



City Council Report

Date: December 21, 2006
To: City Council
Through: Debra Dollar, Assistant City Manager
From: Rhett Evans, Parks, Recreation & Commercial Facilities Director
Subject: Community Special Events Protocol
Citywide

Purpose and Recommendation

The purpose of this report is to update Mesa City Council on the proposed special event award process and gain approval to implement the process. This addresses only those special events that were previously coordinated and funded by the City.

Background

Due to the elimination of special events funding in February 2006, City involvement in the production and coordination of special events is now limited to information dissemination and creating reservations for equipment and facilities. (The Parks and Recreation Division was previously responsible for the entire production and financial support of nine special events each year.)

Because there was competition for some of these events by various organizations, the need to implement a criteria-based award process became apparent. Staff presented the Parks and Recreation Board's recommendation to allocate these events at the September 21st City Council Study Session.

The special event award process recommended by the Parks Board consists of evaluating applications based on the following criteria:

- Event organizer designation (non-profit, commercial, etc.)
- Brief description of event (years and extent organization has been involved in type of event, event budget, etc.)
- Event management experience
- Additional experience including historical participation and association with community projects, continued willingness to participate, etc.
- Community impact including target audience, demographics of populations to be served.
- Community support including identification of Mesa-based local clubs, groups, and/or organizations that may benefit from the event

This recommendation was given to legal for review.

Discussion

The legal review findings from the law firm of Mariscal Weeks include:

1. The City may give preference to a non-profit over a for-profit entity as host for a City special event, but only by adopting narrow restrictions in its selection of which entity to favor, ensuring that the restrictions serve a significant interest and providing adequate alternative channels of communication to those entities not favored.
2. Similarly, the City should not give a preference or right of first refusal to one non-profit organization over another without a process that is narrowly tailored to serve a significant governmental interest and that contains adequate criteria to guide the City in choosing which organization to favor.
3. The City should not grant rights of first refusal to organizations or otherwise favor one organization over another merely based on the favored organization's having hosted a particular City event in the past because such consideration bears no rational relationship to an acceptable City purpose and memorializes past decisions without the use of criteria to adjust to evolving circumstances.
4. The City may grant fee waivers so long as it first creates a process that allows little or no exercise of discretion in whether to grant or deny such waivers.

Based upon the legal opinion received, the Parks, Recreation and Commercial Facilities Department is proposing a process that:

1. Requires potential applicants to submit a letter of interest in advance of the event date.
2. If more than one letter of interest is received, a supplemental application will be completed and a Selection Review panel, made up of three Parks Board members, will use a special events criteria score sheet to evaluate each application
3. The Selection Review Panel will make a recommendation to the Parks, Recreation and Commercial Facilities Director or designee, for final selection.
4. Provides flexibility to award an event for multiple years.

The proposed application process allows for fair and equitable allocation of special events in Mesa and is consistent with the legal opinion received.

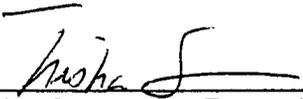
Fiscal Impact

We anticipate that only on a few occasions that more than one entity will express

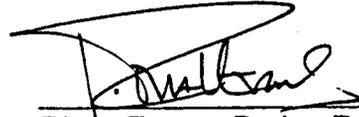
interest in holding the same type of event at the same park on the same day, therefore minimal cost is estimated to support the proposed process. A fee for the facilitation and coordination of special events needs to be addressed in the upcoming budget process.

Coordinated With

Parks and Recreation Board supports this recommendation. The City Attorney's Office has reviewed this report.



Trisha Sorensen, Executive Manager



Rhett Evans, Parks, Recreation,
and Commercial Facilities Director



Bryan Raines, Deputy City Manager



Debra Dollar, Assistant City Manager

City of Mesa Special Events Supplemental Application (Criteria Scoring)

DRAFT

All applicants must submit the following information along with a completed Special Event application form available at:

http://www.cityofmesa.org/salestax/special_event.asp

This form is used to evaluate and award special events when more than one group expresses interest in planning and promoting the events listed below. Evaluators score each question based on the criteria. The application with the highest score will be forwarded to the Parks, Recreation, and Commercial Facilities Department Director for final approval.

Special Event	Location of Event	Application Deadline
Cesar Chavez Day	Pioneer Park	July 1
Cinco de Mayo Fiesta	Pioneer Park	August 1
Native American PowWow	Pioneer Park	January 1
Turkey Trot	Red Mountain Park	February 1

Organizational Purpose (15 points)

The event organizer(s) is:

- Non-profit organization that will benefit Mesa
 Non-profit organization with prior experience located in Mesa
 Non-profit organization
 Commercial organization

Event Management Experience (25 points)

Provide a brief description of the event. Please include:

- The number of years and extent of involvement your organization has been associated with the requested event.
- The various components of this event that your organization has managed previously. Describe in detail your direct responsibilities with: marketing, vendors, music/entertainment, spirituous liquor management, safety/security, set-up/clean-up.
- The event budget including all projected expenses and revenue.

Additional Experience (20 points)

Provide your organization's historical participation and association with community projects, events and continued willingness to participate. Please include at least 2 references from prior partnerships or events.

Community Impact (15 points)

- Describe activities to be provided as part of this event and what target audiences each will serve.
- The demographics of the populations served by the event, both as partners in implementation and in those attending.

Community Support (25 points)

- Please list the names of the Mesa-based local clubs/groups/organizations that are anticipated to benefit from the event.
- Identify anticipated contribution to be made to the Mesa Parks Foundation.