

Administrative Guidelines

SPECIAL EVENT CITY CO-SPONSORSHIP

I. Background

Special events provide opportunities to promote community welfare and quality of life, help build a sense of community, showcase local and regional talent, enrich cultural opportunities, attract new visitors to Dunwoody, contribute to the local economy, and establish an active park system. Dunwoody recognizes these benefits and opportunities made available through special events. Therefore, the City seeks to facilitate, promote, coordinate, and co-sponsor special events that provide a benefit to the larger community and fit within the capacities of our City.

In each year since incorporation, ~~more than 30~~ a large number of additional special events have occurred in Dunwoody. The City of Dunwoody's Special Event Ordinance, Codified as Article VIII of Chapter 26 of the Code, Section 26-269 subsection (e), authorizes the City Council to co-sponsor special events that they have determined to be in the general interest to the public and advance the promotion of the community. City co-sponsorship may include providing financial or in-kind support.

II. Purpose

These guidelines have been designed in order to assist the City Council as it makes its determinations of what type and level of support to provide for different special events by (1) establishing evaluation criteria for the consideration of City co-sponsored events and (2) establishing types of support for City co-sponsored events. Additionally, these guidelines have been designed as a tool for special event producers, interested in City co-sponsorship, to understand the criteria the City Council considers in co-sponsoring events and the types of support that could be requested for consideration by the City Council.

Nothing in these Administrative Guidelines is intended to amend Section 26-269 of the Code as it relates to City co-sponsorship and the City Council shall continue to make determinations as to whether or not the City should co-sponsor special events, continue to co-sponsor special events, and at what level of support.

III. Scope

The scope of these Administrative Guidelines covers special events, meeting the definition of Chapter 26, Article VIII and herein, that have made application to the City and requested consideration of City co-sponsorship. These guidelines do not cover day-to-day functions of the Parks and Recreation Division as it relates to permitting or facilitating special events that do not request City co-sponsorship or the day-to-day functions of the Marketing and Public Relations Division as it relates to promoting, marketing, and supporting events in Dunwoody. Furthermore, these guidelines do not cover the day-to-day functions of the Police Department as it relates to providing law enforcement activities in or around special events including, but not limited to, crowd control, traffic enforcement, and security.

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IV. **Definitions**

When used in these Administrative Guidelines, the following words, terms and phrases, and their derivations, shall be the meaning ascribed to them in this section, except where the context clearly indicates a different meaning.

- A. CITY CO-SPONSORED EVENTS means events that are produced by an organization other than the City but for which the City Council has decided to provide support which may include financial or in-kind support.
- B. EVENT PRODUCER means the person or entity responsible for planning, producing, and conducting a special event.
- C. SPECIAL EVENT means any organized for-profit or nonprofit activity having as its purpose entertainment, recreation and/or education which takes place on public property or on private property, but requires special public services within the municipal boundaries of the City of Dunwoody. Furthermore, events may be designated as "signature" or "premier" as described further below.

V. **Criteria for Evaluation**

The City Council generally considers the following criteria when determining which special events are in the general interest of the public and advance promotion of the community and should be co-sponsored:

- Perceived ability for City involvement to significantly or substantially improve the event
- Frequency of the same or similar event(s) in or in close proximity to Dunwoody
- Impact on the surrounding businesses or residences
- Likelihood of participation in event by Dunwoody residents, organizations, and businesses
- Ability for the park (or proposed area for the event) to remain open to users not participating in the event
- Likelihood for proposed type and level of event support to be managed within existing City resources
- Previous history, community involvement, impact and recognition of event
- Unique nature of the event, not duplicating existing Dunwoody or community events
- Previous history of event producer in facilitating special events
- Event producer is a member of a Dunwoody-based 501(c) organization
- Perceived ability of event producer to achieve the goals for the event
- Potential conflicts with other approved or recurring events
- Impact of the event on the environment
- Impact and cost of the event on public health, welfare, and safety
- Impact and cost of the event on City departments and support services as detailed through department-specific budget estimates for proposed event(s)

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VI. **Types and Levels of Support**

If the City Council votes to co-sponsor a proposed special event, the City may provide different types and levels of support including financial and in-kind support.

A. Financial

The City co-sponsors certain activities and events, deemed appropriate and approved by the City Council, through its annual budgeting process ~~such as the State of the City Address~~. In addition, the City may make a financial contribution to an event, as requested by a special event producer, at a co-sponsorship level deemed appropriate by the City Council.

B. Volunteers

The City of Dunwoody's Volunteer Coordinating Committee promotes and facilitates volunteer involvement through partnership with nonprofit organizations, local merchants, government, places of worship, schools, and individuals for personal and community enrichment. The City may work with the Volunteer Coordinating Committee to help mobilize volunteers and reach out to other organizations affiliated with the City to promote the need for volunteers or volunteered services as they pertain to City events and City co-sponsored events.

C. Promotional / Advertising

The City maintains a calendar of events as part of its website, www.dunwoodyga.gov. The City already posts special events to the calendar as requested by select event producers. The City may additionally include events in the City newsletter, a media advisory, announcements at public meetings, social media, print and/or online advertisements, radio, direct mail, e-mail blasts, and/or participate by creating brochures or fliers to be made available at City Hall, online, and at other public facilities.

D. Branding / Use of City Logo

The City has previously invested in the creation of a strong brand and logo. If used in accordance to the Brand Standards Manual, the City may grant permission for the use of its logo to event publicity and promotion if the event is found to be consistent with the City's brand and image.

E. Presence

The City may set up an informational booth, table, or other appropriate type of presence at local events such as: tradeshow, conferences, expos, fairs, parades, festivals, concerts, and markets.

F. Organizational Assistance

The City may direct staff to lend organizational assistance to event producers above and beyond the special event permitting process outlined in the Code.

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VII. Additional Support for Signature and Premier Events

Although Dunwoody welcomes a variety of special events, certain recurring events have been deemed to be in the general interest of the public and advance promotion of the community to an extent and degree to which they have become part of the fabric of the community. These events are classified and approved as either "signature" or "premier" events and ~~;~~ such events are eligible for additional support services from City departments and divisions.

A. Signature Events

To be considered as an annual signature event, the proposed event must have taken place for two consecutive years and met a majority of the Criteria for Evaluation (Section V). All first time event applicants will only be considered for signature event status and are required to submit detailed cost estimates for requested city support (financial, volunteer, promotional, personnel, and materials.) Submissions must be received at least six months prior to the annual budget approval deadline (in accordance with Section 5.03(a) of the City of Dunwoody City Charter) to be considered for approval as part of the following fiscal year annual budget. Dunwoody has five signature events, (1) Dunwoody Art Festival, the (2) Dunwoody Music Festival, (3) Light Up Dunwoody, (4) Apple Cider Days, and the (5) Haunted Farm House. A complete list of approved signature events is maintained and updated by city staff and relevant departments.

1. Additional Support for Signature Events

Signature events are eligible to receive up to 50% cost sharing of the Police Department support services costs for their event.

2. Designation of Additional Signature Events

The City Council may designate additional "signature" events substantially similar to those presently designated by a majority vote of council after such events have been thoroughly evaluated using both the criteria for evaluation outlined in Section V, other relevant information submitted by the event producer, and detailed estimates for City police support services (including but not limited to departmental support from police, parks, marketing, permitting, etc.) including costs have been budgeted through the annual budgeting process or newly associated costs requested through the co-sponsorship event request process.

3. Expiration of Signature Event Status

An event which has been dormant/has not occurred for two consecutive years will forfeit its Signature Event status and must re-apply for renewed consideration of Signature Event status.

B. Premier Events

The City of Dunwoody has approved and designated a select number of premier events. A complete list of approved premier events is maintained and updated

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~~by city staff and relevant departments. three premier events, the (1) Dunwoody Fourth of July Parade, (2) Dunwoody Food Truck Thursdays, and (3) Lemonade Days.~~

1. Additional Support for Premier Events

Premier event are eligible to receive up to 100% cost sharing of the Police Department support services costs for their event. Additionally, the City partners with its private contractors, which provide City departmental services, for the use of certain traffic control equipment, such as cones and barrels. Premier events are eligible to receive up to 100% cost sharing of the use of traffic control equipment for their event.

2. Designation of Additional Premier Events

The City Council may designate additional "premier" events. ~~To be considered for premier event status an event must have previously achieved signature event status, operated as a signature event for two (2) consecutive years within the city boundaries, and performed~~ substantially similar to ~~that those~~ presently designated ~~as a premier event~~ by a majority vote of council. ~~after such events have established an extensive history and notoriety, Consideration for premier event status requires been~~ thoroughly evaluated, using both the criteria for evaluation outlined in Section V, other relevant information submitted by the event producer, and ~~detailed estimates for City support services (including but not limited to departmental support from police, parks, marketing, permitting, etc.) including costs budgeted through the annual budgeting process or newly associated costs requested through the co-sponsorship event request process. Submissions must be received at least six months prior to the annual budget approval deadline (in accordance with Section 5.03(a) of the City of Dunwoody City Charter) to be considered for approval as part of the following fiscal year annual budget.~~ ~~police support services costs have been budgeted through the annual budgeting process.~~

VIII. Exceptions

The City does not co-sponsor events by providing support, supplies, or equipment from different City departments or private contractors with the exception of that provided for signature and premier events as outlined above.

IX. Responsibility

The event producer, the Parks and Recreation ~~Manager~~Director, ~~the Police Chief~~, the City Council, and the City Manager all have specific duties and powers in regards to the Administrative Guidelines for Special Event City Co-Sponsorship. ~~City staff will provide guidance and recommendations to the event requestor as well as to City Council members to further assist in the examination and evaluation of proposed events. A complete list of approved signature and premier events is maintained and updated by city staff and relevant departments.~~

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A. Event Producer

1. If interested, work with the Parks and Recreation Manager to prepare necessary information for the City Council's consideration of co-sponsorship.
2. Although the City may provide financial and in-kind support to any special event, the event must still meet the requirements of the Special Events Ordinance including providing personnel and services deemed necessary and in excess of the level of support as authorized by the City Council at the time of their co-sponsorship of the event.

B. Parks and Recreation ~~Manager~~Director

1. Work with all special event producers that request consideration of City co-sponsorship to inform them of the criteria used by the City Council to determine co-sponsorship and types of support possible.

C. Police Chief

1. Work with all special event producers which request consideration of City co-sponsorship to inform them of the estimated costs and personnel necessary for co-sponsorship event support at the requested levels.

~~E.~~D. City Council

1. Based on the established criteria for evaluation, and city co-sponsorship cost estimates, determine which events the City should co-sponsor and what types and levels of support the City should provide.

~~D.~~E. City Manager

1. Work with the City Clerk-city staff to bring each request for co-sponsorship consideration to the City Council at their earliest regularly scheduled meeting.
2. Work with all affected staff and departments (Police, Parks & Recreation, Permitting, Marketing/Communications, etc.) to ensure the City co-sponsors events as directed by the City Council.