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MEMORANDUM

To: Mayor and City Council
From: Warren Hutmacher, City Manager
Date: April 11, 2011
Subject: **Special Event Sponsorship**

ITEM DESCRIPTION

Staff requests further guidance on future special event sponsorship and co-sponsorship.

BACKGROUND

Dunwoody is home to many great and successful events. All of these events follow the permitting process outlined in Chapter 26, Article VII Assemblages in Public Places, Division 3 Special Events. Over the last few months, through the general permitting process, staff has received several inquiries from events regarding the City's interest in supporting or co-sponsoring of events.

Section [26-269](#), subsection (e) outlines the procedure for sponsoring or cosponsoring special events and has been included below for reference.

(e) As part of the application review, the city council may sponsor or cosponsor a special event as follows:

- (1) City-sponsored events are operated by the city itself. These events are not subject to any provisions of this division.
- (2) City-cosponsored events are events the city council has determined to be in the general interest to the public and advance the promotion of the community. The city may provide financial and in-kind support to these events. These events must meet the requirements of this division including providing personnel and services deemed necessary and in excess of this level of support as authorized by the city council at the time of their co-sponsorship of the event.

To this point, upon each inquiry, staff has directed interested events to contact Council members directly to gauge the potential interest of the City Council in sponsoring or co-sponsoring events. Although this method seems to be working for our community organizations, staff brings this issue up for discussion for two reasons.

1. City Sponsored Events

Based on the community input received as part of the Parks and Recreation Master Plan and the success of the City's Movie in the Park at Brook Run last year, staff believes the City may desire to host a limited number of special events in the future. In this regard, staff seeks further guidance on Council's preference for discussion and consideration of City-sponsored events.

2. Co-Sponsored Events



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Based on staff's experience and discussion with surrounding jurisdictions, Council may consider creating a policy establishing criteria to determine the levels of financial or in-kind support events would be eligible to request from the City. This policy could then be shared with interested parties and ensure the city is neither arbitrary or capricious in its determination to lend support for various sponsorship or co-sponsorship requests.

RECOMMENDATION

Staff recommends considering a policy to establish further criteria for both sponsorship and co-sponsorship of events to be brought back to a future Work Session for additional discussion.