



City of Dallas

Proposed Commercial Promoter Ordinance

**Public Safety Committee
Special Called
May 17, 2022**

Michael Igo
Assistant Chief of Police
Dallas Police Department
City of Dallas

Commercial Promoter Ordinance (CPO)



- Purpose
- Permitted Event – Chapter 42A.
- Commercial Promoter Ordinance Overview
- Next Steps



Purpose



- Commercial Promoter Ordinance discussion – May 9th, Public Safety Committee
- Continued discussions with external stakeholders and revisions to existing draft
- Solicit feedback from the community to include in final draft revisions



Permitted Event



- Permitted Event – Any event that:
 - Requires special event permit under Chapter 42A.
 - Occurs on City-owned property or City-owned facility and has an executed agreement or contract with the City for its use.
 - Occurs in a location with a valid specific use permit and a certificate of occupancy for a use that allows the event.



Commercial Promoter Ordinance (CPO) Overview



- Establish standards for the operation of promoted events in a way that provides protection for the public attending promoted events that do not receive permits or oversight through other city processes.
- Commercial Promoter – Person engaged in commercial promotion.
- Commercial Promotion – Advertisement by any means for a promoted event other than a permitted event.
- Promoted Event – Indoor or outdoor event of public nature that is not a permitted event.
 - Music shows, concerts, outdoor activities, theatrical or other performances and;
 - Fees charged to vendors or public for admission or participation.
 - Venue Operator – Person with control over a location and property
- A promoted event does not include an event that is produced for the benefit of or by a registered 501 (c) (3) organization under 26 C.F.R.



CPO continued



- Must register with the City as a Commercial Promoter (Office of Special Events)
- Safety Plan required – Promoted events must include an approved safety plan.
 - General Safety Plan – Serves as the safety plan for promoted events at the venue specified in the plan.
 - Event-Specific Safety Plan – Required when a venue does not have a General Safety plan on file or if a promoted event type deviates from the General Safety plan on file.
 - May only serve as safety plan for promoted event specified by date, time, and location.
- Safety Plan requirements are listed in the ordinance



CPO continued



- Emergency Cost Recovery
 - Protect the City from financial burdens resulting from an emergency response to promoted events that violate the ordinance.
- Responsible Party
 - Any person responsible for a promoted event that did not register as a commercial promoter.
 - Any person responsible for a promoted event as a registered commercial promoter without an approved safety plan.
 - Person owns a property where the emergency response is necessary if the promoted event occurred and was not in compliance with the ordinance.



CPO continued



- Offenses – Person commits an offense if they violate any of the provisions of the ordinance, including:
 - Promoting or conducting a promoted event if not registered as a commercial promoter.
 - Registration fee was not paid.
 - Safety plan violated or not provided.
- Penalties
 - \$2,000 for a violation of this ordinance or requirement of permit governing fire safety, zoning, or public health and sanitation.
 - \$500 for all other violations of the ordinance.
- Proposed amendment to make violation of this ordinance subject to enforcement under the Habitual Nuisance Property Ordinance.



Next Steps



- Continue to receive feedback from stakeholders
- Ascertain appropriate fee schedule
- Determine Denial, Revocation, and Suspension periods
- Draft presentation – June 13th Public Safety meeting





City of Dallas

Proposed Commercial Promoter Ordinance

Questions?