



CITY OF KIRKLAND
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MEMORANDUM

To: Kurt Triplett, City Manager
From: Marilynne Beard, Deputy City Manager
Date: April 23, 2013
Subject: SPECIAL EVENTS UPDATE

RECOMMENDATION:

City Council receives an update on special events policy development and provides direction regarding intermediate steps.

BACKGROUND DISCUSSION:

In fall of 2012, the City Council asked staff to review the City's policies and practices with regard to special events. Council wanted to update policies and procedures to respond to concerns from event organizers about regulatory requirements and staff assistance.

The Council held a study session on January 2 and received a report from staff comparing Kirkland event regulations and permit costs as well as financial support for events compared to other cities in King County. The Council referred the topic to the Community Planning, Housing and Economic Development Committee (CPHED) for further review and requested frequent check-ins with the full Council. At that time, staff also expressed a concern about the number of new event requests and the need for clear policy guidance about whether and how to limit the number of events.

The City Council was next updated on special events at their February 5 study session. The Committee had focused on the types of events that should receive priority for scheduling and City Funding.

- Community Events – Events that are targeted primarily to Kirkland residents and that primarily benefit a Kirkland non-profit agency that serves the Kirkland community.
- Tourism Events – Events that are intended to attract out-of-town visitors to Kirkland.
- Fundraising Events – Events held as a fund-raiser for a non-profit agency.
- Private Events – Events that are hosted by an organization and/or organized by a professional events business (these events may also benefit a non-profit agency)

There was some discussion about needing to clarify the term “primarily benefits a Kirkland non-profit agency” and Council asked the committee to further define the intent. At that meeting, the Council also agreed to place a hold on selected new events pending an updated policy. Events placed on hold were primarily those in the downtown area and in Marina Park. The CPHEd Committee was asked to discuss the City’s scheduling policy that provides preference for repeat events, to consider the Tourism Development Committee’s criteria for event funding and to begin a community outreach process. Following the February 5 Study Session, the CPHEd Committee held a series of meetings in February, March and April:

February 11 – By the February 11 meeting, five of the events placed on hold had relocated to other venues outside of Kirkland. The Committee reviewed the Tourism Development Committee’s event funding criteria and discussed how General Fund support should be applied. The committee preferred to use General Fund sources for “Community Events” but felt that City sponsorship should be supplemental to fund raising for the event.

February 25 – Councilmember Penny Sweet, Chair of the Tourism Development Committee, attended the committee meeting and provided an historical perspective on Celebrate Kirkland and the evolution of the Kirkland Downtown Association with respect to events and other activities supporting downtown. She also discussed the potential role of the Kirkland Events Foundation. The Tourism Development Committee has adopted criteria that are used to evaluate applications for lodging tax funding. Previous grantees are invited to reapply each year along with new event organizers. The criteria gives priority to events with a demonstrated track record of attracting visitors and to new events targeted for the “shoulder seasons” in spring and fall.

The CPHEd Committee further discussed the City’s role in events. The City doesn’t produce events, but does manage the schedule of events in public facilities and rights of way and regulates events to assure public safety and to mitigate community impacts caused by events. The Committee also discussed how to define “Community Events” and considered the following criteria:

Community Events Criteria:

- City-sponsored events (i.e. receives funding) and intended primarily for Kirkland residents
- Organized and run by community volunteers
- Organized and run by a Kirkland non-profit agency (other than fund raising events)
- Celebrates an important community holiday or tradition
- Creates a sense of identity around Kirkland
- Uses primarily local vendors
- No admission charged to participate or attend

Events that should not be considered community events:

- Events held primarily as fund a raiser (12 K’s of Christmas; Shamrock Run)
- For-profit events (Tri-Freaks Run; Kirkland Uncorked)
- Events whose primary purpose is tourism (e.g. receives funding support from Tourism Development Committee)

- Events that have a targeted audience (e.g. Go Dog Go; Denny Fest; Little League)

The Committee did not reach consensus about which of the existing events should be considered “community events” and wanted to hear more from the public about what they see as “community events.”

March 6 – The Committee met with representatives from the Kirkland Downtown Association. The KDA discussed their challenge related managing events that are not income-producing for the KDA (e.g. 4th of July and Holiday Tree Lighting). If the City cannot provide more direct financial support to the KDA, then the City should support KDA by giving them priority for dates for events that are profitable (e.g. Oktoberfest).

At the time of the Committee’s meeting, the KDA did not have a contract for services in place with the City for 2013 since the scope had not been finalized. The previous scope had included management of events as well as other activities to promote and support downtown businesses. The following scope was agreed to by the KDA by the end of the meeting:

- Management of the 4th of July Celebration, Summer Concert Series, Wednesday Farmer’s Market and Holiday decorating and tree lighting.
- Maintenance of the Visitors’ Center
- Coordination of Clean Sweep
- Management of flower pot program including downtown merchant participation

March 25 – Staff presented an overview of the community outreach efforts including planned stakeholder interviews and an on-line survey that would be conducted over the following two week period.

Staff also presented policy considerations that would narrow the scope of subject matter for the Committee.

Special Events versus Parks Programs

Michael Cogle, Deputy Director of Parks and Community Services, provided background on the evolution of the farmer’s markets and the concert series. He suggested that these continuing activities be considered parks programs rather than special events. The reason that they had been included on the special events calendar was that a portion of the special events ordinance and policy was used to permit and manage the impact of these programs. The summer concert series was always a parks program until budget reductions eliminated City support and the series was adopted by local volunteers who conducted fund raising and became the organizers for the concerts. The Kirkland Wednesday Market has always been managed by the KDA and received initial seed funding from the City which was gradually phased out. Because both of these activities occur over a period of weeks and/or months, the special event ordinance is not entirely pertinent, staff suggested that separate policies be developed for these ongoing programs.

Procedures for Reserving Dates

Currently, event organizers can request that a date and venue be reserved at any time but no less than 12 months prior to a new event and 6 months prior to a repeat event. The six and

twelve month guidelines provide sufficient time for the event organizer to market, fund-raise and arrange logistics for the event (including compliance with permit requirements). There is currently no time limit for how early a date can be requested. The table below displays some of the options and the pros and cons discussed with the Committee.

Current Policy: On-going Scheduling	Option: Annual Scheduling	Option: Bi-Annual Scheduling
<p><u>New Events:</u> Application no less than 12 months prior.</p> <p><u>Repeat Events:</u> Application no less than 6 months prior</p>	<p><u>All Events:</u> All applications due by November 1 for following calendar year.</p>	<p><u>All Events:</u> Applications due by May 1 for January – June events. Applications due by November 1 for July – December events</p>
<p>Comments:</p> <p>Allows event permit review to occur throughout year.</p> <p>Provides event organizers with sufficient time for marketing and fund-raising.</p>	<p>Comments:</p> <p>Allows City to review all requests at one time.</p> <p>Easier to consider cumulative impact of community events</p> <p>Criteria need to be developed to select events competing for same date(s)</p> <p>May impact workload of Coordinator and SET (application workload not distributed throughout year)</p> <p>May impact ability of event organizers to seek sponsorships and begin marketing, particularly for events held early in calendar year.</p> <p>May cause organizers to “hold the date” for an event even if they’re unsure if it will happen.</p> <p>May disrupt scheduling for other venues (e.g. Pavilion and Heritage Hall weddings)</p>	<p>Comments:</p> <p>Allows City to review requests in batches.</p> <p>Bi-annual scheduling may be less impactful for event organizers than annual.</p>

A variation on the current policy would require that an event organizer be able to request a date and venue no sooner than one year in advance of the event. Dates and venues would be allocated based on a first-come, first-served basis, subject to any limitations the City may impose by policy on the number of consecutive weeks a venue could be reserved (future policy discussion forthcoming).

If more than one event organizer requests the same date and venue, an attempt would be made by staff to resolve the conflict by encouraging a change of venue and/or date. If the conflict cannot be resolved, then adopted criteria would be applied in priority order. For instance:

1. The event is produced and directly benefits a Kirkland non-profit organization
2. The event has been recommended for funding by the Tourism Development Committee
3. The event and the organizer have a demonstrated history of success in producing events in Kirkland
4. The event supports a City Council goal or work program initiative

The first-come, first-served model has served the City fairly well in the past with the exception of the current Oktoberfest conflict. It recognizes that events are conceived and developed throughout the year and occur throughout the year. By placing a limit on the lead time for securing a date, it puts all event organizers on even footing but supports early planning for the event. It allows for some diversity in event producers and supports the ability for well-known, popular events to continue.

Since there was only one committee member in attendance, no consensus was reached. However, the Committee member did agree to accept a meeting request from the KDA and Bold Hat Productions (separate meetings) to listen to their perspectives on events. The meeting was subsequently scheduled for April 15.

April 4 – In the meantime, staff attended the Tourism Development Committee (TDC) to update them on the Council and Committee's work on the events policy. The TDC was also asked to respond to the community outreach questions and their comments were incorporated in the stakeholder interview summary (see attachment).

April 15 – The Committee met with representations from the KDA and Kirkland Events Foundation and with a representative from Bold Hat Productions. The results of the community outreach were also provided.

Community Outreach Results

Linda Murphy, Recreation Program Manager, presented the results of the stakeholder interviews and on-line survey regarding events. A total of 537 individuals responded to the on-line survey. Twelve individuals and one group participated in the stakeholder interviews. Essentially the same questions were presented to stakeholders and survey respondents, although stakeholder interviews allowed for more conversation. The results of the stakeholder interviews and on-line survey were generally consistent. Overall, the community believes that events are of value to the community and to them personally. They also supported funding for some community events. When asked about their attendance at and support for individual events, the responses

were more varied. The full survey and stakeholder interview results are included as attachments A and B. Highlights include:

- 78% of respondents believe that events are very important to the community and 50% believe they are important to them personally.
- A question about which events respondents attended was dispersed fairly evenly across a variety of events with athletic events, the 4th of July Celebration and summer concert series mentioned slightly more often.
- When asked which events came to mind when the term "Kirkland Community Event" or "Signature Event" was used, respondents again had diverse responses although the 4th of July celebration and athletic events received the most responses.
- Most people believe that the number of events in Kirkland is either just right (64%) or not enough (24%).
- A majority of respondents supported providing City funding for the holiday tree lighting, 4th of July celebration and the summer concert series
- When asked how the City Council should limit events, the most frequent responses related to limiting events that cause road closures and that impact downtown parking

Meeting with KDA and KEF

The Committee met with representatives from the Kirkland Downtown Association and the Kirkland Events Foundation (KEF). The group again described their challenge of having events as their primary fund raising activity to accomplish their mission and to underwrite other events that do not make a profit. The KDA asked that the City Council create a policy that gives scheduling and venue preference to events organized by the KDA and other Kirkland non-profits. The group believes that Oktoberfest could realize a profit and would like the City Council to allow their Oktoberfest event to take place. The group was asked what their financial goal was for event fund raising profits and how much the Kirkland Oktoberfest was expected to net the KDA after expenses. No specific amount of net benefit from a KDA/KEF Oktoberfest was proposed, but the group said that fundraising was short approximately \$15,000 to meet the basic programs that they provide (e.g. flower pot program, event management, etc.).

Meeting with Bold Hat Productions

Phil Megenhardt representing of Bold Hat Productions described his firm's experience and approach to producing events. His company is generally hired by a non-profit entity to produce events for the benefit of the non-profit. He described his work to date on his proposed Oktoberfest event that was funded by the Tourism Development Committee. He also described the benefits of hiring an events firm over purely volunteer management including their experience and tight controls they use with alcohol-themed events. Bold Hat also used community volunteers. Bold Hat is currently "on hold" with marketing the event pending the Council's decision about which, if any, Oktoberfest events should take place in 2013.

Committee Discussion and Recommendation to City Council

Following the meeting with KDA and Bold Hat representatives, the Committee agreed on forwarding several recommendations to the City Council.

- The City should delineate parks programs from special events and create or update the KMC to create a permit type that can apply to these ongoing activities. Proposed "parks programs" would include the Wednesday and Friday Farmer's Markets and the Summer Concert Series.
- For 2013, the City should not permit either Oktoberfest event to take place in Marina Park until the important policy issues are deliberated and decided by the Council. The Committee felt that both Oktoberfest event organizers need a timely decision for 2013 and, since policies have not been developed, a short term decision was needed.
- The Committee recognized that the reason the KDA wanted to do an Oktoberfest was to help address some of its 2013 fundraising gap. In recognition of the KDA budget shortfall to accomplish the tasks the City has asked the KDA to perform, the Committee and staff are proposing that the City Council should allocate \$15,000 in one-time funds to the KDA from the Council Special Project Reserve. This funding should be used for contracted City tasks that do not generate profits for the KDA. These include the 4th of July, the Holiday Tree Lighting, the flower pot program and Clean Sweep. The Council might also consider an additional contribution to the 4th of July Fireworks from the Council Special Project Reserve to assist in fund raising for that event for 2013 only. In 2012, the City provided \$7,000 for the fireworks show. The total cost of the fireworks show is between \$25,000 and \$31,000 depending on the availability of funding a length of the show.

Staff will continue to develop policies that will be presented to the City Council later this quarter regarding:

- Final methodology for allocating dates and venues.
- Final criteria for resolving conflicts for dates and venues.
- Criteria for limiting the number and types of events (e.g. athletic events or parades that cause road closures).
- Modification of Tourism Development Committee grants application timelines and conditions of grants to align with date/venue reservation policies.
- Further definition of "Kirkland non-profit" and "benefitting Kirkland"
- Clarification of decision authority for applying adopted policies.
- A recommendation regarding the type of priority scheduling the KDA should receive to acknowledge their fund-raising needs.

Council had also asked for more information about the total cost of special events support including direct assistance and staff time and that information will also be prepared for Council.

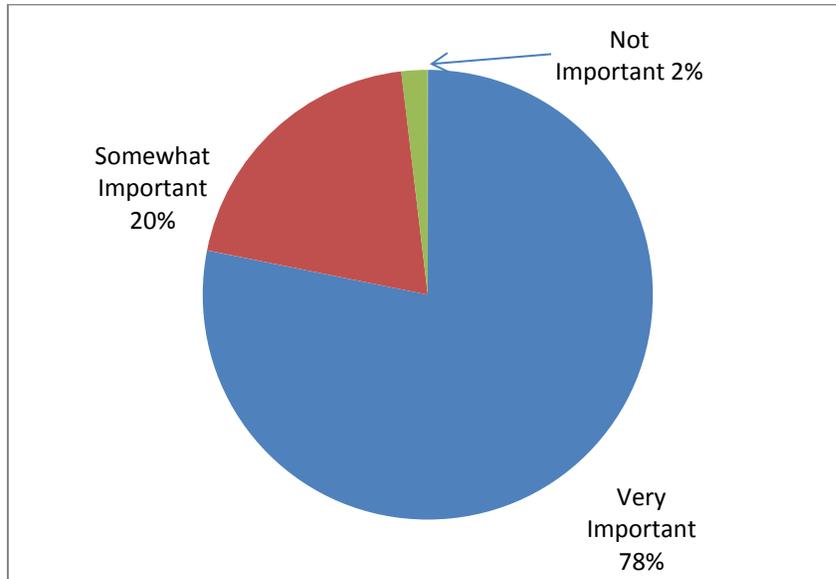
RECOMMENDATIONS AND NEXT STEPS

Staff recommends approval of the Committee's short term recommendation of \$15,000 for targeted KDA support to supplement the existing \$45,000 amount approved for the KDA in the 2013 budget. If the City Council concurs, staff will prepare an action for Council consideration at the next Council meeting using the Council Special Project Reserve. Direction is also needed on whether the Council would like to provide additional funding for the 4th of July fireworks display. Staff recommends a \$5,000 allocation for the 4th of July for 2013 only.

Special Events Online Survey Results

1. How important are events to our community?

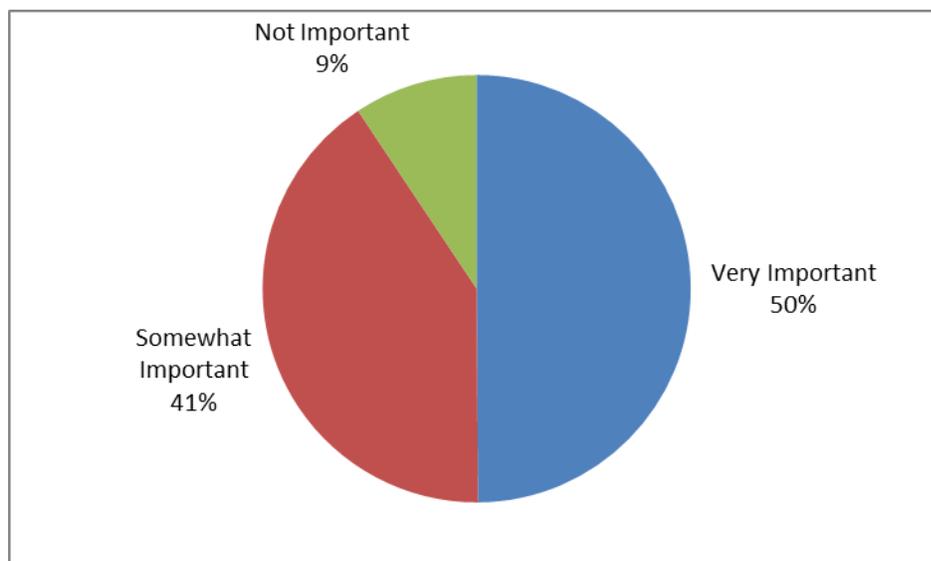
Answered question 531 Skipped question 6



Importance Level	Response Percent	Response Count
Not Important	2%	10
Somewhat important	20%	106
Very important	78%	415

2. How important are events to you personally?

Answered question 535 Skipped question 2

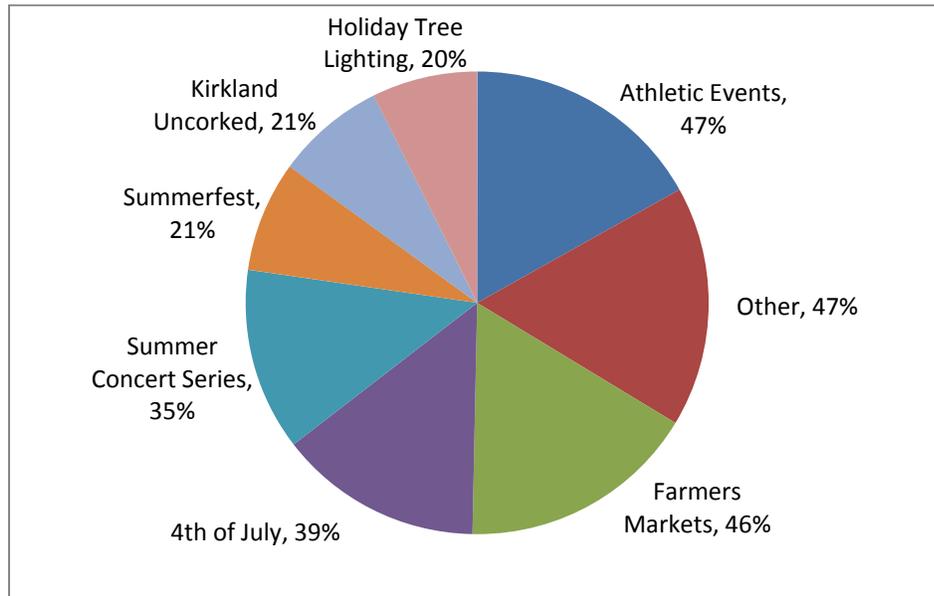


Importance Level	Response Percent	Response Count
Not Important	9%	50
Somewhat important	41%	218
Very important	50%	267

3. Do you attend special events in Kirkland? If so, which ones?

Answered question 501 (many listed more than one event) Skipped question 36

Open responses were hand tally into seven categories:

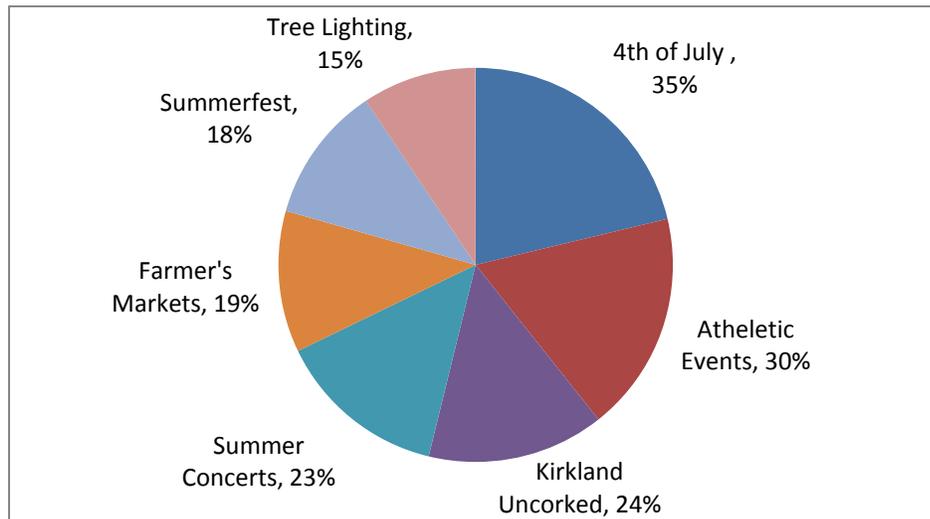


	Response Percent*	Response Count
Any Athletic Event (<i>Multiples including walks, runs, tri events, or any fitness emphasis</i>)	47%	234
Markets – Wed or Friday	46%	231
4th of July Celebration	39%	197
Summer Concerts	35%	177
Summerfest	21%	107
Uncorked – wine event	21%	106
Tree Lighting	20%	102
“Other” than the 7 listed here (<i>Multiples including rarely noted, garage sales, picnics, club or church events</i>)	47%	233
Total		1387

* Most responses gave multiple answers; percentage indicates the number of times the event was Mentioned..

4. When I say "Kirkland Community Event" or "Signature Event" which Kirkland events come to mind?

Answered question 464 (many listed more than one event) Skipped question 73
 Open responses were hand tally into seven categories:



	Response Percent	Response Count
4th of July Celebration	35%	161
Any Athletic Event (Multiples)	30%	137
Uncorked – wine event	24%	110
Summer Concerts	23%	106
Market – Wed or Friday	19%	88
Summerfest	18%	85
Tree Lighting	15%	71
<i>Total</i>		901

*There were 143 responses identified as "Other" not included in the graph above. Many responses were in general terms and did not identify a specific event or mentioned a rarely noted, garage sale, picnics, or church events.

5. Please use your knowledge and the background information at the beginning of this survey to answer the following statement:

Answered question 528 Skipped question 9

Background Information

Kirkland presently has 31 special events scheduled for the 2013 calendar.

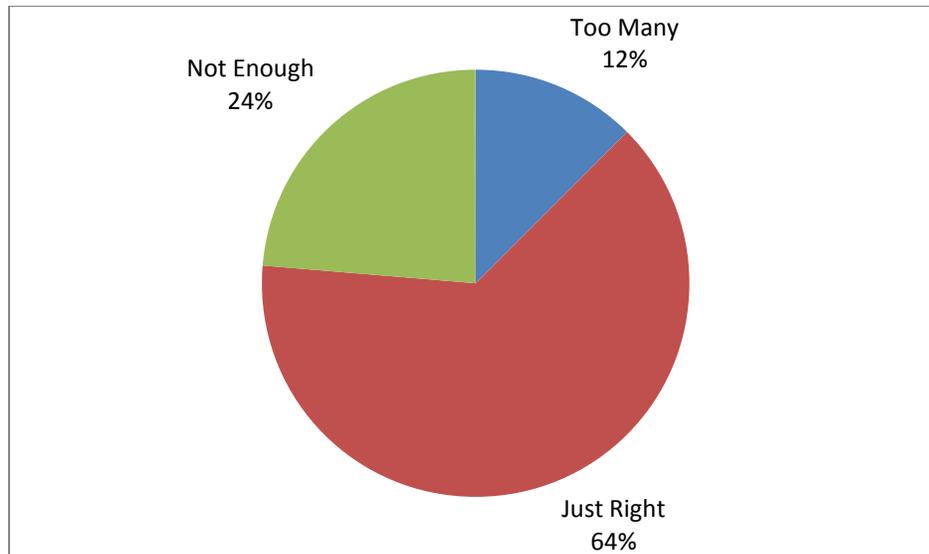
- *1st Quarter has 4 events*
- *2nd Quarter has a total of 9 events. Two of the events are held on multiple days such as Friday Market meeting for 22 Fridays.*
- *3rd Quarter has a total of 14 events. Five of the events are held on multiple days.*
- *4th Quarter has 4 events*

69 % of the events have impacts at Marina Park

21 % of the events have impacts at Juanita Beach Park

10 % of the events have impacts at other single locations in the City of Kirkland

I think the number of events in Kirkland community is _____.



	Response Percent	Response Count
Not enough	24%	125
Just right	64%	337
Too many	12%	66

6. If Kirkland City Council chooses to limit the number of events per year what factors should they take into consideration?

Answered question 447 Skipped question 90

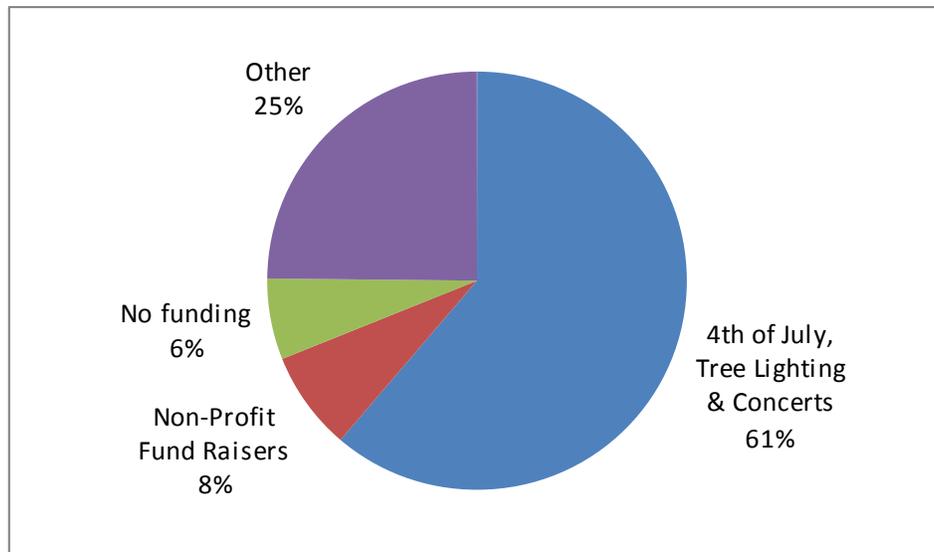
. The 447 individual responses are available by request.

Responses varied significantly. Analyzing the responses for this question there were some themes:

- Requests for Council to consider special event impacts on businesses and residents such as road closures and parking impacts
- Request for Council to determine the purpose of Special Events as they address the issues such as the number of participants attracted, events that are beneficial to Kirkland and/or local businesses
- Consider who the events are for (i.e. local or regional participants) and who benefits from possible funds raised.

7. The City Council provides limited funding for events. What type of events should the City Council provide funding for?

Answered question 431 Skipped question 106



	Percent of Total Response	Response Count
Favorable funding considerations for events listed by the events names: <i>(Most of the responses list all three or at least two of the three events)</i> <ul style="list-style-type: none"> • 4th of July Celebration • Tree Lighting • Summer Concerts 	82%	264
Favorable funding considerations for Non-Profit Fund Raisers	10%	33
Comments that supported “NO” Council funding for events:	8%	27
Other	25%	107

Other Notable comments:

- There was significant support for family-friendly and kid events with 77 responses supporting funding consideration for these types of events.
- There were 107 responses identified as “Other” Many responses spoke in general terms and did not identify a specific event or occasionally mentioned an activity such as a neighborhood garage sale or picnic, or church event.

8. Is there anything else you would like to share with us about special events?

Answered question 281 Skipped question 256

Responses varied significantly. Positive, Negative, and Neutral responses were hand tallied and reflected in the table below with a few examples. The 281 individual responses are available on request.

	Response Percent	Response Count
<p><u>Positive tone comments</u></p> <p>Example of comments:</p> <ul style="list-style-type: none"> • Special Events create a sense community • Events are good for business and necessary • Events can show how vibrant our city is • Special Events bring people together. 	52%	145
<p><u>Negative tone comments</u></p> <p>Example of comments:</p> <ul style="list-style-type: none"> • Concerns about street closures • Concerns about events around alcohol being not family friendly • Too many walks and runs • Not favorable impacts on businesses and residents 	22%	61
<p><u>Neutral or non-relevant comments</u></p> <p>Example of comments:</p> <ul style="list-style-type: none"> • Make it easier for event coordinators in the permitting process. • Better marketing may resolve many issues around Special Events. • Celebrate the baseball field. It's one of the gems of Kirkland. 	26%	75

SPECIAL EVENT STAKEHOLDER INTERVIEW RESPONSES

Stakeholder	Question 2: How important are events to our community?	Question 3: How important are events to you personally?	Question 4: Do you attend special events in Kirkland? If so, which ones?	Question 5: When I say Kirkland community event or signature event, which Kirkland events come to mind?	Question 6: Please fill in the blank with one of the following: not enough, just right, too many. I think the number of events in the Kirkland community is _____.	Question 7: If Council chooses to limit the number of events per year, what factors should they take into consideration?	Question 8: The City Council provides limited funding for events. What type of events should the City Council provide funding for?	Question 9: Is there anything else you would like to share with us about special events?
<p>Lana Starr</p> <ul style="list-style-type: none"> NKCC participant South Juanita Neighborhood resident Active in the community Resident for 36 years 	<ul style="list-style-type: none"> Very important Don't know why you would not participate 	<ul style="list-style-type: none"> Very important to her and husband Aware of event calendar and checks it often 	<ul style="list-style-type: none"> Concerts, Thursday night – yes Disappointed no more Tuesday night concerts Uncorked as a volunteer 4th of July – no, too many people Tree Lighting, Summerfest, Go Dog Go, Wed. & Fri. Markets – Yes Does not attend athletic runs 	<ul style="list-style-type: none"> Concerts Summerfest Uncorked Tree Lighting Tall Ships 	<ul style="list-style-type: none"> Just right 	<ul style="list-style-type: none"> We always find parking Loves the atmosphere I don't think there are issues People eat and spend money 	<ul style="list-style-type: none"> Children's concerts if needed It should just help out in general 	<ul style="list-style-type: none"> Events make you feel Kirkland small town, hometown Marina Park is her favorite spot in the whole world - loves to be there Very disappointed if anything changes
<p>John Carpentier</p> <ul style="list-style-type: none"> Moss Bay Neighborhood resident Single dad of age 12 daughter 	<ul style="list-style-type: none"> Important to get to know your neighbors Very busy world, need to be able to connect You should know your neighbors 	<ul style="list-style-type: none"> Takes daughter to events for family time 	<ul style="list-style-type: none"> 4th of July parade Library grand opening Wed. Market Children's Concerts Car Show 	<ul style="list-style-type: none"> No 	<ul style="list-style-type: none"> Not enough Need to market events more 	<ul style="list-style-type: none"> Parking issues Good business practices Events help people know Kirkland 	<ul style="list-style-type: none"> In this economy it's not a reality to be self-sufficient for events Likes money going to parks and events 	<ul style="list-style-type: none"> No
<p>Troy Longwith</p> <ul style="list-style-type: none"> Heathman GM 	<ul style="list-style-type: none"> Very important It's positive for the business district and Kirkland's backyard 	<ul style="list-style-type: none"> Family man - it helps build traditions for his family Community events drive customers to the Heathman Hotel restaurant Restaurant benefits but not the hotel 	<ul style="list-style-type: none"> 4th of July Tree Lighting 	<ul style="list-style-type: none"> Polar Bear Dip – has participated more than once Uncorked 	<ul style="list-style-type: none"> Just right Struggled to narrow the answer 	<ul style="list-style-type: none"> They should look at peak and low seasons More event during slow times - 1st quarter Hotel concerns about street closures and doesn't want disruptions for guests 12K's caused delay for guest vehicle access 	<ul style="list-style-type: none"> Private vs. Public Support broader city citizens such as Tree Lighting and Summerfest At the Tree Lighting he felt uncomfortable with logos next to the tree 	<ul style="list-style-type: none"> People come to well-executed and well-motivated run events Marketing is very important People will return if we're doing the right thing 3rd party event organizers must represent the city well

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Jennifer Gill <ul style="list-style-type: none"> • Kirkland Arts Center • Not a resident 	<ul style="list-style-type: none"> • Bring vitality and energy • Where people can connect and build community • Big crowds may not do it • It's all about the type of event 	<ul style="list-style-type: none"> • Events allow people to get to know others • Wants to be able to connect and engage • Likes Kirkland Artist Studio Tour 	<ul style="list-style-type: none"> • Walking Art Tours • Uncorked • Waterfront activities and events 	<ul style="list-style-type: none"> • Summerfest isn't right now, but it could be 	<ul style="list-style-type: none"> • Not a resident, but I've heard from others there are too many 	<ul style="list-style-type: none"> • When things happen during the year • Every weekend is too burdensome - we need ordinary weekends • Space out event weekends • Not as much concern for weekdays 	<ul style="list-style-type: none"> • Good events should get funding • Measure good events by value • Evaluate the value by who benefits • Where does the money go - Seattle vs. Kirkland? 	<ul style="list-style-type: none"> • You want a well-run event and a good organizer
Nancy & Mark Nelson <ul style="list-style-type: none"> • Market Neighborhood - Lake Ave W residents 	<ul style="list-style-type: none"> • Only if you can measure the contributions to Kirkland (Finances, sales tax) • Council needs to define what community means 	<ul style="list-style-type: none"> • I wish runs would go away • City/Organizers do not consider impacts to residents • Can't get out of driveway • Son could not reach his children (our grandchildren) • I have to be attentive to city activities to plan my life • Parked at City Hall and carry home weekly groceries • Better plans could resolve issues – allow volunteers to use their heads and let cars go through • Very frustrating • Are these events appropriate for Kirkland? • If they contribute to Kirkland's revenue – OK, but want proof 	<ul style="list-style-type: none"> • Used to but not so much anymore • Seems to be the same thing all the time 	<ul style="list-style-type: none"> • 4th of July – that is ok because it's nationwide and expected to have some impacts 	<ul style="list-style-type: none"> • Too many runs but just right for a community of 80,000 • City needs to spread them out location wise 	<ul style="list-style-type: none"> • Financially beneficial to Kirkland but need to prove it! • Does it benefit Kirkland citizens or outsiders? • Be careful of hard use of parks 	<ul style="list-style-type: none"> • Not ones with fences in parks / Uncorked • Not runs • Yes, 4th of July 	<ul style="list-style-type: none"> • Why are you doing this now? • No police parking enforcement on Sunday / event folks know that and take advantage • Make sure Kirkland gets share of sales tax from all vendors • Run organizers use Kirkland to make own money

SPECIAL EVENT STAKEHOLDER INTERVIEW RESPONSES

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David DeBois <ul style="list-style-type: none"> Banner Bank VP 	<ul style="list-style-type: none"> They bring exposure to Kirkland Need more people here for businesses 	<ul style="list-style-type: none"> Extremely 	<ul style="list-style-type: none"> Tree Lighting Summerfest Clean Sweep Shamrock Run 4th of July 	<ul style="list-style-type: none"> Christmas Tree lighting brings in 5-7,000 people Uncorked, 4th of July, Summerfest, Car Show – each one appeals to different people Tough question to ask for signature 	<ul style="list-style-type: none"> From economics, not enough Consider traffic patterns Good most in parks 	<ul style="list-style-type: none"> Not enough space Relationship with business and events Encourage businesses involvement – like incentives 	<ul style="list-style-type: none"> Clean Sweep and Flower Pots Christmas Tree 4th of July 	<ul style="list-style-type: none"> City needs to be a partner City should say, “What can we do?” Christmas/4th of July is about community, City should be all around them with support Police – different than other cities, organizers should pay city directly City should check on logistics, such as: electricity, restrooms, and make sure all is working
Joie Goodwin <ul style="list-style-type: none"> Market Neighborhood resident Active in KITH 	<ul style="list-style-type: none"> From 1-10: 9 is how important it is to our community 	<ul style="list-style-type: none"> From 1–10: 5 is right in the middle 	<ul style="list-style-type: none"> Wed. Market Friday Market Egg Hunt 4th of July Christmas Ships Concerts 	<ul style="list-style-type: none"> 4th of July Concerts Not run events 	<ul style="list-style-type: none"> Struggled to answer, too complex 	<ul style="list-style-type: none"> Brings people to Kirkland – only if high potential for revenue Spread though-out city to different parks Use a shuttle service for event parking Life still goes on in Kirkland 	<ul style="list-style-type: none"> Yes, for those that fund local non-profits only 4th of July because it’s a national holiday Christmas Ships (only Argosy – all other ships off the lake, they come by too often) 	<ul style="list-style-type: none"> State Street closures Many churches have issues Needs to be better signage on Market to give better directions
Christine Livingston <ul style="list-style-type: none"> Kirkland Library employee Non-resident 	<ul style="list-style-type: none"> Very important 	<ul style="list-style-type: none"> For her personally, not so much she lives in Ballard 	<ul style="list-style-type: none"> Summerfest 4th of July 	<ul style="list-style-type: none"> Long-term, 4th of July could be signature event Summerfest not, because it was not focused - too much going on and no theme For example, vinyl window vendor set up next to martial art vendor – not sure what they had in common 	<ul style="list-style-type: none"> Just right 	<ul style="list-style-type: none"> How does Kirkland want to be perceived What’s unique about Kirkland Hopes it’s family events like concerts which give a village feeling Street vendors not so much What makes sense for the community What size can the community handle 	<ul style="list-style-type: none"> Support unique events to Kirkland Family friendly Good example are the concerts – free to all income levels 	<ul style="list-style-type: none"> Events should not be just activities but should carry a theme throughout everything

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<p>Lance Carter</p> <ul style="list-style-type: none"> • Everyday Athlete Co-owner • Seattle resident 	<ul style="list-style-type: none"> • Very important • Brings community together but need right blend to set the city's personality 	<ul style="list-style-type: none"> • To the store, they're very important • Personally, not that important 	<ul style="list-style-type: none"> • Run events – Shamrock (sponsor), Half-marathon (sponsor), 12K's (sponsor), Triathlon (sponsor) 	<ul style="list-style-type: none"> • Car Show • 4th of July • Shamrock run could be a great potential 	<ul style="list-style-type: none"> • Not enough in low seasonal times • Too many during summer • Events should be more spread out but understands the weather 	<ul style="list-style-type: none"> • Space them out • Always have a higher number of events in July/August • Silly to have one number for the whole year • Break it down by quarter 	<ul style="list-style-type: none"> • 4th of July, but be careful because it can be very political • At times, it could be considered favoritism • In favor of seed money to get an event off the ground 	<ul style="list-style-type: none"> • Kirkland is difficult work with - Redmond is easier • Someone in the city says to him 'we want events, we want events', and then someone else says 'here are your road blocks to put on the event' - at this point in time there's no way he would attempt to put on an event in Kirkland • To consider putting on an event he would need 10,000 in sponsorships to break even
<p>Gary Greenberg</p> <ul style="list-style-type: none"> • Houghton Neighborhood resident 	<ul style="list-style-type: none"> • Events define a community's vitality 	<ul style="list-style-type: none"> • Personally, very important • Follows the events listing and loves music in the park 	<ul style="list-style-type: none"> • Concerts • 4th of July parade • Summerfest • Park Lane Wednesday Market • Friday Market • Uncorked is hard to participate – he will not pay for parking in an event in his own community • Events like that should give residents discounts 	<ul style="list-style-type: none"> • 4th of July parade – defines the city's community • By community, for community 	<ul style="list-style-type: none"> • Just right 	<ul style="list-style-type: none"> • Economic impact to city – does it have a positive impact • Appeal to Kirkland community vs. regional community • Does not like it when Lake St. is closed • When there are too many walks and runs it impacts the community with road closures 	<ul style="list-style-type: none"> • Wants funding for events that benefit and impact the Kirkland community – quality of life and economic issues 	

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Daniel O'Malley <ul style="list-style-type: none"> • Epicurean Edge Owner 	<ul style="list-style-type: none"> • Not favorable for me or business • Only 3 businesses left since 2003 on my block • Events negatively impact businesses 	<ul style="list-style-type: none"> • Not – Council has to consider and recognize the impact on businesses • Please think through the impact to business, including disrupting traffic flow and parking two weekends before Christmas • Events disregard business needs 	<ul style="list-style-type: none"> • Markets, yes 	<ul style="list-style-type: none"> • Car Show • Uncorked 	<ul style="list-style-type: none"> • Too many, run courses – too many 	<ul style="list-style-type: none"> • Impact to churches and businesses 	<ul style="list-style-type: none"> • Good events will pay for themselves • Supports funding for Tree Lighting and 4th of July 	<ul style="list-style-type: none"> • Employees cannot get to their parking spots • Walking traffic not enough for businesses to survive • During events employees park 5 blocks away, carrying sharp knives on the street, need to get to the store after sharpening off site is a major safety issue • When there's an event my business is impacted by 1/3 of a normal day • Wants Lake Street and Central Way intersection left alone – no events • Christmas time events and businesses cannot co-exist positively • Leave the waterfront alone it brings its own vitality to Kirkland • Events are negative impacts

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Tourism Development Committee (TDC)	<ul style="list-style-type: none"> • Very Important • Impacts of events bring pride in the community • Gives Kirkland a hometown feeling • Serves the local community, which equals quality of life • Events are a part of our portfolio • Gives a reason to come back to Kirkland • From hotels – may not create an atmosphere of stuff going on but creates exposure to hotels • From hotels - we don't have overnight stay business base like Bellevue so we need tourism • Great job promoting major events so Kirkland is perceived as a vibrant community. • Where they come for the event, they see what else we have to go to. 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • Moss Bay Days = Summerfest (2 to 3 people) • Tree Lighting (1 person) • 4th of July (2 people) 	<ul style="list-style-type: none"> • Lots of interaction on this question, comments: • Too many in 2nd & 3rd quarters • Need to look at quantity and quarterly by type of event • Runs impact on streets but not on community • Farmers Markets = a lot of interaction 	<ul style="list-style-type: none"> • Needs variety that attracts different crowds • Do you partner with local organizations, businesses, and volunteers? • If established, repeats year after year? • Maybe increase small amounts each year • Want a variety of locations and timeframes, i.e. not 10-15 runs all through downtown • Does the event benefit a regional non-profit or a local non-profit? 	<ul style="list-style-type: none"> • None – too contentious/political • Cooling off period - allows groups to emerge • Tree Lighting funding • 4th of July funding • Whatever is a signature event • I support more money for general events 	<ul style="list-style-type: none"> • Can Summerfest sustain volunteer levels or become paid staff?