original distribution of direct and indirect hours and their allocation across programs was unchanged from the original analysis. All labor and non-labor costs as well as overhead allocations were updated to reflect 2001 data. As a result, the current Cost Recovery percentages are accurate to the extent labor distributions have remained fairly constant.
- 3. Maintaining Existing Levels of Revenue:** Given the Department's reliance on self-generating revenues to meet its operating obligations, it is not recommended that any program/service be reduced as a result of this strategy. In other words, where the current price is greater than the potential price calculated by the benefits model, the current price is maintained or increased in accordance with other pricing factors.
- 4. Demand Considerations:** In some cases, the department may wish to modify the price to affect the balance of supply and demand. Where there is an abundance of demand for a particular service, price can be an effective tool to increase revenues, thus, decreasing demand. Where there is low demand, price can be lowered to increase demand, thus increasing revenues.
- 5. City/Department Priorities:** In some cases, the City or Department may wish to encourage participation in certain activities or services. In these circumstances, a lower price can enhance the program's attractiveness to a potential participant. This also lends some flexibility if there are changing public policies that may result in providing certain programs.
- 6. Administrative Considerations:** For those programs/services where the collection of a fee may exceed the revenue generated, consideration should be given whether or not to establish a fee.
- 7. Phasing Process for Implementation of New Fees:** For those programs/services where a new fee is warranted, consideration may be given to phasing in the fees over a period of time to effectively lessen the impact it may have upon participants and market elasticity.

**E. Implementation of Pricing Policy:**

In implementing the Pricing Policy, several factors need to be considered. The main goal of the Pricing policy is to match our program revenues with our target cost recovery determination. Below is a table that compares the **Park Board recommended subsidization/target cost recovery** determination with our current cost recovery.

Program/Service	Total Score	Park Board Recommended Subsidization base %	Minimum Cost Recovery Target %	Cost Recovery Current %
NKCC Youth Programs	29.08	65.2%	34.8%	36%
Swim Lessons	20	44.8%	55.2%	47%
Athletics/Youth	27	60.5%	39.5%	69%
Senior Recreation Programs	30.9	69.2%	30.8%	23%
Senior Van Trips	22.1	49.5%	50.5%	UNK
Senior Health Programs		N/a	0%	10%
Swimming Beaches		N/a	0%	0%
Youth Services		N/a	0%	0%
Human Services		N/a	0%	0%
Adult Recreation Programs		N/a	100%	52%
Adult Athletics		N/a	100%	106%

Based on the above results, one could conclude that we are low in revenues from swim lessons, senior recreation programs, and adult recreation programs. However, several other factors need to be considered. Program/Service related factors include market rate, demand considerations, City/Department priorities, administrative considerations, and phasing processes for increased fees. **Attachment A** is a table that compares current costs, market costs, target cost recovery, and current cost recovery. Given all of these factors, and the additional program/service related factors, there is an outline of those recreation prices that can be affected currently upon implementation of this Policy. **Attachment A outlines the projected increased annual revenue for 2003 based on this Pricing Policy.**

# EVENT RENTAL GUIDE

## For Walk/Runs, Concerts, Performances & Festivals

### Introduction

Thank you for considering Metro Parks Tacoma as the site for your event! This guide is designed to help you find and reserve the space that meets your needs, and explains some of our policies and rules of use. This brochure provides information on:

- How to make a reservation
- Fees and event planning information
- Park policies and guidelines for use
- Rental sites and description of amenities
- Rental Application form

### What is an Event?

MPT categorizes events into four distinct areas. Event types and description are detailed below.

#### ***Walks/Runs***

An event whose primary purpose is providing a walk and/or run for a large group of people. Generally, these events are open to the public to participate in, and are generally used as a fundraising mechanism for the hosting organization.

#### ***Concerts & Performances***

An event whose primary purpose is providing a musical or stage performance to the public.

#### ***Festivals***

An event offering a multitude of activities including but not limited to food booths, musical/stage performances, arts and crafts booths/demonstrations, carnivals, etc.

#### ***Commercial Filming and/or Photography***

An event whose primary purpose is to film, video or photograph in or at parks and facilities.

## HOW TO MAKE A RESERVATION

### Reservation Process

There are five ways to apply for a rental reservation and special use permits: mail, fax, phone, website or walk-in. Reservations are accepted up to one year in advance, and on a space available basis. Reservations are processed on a first-come, first-served basis, with walk-in registrations being processed first.

Due to the popularity of some of our parks, A rental permit and/or special use permit allows Metro Parks Tacoma a mechanism to prevent park usage conflicts, allow for necessary site/facility preparations, provide appropriate staffing, and to avoid overuse of sites/facilities and available resources. Reservation requests cannot conflict with and/or interfere with current Metro Park programs, activities or scheduled administrative use. The rental schedule may be adjusted to accommodate other activities.

To reserve a site please, discuss your desired dates with our rental and permits staff. We sometimes require as much as two working days to respond to voicemails, emails, and faxed requests. Included in this packet is a section on ***Event Rental Sites & Amenities*** which outlines specific details on available rental sites, amenities and event fees. Rental information can also be found on our website

([www.metroparkstacoma.org](http://www.metroparkstacoma.org)).

conditions.

If a rental is cancelled by Metro Parks because the renter has failed to provide all of the necessary information or fees, Metro Parks shall retain the rental paid unless the facility is rented by another group.

Event Rental Guide, January 10, 2005

## **RENTAL PLANNING INFORMATION**

The following sections will assist you in planning a great event experience in just the right location based on your group size and needs. In some cases, the size of your group and the activities you have planned may mean higher fees. It may also mean that some park sites will not accommodate your type of event or will not work well for you. Included in this guide is a section on ***Event Rental Sites & Amenities*** which lists park facilities which may be reserved, the types of events it can accommodate and the amenities available. We've also included a checklist of things you may want to consider as you plan your event.

### **General Event Rental Information**

***Rental Hours:*** All park sites are rented on a per day basis. All park sites officially close ½ hour after sunset, therefore rentals must conclude no later than sunset, and vacate the premises no later than ½ hour after sunset. This includes time needed for tear-down/clean-up of event.

***Site Amenities:*** Each site offers a unique setting for your event. Site capacity and amenities vary from site to site. Refer to the attached section entitled *Event Rental Site & Amenities* for specific details.

### **Fees Overview**

#### ***Rental Fees:***

- Walk/Runs @ Point Defiance Park
  - \$200 rental application fee, plus \$2 per participant
  - Non-Profit Organizations receive a 50% discount
- Walk/Runs @ Other Park Locations
  - \$100 rental application fee, plus \$1 per participant
  - Non-Profit Organizations receive a 50% discount
- Concerts & Festivals
  - Without power, \$200 (1<sup>st</sup> day)
  - With power, \$300 (1<sup>st</sup> day)
  - Additional day(s), \$200 per day
- Commercial Filming, Video or Photography
  - \$300 per day, plus \$80 per hour

### **Fees Overview continued**

#### ***Damage Deposit***

- Walk/Runs
  - All sites/Any day: up to \$1,000
- Concerts, Performances & Festivals
  - All sites/Any day: up to \$2,500
- Commercial Filming, Video & Photography
  - All sites/Any day: up to \$2,500

#### ***Additional Fees***

- Trash Receptacles/Totes

delivery and pick-up of these items. The event will be responsible to pay Metro Parks for these additional services

**Security:** Security may be required if an event is open to the public. Metro Parks may make arrangements for security, however all fees are paid directly by the renter to the security agent at the time of the rental event. There is a minimum four hour charge.

## **PARK POLICIES & GUIDELINES FOR USE**

### **Customer Responsibilities:**

- ☼ Each individual in the group must obey all applicable Metro Parks, City, State and Federal rules, ordinances, laws and regulations. Failure to do so may result in your rental contract being cancelled or terminated, and you and your party being asked to leave the premises and/or be subject to legal action.
- ☼ Renter must provide general supervision and control over all activities to prevent injury or damage.
- ☼ Provide general clean-up of rental facility including the removal of all personal belongings and/or left-over food from the premises.
- ☼ Make arrangements for and provide at their own cost additional garbage totes and sani-cans and hand wash stations as may be required by MPT to accommodate the anticipated number of event attendees.
- ☼ Renter or designee is to become familiar with the venue, its amenities and overall condition. This includes a pre and post rental walk thru with staff and signing of the rental checklist.
- ☼ Renter is financially responsible for any damage to or the need for excessive cleaning of the venue, park grounds or amenities that may be caused by the customer or someone from their group.

**Site Amenities:** Due to the uniqueness of each of our parks, the amenities provided and/or available vary from venue to venue. Please refer to the *Event Rental Site & Amenities* section for specific details.

**Site Capacity:** For the enjoyment and safety of your guests, each park site has a designated event capacity. The capacity determines the maximum number of guests allowed either seated or standing.

**Venue Set Up:** Depending on size and type of an event, a site plan may be required. In such cases, our Visitor Service and Park staff will work with each renter to develop an event site plan. This site plan will determine the placement of stages, vendor booths, sani-cans, trash totes, vehicle access routes and parking, utility hook-ups, etc.

Event Rental Guide, January 10, 2005 Event Rental Guide, January 10, 2005

**Music & Entertainment:** The playing of amplified music or other types of live entertainment may be limited at certain locations. Please ask the Rental Reservation Desk for details.

**Tents & Canopies:** Tents or canopies measuring up to 10x10 are allowed at some locations. If canopies or tents are desired, they must be weighted down, and not staked. Digging and/or driving stakes into the ground is prohibited.

**Signs & Banners:** Signs may be posted on sandwich board type structures only. Balloons can be used as a marker, and may be tied with string to a fixed object, however they cannot obstruct the view of any road sign. Signs are not allowed to be nailed, stapled or bungee corded to trees, buildings, light poles or road signs, and/or stakes driven into the ground, and/or the painting of any pavement or hard surface.

**Parking:** Vehicle access and general parking at most park sites is limited. All group users are advised and encouraged to car pool to the event and/or shuttle their participants from an authorized pre-arranged location.

**Alcohol:** Alcoholic beverages of any kind are not allowed in any open park space.

**Smoking:** We encourage the public to not smoke in our parks.

**Sale of Food, Beverages, Merchandise and/or Admission:** It's illegal to sell food, beverages, goods or merchandise or charge admission to an event in any park.

(Exception: Metro Parks is a co-sponsor and/or partner of a community special event; MPT has contracted with a vendor to provide such service, or upon review and approval by MPT with the issuance of a special use permit for commercial use).

All organizations issued a special use permit for commercial use will pay a minimum rental fee of 1 ½ times the published standard rate. Additional fees may be assessed based on what is being sold and the volume of gross sales. These additional fees will be determined on an individual basis.

A business/association/organization must submit along with their rental application, a photocopy of their City of Tacoma Business License and Tax ID Number. Staff shall review and respond to all requests within 5 working days of receiving the required paperwork. .

**Food Vendors:** All food vendors must be self-contained and provide any and all items associated with the preparing, cooking and selling of food items. This includes, but is not limited to cooking units, utensils, food prep area, hot and cold food/beverage storage, and those items necessary to meet health department codes. Utility hook-ups (electrical and water) are limited, and may not be available in all areas.

Each food vendor is responsible for the safe removal of coals, grease and/or any debris associated with their food booth. Do not dump coals or grease in the park or in park trash cans.

All events serving food and beverages are required to have the appropriate health department permits. A copy of each vendor's permit must be submitted to Metro Parks at least 30 days prior to the event.

**Discounted Fees:** Only non-profit organizations or designated MPT partners may be eligible to receive a reduced rental rate. Discounts only apply to the facility/site rental fee, and do not apply to damage deposits, fees for additional amenities, etc.

**NOTE:** To apply for a rental discount all non-profit organizations must submit along with their rental application, a copy of their State License as proof of their non-profit status. Staff shall review and respond to all rental discount requests within 5 working days of receiving the required paperwork. Proof of non-profit status does not guarantee that your organization will receive a discounted rate.