



**CITY OF KIRKLAND**  
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## MEMORANDUM

**To:** Kurt Triplett, City Manager  
**From:** Marilynne Beard, Deputy City Manager  
**Date:** January 25, 2013  
**Subject:** SPECIAL EVENTS POLICY

### **RECOMMENDATION:**

City Council receives a report from the Community Planning, Housing and Economic Development Committee (CPHED -- formerly the Economic Development Committee) about a framework for considering an events policy and placing a hold on some new 2013 events.

### **BACKGROUND DISCUSSION:**

Staff presented a report on the status of special events at the January 2 City Council meeting. The report contained a number of short and long term recommendations. The City Council referred the report to the CPHED Committee and asked that the committee return with a framework for developing an updated events policy. A copy of the January 2 staff memo is available for reference at [www.kirklandwa.gov/Assets/City+Council/Council+Packets/010213/3a\\_StudySession.pdf](http://www.kirklandwa.gov/Assets/City+Council/Council+Packets/010213/3a_StudySession.pdf).

The Committee held two meetings following the January 2 study session where special events were discussed. At the first meeting, staff presented a framework for the policy discussion and also presented a more immediate concern about the growing number of new events in 2013.

### **January 14 Committee Summary**

#### **Framework**

Staff suggested that the Committee (and ultimately the Council) approach an events policy by answering a series of policy questions:

1. What are the public benefits and objectives of events in Kirkland?
2. What level of support (funding and subsidized city services) should the city allocate to event support?
3. What criteria should be used to permit an event?
4. What are the needed roles, responsibilities and decision-making authorities?

A more detailed presentation of these policy questions is included as Attachment A. A public involvement effort is recommended to inform the Council's discussion about the types of events

the community wants and/or limitations they would like to see to mitigate the impacts of events (policy question #3). Once these policy questions are addressed, then policies and procedures can be developed that assure that events are consistent with the objectives.

New 2013 Events

Between the time of the January 2 City Council meeting and the Committee meeting on January 14, several new event organizers had requested dates and venues for 2013. Given the existing concern about the community impact of events and the City’s ability to support the growing number events, especially those that close streets, parking lots and parks downtown, the City Manager placed an administrative hold on most new 2013 events. The list of held events was then reviewed by the CPHEd Committee. Consideration was given to community impact, readiness of the event and previous recommendations made by the Tourism Development Committee to provide lodging tax funds. Based on staff’s notes from the meeting, event organizers whose events had been placed on hold were notified. They were advised that the Council would be developing a policy as soon as possible and that they would be re-contacted to continue their application process under the new policy.

**January 25 Committee Summary**

At the January 25<sup>th</sup> meeting, the Committee began discussing the first policy question and again discussed the temporary hold on 2013 events.

Policy Questions

The Committee was asked to questions that are listed with responses below.

*What is your general sense of the City’s events program and citizen satisfaction with events?*

- Community sense is that we have great events
- We should understand how much we spend now and how much we should spend
- Council should determine which community events the City should support financially
- The permitting process and fees are reasonable compared to other cities

The Committee discussed the first policy question in the proposed framework:

*"What are the public benefits and objectives of events in Kirkland?"*

| Current Benefits of Events  | Potential Benefits   |
|---|--|
| Sense of community<br>Good public relations<br>Attracts new residents and businesses<br>Economic benefits – people spend money<br>Recreation<br>Fundraising sources<br>-KDA<br>-Non-Profit/Human Services<br>Jobs<br>Cultural awareness<br>Health and wellness<br>Provides public education venue | Bring benefits to other parts of the City<br>Benefit programs that serve Kirkland residents<br>Use local vendors first<br>Draw people into local businesses through the event design |

The Committee discussed the potential for creating a policy that requires or gives preference to events that raise money for Kirkland organizations (such as the KDA) or that benefit agencies that provide services to Kirkland residents. The Committee also discussed limiting the number of events that could occur in any particular public venue over time such as setting the number of times Marina Park could be closed off for an event to no more than twice a month.

Based on the previous discussion, three general categories of events were identified:

1. Community Events – events that are produced primarily for the purpose of community building. The primary audience is Kirkland residents, although individuals from outside Kirkland also attend. These are the events that the City might consider providing financial support for (Celebrate Kirkland, Summerfest, Holiday Tree Lighting). Community events are produced locally by volunteers.
2. Tourism Events – events that are intended to attract visitors to Kirkland who will enjoy the amenities, stay overnight in one of the City’s hotels and patronize restaurants and shops. Tourism events are one element of the City’s economic development program (e.g. Kirkland Uncorked, Tall Ships).
3. Fund Raising Events – events that are held to raise funds for an agency or cause. A portion of vendor fees or participant admission to the event is remitted to the benefiting party after event expenses are met (e.g. Seven Hills of Kirkland, 12 K’s of Christmas, Shamrock Run, Classic Car Show).

The CPHEd committee recommends that categories 2 and 3 not normally receive direct city funding other than LTAC grants.

It was acknowledged that there is overlap between these categories. Community events have economic development and tourism benefits and tourism events may also raise funds for non-profits.

This general discussion was to be shared with the full Council at the February 5 study session where all councilmembers could add their thoughts.

### **2013 New Events, Event “Hold” and Oktoberfest**

Councilmembers and staff had been contacted by several event organizers expressing concern about the temporary hold on events. One of the two Oktoberfest events was to be asked if they could move to a different venue (Juanita Beach Park) so as to avoid having two Oktoberfest events in Marina Park within two weeks of each other. **The CPHEd committee discussed which Oktoberfest should be put on hold or moved and recommended that both events be placed on hold pending development of a policy.** A summary of 2013 new events and their CPHEd recommended hold status is shown below. A complete list of all 2013 events is included as Attachment B.

| Quarter   | Event  | Date                       | Sponsoring Organization(s)         | Non-Profit Beneficiary             | Event Readiness | Venue                         | Street Closure Impact | LTAC Funding | Staff Recommend Hold | Committee Recommend |
|---|--|----------------------------|------------------------------------|------------------------------------|-----------------|-------------------------------|-----------------------|--------------|----------------------|---------------------|
| 1st   | "Live and Not Die" A walk to beat cancer                 | 1/19 or 2/23               | Christ Church FBLA                 | The Health & Wellness Center       | High            | Private / City Sidewalks      | Small                 | \$ -         | No                   | No                  |
|   | Holi Celebration   | 3/23                       | TBD                                | TBD                                | Low             | Marina Park                   | TBD                   | \$ -         | Yes                  | Yes                 |
| 2nd   | To Hell with Cancer 5K                                   | 4/6                        | BuDu Racing                        | All About Hope                     | Low             | Marina Park / City Streets    | Medium                | \$ -         | Yes                  | Yes                 |
|   | Leap 5K  | 4/20 or June               | Let Every Athlete Participate      | Special Olympics of Washington     | Med             | Marina Park / City Streets    | Medium                | \$ -         | Yes                  | Yes                 |
|   | Bark for Life  | 5/5                        |                                    | American Cancer Society            | Low             | Edith Moulton                 | None                  | \$ -         | No                   | No                  |
|   | Ride to Conquer Cancer                                   | 6/16                       | British Columbia Cancer Foundation | British Columbia Cancer Foundation | Low             | LW High School / City Streets | Small                 | \$ -         | Yes                  | No                  |
| 3rd   | Obiliteride  | 8/10                       | Fred Hutchinson                    | Fred Hutchinson                    | Low             | Juanita Dr. & 100th Avenue NE | Small                 | \$ -         | Yes                  | No                  |
|   | Mighty Tightly Whitey 10K & 5K Run                       | 8/10 or 8/31               | TriFreaks                          | TBD                                | Low             | Marina Park / City Streets    | Medium                | \$ -         | Yes                  | Yes                 |
|   | All Porsche Grand Display                                | 9/22                       | Porsche Club of America            | Evergreen Health                   | Low             | Carillon Point / City Streets | Medium                | \$ -         | Yes                  | Yes                 |
| 4th   | Oktoberfest or Sails & Ales (Kirkland Events Foundation) | 9/27, 28,29 or 10/18,19,20 | Kirkland Events Foundation         | Kirkland Events Foundation         | Low             | Marina Park                   | TBD                   | \$ -         | Yes                  | Yes                 |
|   | Kirkland Oktoberfest (BoldHat)                           | 10/4, 5, 6                 | Bold Hat Productions               | TBD                                | Med             | Marina Park                   | Small                 | \$ 1,500.00  | No                   | Yes                 |
|   | New Event Totals   | 11                         |                                    |                                    |                 | Marina Park - 6               | Impact - 6            |              |                      |                     |
| <b>Impact Definition</b>  |  |                            |                                    |                                    |                 |                               |                       |              |                      |                     |
| Small = Normal traffic flow with minor delays at intersections as participants cross streets by following rules of the road, no PD assistance or traffic detours                              |  |                            |                                    |                                    |                 |                               |                       |              |                      |                     |
| Medium = Normal traffic flow, event uses parking strip/bike lane, may include a brief road closure & detour at the beginning of event, brief delays (5 min.) at intersections, PD assistance. |  |                            |                                    |                                    |                 |                               |                       |              |                      |                     |
| High = Significant impact to normal traffic flow, event uses full lane closures, requires detours for duration of event, significant delays (10+ min.) at intersections, PD assistance.       |  |                            |                                    |                                    |                 |                               |                       |              |                      |                     |

## Summary and Direction Needed

Given the uncertainty for event organizers caused by the temporary hold on new 2013 the Committee would like to complete the events policy development as quickly as possible. Staff would like to complete the work by late April. At this time, direction is needed on the following items:

1. Is the policy framework presented appropriate?
2. How would the Council add to or amend the Committee's preliminary comments on policy question #1? (What are the Public Benefit and Objectives of Events in Kirkland?)
3. Does the Council support the recommendation for placing a temporary hold on selected new 2013 new events?
4. Does the Council support the recommendation for placing a hold on both Oktoberfest proposals in 2013?
5. Is there additional information that the Council needs to continue this discussion or reach decisions?

**City of Kirkland Special Event Policy Development Framework**

**Issue # 1:**

**What are the Public Benefit and Objectives of Events in Kirkland?**

**Intention:** Citywide consensus on public benefits and objectives of events

**End Product:** Public benefit and mission statement

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**Supporting Questions:**

1. What is currently being achieved by events produced in Kirkland?
2. What would the Council like to be achieved by events taking place in Kirkland?
3. How are events beneficial to the community?
4. How can the benefit be measured?
5. Is the community satisfied with the events taking place?
6. What is the quality of events taking place?
7. What is the role of the City in events produced in Kirkland?
8. What are some city initiatives that are important and how might an event help to support these initiatives? For example, how can an event be used as a way to promote sustainability, wellness, the arts or other initiatives? Can an information booth at an event be a vehicle for informing the public on certain issues?

## **Issue # 2:**

### **What level of support (funding and subsidized city services) should the city allocate to event support?**

**Intention:** Defined constraints to lessen ad hoc funding and support decisions and create efficiencies

#### **End Product(s):**

1. Defined method of support – either subsidized fee waiver or funding.
2. Criteria and limits for event funding
  - a. Lodging Tax
  - b. General Fund
2. Criteria and limits for fee waiver
3. Comprehensive events budget or line item allocations to departments for event support

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#### **Supporting Questions:**

1. What support in direct and indirect costs is already being given to events?
2. Is this level of support reaching the defined city objectives?
3. How much support should be available?
4. What is the most efficient and effective distribution of this support? Direct funding or subsidized city service cost?
5. What are various funding sources and funding levels from each source? (LTAC, General Fund, City Service Fee Waivers) Can this funding be sustained? How is it communicated to event organizers that this support is available?
6. What is the criteria and standard for events to receiving support?
7. Are there different categories for events and how is this defined and upheld? (e.g. Non-Profit Organization, Private)
8. If criteria is met is it a competitive basis or by request?

## **Issue # 3:**

### **What should the criteria be to permit an event?**

#### **End Products:**

1. Clear and consistently executed guidelines on event requirements.
2. Defined restrictions and limitations for events (e.g – no two weekends in a row can an event take place in Marina Park).

**Intention:** Clear reasoning and directive for limitations from Council to staff to give staff confidence and certainty in communications to event organizers. Transparency and consensus on reasoning for requirements.

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#### **Supporting Questions:**

1. Should there be limitations on events? Why or why not?
2. What should these limitations be based on – Number of events, number of new events, impact of events, type of events, location.

#### **Cost**

3. What is the indirect and subsidized cost of each event that takes place?
4. What is the average time it takes of city capacity to provide adequate oversight for each event? Is there a difference between a repeat and new event? Is there enough current capacity?
5. Should there be a limit on the number of new events that take place each year? If so, is it a first come first accepted or competitive basis?

#### **Impact**

6. Are there areas of town that have too many events? What is the reasoning for “too many” events?
7. What is an acceptable balance for the number of events that take place in that location? How is this balance determined?
8. How will events in this location be selected? First come or competitive based on criteria? If criteria, what is the penalty if criteria are not met?

9. Should an event obtain neighborhood approval before it is permitted? What is the acceptable level of approval? How often does approval need to take place- yearly, biyearly?
10. How can the city incentivize events to choose areas of less impact?
11. What requirements are needed to assess impact?

### **Quality**

12. Is there a level of quality an event must meet and adhere to? How is this defined? Who decides this?
13. Are there relationships or event elements that events must incorporate? What are these? (NPO's suggested by City, Art Organizations, Local Restaurant Promotions, Comp booth for display of City information)

## **Issue # 4:**

### **What are the needed roles, responsibilities and decision making authorities?**

**Intention:** Increase in customer service, timely responses to requests and efficiencies.

**End Product:** Event oversight organization and flow chart with defined decision making authority or where joint approval is required between multiple departments.

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#### **Supporting Questions:**

1. What are the current roles and responsibilities?
2. Are there inefficiencies or room for improvements? What are these?
3. Who has decision making authority? How is the authority communicated?
4. What is the extent of the decision making authority?
5. What is the coordination between the permitting and funding sources? Does this coordination need to be amended?

| Quarter                              | Event  | New Event | Date                       | Type of Event           | Sponsoring Organization(s)                    | Non-Profit Beneficiary   | Event Readiness   | Venue  | Street Closure Impact | LTAC Funding      | Recommend Hold? |
|--------------------------------------|--|-----------|----------------------------|-------------------------|---|--|---|--|-----------------------|-------------------|-----------------|
| 1st Quarter                          | "Live and Not Die" A walk to beat cancer                 | X         | 1/19 or 2/23               | Walk                    | Christ Church FBLA                            | The Health & Wellness Center                                     | High  | Private / City Sidewalks                                   | Small                 | \$ -              | No              |
|                                      | Kirkland Shamrock Run 5K                                 |           | 3/16                       | Run                     | Kirkland Downtown Association                 | Kirkland Downtown Association                                    |   | Marina Park / City Streets                                 | High                  | \$ -              |                 |
|                                      | Holi Celebration   | X         | 3/23                       | Festival                | TBD   | TBD  | Low   | Marina Park  | TBD                   | \$ -              | Yes             |
|                                      | Good Friday Walk   |           | 3/29                       | Expressive              | Eastside Foursquare Church                    | Eastside Foursquare Church                                       |   | Private / City Sidewalks                                   | Small                 | \$ -              |                 |
|                                      | Good Friday Walk   |           | 3/29                       | Expressive              | St John's Episcopal                           | St John's Episcopal  |   | Marina Park / City Sidewalks                               | Small                 | \$ -              |                 |
| 2nd Quarter                          | To Hell with Cancer 5K                                   | X         | 4/6                        | Run                     | BuDu Racing                                   | All About Hope   | Low   | Marina Park / City Streets                                 | Medium                | \$ -              | Yes             |
|                                      | Leap 5K  | X         | 4/20 or June               | Run                     | Let Every Athlete Participate                 | Special Olympics of Washington                                   | Med   | Marina Park / City Streets                                 | Medium                | \$ -              | Yes             |
|                                      | Bark for Life  | X         | 5/5                        | Festival                | TBD   | American Cancer Society  | Low   | Edith Moulton  | None                  | \$ -              | No              |
|                                      | Kirkland Half Marathon and 5K                            |           | 5/12                       | Run                     | Pro-Motion Events                             | Hope Heart Institute   |   | Juanita Park Beach / City Streets                          | High                  | \$ 2,000.00       |                 |
|                                      | Kirkland Wednesday Market                                |           | (Wed) 5/15-10/9            | Market                  | Kirkland Downtown Association                 | Kirkland Downtown Association                                    |   | Lakeshore Plaza Parking Lot                                | Small                 | \$ -              |                 |
|                                      | Juanita Friday Market                                    |           | (Fri) 5/17-10/18           | Market                  | Kirkland Parks and Community Services         | City of Kirkland   |   | Juanita Park Beach   | none                  | \$ -              |                 |
|                                      | NAMI Walk of Washington                                  |           | 5/18                       | Walk                    | National Alliance on Mental Illness           | National Alliance on Mental Illness                              |   | Marina Park / City Streets                                 | Medium                | \$ -              |                 |
|                                      | 7 Hills of Kirkland                                      |           | 5/27                       | Cycle                   | KITH  | KITH   |   | Marina Park / City Streets                                 | Small                 | \$ -              |                 |
|                                      | CROP Walk  |           | TBD                        | Expressive              | Kirkland Interfaith Network                   | Kirkland Interfaith Network                                      |   | TBD  | Small                 | \$ -              |                 |
|                                      | Ride to Conquer Cancer                                   | X         | 6/16                       | Cycle                   | British Columbia Cancer Foundation            | British Columbia Cancer Foundation                               | Low   | LW High School / City Streets                              | Small                 | \$ -              | Yes             |
| 3rd Quarter                          | Celebrate Kirkland!                                      |           | 7/4                        | Parade / Fireworks      | Kirkland Downtown Association                 | Kirkland Downtown Association                                    |   | Marina Park / Heritage Park / City Streets                 | High                  | \$ -              |                 |
|                                      | Summer Concert Series Kids                               |           | (Tues) 7/9-8/20            | Performance             | Kirkland Downtown Association                 | Kirkland Downtown Association                                    |   | Juanita Park Beach   | none                  | \$ -              |                 |
|                                      | Summer Concert Series                                    |           | (Thur) 7/11-8/22           | Performance             | Kirkland Downtown Association                 | Kirkland Downtown Association                                    |   | Marina Park  | none                  | \$ -              |                 |
|                                      | Kirkland Uncorked  |           | 7/19 - 7/21                | Festival                | Bold Hat Productions                          | Hope Heart Institute   |   | Marina Park  | Med/High              | \$ 4,500.00       |                 |
|                                      | Kirkland Classic Car Show                                |           | 7/28                       | Festival                | Kirkland Downtown Association                 | Legends Car Club   |   | Marina Park / City Streets                                 | High                  | \$ 3,000.00       |                 |
|                                      | Go Dog, Go! Festival and Dog Walk                        |           | TBD                        | Festival                | City of Kirkland Parks and Community Services | Kirkland Dog Off-Leash Group                                     |   | Juanita Park Beach   | None                  | \$ -              |                 |
|                                      | No. 123 Rue des Park Lane                                |           | TBD - July                 | Market                  | Haley's Cottage                               |  |   | Park Lane  | Sm/Med                | \$ -              |                 |
|                                      | Summerfest   |           | 8/9 - 8/11                 | Festival                | Kirkland Events Foundation                    | Kirkland Events Foundation?                                      |   | Marina Park, Peter Kirk Park, Heritage Park, Heritage Hall | High                  | \$ 5,000.00       |                 |
|                                      | Obilertide   | X         | 8/10                       | Cycle                   | Fred Hutchinson                               | Fred Hutchinson  | Low   | Juanita Dr. & 100th Avenue NE                              | Small                 | \$ -              | Yes             |
|                                      | Jr. Little League World Series                           |           | 8/10-8/17                  | Tournament              | Little League                                 | Little League  |   | Everest Park   | none                  | \$ 9,000.00       |                 |
|                                      | Park to Park Open Water Swim                             |           | 8/25                       | Swim                    | Seattle Children's Guild Association          | Emergency Patient Assistance Fund at Seattle Children's Hospital |   | OO Denny Park  | none                  | \$ -              |                 |
|                                      | Mighty Tightly Whitey 10K & 5K Run                       | X         | 8/10 or 8/31               | Run                     | TriFreaks                                     | TBD  | Low   | Marina Park / City Streets                                 | Medium                | \$ -              | Yes             |
|                                      | Denny Fest   |           | TBD                        | Festival                | TBD   | TBD  |   | OO Denny Park  | TBD                   | \$ -              |                 |
|                                      | PCS Kid's Triathlon                                      |           | 9/14                       | Athletic                | Kirkland Parks and Community Services         | City of Kirkland   |   | Juanita Park Beach   | None                  | \$ -              |                 |
|                                      | TriFREAKS Kirkland Triathlon                             |           | 9/15                       | Athletic                | TriFreaks                                     | Hopelink   |   | Juanita Park Beach / City Streets                          | High                  | \$ -              |                 |
| Seattle 3-Day                        |  | 9/21      | Athletic                   | Susan G Komen           | Susan G Komen                                 |  | Marsh Park, Heritage Park, Juanita Beach Park, 132 Street Park / City Sidewalks | Medium   | \$ -                  |                   |                 |
| All Porsche Grand Display            | X  | 9/22      | Motorcade                  | Porsche Club of America | Evergreen Health                              | Low  | Carillon Point / City Streets   | Medium   | \$ -                  | Yes               |                 |
| 4th Quarter                          | Oktoberfest or Sails & Ales (Kirkland Events Foundation) | X         | 9/27, 28,29 or 10/18,19,20 | Festival                | Kirkland Events Foundation                    | Kirkland Events Foundation                                       | Low   | Marina Park  | TBD                   | \$ -              | Yes             |
|                                      | Kirkland Oktoberfest (BoldHat)                           | X         | 10/4, 5, 6                 | Festival                | Bold Hat Productions                          | TBD  | Med   | Marina Park  | Small                 | \$ 1,500.00       | No              |
|                                      | Halloween Dog Parade                                     |           | 10/12                      | TBD                     | Camille Besset's Excellence, Inc              | Seattle Humane Society   |   | Marina Park  | TBD                   | \$ -              |                 |
|                                      | Turkey Trot 5K Fun Run/Walk                              |           | 11/24                      | Run                     | Hopelink                                      | Hopelink   |   | Marina Park / City Streets                                 | Medium                | \$ -              |                 |
|                                      | Holiday Tree Lighting                                    |           | 11/30                      | Festival                | Kirkland Downtown Association                 | Kirkland Downtown Association                                    |   | Central Business District                                  | High                  | \$ -              |                 |
|                                      | 12K's of Christmas                                       |           | 12/15                      | Run                     | Pro-Motion Events                             | Sleep Country Foster Kids  |   | Marina Park / City Streets                                 | High                  | \$ -              |                 |
| <b>New Event Totals</b>              |  | <b>11</b> |                            |                         |   |  |   | <b>Marina Park - 6</b>                                     |                       | <b>Impact - 6</b> |                 |
| <b>Additional LTAC Funded Events</b> |  |           |                            |                         |   |  |   |  |                       |                   |                 |
|                                      | Kirkland Artist Studio Tour                              |           | 5/11&12                    | Self-Led Tour           | Kirkland Arts Center                          |  |   | Private - No Permit Necessary                              |                       | \$ 4,000.00       |                 |
|                                      | NW Bookfest  |           |                            | Conference              | NW Bookfest                                   | NW Bookfest  |   | Private - No Permit Necessary                              |                       | \$ 4,000.00       |                 |
|                                      | Tall Ships Carillon Point                                |           |                            |                         |   |  |   | Private - No Permit Necessary                              |                       | \$ 4,500.00       |                 |
|                                      | Seattle International Film Festival                      |           |                            |                         |   |  |   | Private - No Permit Necessary                              |                       | \$ 3,500.00       |                 |
|                                      | Early Music Fridays                                      |           |                            |                         |   |  |   | Private - No Permit Necessary                              |                       | \$ 1,000.00       |                 |
|                                      | Seattle Synchro  |           |                            |                         |   |  |   | Private - No Permit Necessary                              |                       | \$ 1,000.00       |                 |

**Impact Definition**  
 Small = Normal traffic flow with minor delays at intersections as participants cross streets by following rules of the road, no PD assistance or traffic detours  
 Medium = Normal traffic flow, event uses parking strip/bike lane, may include a brief road closure & detour at the beginning of event, brief delays (5 min.) at intersections, PD assistance.  
 High = Significant impact to normal traffic flow, event uses full lane closures, requires detours for duration of event, significant delays (10+ min.) at intersections, PD assistance.