



The Coalition of Greater Scottsdale

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To: Tourism Development Commission
Re: Special Events Ordinance 2016 Agenda item

8 March 2016

Honorable Commissioners:

COGS (The Coalition of Greater Scottsdale) respectfully makes the following editing recommendations to the Special Events Ordinance draft as presented online as of 7 March 2016.

___ Section 22.2 (d) (4) Correct to read Scottsdale **Civic Center** Mall

___ Article II. EVENT CRITERIA Section 22.4 Event Criteria

ADD: All criteria in Article II must be met to receive permit approval.

- a) (4) “Parking is **sufficiently available** to accommodate event staff, participants and spectators.”
- c) “The event shall comply with applicable laws, ordinances [*moved City policies*], **regulations**, procedures, and **City policies as included in the Special Events Handbook.**”

___ Sec. 22.3 Definitions **ADD: net aggregate...retail sales....unique**

___ Sec. 22.4 (a) 9 How is “net aggregate” to be measured? What if 10 oppose and 11 support a proposed event in their area? Approve the permit or not?

___ Sec. 22.6 Simple Event Permit Required **Examples would improve this section.**

___ Sec. 22-7 Event Limits

- (a) “An event shall not occur more than 10 consecutive **days** or 24 total days during the period of January 1 through March 31...**and twenty total days in a calendar year.**” In reviewing the work study video/audio, 48 calendar days was NOT a consensus directive. Councilwoman Klapp was very specific in this [and the earlier RockBar case] that 48 annual total is way too many “special” events. Further recommendation was to spread the 24 total days per year to 6 per quarter.
- (b) An art-related event shall not be approved by the event administrator in the **Downtown** area...if it conflicts with a scheduled Thursday night ArtWalk. Councilwoman Milhaven suggested the Osborn-CamelbackRd-Goldwater-Scottsdale Road exclusive “box” but no other council member added consensus. The Civic Center is exempt from the SEO so there is no reason to identify this smaller geographic “box”.

Article IV APPLICATION PROCEDURES AND REQUIREMENTS, TIME FRAMES

(b) “The time frames by which the City will review and make a decision... shall be posted on the City’s website.” *It is critical that impacted area residential and merchants have sufficient time between notice and permit decision. The applicant’s evidence of sufficient direct contact and all feedback with the area must be a required part of the Administrator’s materials for review.*

Sec. 22-10 Fees, Charges, and Expenses

(a) Fee. “...the applicant shall also pay all applicable fees for permit issuance set forth in the **updated, market-rate** fee schedule approved by City Council, including facility and right-of-way use fees.”

Sec. 22-15 Appeal of Denial, Special Condition or Revocation.

(b) “The City Manager shall make a decision on the appeal within 10 calendar days of receiving the appeal.” *COGS supports that the City Manager and not a member of the Special Events staff will make this decision.*

(c) *(same)*

Sec 22-20 Classification of Violations; Penalties.

ADD: (d) Three violations within a one year period shall prohibit/ban the violator from receiving a Special Events permit for the period of two years. The violator may not be a partner or associated with any Special Events during that period.

SAMPLE OF EVENT USER GUIDELINE CONTENTS

SECTION 2: Event Permit Application Requirements

This section must be very specific on the public notice requirements. Area residential and business contact requirements should include direct contact of a flyer, posting of pending event/application on their business website and sending that link to area merchants. ALL feedback must be included in the Administrator’s review file PRIOR to a permit decision.

Thank you for your careful consideration of our recommendations. As you know, many COGS members have attended all public sessions for many months and some of our Board of Directors have participated in smaller conferences with the appropriate staff and individual council members. We strongly urge that temporary, 100% retail-focused sales are NOT events—they are business conducted outdoors. Great care must be taken that these should not be in direct competition with our permanently based city property owners and merchants.

***For the COGS Board of Directors,
Sonnie Kirtley***