

EVENTS

Update to GPC March 2019

Office of the City Manager, Strategic Initiatives

180761

Gainesville.
Citizen centered
People empowered

AGENDA

- ▶ Why am I here?
- ▶ Project Overview
 - Goals
 - Approach
- ▶ Current State
 - Data
 - Ordinances
 - Processes
- ▶ Next Steps

WHY AM I HERE?

- ▶ City Manager's office has been working on a project to improve Special Events Permitting.
- ▶ We have completed the initial analysis and we are working towards creating a new streamlined and citizen-centered approach.
- ▶ In the next few months we will be making a recommendation on changes to ordinances that will support the new process. This is where you will come in.
- ▶ To increase transparency and improve communication, I'm here to give you an update on what will coming down the road later this year. I also want to gather any feedback you may have around the topic.

PROJECT OVERVIEW

- ▶ The City of Gainesville is home to a wide variety of events.
- ▶ We are honored to be the backdrop for family celebrations, kid and adult sports leagues, fundraisers, block parties, music shows, festivals, and parades.
- ▶ How can the City champion these events and make sure everyone stays safe?

PROJECT GOALS

▶ Citizen-focused:

- Create a streamlined solution for event organizers to plan and execute their events within the City of Gainesville.
- Improve transparency of the hows and whys the City regulates events.

▶ City-focused:

- Design a holistic operational approach that supports events, focusing on health and safety.
- Provide metrics for accountability and process refinement.

APPROACH

▶ 2017-2018

- Cross-department team

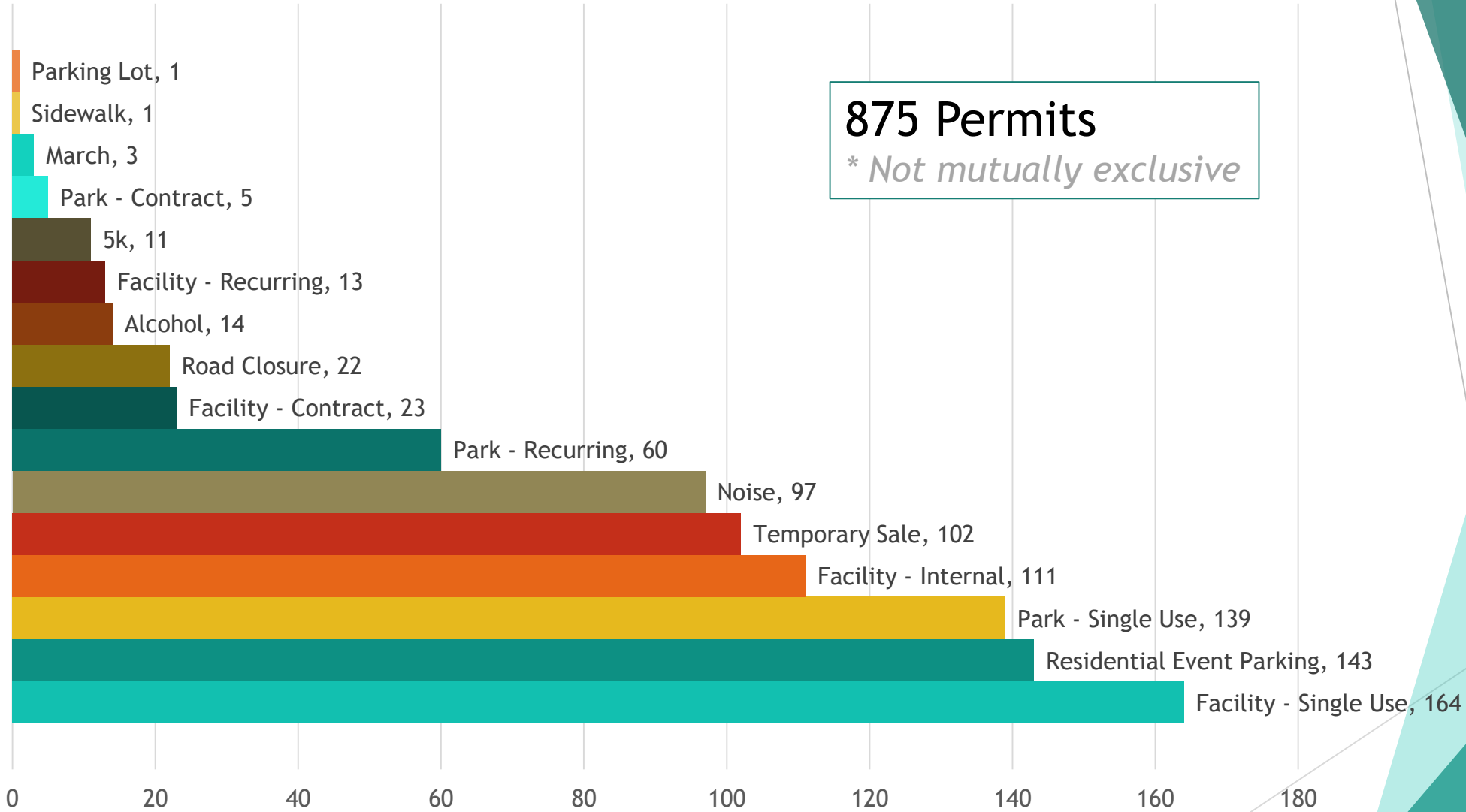
▶ November 2018

- Project handoff
- Usability Testing
 1. No quick fix.
 2. Fix the process first.

▶ December 2018 - February 2019

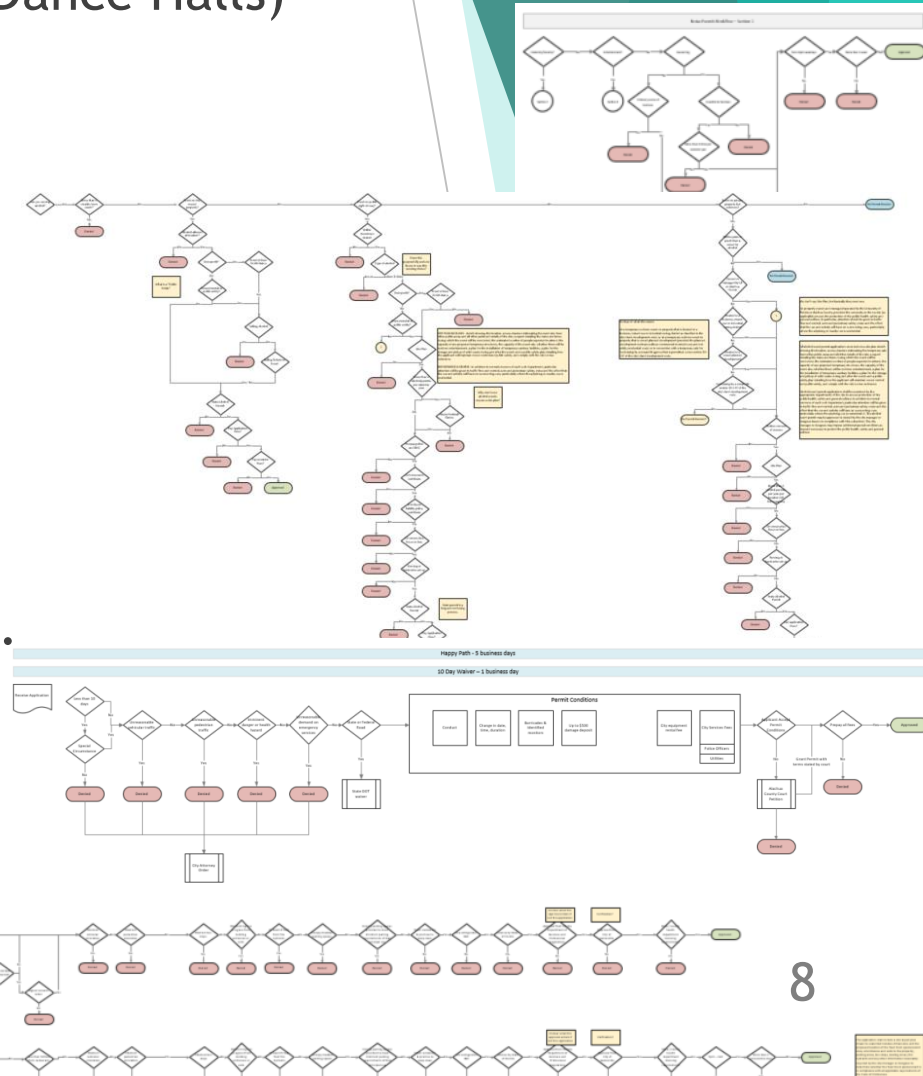
- Document current types, process, ordinances
- Meet with departments to identify current policies, pain points, and desired functionality
- Review best practices from other municipalities and software solutions

2018 EVENT PERMITS



EVENTS ORDINANCES

- ▶ Sec. 4-4. - Sale, dispensing, consumption and possession generally (Alcohol)
- ▶ Sec. 14.5-102. - Permit required; application for permit.(Dance Halls)
- ▶ Sec. 15-4. - Special permits. (Noise)
- ▶ Sec. 19-93. - Regulations. (Game Day Sales)
- ▶ Sec. 26-189. - Congregating on streets and sidewalks.
- ▶ Sec. 30-5.11. - Farmers markets.
- ▶ Sec. 30-5.35. - Food trucks.
- ▶ Sec. 30-5.47. - Promotional/temporary sales.
- ▶ Sec. 30-5.49. - Sales for fundraising by nonprofit agencies.
- ▶ Sec. 30-7.7. - Residential parking.
- ▶ Sec. 30-9.5. - Allowable signs—No permit required.



FORMS & PROCESSES FOR EVENTS

We have many pieces of paper to fill out to run an event.

- ▶ GPD Special Event Application
- ▶ Code Special Event Application for Temporary Sales
- ▶ Code UF Special Event Parking Permit
- ▶ Permission Letter for Location
- ▶ Representing a Non-profit
- ▶ Site Plan (no template)
- ▶ Tent Permit Application
- ▶ Certificate of Flame Resistance (Tents)
- ▶ Depot Park Application
- ▶ Bo Diddley Plaza Application
- ▶ Facility / Park Request
- ▶ Facility Reservation - Information Sheet
- ▶ Park Request - Information Sheet
- ▶ State temporary alcohol sale
- ▶ Conditional Special Events / Outdoor Sale of Alcohol During University of Florida Home Football Games (City Alcohol)
- ▶ SEAS Grant application
- ▶ State DOT Temporary Closing of State Road Permit
- ▶ Maintenance of Traffic Plan
- ▶ City Petition for Street Closing - GPD
- ▶ Proof of insurance
- ▶ Signs / Street banners (must agree to follow rules but nothing to fill out)

NEXT STEPS

- ▶ **Citizen Engagement - Design Thinking Workshops with Event Organizers**
- ▶ **Process Definition - Workshops with City departments and Attorney's office to refine process and update ordinances.**
- ▶ **Review Draft Solution - Present solutions back to Commission for review and refinement. (Next Update June 2019)**



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