



Cover Memorandum/Staff Report

File #: 24-679

Agenda Date: 5/9/2024

Item #:

TO: Development Services Management Group
FROM: Allie Behrman, CPRP, Special Event Manager
THROUGH: Jeff Oris, CEcD, Assistant City Manager
DATE: May 9, 2024

APPROVAL OF THE NON-IMPACT EVENT KNOWN AS "CHRISTMAS CONCERT" TO BE HELD ON DECEMBER 21, 2024 AT OLD SCHOOL SQUARE AMPHITHEATER GROUNDS; AND TO AUTHORIZE THE SPECIAL EVENTS MANAGER TO TAKE ALL ACTIONS NECESSARY TO EFFECTUATE THE SPECIAL EVENT PERMIT.

Recommended Action:

Special Events Technical Advisory Committee (SETAC) recommends the Development Services Management Group (DSMG) make a motion to approve the special event known as Christmas Concert to be held on December 21, 2024; and authorize the Special Event Manager (SEM) to take all actions necessary to effectuate the Special Event Permit.

Background:

Go Therefore Ministries Inc. submitted a Special Event Application on March 14, 2024 for the Christmas Concert event. This will be a free Christmas concert with activities, music, and food trucks. This is a first time event.

Special Event Advisory Committee (SETAC):

SETAC recommends DSMG approve the event.

SETAC was NOT unanimous in recommending this event. The Special Event Division representative voted NO to this event being approved. This event would be taking place at the same time as the Holiday Village being open. It was said that the Holiday Village is a highly attended attraction especially the last Saturday before Christmas. The lines for the Christmas Tree and Santa stretch well into and fill up the space of the amphitheater where the Christmas Concert is looking to take place. It will be very difficult to have another event going on at the same time on any weekend but especially on the Saturday before Christmas. A weekday evening would be better suited while the Holiday Village is open.

Funding Source/Financial Impact:

Anticipated city costs to event producer to be determined.

Timing of Request:

The event producer would like to begin moving forward with booking entertainment and vendors for this event.

