Memorandum

DATE November 21, 2018



Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott Griggs, B. Adam McGough, Omar Narvaez

SUBJECT Office of Special Events

On Monday, November 26, 2018, you will be briefed on the Office of Special Events.

The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

Joey Zapata Assistant City Manager

c: T.C. Broadnax, City Manager Chris Caso, City Attorney (I) Carol Smith, City Auditor (I) Bilierae Johnson, City Secretary Preston Robinson, Administrative Judge Kimberly Bizor Tolbert, Chief of Staff to the City Manager Majed A. Al-Ghafry, Assistant City Manager Jon Fortune, Assistant City Manager Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer M. Elizabeth Reich, Chief Financial Officer Directors and Assistant Directors

Office of Special Events

Quality of Life Committee November 26, 2018

John Johnson, Assistant Director Convention and Event Services City of Dallas



Briefing Overview

- 1. Purpose
- 2. Background
- 3. Research & Benchmarking
- 4. Public Input
- 5. Data Identified Challenges
- 6. Other Considerations
- 7. Proposed Operational Improvements/Process Enhancements
- 8. Additional Items for Consideration
- 9. Requested Action
- 10. Appendix

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Purpose

• To brief Council with the data from Office of Special Event's (OSE) public input, research findings, and proposed changes planned to provide additional process improvements and operational efficiency to OSE's permitting.



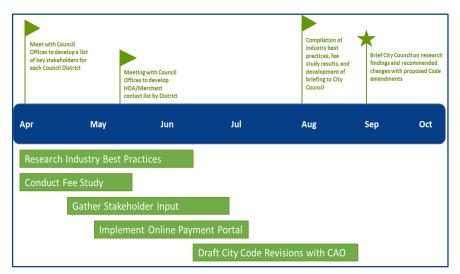


Background

The Quality of Life, Arts, and Culture Committee was briefed April 9, 2018 on:

- Current OSE permitting authority and functions,
- Known challenges with current operations and City Code,
- Planned operational improvements and process enhancements, and
- Received input and approval to move forward with plan of action.

First Amendment activity is not included in the scope of this project



April 9, 2018 Committee Briefing Timeline

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Current OSE Permit Types

"Quality of Life"



City of Dallas

FY17-18 Applications Processed

Research & Benchmarking

- Since the April committee briefing staff:
 - Completed research
 - Solicited public and client input
 - Reviewed all OSE permitting processes and procedures
 - Developed various operational improvements and process enhancements for permitting
 - Proposed revisions to City Code to address citizen and clients' concerns







Public Input Survey Summary

- OSE administered surveys using various platforms to the following five groups:
 - Citizens
 - Event Organizers
 - Key Stakeholders (e.g. HOAs)
 - Commercial Filming Applicants
 - Neighborhood Farmers Markets Applicants
- Received 949 total respondents to surveys





City of Dallas

Additional Partner Input Summary

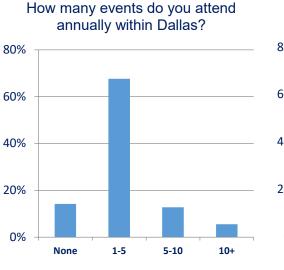
- OSE also conducted surveys, roundtable meetings, and strategic planning sessions with:
- City Departments:
 - Dallas Police Department (DPD)
 - Dallas Fire-Rescue (DFR)
 - Sustainable Development and Construction
 - Economic Development (Dallas Film Commission)
 - Park and Recreation
 - Sanitation Services
 - Transportation
 - Strategic Customer Services
- Partner Agencies
 - DART
 - TxDOT





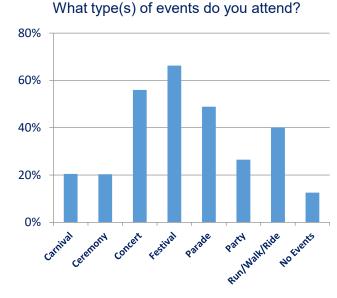


Citizen Input Survey Summary (Continued)

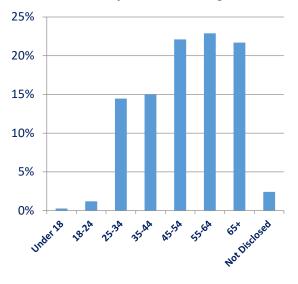


Most attend 1-5

events annually



What is your current age?



Festival is the most popular type

67% of respondents were 45 or older

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Data Identified Challenges - Combined

Combined Challenges

(1 – Least and 5 – Most Challenging)







Data Identified Challenges

Top 3 challenges identified by survey participants were:

- 1. Parking issues
 - Lack of available street parking for residents, excessive times for meter hooding which impacted businesses and patron parking, permitted events with attendance that far exceeds available parking inventory, etc.
- 2. Road closures/detours caused by events
 - Illegible and uninformative maps, negative impact on commute caused by street closures, excessive street closures above what is needed, etc.
- 3. Lack of advanced notification
 - Current code limited notification requirements to abutting property only, illegible and uninformative maps, no one representing the event to address questions and concerns



1. Updated permitting policies and procedures to address identified challenges stemming from special events

- Parking
- Road closures and detours
- Lack of advanced notification
- Created OSE High Impact Area designation





1. Updated permitting policies and procedures to address identified challenges stemming from special events

- Updated **<u>parking</u>** requirements, to address the concerns expressed from the public, to include:
 - Parking plan required with application to ensure appropriate parking for expected attendance
 - Limiting times for meter hooding to minimize negative impact
 - Promoting ride share options for attendees
 - Communicate when parking is limited
 - Standardized no parking signage





Example of Proposed Standard Event Parking Signage

All no parking signage **must** include:

- 1. Name of special event
- 2. Date/times of closure
- 3. Contact information

	-
Special Event	
Dallas Event Festival	-
NO PARKING	Parts.
Tow-Away Zone	the second
2 Time: <u>5:15 am</u> - <u>8:00 pm</u>	
Date: Dec. 5, 2018	
For questions or more information, please contact (214) 670-0000	
	and a
	1.10



1. Updated permitting policies and procedures to address identified challenges stemming from special events

- Created new <u>road closure and detour</u> requirements to help alleviate the challenges expressed by the public, to include:
 - Standardized maps to detail: closures, designated detour routes, crossing points, and rolling closure times
 - Limiting street closures to the minimum time necessary
 - Restricting moving events to least disruptive times
 - Additional restrictions for an OSE High Impact Area designation





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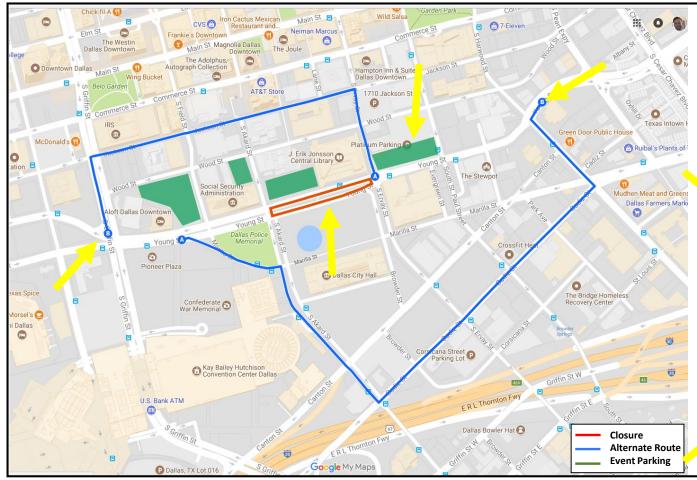
1. Updated permitting policies and procedures to address identified challenges stemming from special events

- Updated <u>event notification</u> requirements to address the deficiencies communicated by the public, to include:
 - Implementation of a tiered notification system to include all residents and business impacted
 - The use of standardized map details to clearly illustrate closures, alternate routes, crossing points, and available parking for events
 - Designated contact for all event questions and concerns
 - Utilization of new communication platforms
 - E-mail, social media, mobile mapping applications, etc.





Static Event Map Example



Event Saturday, July 1, 2018 9:00 am – 5:00 pm

City Hall Plaza 1540 Young Street Dallas, TX 75201

www.bigcityevent.com

Road Closures Saturday, July 1, 2018 7:00 am – 6:00 pm Young Street - S. Akard to S. Ervay

Alternate Routes Eastbound Young – Use Cadiz Westbound Young – Use Jackson

Please contact John Smith at (214) 670-5111 or jsmith@events.com with any questions or for more information.



Moving Event Map Example

A Big Event Saturday, July 1, 2018 9:00 am – 5:00 pm

www.bigcityevent.com

Please contact John Smith at (214) 670-5111 or jsmith@events.com with any questions or for more information.



Street Closed	Portion of Road Closed	From	То	Time Closed	Time Open
Ervay St	Whole Road	Marilla St	Main St	7:45:20 AM	8:32:30 AM
Main St	Whole Road	St Paul St	Commerce St / Riverfront Blvd	7:45:50 AM	8:42:00 AM
Riverfront Blvd	Northbound Lanes	Reunion Blvd	Continental Ave	7:49:00 AM	8:47:00 AM
Continental Ave	Eastbound Lanes	Riverfront Blvd	N Houston St	7:50:40 AM	8:51:00 AM
N Houston St	Whole Road	Continental Ave	Lamar St	7:52:00 AM	8:52:00 AM
Lamar St	Whole Road	N Houston St	Broom St	7:52:20 AM	8:53:00 AM
Broom St	Whole Road	Lamar St	McKinney Ave	7:52:40 AM	8:56:00 AM
McKinney Ave	Whole Road	Woodall Rodgers Fwy Access Rd	N Akard St	7:53:40 AM	8:57:00 AM
N Akard St	Whole Road	McKinney Ave	Cedar Springs Rd	7:54:00 AM	8:58:00 AM
Cedar Springs Rd	Whole Road	N Akard St	Olive St	7:54:20 AM	8:59:00 AM
Olive St	Whole Road	Cedar Srings Rd	Flora St	7:54:40 AM	9:03:00 AM
Flora St	Whole Road	Olive St	Routh St	7:56:00 AM	9:06:00 AM
Routh St	Westbound Lanes	Flora St	Colby St	7:57:00 AM	9:08:00 AM
Routh St	Whole Road	Colby St	McKinney Ave	7:57:40 AM	9:10:00 AM
Maple St	Whole Road	McKinney Ave	Cedar Springs Rd	7:58:20 AM	9:12:00 AM
Cedar Springs Rd	Northbound Lanes	Maple Ave	Turtle Creek Blvd	7:59:00 AM	9:17:00 AM
Turtle Creek Blvd	Whole Road	Cedar Srings Rd	Lemmon Ave	8:00:40 AM	9:27:00 AM



2. Amendments to Dallas City Code

Known problems with current City Code and Administrative Directives

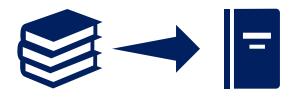
- Chapter 42A Special Events:
 - Last updated 2005
 - Contained many outdated definitions
 - Current language made enforcement of permit requirements difficult for the City to hold all responsible individual/organizations accountable
 - Required the same 45 day application deadline for all events, regardless of size or complexity
 - Required additional applications for identical events
- Chapter 52A Neighborhood Farmers Markets:
 - Presented challenges for vendors to qualify
 - Prevented markets on vacant public property
- Language related to OSE permitting functions found in multiple chapters
- Administrative Directives available to staff only, not public





2. Amendments to Dallas City Code

- Consolidated:
 - Chapter 29A Neighborhood Farmers Markets
 - AD 2-46 Commercial Filming
 - Street Pole Banner Regulations
- Into Chapter 42A Special Events to streamline access to all applicable City Code for all OSE-issued permits





2. Amendments to Dallas City Code

City Code and Administrative Directives

- Updated and Revised:
 - Chapter 42A Special Events:
 - Strengthened City's ability to enforce permit requirements
 - Created authority to impose additional restrictions
 - Adjusted application deadlines
 - Expanded accountability for permit holder/applicant
 - Updated triggers and attendance from 75 to 100 people
 - Assuming permitting responsibility for Felix Lozado Gateway/Ronald Kirk Pedestrian special event functions
 - Updated key definitions
 - Chapter 52A Neighborhood Farmers Markets
 - Addressed barriers and challenges identified with minor revisions



• Creation of OSE High Impact Areas

- Areas, Neighborhoods, Streets with a high concentration of filming, special events, and/or areas that impact residents and businesses can be deemed as "High Impact Areas." Locations within the city that meet the following criteria, may be designed as a Special Event High Impact Area:
 - Having three or more permitted activities occur within the area annually, and
 - Known/documented issues specific to each location, such as:
 - Negative impact to merchants
 - Citizen feedback
 - Limited public parking
 - Construction projects
- Once designated as an OSE High Impact Area, additional requirements or restrictions <u>may</u> be placed on events planned to occur within the OSE High Impact Area



OSE High Impact Areas – Continued

- Reviewed annually by a committee consisting of representatives from:
 - OSE
 - Transportation
 - Public Works
 - Parks and Recreation
 - Dallas Water Utilities
 - DPD
 - DFR
 - Others, as needed
- List of Special Event High Impact Areas will be published to OSE's website





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OSE High Impact Areas – Continued

- Based upon qualifications, historic event information, potential OSE High Impact Areas may include:
 - 1. Swiss Ave
 - 2. Bishop Arts District
 - 3. Houston Street Viaduct
 - 4. Central Business District
 - 5. La Bajada Neighborhood
 - 6. Design District
 - 7. Turtle Creek
 - 8. Deep Ellum









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- 3. Adjustment to permitting methodology and fee schedule
 - Known problems with current permitting methodology and fee schedule
 - Permitting methodology:
 - An inequitable *one size fits all* approach that unfairly penalized smaller events, and incented larger events
 - Limited tiers available for estimated attendance
 - Current fee structure:
 - Fees based solely on attendance with minimal tiers
 - Time, resources, and/or complexity was not factored into application processing fees





3. Adjustment to permitting methodology and fee schedule

Deficiencies to the permit structure and fee schedule were corrected by:

- Conducting a fee study with Matrix Consulting
- Aligning application costs to those which require the most time and resources, based upon study
 - Created new special event permit tiers:
 - Simple
 - Moderate
 - Complex
- Developed a la carte and discount pricing models for additional permit components





- 3. Adjustment to permitting methodology and fee schedule
 - Current pricing model bases fees strictly on attendance, and does not account for complexity of event

Special Events Fee Study Summary Results					
Fee Type	Current Fee*	Actual Cost			
Moving Event – Minor	\$170	\$2,091			
Moving Event – Major	\$170	\$5 <i>,</i> 892			
Festival/Concert – No Closure	\$74	\$1,072			
Festival/Concert – Street Closure	\$74	\$1,599			
Carnival/Ceremony/Party	\$51	\$610			



Special Event

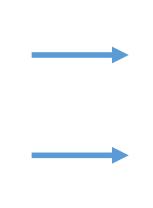
*Represents an average fee charged for that specific type of event

Fee study results factor only the costs for Convention and Event Services' Office of Special Events. Expenses for all other Departments (DPD, DFR, CODE, Transportation, etc.) involved with permitting were not reflected in the actual costs for services.



• Utilize new *Base Application Fees* with additional tiers based upon attendance, now offering a Not For Profit Discount:

Current Pricing Model					
Estimated Attendance	Application Fee				
75-200	\$30				
201-400	\$50				
401-800	\$75				
801-1,000	\$100				
1,001-20,000	\$250				
20,001+	\$500				



Proposed Pricing Model w/Discount					
Application Fee	Not For Profit Application Fee				
\$50	\$25				
\$75	\$37.50				
\$100	\$50				
\$150	\$75				
\$200	\$100				
\$300	\$150				
\$400	\$200				
\$500	\$250				
\$600	\$300				
\$700	\$350				
	Application Fee \$50 \$75 \$100 \$150 \$200 \$300 \$300 \$400 \$500 \$600				



• Standardized special event permit applications tiers into: simple, moderate, and complex for static and moving events

Closure Category	Proposed Fee	Additional Information
		Static Street Closures
Simple	\$50	1 block only. No intersections closed.
Moderate	\$100	1-3 blocks/intersections.
Complex	\$200	3+ blocks/intersections. Any static closure within a designated OSE High Impact Area
		Moving Street Closures
Simple	\$75	Residential streets only. Entire event is contained on trails.
Moderate	\$150	Any event up to a "5K" event. Any portion of the event includes non-residential streets.
Complex	\$300	Any event larger than a "5K." Any portion of the event utilizes an OSE High Impact Area





• Institute a new *a la carte fee* structure for ancillary charges:

Item	Current Fee	Proposed Fee	Additional Information
Alcohol Provided	N/A	\$50	Alcohol provided free of charge at the event. No TABC Permit is required.
Alcohol Sold	N/A	\$150	Alcohol is sold to attendees at the event. TABC Permit is required.
Clean Zone	N/A	\$500	Dedicated City resources required to enforce restrictions requested by the event within the Clean Zone.
MHH Bridge Closure	\$5,000	\$5,000	Closing of the Margaret Hunt Hill Bridge. Closures limited to once per quarter.
Late Fee	\$40	\$50	Per day, to a max of 5 days
Change Fee	\$40	\$50	Minor changes requested by the event with minimal impact to the application and its required review.





- 3. Adjustment to permitting methodology and fee schedule
- Proposed pricing model bases fees on complexity of event

Event	Attendance	Street Closures	Alcohol	Clean Zone	Non Profit	Current Fees	Proposed Fees	Increase (Decrease)
Woody's Halloween Backlot Party	200	None	Sold	No	No	\$30	\$200	\$170
Santa Clara Family Festival	750	None	No	No	Yes	\$75	\$50	(\$25)
Kessler School PTO	1,500	Yes	No	No	Yes	\$250	\$150	(\$100)
Hot Chocolate 15K Run	14,000	Yes	No	No	Yes	\$250	\$600	\$350
Byron Nelson Event	20,000+	Yes	Yes	Yes	Yes	\$500	\$1,050	\$550





3. Adjustment to permitting methodology and fee schedule

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Commercial Filming

Fee Type	Current Fee	Actual Cost
Commercial Filming – Minor	\$50	\$472
Commercial Filming – Major	\$250	\$661
Television Series	\$250	\$2,796

Commercial Filming

Fee Study Summary Results





3. Adjustment to permitting methodology and fee schedule

Commercial Filming Proposed Fee Schedule

Туре	Current Fee	Proposed Fee	Information
Base Application Fee	\$50/\$250	\$100	Commercial Filming Application processing fee
Simple Filming	N/A	\$25	Daily fee for: B Roll, unlimited restrictions, no lane/street closures
Moderate Filming	N/A	\$100	Daily fee for: no lane/street closures, maximum of two locations, includes restricting legal parking such as, meter hooding or "no parking" signs.
Complex Filming	N/A	\$150	Daily fee for: filming that requires a closure and/or traffic control plan*. Any: complex scenes, special effects, stunts, car chases, or pyrotechnics
Student Filming	N/A	\$0	No fee with documentation of assignment or proof. Limited to Simple Filming only.
Retroactive B Roll	N/A	\$150	Retroactive permit for ex post facto permitting. Per shot.

*Street closures follow same fee schedule for static closures, as detailed on page 29





3. Adjustment to permitting methodology and fee schedule

	Neighborhood Farr Fee Study Summ		5
	Fee Type	Current Fee	Actual Cost
Neighborhood Markets	NFM – 35 Vendors	\$250	\$236
	NFM – 70 Vendors	\$350	\$236

Fee study results factor only the costs for Convention and Event Services' Office of Special Events. Expenses for all other Departments (DPD, DFR, CODE, Transportation, etc.) involved with permitting were not reflected in the actual costs for services.



3. Adjustment to permitting methodology and fee schedule

Neighborhood Farmers Markets Proposed Fee Schedule*				
Туре	Proposed Fee	Information		
Neighborhood Market	\$100	Base application fee. 50% discount for not-for-profit applicants.		
Vendor Participation	\$25	Fee per every 10 vendors – maximum 100 per market.		
Alcohol Provided	\$50	TABC permit not required.		
Alcohol Sold	\$150	TABC permit required.		

*Street closures follow same fee schedule as special events, as detailed on page 29



Proposed Operational Improvements

3. Adjustment to permitting methodology and fee schedule

Street Pole Banner Fee Study Summary Results						
Fee Type	Current Fee	Actual Cost				
Application Processing	\$30	\$125				
Application Processing – w/Event	\$30	\$125				
Per Pole – Discounted w/Event	\$10	\$18				
Per Pole – Standard	\$20	\$18				

Street Pole Banner

Fee study results factor only the costs for Convention and Event Services' Office of Special Events. Expenses for all other Departments (DPD, DFR, CODE, Transportation, etc.) involved with permitting were not reflected in the actual costs for services.



Proposed Process Enhancements

3. Adjustment to permitting methodology and fee schedule

Street Pole Banner Proposed Fee Schedule					
Туре	Proposed Fee	Information			
Base Application	\$100	Base application fee. 50% discount available for not-for-profit.			
Per Pole Fee	\$20	Price per pole included within application.			

- Permitted special events will receive up to 5 street poles at no charge, included with their base application processing fee.
- Public Improvement Districts (PID) will not be charged a base application processing fee, and will receive up to 10 poles for district identification within the PID at no charge.



Additional Items for Consideration

In-Kind Services:

- Special Event In-Kind Services are requested from the City and range from:
 - Equipment cones, signage, barricades, and delivery/pickup labor
 - Waiving of fees application fees, meter hooding fees
- Amend Chapter 42A to allow for the future development of a Special Event In-Kind Sponsorship Policy that would govern all Special Event In-Kind Services Requested
- Staff will develop a policy with appropriate City Departments, to include provisions of:
 - Varied levels of City resources as in-kind support, as requested by events
 - Level of support could vary based upon factors, such as, if the:
 - Location of the event is within an area designated as "need" by the City's Market Value Analysis plan
 - Location of the event is within an area deemed "need" by the City's Cultural Plan
 - Location of the event is within a Federal Opportunity Zone
 - Other significant factors that are deemed necessary
 - Once developed, the new policy would be briefed to Quality of Life, Arts, and Culture Committee for review and approval.



Requested Action

Seek feedback and approval on proposed:

- 1. Process Enhancements
- 2. Code Amendments
- 3. Additional Changes

Gain approval for advancement to Council Agenda for final consideration





Office of Special Events

Quality of Life Committee November 26, 2018

John Johnson, Assistant Director Convention and Event Services City of Dallas



Appendix

- 1. OSE Permit Types (Current and Proposed)
- 2. Draft Code Amendments/Revisions
- 3. Proposed Notification Requirements
- 4. OSE Fee Study Summary Results
- 5. Citizen Survey Summary Results
- 6. Key Stakeholder Survey Summary Results
- 7. Event Planner/Previous Applicant Survey Summary Results
- 8. Commercial Filming Survey Summary Results
- 9. Additional Fee Comparative Analysis Data



Proposed OSE Permit Types



Special Event

Temporary gathering, on public and/or private property, exceeds 100 attendees, and includes any of the following:

- 1) closure or restriction of a street or public property;
- 2) sale of food/beverage merchandise;
- 3) a tent (single or cumulative 399+ sq ft);
- 4) temporary stage/band shell/van, portable toilets, bleachers, grandstand;

5) a run, walk, ride, or special event parade

- 6) use of City Hall Plaza
 - 7) temporary signage;
 - 8) a Clean Zone;
 - 9) use of City Hall Plaza
- 10) use of the Felix Lozado Gateway/Ronald Kirk Pedestrian



Neighborhood Markets Temporary outdoor marketplace where produce, merchandise, food or other products are distributed, offered for sale or sold directly to consumers by the persons that have raised, grown, made, crafted; estimated number of vendors and attendees does not exceed 1,000



Commercial Filming Filming or still photography, including retroactive, and any related activities on real property, buildings, public space. Street Pole Banner Banners associated with an approved special event activity or special event permit authorized under Chapter 42A of the Dallas City Code.

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Draft Code Amendments/Consolidations

- Chapter 29A Neighborhood Farmers Markets
- Chapter 42A Special Events



Proposed Notification Requirements

NOTIFICATION REQUIREMENTS FOR PERMITTED SPECIAL EVENTS								
	NO STREET	STATIC		EVENTS	MOVING EVENTS			
	CLOSURES	Simple	Moderate	Complex	Simple	Moderate	Complex	
Notifications are NOT required for outdoor events with an expected								
attendance of 250 or fewer people and with no street/lane closures								
Neighborhood/ Residential based events: Notify all owners and								
occupants of real property abutting the event area and all those								
impacted by the event a minimum of fifteen (15) days prior to the event								
date utilizing a minimum of two of the following communication	x	x	x		x			
methods: Email distribution list; Electronic notification thru web app.	~	^			^			
e.g. NextDoor'; Yard signs along the event footprint; Posting in a								
neighborhood association / PTA / PTO etc. newsletter and /or social								
media page; Hand delivered; Mailed								
Deliver written notice to all owners and occupants of real property								
abutting the event area and all those impacted by the event a minimum				x		x	x	
of thirty (30) days prior to the event date (mail, hand delivered, or door				^			^	
hanger)								
Deliver written notice to all owners and occupants of real property								
abutting the event area and all those impacted by the event a minimum			x	x		x	x	
of fifteen (15) days prior to the event date (mail, hand delivered, or door				^		^	^	
hanger). Zone specific communication pieces apply.								
Direct communication and notification is required via in-person or phone								
and a follow-up email of all: major employers; multi-family housing;			x	x		x	x	
places of worship; and neighborhood associations abutting and impacted				^			~	
by the event.								
Contact Waze, Google etc. to request street closures be posted.				X		X	Х	



Proposed Notification Requirements (Continued)

	NO STREET CLOSURES	STATI	C CLOSURE E	VENTS	MOVING EVENTS		
	NO STREET CLOSURES	Simple	Moderate	Complex	Simple	Moderate	Complex
Councilmembers are encouraged to post district specific event details to social media.		x	x	x	x	x	х
Councilmembers are encouraged to distribute district specific event details to stakeholders (from OSE weekly report)				x	-	x	х
Develop targeted (zone specific) communication: Utilize digital neighborhood-based platforms and available databases to communicate street closures specific to neighborhood(s) and business zones impacted.				x	-	-	х
Develop targeted (zone specific) communication: Provide OSE a final communication piece that will be distributed to community stakeholders thru the City Council Office and OSE (available database).				x	-	-	х
OSE to create and distribute a Traffic Advisory				х	-	-	х
OSE to create and distribute a City Hall Announcement for all City Hall Plaza permitted events and all events that impact city hall garage access.	x		x	x	-	x	х
OSE to post event to web calendar - hyperlink to event website for maps, street closures, rerouting etc.	x	x	x	x	x	x	х
Provide communication piece to be distributed by OSE thru the web opt- in database (to be developed)				x	-	-	х

he Director will determine the specific communication/notification requirements based on 'a variety of factors including but not limited to: the event size, date and times of the event, foot-print, anticipated impact, historical knowledge of the event





OSE Fee Study Summary Results



Citizen Survey Summary Results



Key Stakeholder Survey Summary Results



Event Planner/Previous Applicant Survey Summary Results



Commercial Filming Survey Summary Results



Additional Fee Comparative Analysis Data



Additional Fee Comparative Analysis Data Commercial Filming Fee Analysis

3. Adjustment to permitting methodology and fee schedule

Film Application	Length (Days)	Type of Shoot	Additional Locations	*Street Closures		Current Fee	Proposed Fee	Increase (Decrease)
Toyota TMNA	1	Simple	N/A	0	No	\$50	\$125	\$75
Truila Pilot	1	Simple	N/A	0	No	\$250	\$125	(\$125)
WK 39 Mailer	1	Simple	N/A	0	No	\$50	\$125	\$75
Chevy SCR	1	Moderate	0	Meters	No	\$50	\$300	\$250
Toyota CH-R	1	Complex	0	1	No	\$50	\$300	\$250
Queen of the South	2	Complex	0	2	No	\$250	\$500	\$250
NFL Draft	2	Moderate	1	1	No	\$330	\$380	\$50
Heaven	2	Complex	0	3+	No	\$250	\$800	\$550

*Street closures follow same fee schedule for static closures, as detailed on page 29



Additional Fee Comparative Analysis Data Farmers Market Fee Analysis

3. Adjustment to permitting methodology and fee schedule

Market Application	Number of Vendors	Current Fee	*Proposed Fee	Increase (Decrease)
Oak Cliff Lion's Club	35	\$250	\$150	(\$100)
Casa Linda Market	70	\$350	\$275	(\$75)
Paul Quinn Market	35	\$250	\$200	(\$50)
St. Michael Farmer's Market	70	\$350	\$225	(\$125)
White Rock Farmer's Market	70	\$350	\$275	(\$75)
Deep Ellum Outdoor Market	30	\$360	\$225	(\$135)

*Street closures follow same fee schedule as special events, as detailed on page 29



Additional Fee Comparative Analysis Data Street Pole Banner Fee Analysis

3. Adjustment to permitting methodology and fee schedule

Banner Application	Number of Poles	Current Total Fess	Proposed Total Fees	Increase (Decrease)
O'Reilly Manager's Conference	29	\$0.00	\$680	\$680
State Fair of Texas 2018	328	\$3,310	\$6,560	\$3,250
UTSW 75 th Anniversary Celebration	137	\$2,770	\$2,790	\$20
Ultimate Dinosaurs	63	\$1,290	\$1,310	\$20
Uptown 25 th Anniversary	25	\$530	\$600	\$70



