



4800 Ashford Dunwoody Road  
Dunwoody, Georgia 30338  
dunwoodyga.gov | 678.382.6700

## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Bob Mullen, Communications Director

**Date:** July 9, 2018

**Subject:** Requests for Special Event City Co-Sponsorships

### **ITEM DESCRIPTION**

Requests for Special Event City Co-Sponsorships

### **BACKGROUND**

The City of Dunwoody's Special Event Ordinance, Codified as Article VIII of Chapter 26 of the Code, Section 26-269 subsection (e), authorizes city co-sponsorship of special events determined to be in the general interest to the public and advance the promotion of the community.

These events receive financial/in-kind support as well as select service, equipment and marketing support from city staff and contractors because the events provide a benefit to the larger community and fit within the capacities of our City. These events have been recognized by Dunwoody as special events which 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.

Over the past four years, the city has actively helped facilitation, promotion, coordination and co-sponsorship of a number of special events and has designated new "Signature" and "Premier" events based on an event's history and notoriety as well as specific criteria outlined in the Special Event City Co-Sponsorship Administrative Guidelines.

The established Administrative Guidelines do not amend Section 26-269 of the Code as it relates to City co-sponsorship but rather help the City Council determine whether or not the city should co-sponsor special events and at what level of support.

The City Council has considered 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



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- 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 of event producer in facilitating special events
- 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

At its discretion, the City Council may choose to designate additional “signature” and “premier” 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 (above), other relevant information submitted by the event producer, and police support services costs have been budgeted through the annual budgeting process.

As City Council explores this policy decision it will be beneficial to weigh the administrative guideline criteria as well as the potential impacts on city departments such as Police, Parks & Recreation, and Communications and Marketing as these are the primary departments providing varying levels of event support. For example, Signature Events are eligible to receive up to 50% of the cost of police services while Premier Events are eligible to receive up to 100% of the cost of police services. As the number of these designated events increases, so do the demands on the police department. Costs are a consideration as well as having officers available who are willing and able to give up their time off to work these events.

The Dunwoody Nature Center (Butterfly Festival) and the Dunwoody Rotary Club (Dunwoody BBQ & Community Festival) have provided event-specific background information accompanying their requests for Special Event City Co-Sponsorship consideration.

### **RECOMMENDED ACTION**

This background information is assembled to assist in the policy decision of City Council as it determines overall interest in support and the potential type and level of support to provide for requested city events.

## Administrative Guidelines

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### **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 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 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 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 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 of event producer in facilitating special events
- 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

### **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.

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### 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](http://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.

## **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

## Administrative Guidelines

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fabric of the community. These events are classified as either “signature” or “premier” events; such events are eligible for additional support services from City departments and divisions.

### A. Signature Events

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.

#### 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 police support services costs have been budgeted through the annual budgeting process.

### B. Premier Events

Dunwoody has 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 substantially similar to that presently designated by a majority vote of council after such events have established an extensive history and notoriety, been thoroughly evaluated using both the criteria for evaluation outlined in Section V, other relevant information submitted by the event producer, and 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.

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### **IX. Responsibility**

The event producer, the Parks and Recreation Manager, 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.

#### **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**

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.
2. Work with the City Clerk to bring each request for co-sponsorship to the City Council at their earliest regularly scheduled meeting.

#### **C. City Council**

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

#### **D. City Manager**

1. Work with all affected staff and departments to ensure the City co-sponsors events as directed by the City Council.



# Dunwoody Nature Center

5343 Roberts Drive  
Dunwoody, GA 30338

*Mailing Address:*  
P. O. Box 88070  
Dunwoody, GA 30356

770.394.3322  
DunwoodyNature.org

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Delaney Yox  
*Special Events Coordinator*

*Dunwoody Nature Center is a  
501(c)3 non-profit corporation.  
Please consider the Dunwoody  
Nature Center in your  
charitable contributions.*

June 29, 2018

Honorable Mayor Denis Shortal  
City Council Officials  
4800 Ashford Dunwoody Road  
Dunwoody, GA 30338

Dear Mayor and Council:

The Dunwoody Nature Center would like to formally request consideration of Special Event Co-Sponsorship from the City of Dunwoody in support of our annual Butterfly Festival, which will be celebrating its 25<sup>th</sup> year on August 11. This annual event is one of the highlights of the summer season and has achieved community attendance of more than 3,000 people each of the past five years (attendance in 2017 was 3,793). More than 200 volunteers actively participate in the festival each year to ensure its success.

On both the city's Parks and Recreation Master Plan from August 2017 and the Dunwoody Arts & Culture presentation in November of the same year, community events – and in particular the Butterfly Festival, are listed as the most important cultural events as determined by survey respondents. We are proud of our relationship with the city and what we have accomplished together in ten years of our public/private partnership. We ask your continued support by adding the Butterfly Festival to the Special Events list so that we may fulfill our mission while providing the community with the cultural community events that they seek.

We are finalizing our plans for this year's Festival and would appreciate the continued partnership of the city and its police department to help control traffic along Roberts Drive as there will be no on-site parking for attendees. Based on feedback and reaction in social media (to date – 6,300 have expressed an interest in attending on Facebook), plus planned public relations and advertising support in the coming month, we are anticipating and even larger crowd this year and the control of traffic outside of the park will ensure ease of access for both festival visitors and the surrounding neighborhoods. All attendees will be directed to offsite shuttle parking at North Atlanta Church of Christ.

Our plans are fully in place for this year's festival including all permitting and coordination with Lt. Espinoza and the Dunwoody Police Department. The pole banners in support of the festival will be going up shortly and we hope to make this year's community event our best yet.

Thank you in advance for your consideration.

Alan Mothner  
Executive Director, Dunwoody Nature Center

Rotary Club of Dunwoody

PO Box 88489

Dunwoody, GA 30356-8489

July 5, 2018

Dear Mayor and Council members,

The Rotary Club of Dunwoody (RCD) is requesting that the City of Dunwoody bestow Premier status for RCD's first annual Community BBQ, which will be held on September 7th and 8th at the Perimeter Mall. The event is anticipated to draw in excess of 8,000 attendees in its first year, and is hoped to eventually grow to be as large as 30,000 attendees.

To truly become a community event we believe we need the active participation of the City. We want to tap into the experience and the insight that only the Publicity and Police departments can supply, while exploring with the City ways to make the event better as time passes.

We have successfully worked as a partner with the City since the City's founding in 2008. The RCD has partnered in organizing the annual ***State of the City*** event. In addition the RCD has put on the 5k event ***RunDunwoody*** for the past 8 years. In addition, our organization has been a key partner of Splash, who puts on the ***Dunwoody Arts Festival***. The RCD supplies most of the volunteers that help the visiting artisans set up their booths between 4 AM-9AM on the first day of event.

We are marketing the event on a state wide basis using the large distribution capabilities of Rotary. Further marketing is being done by KCBS, nationally, to attract professional teams from across the country. The City of Dunwoody **would be** prominently displayed in all marketing efforts

We are requesting a Premier level of partnership with the City because we want any or all of the following forms of assistance

**Marketing assistance:** Access to city vendors to sharpen/increase effectiveness of messages to spur attendance

- presence on City Calendar
- light pole banners
- presence in newsletter
- use of City Logo in advertisements
- City supported access to vendors used by City

**Traffic planning and control:** Tap into the insight and experience of Police Department to minimizing impact of increased automobile traffic on the community. Also 100% cost support for Police services and equipment.

**Financial support:** Asking for \$10,000 Sponsor contribution(i.e. Bronze level)

There are no major events currently listed on the City Calendar from mid July to late September, so our event shouldn't conflict with any existing community events. In addition, national and statewide BBQ competitions are held all over Georgia, but currently not in the greater Dunwoody area. Our plan is to have up to 60 national competitors (pro teams) as well as 20+ backyard (local amateur ) teams competing for prizes at our event. We have the backing of the Kansas City Barbeque Society (KCBS) . Their current President, who grew up in Dunwoody, is assisting the RCD with planning to ensure that the event is a success.

We want the event to be a family friendly event. We are planning to have a kids play area plus big screen TVs to let attendees watch their favorite college Football games during the event, as well as live entertainment on stage. We want the community to come to the event, enjoy themselves, and make it a much anticipated regular fall event for families.

A majority of the net funds raised from the event will be spent on First Responders and Education. In just the past year the RCD has funded the car seat program put on by the Dunwoody Police Department, and funded a trailer for Dunwoody High School Band to safely transport musical instruments to away events. There are many more unmet needs in these two areas which the RCD believes our fund raiser can become a source of funding.

Should you grant our request for a Signature/Premier partnership, we would request that you designate one person in the City Government to be the point person for coordinating all requests and knowledge sharing. The RCD will also specify one person from our Club to be our between entity. This will insure effective and efficient communication, and hopefully a better outcome.

Thank you for your consideration.

Regards,

Rick Woods

President (2018-2019)

Rotary Club of Dunwoody

Jack Sparks

Community BBQ Chair

Rotary Club of Dunwoody