

Memorandum



CITY OF DALLAS

DATE March 22, 2018

TO 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, March 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.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

c: Honorable Mayor and Members of City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billierae Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)
Jon Fortune, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Office of Special Events

Quality of Life, Arts & Culture
Committee
March 26, 2018

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



Briefing Overview

1. Purpose
2. Background
3. Permitting process overview
4. Potential operational improvements
5. Potential process enhancements
6. Next steps
7. Requested action



Purpose

- To initiate an update of special event permitting by reviewing the existing process, potential changes, and a plan for public input



Background

Mission

Facilitate the promotion of events and activities within the city, especially the Central Business District that:

1. create a more positive image of the city and stimulate significant economic growth;
2. encourage and give high priority to established special events that historically benefit the city; and
3. promote commercial film development within the city.



CITY OF
DALLAS

**OFFICE OF
SPECIAL EVENTS**

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Background

Permit Types



Special Event

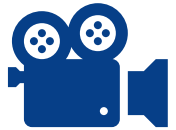
Temporary gathering, on public and/or private property, exceeds 75 spectators, and includes any of the following:

- 1) a street closure;
- 2) restriction of public property;
- 3) sale of food/merchandise;
- 4) erection of a tent;
- 5) stage/band shell, amplified sound;
- 6) portable toilets;
- 7) and/or temporary road signage.



Neighborhood Farmers Markets

Temporary outdoor marketplace on private property 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 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.

Background

Permitting Authority



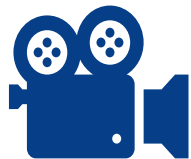
- **Dallas City Code, Chapter 42A – Special Events**
 - Established by Ordinance on May 15, 1985
 - *“Facilitate the promotion of events and activities within the city...”*



- **Dallas City Code, Chapter 29A – Neighborhood Farmers Markets**
 - Established by Ordinance on April 29, 2013
 - *“Facilitate the promotion of neighborhood farmers markets within the city...”*



- **Dallas City Code, Chapter 51A – Sign Regulations**
 - Ordinance amended on November 10, 2008
 - *“Special event signs: special event signs are governed by the special event permit...”*



- **City of Dallas Administrative Directive (AD) – Commercial Filming Policy**
 - Established by Administrative Directive: 2-46 on December 1, 2003
 - *“Streamline requests for commercial filming in order to promote Dallas as “film-friendly...”*

Background

Exemptions

Special Event exemptions granted by City Code to:

- neighborhood “*Block Parties;*”
- events conducted solely on property under the control of:
 - Dallas Parks and Recreation,
 - Convention Center;
- First Amendment Activities/Demonstrations;*
- funeral processions; and
- house moving activities.

Commercial Filming permit exemptions for:

- filming from public sidewalks,
- spontaneous news media, and
- filming on private property.

*Excluding First Amendment Activity which triggers a Special Event Permit

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Background

OSE – At A Glance



8 Staff Positions



**Police, Fire, Risk,
Sanitation, and
Transportation**



**\$659k Budgeted
Annual Expenses**



**1,119 Applications
Processed FY16-17**



**\$127k Estimated
Annual Revenue**



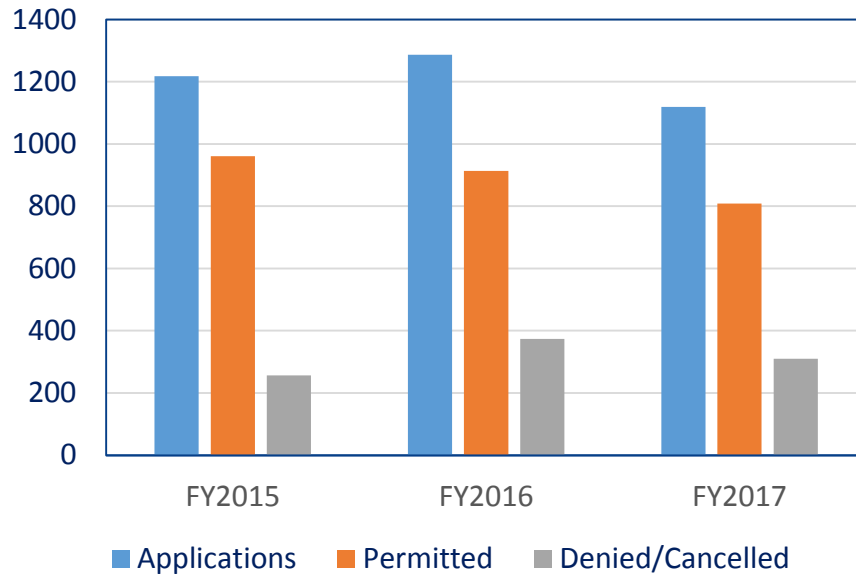
**809 Various Permits
Issued FY16-17**

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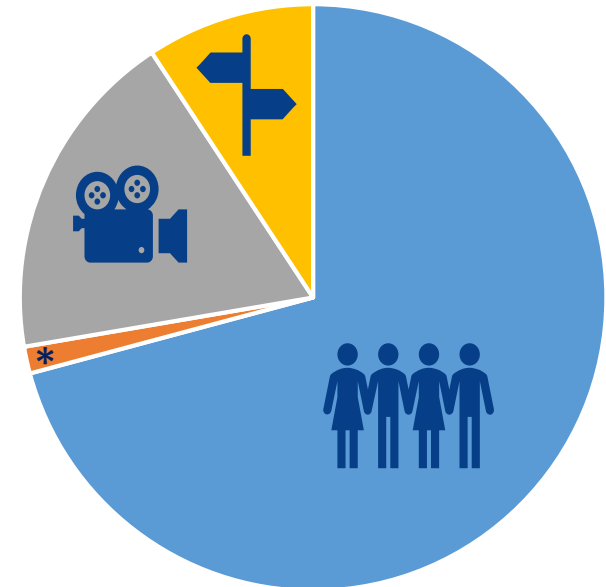
Background

Permit Processing

Application and Permit Processing
(FY2015-17)



Permits By Type (FY2017)

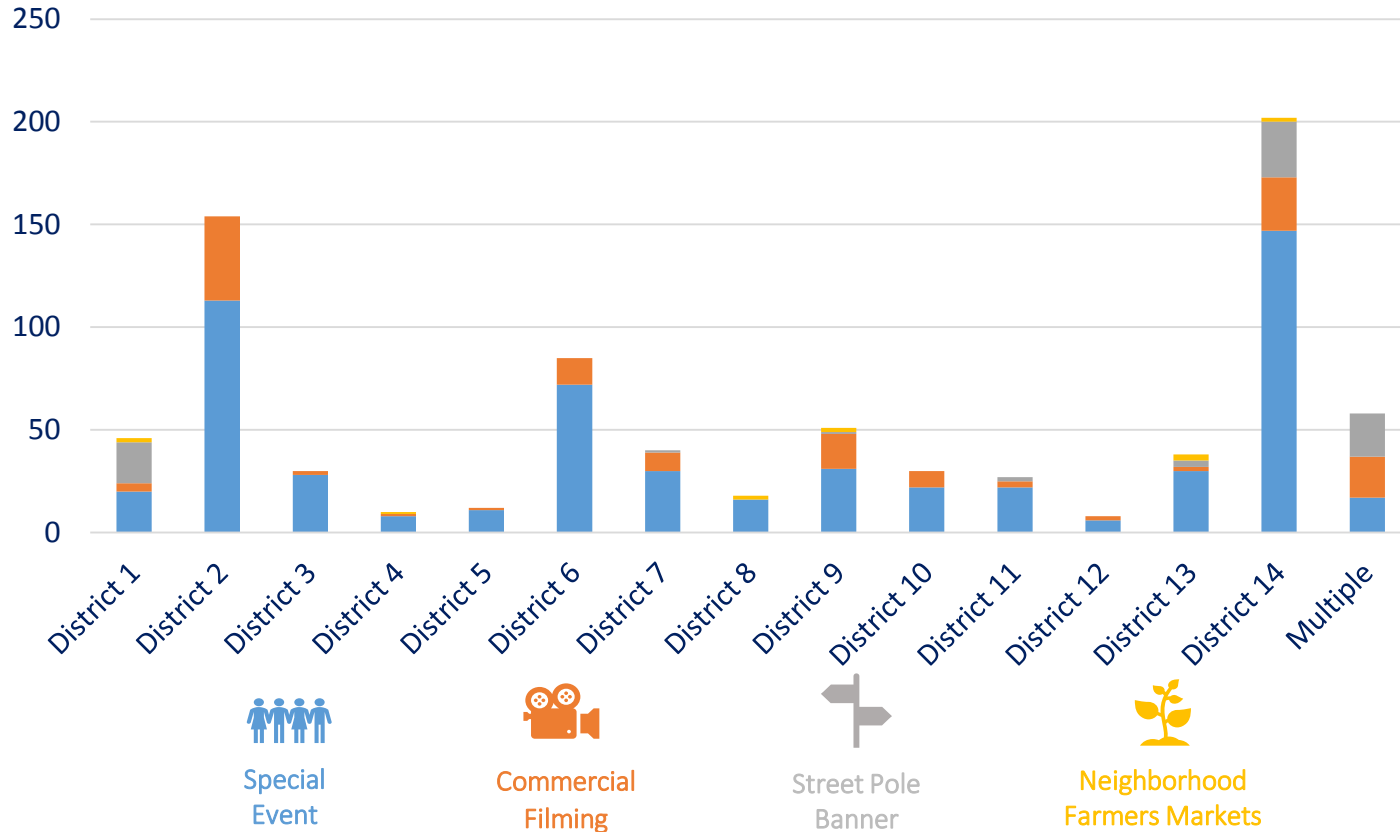


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 Special Event
- 
 Commercial Filming
- 
 Street Pole Banner
- 
 Neighborhood Farmers Markets

Background

Permits Issued by Council District

FY2017



Background

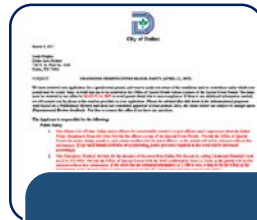
Permitting Process Overview



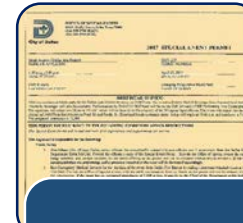
Application
Submission



Departmental
Review



Preliminary
Letter



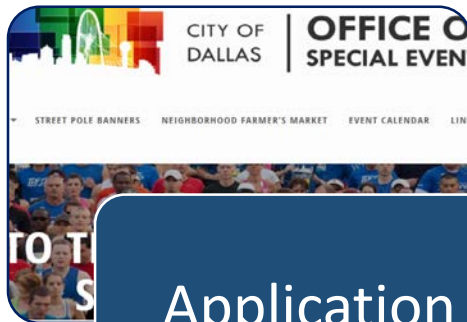
Permit
Issuance



Post-Event
Process

Permitting Process Overview

Application Submission



Application Submission

- Applications submitted via OSE website
- Applicants must submit application no less than 45 days prior to the event
 - Commercial Filming: 2-5 business days prior
 - Neighborhood Farmers Market: 30 days prior
- Incomplete applications are not processed
- Applications submitted under the 45-day requirement may be denied
 - If accepted, subject to applicable fees
- No changes to the application accepted within 15 business days of the event

Permitting Process Overview

Departmental Review Process



Departmental Review

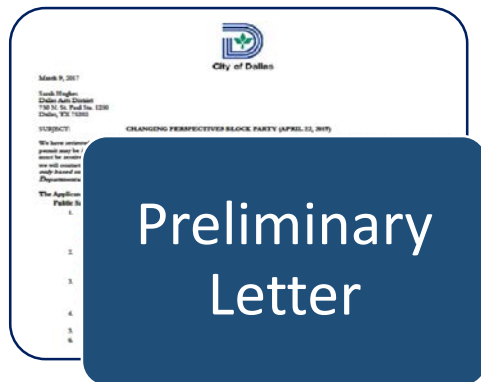
1. Initial application review by OSE staff
 1. Is a permit required? Complete?
2. If public safety review is required, info sent to:
 1. Dallas Police – minimum of 10 days per Code to review
3. Following Public Safety input, info sent to:
 1. Various City of Dallas Departments & External Organizations
 1. Minimum of 10 days period per Code to review and provide specific requirements
4. Information compiled into the Preliminary Informational Letter



Permitting Process Overview

Preliminary Letter Issued

This letter identifies the City of Dallas' expectations and event requirements. It also provides important contact information for the event.



Requirements generally detailed in the **Preliminary Letter** may include:

1. Public safety requirements
2. General event requirements and/or restrictions
3. Insurance limits/coverage
4. Quality of life requirements
5. Alcohol sales regulation information
6. Additional permits and licenses required

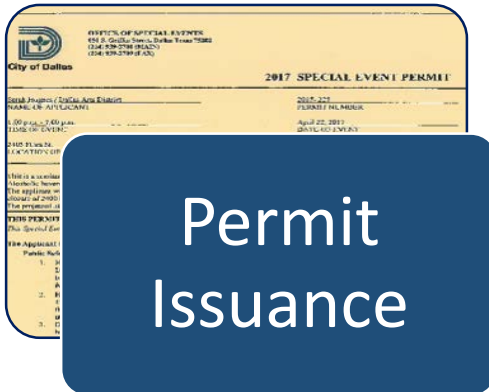
On average OSE provides the Preliminary Letter:

- 173 days after an event application is received for large scale events which require extensive public-safety review, or
- 28 days after an event application is received for smaller scale events.

Permitting Process Overview

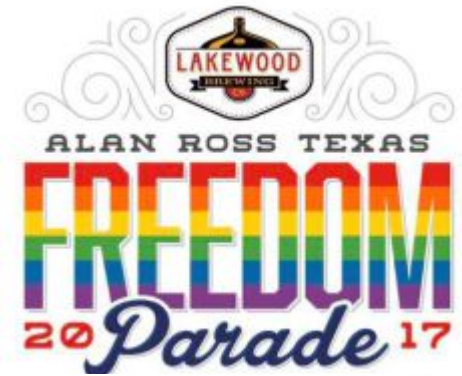
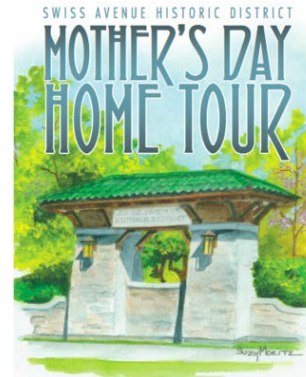
Permit Issuance

Once all requirements detailed in the Preliminary Letter are met and applicable documents are verified, a Special Event Permit is issued



- Preliminary Letter to permit issuance averages about 26 days
- Permits are normally issued 3-5 days prior to an event

A copy of the permit is sent to Department of Code Compliance, 311, Building Inspection, TABC (if applicable), and off-duty DPD officers hired to worked the event



Run For The Blue





↑ Street Pole Banners ↓



↑ Special Event / Commercial Filming ↓



↑ Neighborhood Farmers Markets ↓



Permitting Process Overview

Post-Event Process



Post Event Process

Following an event, OSE staff reviews each permitted event to document and address any:

- Permit violations
- Enforcement action taken
- Complaints received by staff
- DPD Post Event Report findings

If necessary, OSE will request a post event meeting to address and formally document:

- Violation(s) or enforcement activity taken
- Concerns or complaints received by City staff
- Ingress/egress challenges
- Future permit requirements

Permitting Process Overview

Complaint Resolution



Upon receipt of complaint:

1. OSE researches the complaint, reviews reports, speaks with any staff and/or event organizer
2. With key partners, OSE identifies if a violation occurred and citation is warranted
3. OSE responds to complainant
4. OSE may request a post-event meeting with event organizer

Any violations identified result in written notification to event organizers; violations/complaints are noted in file for future events

Top Five Complaints

1. Failure to notify surrounding businesses and/or residents
2. Inadequate parking and signage to parking locations
3. Inconveniences by road closures
4. Litter post-event
5. Excessive noise during events

Potential Operational Improvements

- **Enhanced notification requirements**
 - Provide better guidelines for event notifications to businesses and residents affected by event and event logistics
- **Complete a fee study**
 - Determine actual cost of permitting services and ensure appropriate fees and staffing structures are in place
- **Improved data collection efforts**
 - Expand data points that are collected and tracked for OSE analytics and research
- **Improved violation and/or citation structure**
 - Research and implement a tiered enforcement structure to better address violations
- **Update and consolidate City Code**
 - Update Chapter 42A to provide a robust Ordinance to better address events today, and consolidate OSE permitting requirements from other City Code sections



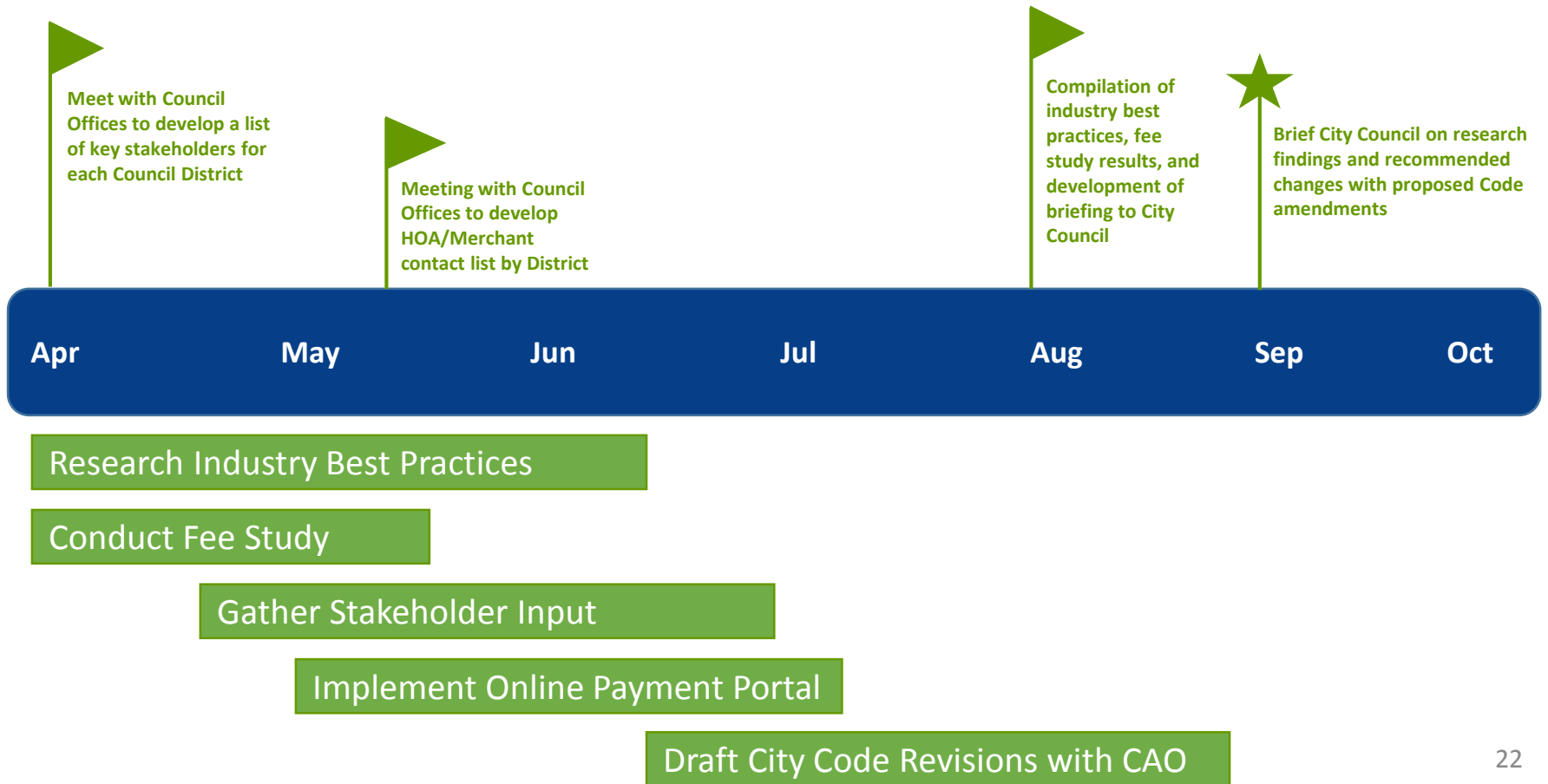
Potential Process Enhancements

- **Gather Stakeholder Input**
 - Development of specialized surveys for:
 - Event organizers
 - Citizens
 - Home Owners Associations and/or Merchants Associations
 - Other Council-identified individuals or organizations
 - Collaborative meetings for City Departments and partner agencies
- **Implement online payment portal**
 - Allowing for an easier and more efficient payment process for applicants
- **Business/Merchant Association Involvement**
 - Research industry and contemporary cities for best practices. Specifically looking for ways to provide the City with a mechanism to minimize negative impact on businesses and merchants
- **Enhanced Notification Channels**
 - Development of special event specific Home Owners Associations and/or Merchants Associations distribution lists, per Council District
 - Verified with City Council offices biannually for accuracy

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Next Steps



Requested Action

- Seek committee feedback on potential changes and public input process



Office of Special Events

Quality of Life, Arts & Culture
Committee
March 26, 2018

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



Appendix

- Current Fee Schedule



SPECIAL EVENTS	FEE
Permit Application Processing Fee: 0-200 people	\$ 30
Permit Application Processing Fee: 201-400 people	\$ 50
Permit Application Processing Fee: 401-800 people	\$ 75
Permit Application Processing Fee: 801-1000 people	\$ 100
Permit Application Processing Fee: 1001-20,000 people	\$ 250
Permit Application Processing Fee: 20,000+ people	\$500
Late Submission Fee	\$ 40
Change Fee	\$ 40



NEIGHBORHOOD FARMER'S MARKET	Fee
Permit Application Fee: 0-35 Vendors	\$ 250
Permit Application Fee: 36-70 Vendors	\$ 350
Dallas Farmers Market	\$ 400
Late Submission Fee	\$ 40
Application Change Fee	\$ 40

Current Fee Structure



STREET POLE BANNER	FEES
Permit Application Processing Fee	\$ 30
Per Pole Fee <i>(with an approved permitted event)</i>	\$ 10
Per Pole Fee <i>(with an approved non-permitted event)</i>	\$ 20
Late Application Processing Fee	\$ 40
Application Change Fee	\$ 40



COMMERCIAL FILMING	FEE
Permit Application Processing Fee: for a maximum of two locations	\$ 50
Permit Application Fee for applications which involve extensive planning such as: multiple street/lane closures; intermittent traffic control; impact DART route(s); complex scenes; special effects.	\$ 250
Application Change Fee	\$ 40