

September 29, 2023

MEMO TO: Honorable Mayor and City Council

THROUGH: Charles P. Potucek, City Manager
Victoria Yarbrough, Assistant City Manager

FROM: Laura Wilson, Director
Department of Parks, Recreation & Library

SUBJECT: Resolution 2023-xxx, Establishment of a Special Event Co-sponsorship and Fee Reduction Program

REQUESTED ACTION:

The City of Sierra Vista is requesting approval of Resolution 2023-077 which will establish a Special Event Co-sponsorship and Fee Reduction Program.

RECOMMENDATION

The City Manager recommends approval.
The Director of Parks, Recreation & Library recommends approval.
The Parks & Recreation Commission recommends approval.

BACKGROUND:

On a fairly regular basis, community organizations and event organizers have approached staff and elected officials inquiring about how to obtain fee waivers, reductions, sponsorships, and advertising for their special events. To date, there has been no specific guidance on how to handle these requests, which has led to some misunderstandings and inconsistencies over time. Staff was tasked with developing a program that would address these requests and establish clear guidelines and expectations. The resulting program defines eligibility requirements along with a process for how to submit requests, identifies the types of requests can be made, explains what the city expects in return, and establishes a timeline of when organizers will receive decisions. This should help provide guidance to everyone involved and ensure fairness and equity to requesting organizations.

I presented the draft program to Parks & Recreation Commission during their September 12th meeting and presented the program to the Mayor and Council during the September 26th Work Session. Since the presentation, staff has added language specifically including in-kind marketing support and changed the title of 'Marketing and Communications Manager' to 'Communications Manager'. Both of those changes are highlighted in the attached program document for your review. There were no other changes.

Your approval will indicate your support and permit staff to operationally implement and manage the program.

BUDGET ALLOCATION:

Not applicable.

Attachments:

RESOLUTION NO. 2023-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SIERRA VISTA, COCHISE COUNTY, ARIZONA, APPROVING THE ESTABLISHMENT OF A SPECIAL EVENT CO-SPONSORSHIP AND FEE REDUCTION PROGRAM; AND AUTHORIZING AND DIRECTING THE CITY MANAGER, CITY CLERK, CITY ATTORNEY, OR THEIR DULY AUTHORIZED OFFICERS AND AGENTS TO TAKE ALL STEPS NECESSARY TO CARRY OUT THE PURPOSES AND INTENT OF THIS RESOLUTION.

WHEREAS, the City of Sierra Vista, receives requests from event planners and organizers for fee waivers, reductions, co-sponsorships, and marketing services; and

WHEREAS, the City of Sierra Vista desires to establish a mechanism to evaluate requests and approve requests for special event fee waivers, reductions, co-sponsorships, and marketing services; and

WHEREAS, the Parks & Recreation Commission has reviewed the proposed Special Event Co-sponsorship and Fee Reduction Program and recommends its approval.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SIERRA VISTA, COCHISE COUNTY, STATE OF ARIZONA, AS FOLLOWS:

SECTION 1.

The Council of the City of Sierra Vista hereby approves and adopts the Special Event Co-sponsorship and Fee Reduction Program attached hereto as Exhibit "A".

SECTION 2

That the City Manager, City Clerk, City Attorney, or their duly authorized officers and agents are hereby authorized and directed to take all steps necessary to carry out the purposes and intent of this resolution.

SECTION 3

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF SIERRA VISTA, COCHISE COUNTY, ARIZONA ON THIS 12TH DAY OF OCTOBER 2023.

CLEA MCCAII
Mayor

ATTEST:

APPROVED AS TO FORM:

JILL ADAMS
City Clerk

NATHAN J. WILLIAMS
City Attorney

PREPARED BY:
Laura Wilson
Director
Department of Parks, Recreation & Library

EXHIBIT "A"

**CITY OF SIERRA VISTA
SPECIAL EVENT CO-SPONSORSHIP AND FEE REDUCTION PROGRAM**

Introduction:

The City of Sierra Vista routinely receives requests from nonprofit organizations, service clubs, and others requesting to co-sponsor various activities, or to waive/reduce fees for the use of City parks, facilities, and/or equipment. Examples of these activities include public music performances, art exhibitions, non-profit fundraisers, sporting events, tournaments, events, etc.

Recognizing the value of partnering with local organizations and the benefits to the community while still upholding its fiscal responsibilities, the City has established the following criteria to direct when fees may potentially be waived, reduced, or co-sponsorship approved.

Requests for fee waivers, reductions, and/or co-sponsorship must be made in writing at least 60-days prior to the event.

Program Requirements:

Fees may be considered for a waiver, reduction, or co-sponsor endorsement by the city when the Director of Parks, Recreation and Library determines that the program or event: 1) is of significant value to the community, or to a large portion of its residents; and 2) is within the scope of services normally provided by the city.

Examples of how an event could demonstrate significant value to the community may include, but is not limited to:

- **Community Impact:** Does the potential impact of the event enhance the quality of life for our residents and surrounding area? If so, how? Will it promote a healthy lifestyle, enhance cultural enrichment, and positively impact local businesses? Will it compete with other programs and services scheduled during the same time?
- **Inclusivity:** Evaluate whether the event will serve a large portion of the population and promote access to a diverse range of residents and partners.
- **Economic Benefits:** Does the event have the potential to stimulate the local economy? This could include attracting tourists, boosting local businesses, and generating revenue through increased tourism and local spending.
- **Community Engagement:** Consider the level of community support and engagement. Events that foster a sense of belonging, community pride, and social interaction among residents may be seen as having significant value.
- **Long-Term Benefits:** Consider whether the activity will have a lasting impact on the community. Articulate the benefits.
- **Alignment with City Goals:** Does the activity align with the city's strategic goals? Does it uniquely contribute to one or more goals? If so, how?

Before recommending approval, the Director of Parks, Recreation & Library will also consider factors including but not limited to 1) benefit to the City; 2) proposed location and time of day; and 3) impact on the surrounding neighborhood, City staff and resources.

While individuals, organizations, agencies, and private enterprises within the City of Sierra Vista may qualify for fee waivers or co-sponsorship based on meeting the criteria, the City does not guarantee all requests will be accommodated. The Director of Parks, Recreation & Library, may determine not to provide support, due to lack of adequate resources, or when the request represents a conflict of interest or is not in the best interest of the city.

Activities specifically prohibited from City co-sponsorship or waiver of fees include those that: 1) enhance private business; 2) held on behalf of, in support of, or in opposition to any political candidate or ballot measure or advocate a political position; 3) advocate or promote adult – oriented businesses; or 4) solicit criminal activity. Religious organizations, companies or groups may obtain fee waivers or co-sponsorships if the proposed program, event, or project neither promotes religious messages nor advocates for or promotes religious beliefs.

All resources to be provided by the City in co-sponsorship of an event or program shall be within current funding allocations, and expenditures shall not result in a reduction of other City services. Fee waivers may be reflected in reduced revenue totals at fiscal year-end.

The City reserves the right to assess all activities at any time to ensure all rules, regulations, conditions of use, City, and health and safety laws are not violated. Co-sponsorships and fee waivers can be revoked at any time, effective immediately, if the recipient agency or organization fails to comply with program requirements, or any other local, state, or federal laws and/or regulations.

Qualifications/requirements for those seeking fee waivers or co-sponsorship:

1. Must be a valid non-profit or community service organization based within the City of Sierra Vista (proof of non-profit status is required, if applicable).
2. Request must accompany a completed Special Event Permit Packet, Resource Request, or Facility Reservation Form.
3. Account of requesting organization must be in good standing with the city.
4. All the following criteria shall be demonstrated by the applicant:
 - a. Free (including registration, entry, and participation fees) and open to the public.
 - b. Demonstrate significant value to the community.
 - c. Assist with Tourism, Sports Tourism, Economic Development, Recreational, and/or Strategic Plan Goals
 - d. Not have a religious or political purpose

Co-sponsorship may include fee waiver or reduction for any of the following:

1. Facility Use
2. Event Permits
3. Street Closures

Co-sponsorship may also include the following in-kind marketing support from the city:

1. Inclusion in City promotional materials.
2. Organic promotion on City social media platforms.
3. Promotion in earned media opportunities.

Co-sponsorship does not include the following:

1. Staff costs.
2. Refundable security deposit(s), if required.
3. Outdoor use of any city equipment such as tables, chairs, Public Address Systems, canopies, etc. not specifically designed for outdoor use.
4. Liability Insurance.

Procedures:

The following information should be submitted by the organization when requesting fee waivers, reductions, or co-sponsorship for the use of City properties for organizational activities and events. The request must be submitted in writing, at least 60 days prior to event and must include the following:

1. Completed Special Event Packet, Resource Request, and/or Facility Reservation Form
2. Name and mailing address of organization making request.
3. City facility, property, or street requested for use along with a detailed map of proposed setup.
4. Proof of non-profit status.
5. Detailed description and purpose of event.
6. Demonstrate compliance with qualifications/requirements.
7. Time of event and time access to the site is needed.
8. Proposed street closure or traffic control plan, prepared and stamped by a registered engineer (if applicable). Street closures related to events, must be pre-approved, via traffic control plans, by the Public Works Department. Moreover, no entity, under any circumstance, other than the City of Sierra Vista may execute traffic control plans within the City's Limits without approval. Proper insurance must accompany the Stamped Street Closure Plan for final approval.
9. Concession information, including whether food or drink will be sold.
10. List of equipment that will be brought in for the event.
11. List of other event sponsors and their role (if any).
12. A description of the benefits the non-profit will receive and the benefit the city or its residents will receive from the event.
13. Detailed description of any support needed from City staff, including Police, Fire, Department of Parks, Recreation & Library or Public Works (**NOTE: These costs cannot be**

waived, are subject to availability, and will be the responsibility of the event organizers, if approved).

14. Some city equipment and supplies may be available for an additional cost. Please contact the Special Event Coordinator with the Department of Parks, Recreation and Library Services for availability and cost of items.

15. Use of City vehicles is prohibited.

16. Applicants will receive a written decision within two weeks of receipt.

Alcohol:

The City of Sierra Vista Code allows spirituous liquor on city property (wine, beer, whiskey, etc.) under special conditions and with proper licenses. Contact the City Clerk's Office for current requirements. Alcohol may not be sold or served to minors. Failure to comply, monitor and enforce this law is grounds for terminating the activity and forfeiting all deposits, fees and co-sponsorship. Injuries caused to any person or damage to City premises, shall be the sole responsibility of the organizations, its sponsor or the adult representative. Alcohol may not be served or consumed in active parking lots, or outside the approved, designated area.

The following conditions apply once fee waiver and or co-sponsorship is approved:

1. Appropriate recognition of the city as co-sponsor of or contributor to the event or program will be provided on all promotional materials and at all events and programs at no additional cost to the city. The **Communications** Manager must approve all promotional materials prior to distribution.
2. No fliers, posters, banners, or signage can be placed, posted, or distributed without obtaining appropriate permits.
3. All non-profits must complete and submit a Special Event Permit Application through the Department of Parks, Recreation & Library for all requests and receive an approved permit for the requested activity.
4. Adequate Special Event Insurance is the responsibility of the event or activity organizer.
5. Refundable security deposits may be required in some circumstances. Deposit amounts are set to ensure proper clean up and cover the City's costs for remediation of any damage or loss. If the full deposit is not accompanied with the Special Event Application by the specified date, the facility request shall be cancelled, and approval withdrawn. Security Deposits will be refunded within four (4) to six (6) weeks of the event or activity if requirements have been satisfied. Required security deposits will not be waived.
6. Applicants are responsible for payment of the full cost of materials, labor, replacement, repairs, or damages related to the event, project, or program. If damage occurs and the complete remediation costs the City less than the amount of the deposit, the difference shall be refunded.
7. Secure any other required permits e.g., business licenses, County Health Department permits, and alcohol permits, etc.

The attached "Exhibit A" is a list of current co-sponsored organizations and events that have been approved. If any new organizations request co-sponsorship by the city, that request will be submitted to the Director of Parks, Recreation and Library for review and consideration.

City of Sierra Vista Special Event Co-Sponsorship and Fee Reduction Program

Exhibit A
FY2024 List of Co-sponsored Organizations and
Events

Buena High School Graduation Sierra Vista Unified School District	Street closure/traffic control through IGSA	May
4 th of July Event and Fireworks Rotary	Veterans Memorial Park and Tacoma Street Sports Complex	July
Thunderbolt Youth Triathlon Bolt Multisport	Youth Triathlon in VMP and the Cove	October
Vineyards in the Park Huachuca Art Association	Wine event during Art in the Park	October
Halloween at Veterans Memorial Park	Volunteers and Businesses run the event	October
Christmas Parade Chamber of Commerce	Christmas Parade in Partnership with the City of Sierra Vista during the City's two-day Christmas Event	December