



Cover Memorandum/Staff Report

File #: 24-1359

Agenda Date: 10/10/2024

Item #:

TO: Development Services Management Group
FROM: Allie Behrman, CPRP, Special Event Manager
THROUGH: Jeff Oris, CEcD, Assistant City Manager
DATE: October 10, 2024

APPROVAL OF THE NON-IMPACT EVENT KNOWN AS "CHRISTMAS EVE CELEBRATION" TO BE HELD ON DECEMBER 24, 2024, AT THE OLD SCHOOL SQUARE PAVILION; 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) approve the special event known as Christmas Eve Celebration to be held on December 24, 2024; and authorize the Special Event Manager (SEM) to take all actions necessary to effectuate the Special Event Permit.

Background:

The Avenue Church submitted a Special Event Application on August 28, 2024 for the event Christmas Eve Celebration to be held on December 24, 2024 at the Old School Square. This event has been held for the last 13 years on Christmas Eve. The event will have live music to celebrate the joy of the season and bring the community together. The music will take place on the amphitheater stage with the audience seated in the lawn in front of the stage. The event producers anticipate about 600 people in attendance.

Special Event Technical Advisory Committee (SETAC):

SETAC recommends DSMG approve the event.
No special conditions are recommended by SETAC

Funding Source/Financial Impact:

The Avenue Church is a 501(c)(3) non-profit and will receive a 50% discount in costs.

Timing of Request:

The event is quickly approaching and the producer would like to begin advertising.