



Legislation Details (With Text)

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Title: Tom Petty Birthday Bash Event (B)

Staff presentation regarding the upcoming Tom Petty Birthday Bash, an annual community event, and a request for Commission direction.

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Date	Ver.	Action By	Action	Result
8/5/2021	1	City Commission	Approved, as shown above	Pass

Tom Petty Birthday Bash Event (B)

Staff presentation regarding the upcoming Tom Petty Birthday Bash, an annual community event, and a request for Commission direction.

The Tom Petty Birthday Bash is approaching its third year as a popular community event at Gainesville's Depot Park. The event has always been managed by an outside organizer as a free-of-charge community event and each year the celebration has grown in popularity and attendance. The organizers had plans to improve the event with national headliners and greater economic impact to the City in 2021. They have hired Red Light Management, LLC, to coordinate the event this year. The Tom Petty Birthday Bash will be held on October 23 and 24. In its event application, Red Light Management is planning to transition from an open community event to a private, ticketed event, which will require closure of the entire park for a period not to exceed nine days. Additionally, Depot Park will need to be gated off between October 18 and 26, 2021, to include set-up and tear-down of the event.

The City of Gainesville's Code of Ordinances (Sec. 18-20) speaks to fencing at City parks specifically that prohibits any gate providing access to any park, or build any trail except as authorized by an approved management plan with the City Manager or designee. Furthermore, Sec. 18-16 states that "except as otherwise provided in this Code of Ordinance, [the ability to] purchase, sell, offer for sale, possess, or consume any alcohol beverage, illegal drug or intoxicating substance" is unlawful at any City park. While it is within the City Manager's purview to approve this use of a public park for a private event, Commission input is requested as there is currently no mechanism in place to approve private, ticketed events at City parks.

The Parks, Recreation and Cultural Affairs (PRCA) Department's Interim Director, Roxana Gonzalez, will

provide event history, review current Depot Park policies, current City Ordinances and event costs related to closing Depot Park, including street closures and public safety costs. PRCA will also discuss Red Light Management's current event application to host the event and the changes that are being requested in order to host this event.

Strategic Connection

Goal 3: A Great Place to Live and Experience

There are no cost associated as the applicant will incur all charges.

All expenses to produce the event will be borne by its host, Red Light Management, including closure of the park and use of Gainesville Police Department, Gainesville Fire & Rescue, Building and Codes, Public Works and PRCA resources.

City Commission 1) hear a presentation on the Tom Petty Birthday Bash, and 2) provide direction to the City Manager on amending the City's current application process to allow private, ticketed events in Depot Park or any City-owned parks.