

## SPECIAL EVENTS FUNDING

In February 2017, the city council was provided with a draft of recommendations for modification of the City's funding policy for special events. Subsequently, the City Manager and Senior Planner Roger Clark met with the Chair of the Economic Development Advisory Board (EDAB) on several occasions to analyze the recommended policy changes.

Recently, the City Manager and Senior Planner attended an EDAB meeting to further review draft policy recommendations. Following is a summary of the discussions at the EDAB meeting:

- The subsidy for special events should distinguish recurring "heritage events" from other event proposals
- Heritage events should be eligible for a subsidy on the cost of City services up to a maximum of \$5,000
- Other events should adhere to the current policy of eligibility for up to 50% of City costs not to exceed a total of \$2,000
- A charge for the use of public space will apply: \$1,500 per day for the use of Centennial Park; \$500 per day for the use of a City block
- Applicants may apply for relief of the rental cost by meeting certain criteria, including: providing EDAB with a report of revenues, expenses, profits from the previous years' events; of specific interest is the percentage of revenue that may be directed to local service, charities, and civic activities
- City staff and the EDAB are examining potential relocation sites for the Farmer's Market in an effort to relieve traffic issues related to the presence of the market at its current site. A new site under review is the south side of West Venice Avenue in front of City Hall, with an extension onto Avenue des Parques, on the west side of the City Hall facility. The current permit for the Farmer's Market expires at the end of the current year

City staff and the EDAB will meet again in the near future to confirm recommendations for policy changes that will be submitted to City Council.