



Legislation Text

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TO: Board of Mayor and Aldermen

FROM: Eric Stuckey, City Administrator
Mark Hilty, ACA Public Works
Lisa Clayton, Parks Director
Shauna Billingsley, City Attorney

SUBJECT:

Consideration of Ordinance 2017-38, an amendment to Chapter 5 of the municipal code allowing for long term agreements for special events. (08/08/17 WS, 8/22/17 1st BOMA Reading 5-0) SECOND AND FINAL READING

Purpose

The purpose of this memorandum is to provide information to the Franklin Board of Mayor and Aldermen (BOMA) concerning proposed changes to Chapter 5 of the municipal code allowing for long term agreements for special events.

Background

One of the hallmarks of Franklin is its community festivals and special events. These events bring the community together and welcome visitors to enjoy the unique charm and community character Franklin has to offer. These events require significant time and resources to plan and implement by the event sponsors and our City Special Event Advisory Team (SEAT). The current municipal code (Chapter 5) only allows special event applications 364 days prior to the planned event date. As our staff team works with event organizers, it has become apparent that the opportunity to have a longer term commitment for large scale events is important to their success. A multi-year commitment allows organizers to better plan the event and to secure longer term commitments from key event participants (including performers and sponsors).

The proposed changes to Chapter 5 of the municipal code would allow the Board of Mayor and Aldermen to approve multi-year commitment to a festival/special event upon the recommendation of the City and Administrator. It is recommended that multi-year event agreements be limited to events with a planned attendance of 15,000 attendees or more. The length of the agreements would be capped at five years. New events would not be eligible for multi-year event agreement until that have been approved and implemented in two consecutive years. Despite the multi-year agreement, event organizers would continue to be subject to annual review with the Special Event Advisory Team to review the logistics of the event and to make recommendations regarding the event.

Financial Impact

Each applicant under a long-term agreement shall be required to meet the terms of the ordinance and all fees associated with the city property/right-of-way the applicant is requesting. Fees may differ depending on location (City Park versus Downtown Area).

Recommendation

Staff recommends approving the amendment to allow long-term agreements for large scale special events located on City property/right-of-way.