

CITY OF DELRAY BEACH



Parks and Recreation Memorandum

TO: Mark Lauzier, City Manager

THROUGH: Jeff Goldman, Acting Assistant City Manager

FROM: Suzanne Fisher, CPRP, Director of Parks and Recreation

DATE: October 1, 2018

SUBJECT: DRAFT of the New Special Events Policy and Application

Please find the attached DRAFT of the New Special Events Policy that you requested to be completed by today.

The following are changes/improvements made to the policy:

1. Event categories were changed from seven (7) types [Athletic event, Block Party, Parade Event, Private Event, Public Event – Minor, Public Event – Intermediate, Public Event – Major] to three (3) types [Commercial Event, Community Event, Athletic Event] with a non-profit and a for-profit option. The new event types are defined as follows:
 - **Commercial Event (For-Profit/Non-Profit)** – Includes the following characteristics:
 - i. The event may or may not be open to all members of the public;
 - ii. The event has controlled or ticketed entry (e.g. tickets, pay-upon-entry, or suggested donation posted at the entrance);
 - iii. The event name features the name of a for-profit or non-profit business or organization; or
 - iv. The event is primarily to raise or solicit funds whether for profit, for non-profit fundraising, or otherwise; or
 - v. The event may be organized by an individual or a non-profit or for-profit entity.
 - vi. Examples include: concert or festival that requires a ticket or paid admission

- **Community Event (For-Profit/Non-Profit)** – Includes the following characteristics:
 - i. The event is free and open to all members of the public;
 - ii. The event provides a public benefit and/or stimulates broad economic or cultural activity within a neighborhood or the Downtown that benefits multiple locally-owned businesses and/or organizations (includes street fairs and block parties in which multiple locally-owned businesses will participate);
 - iii. The event is organized by neighborhood-based, community-based, ad-hoc groups, business groups (such as chamber of commerce) or groups that do not have a geographical base (such as ethnic groups, cultural groups, or a disability community);
 - iv. The event is organized by a for-profit or non-profit entity;
 - v. Examples include: block party, free festival, free concert, Green Market

- **Athletic Competition Event (For-Profit/Non-Profit)** – Included the following characteristics:
 - i. The event is a gathering of people, many of whom participate in an athletic activity, sport, or physical exertion including running, walking, bicycling, swimming, and other race, recreational, or competitive contest;
 - ii. Participation in the event typically requires individual or team registration and/or a type of payment or entry fee (such as a registration fee);
 - iii. Participation is generally not free or open to all members of the public;
 - iv. The event is primarily to raise or solicit funds whether for profit, for non-profit fundraising, or otherwise; or
 - v. The event is organized by a for-profit or non-profit.

2. To allow for a quicker approval process for applicants the deadline to submit a Special Event permit application was adjusted, as follows, for each of the new types:

| Event Permit Type | Deadline to Submit Application (days prior to event date) | Appx. SEO/SETAC Processing Time (days prior to event date) | Approval Authority |
|--|--|---|---|
| Commercial Event (For-Profit/Non-Profit) | 90 | 60 | City Commission with SEO and SETAC recommendation |
| Community Event (For-Profit/Non-Profit) | 90 | 60 | SEO with SETAC recommendation |
| Athletic Event (For-Profit/Non-Profit) | 45 | 30 | SEO with SETAC recommendation |

| Event Permit Type | Initial Application Deadline (Days Prior to Event Date) |
|-----------------------------|--|
| Athletic Event | 45 – 180* |
| Block Party | 45 |
| Parade Event | 180 |
| Private Event | 45 |
| Public Event – Minor | 45 |
| Public Event - Intermediate | 90 |
| Public Event – Major | 180 |

* Dependent on the size and nature of the athletic event.

3. City Events were defined and a list of annual events, noted below, was included in the policy. These are events which are produced by the City on an annual basis.

- Veterans' Day
- 100' Christmas Tree and associated events
- Holiday Tree Lighting Ceremonies
- Holiday Parade
- First Night
- 4th of July Festivities
- Turkey Trot
- Surf Festival
- KidsFest
- Spring Fest/Egg Hunt
- National Night Out
- Family Fun Day
- **OSS Free Friday Night Concerts**

4. The definition of a Non-Profit Entity was improved to include specific criteria which an entity must meet to qualify for the Non-Profit event category. The new definition of a Non-Profit Entity is:

- A "Non-profit" entity must work to serve a public purpose, rather than to provide financial benefit to any individual, corporation, or entity. The "Non-profit" organization must be organized around a cause, mission, or community need. The "Non-profit" entity must be registered and active on Sunbiz.org, and official website of the State of Florida Division of Corporations, provide a copy of the Federal Employer Identification number (FEIN) and Internal Revenue Service (IRS) non-profit certification, as well as detailed information about how the proposed event serves a public purpose to foster an authentic and inspiring community that celebrates our history while building toward the future.

5. Inclusion of recommendations to implement “green” event practices including the reduction/eliminations of single-use plastics and the increased use of biodegradables and composting.
6. Charges for fees and services were amended to note that:

“The City will provide a cost for services and resources based on the details noted in the event application. The cost provided by the City to the event producer will be the cost of the event, unless changes are made by the producer prior to or on the day of the event. The City reserves the right to amend the cost to producers if changes made incur additional City expenses. The cost for City services are based on department averages for resources and staffing.”
7. Requests for City Co-Sponsorship of Events may only be requested by Community/Athletic Non-profit events who must quantify how their event serves a public purpose which will foster an authentic and inspiring community that celebrates our history while building toward the future. Examples of public purposes which may be considered for City Co-sponsorship include:
 - a. Promoting community welfare;
 - b. Improving the quality of life for citizens and visitors;
 - c. Building a sense of community;
 - d. Providing enriched cultural opportunities

If granted a City Co-Sponsorship, the City of Delray Beach must be included, but not limited to the following: inclusion in all promotional material, booth space, participant registrations, etc.

8. Event permits will not be accepted from any producer who has outstanding invoices for previously permitted special events that have not been paid in full Policy Item N(a) as noted below:
 - a. An event permit application and the non-refundable application fee must be submitted to the SEO in accordance with the established timeline noted below.

*** Event application WILL NOT be accepted from any producer who has any outstanding invoices for previously permitted special events that have not been paid in full.***