



Agenda Information Sheet

File #: 19-256

Item #: 5.

STRATEGIC PRIORITY: Quality of Life
AGENDA DATE: February 27, 2019
COUNCIL DISTRICT(S): All
DEPARTMENT: Department of Convention and Event Services
EXECUTIVE: Joey Zapata

SUBJECT

An ordinance amending Chapter 42A, "Special Events" and Chapter 29A, "Neighborhood Farmers Market" of the Dallas City Code by **(1)** reserving Chapter 29A and rewriting Chapter 42A; **(2)** providing regulations for special events, commercial filming activities, neighborhood markets, and streetlight pole banners; **(3)** providing a penalty not to exceed \$2,000.00 for a violation of this chapter governing fire safety, zoning, or public health and sanitation, and \$500.00 for all other violations; **(4)** providing a saving clause; **(5)** providing a severability clause; and **(6)** providing an effective date - Financing: No cost consideration to the City (see Fiscal Information)

BACKGROUND

The amended ordinance, Chapter 42A "Special Events" of the Dallas City Code, consolidates information from the current version of Chapter 42A "Special Events," Chapter 29A "Neighborhood Farmers Markets," Administrative Directive 2-46 "Commercial Filming Policy" and adds additional information related to streetlight pole banners. This ordinance amendment better defines the roles and duties of the Convention and Event Services (CES) - Office of Special Events (OSE) and updates regulations, policies and fee structures.

The Quality of Life, Arts, and Culture Committee (QOLAC) was briefed on April 9, 2018 about current OSE permitting authority and functions, known challenges with current operations and City Code, planned operational improvements and process enhancements. OSE received Committee input and approval to move forward with surveys, stakeholder meetings, completing a fee study and revisions.

On November 26, 2018, QOLAC was briefed about proposed updates to the special events ordinance. Proposed revisions addressed existing gaps and deficiencies in the ordinance, incorporated public and stakeholder input, included researched best practices and the results of a new fee study conducted in the summer of 2018.

Amendments to the ordinance address public concerns including: parking, traffic closures/detours, public notices and flexibility in permitting based on event size and other features for each application.

QOLAC members requested that OSE conduct additional meetings with the film industry, Arts District community and other external stakeholders to ensure their concerns about revisions were addressed.

Following the November briefing, OSE hosted nine additional meetings with internal and external stakeholders. The feedback included concerns about the organization and navigability of the ordinance, requests to provide clarity of language, difficulty in understanding permit requirements, and concerns over fees and insurance requirements. OSE worked with the City Attorney's Office (CAO) to add definitions, re-organize sections, standardize language across all permit types and include more details that improve clarity while making the ordinance more transparent and easier to understand. Some fees and fee tiers were updated and insurance requirements were revised in consultation with the Office of Risk Management.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

The Quality of Life, Arts and Culture Committee was briefed on current OSE authority, functions and challenges with Chapter 42A "Special Events" on April 9, 2018.

The Quality of Life, Arts and Culture Committee was briefed on proposed ordinance changes amending Chapter 42A "Special Events" on November 26, 2018.

The Quality of Life, Arts and Culture Committee will be briefed with updated proposed ordinance changes and clarifications to Chapter 42A "Special Events" ordinance on February 11, 2019.

FISCAL INFORMATION

Cost consideration to others. This ordinance corrects deficiencies (identified in a fee study) in the current permit structure, by aligning application costs to those which require the most time and resources. Currently, pricing is based on event attendance, which does not account for the complexity of the event. Applicants will now be charged based on the new special event permit tiers: simple, moderate, complex. It also develops a la carte and discount pricing models for additional permit components.