



## Staff Report

**TO:** City Council  
**FROM:** Christina Taylor, Deputy City Manager  
**DATE:** November 21, 2023  
**SUBJECT:** Discussion and Direction on a Proposed Downtown Events Funding Policy

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**Description** Adopt an objective process for evaluating requests for funding support for events in the downtown. Strategic Plan Target #5 – Quality of Life/Well-Being, Priority Level 2, Goal #5 *Increase community events, arts and culture.*

### **Background and Analysis:**

In March 2023, City Council adopted Resolution No. 2023-03, which established user fees for certain specified services. The new fee schedule went into effect on July 1<sup>st</sup> and included the categories of *Special Event – Major*, which has a deposit-based fee of \$5,000 and *Special Event – Minor*, which has a deposit of \$500. The deposits are based on the Cost Allocation Plan and are applied to fully allocated hourly rates of staff and any outside costs associated with processing the application. Prior to adoption of the fee schedule, these applications were processed at no charge to the applicant.

At the November 7, 2023, meeting City Council adopted a Special Event Permit Application Fee Waiver Policy. This policy allows consideration of fee waivers for the deposit associated with special events anywhere in the City.

The proposed Downtown Events Funding Policy (Attachment A) is specific to events in the downtown district (Attachment B) and is based on budget allocation in each fiscal year. As part of the Fiscal Year 2023-24 budget, City Council allocated \$50,000 to help facilitate events in the City's downtown.

The proposed policy addresses the following:

- **Purpose:** Set guidelines and criteria for support
- **Goals and Objectives:** Ensure events are in alignment with the City's goals and objectives
- **General Requirements and Evaluation Criteria:** Establishes objective criteria for evaluation
- **Eligible and Ineligible:** Identifies specific allowable uses and uses which would not be considered for funding

- **Policy and Procedures:** Lays out the process for approval or denial of a request

Planning and Economic Development staff will monitor the budget line item for this program. Staff will provide a report to Council annually, detailing fund usage. If funds are expended before the end of the fiscal year, staff will report back to Council at that time.

**Fiscal Impact:**

The cost to prepare this staff report is approximately \$250. There is \$50,000 in available funding to implement this policy.

**Recommended Action:**

Hold discussion and adopt the Downtown Events Funding Policy.

**Attachments:**

- A. Downtown Events Funding Policy
- B. Downtown Area Map