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MEMORANDUM

To: Mayor and City Council

From: Kimberly Greer, Assistant to the City Manager

Date: June 13, 2011

Subject: **City Sponsorship of Special Events**

BACKGROUND

The City of Dunwoody's Special Event Ordinance, Codified as Article VIII of Chapter 26 of the Code, Section [26-269](#), subsection (e), authorizes the City Council to sponsor or co-sponsor special events that they have determined to be in the general interest to the public and advance the promotion of the community.

On May 23, 2011, the Council adopted Administrative Guidelines for City co-sponsorship of special events in order to assist the City Council as it makes its determinations of what type and level of support to provide for different special events.

DISCUSSION

As discussed at the May Work Session, section 26-269, subsection (e) currently states, "[a]s part of the application review, the city council may sponsor or co-sponsor a special event." Although staff agrees the determination of City co-sponsorship should be made during the application review process, City-sponsored events may be better determined through the budgeting process.

Since the adoption of the Special Event Ordinance, the City has not only acquired park property, it has also established a Parks and Recreation Division, and nears the completion of a Parks, Recreation, and Open Space Master Plan. Based on the success of the City's showing of a movie at Brook Run Park last year, staff recommended and the City Council approved funding for a Movie in the Park event as part of the adopted Fiscal Year 2011 Budget.

Because of our many community partner organizations who produce a wide array of special events, staff believes the City will likely only directly sponsor a very small number of special events in the future. In most cases, such decisions could likely be more appropriately planned for through the annual budgeting process for the different City departments and divisions (including Parks and Recreation, Marketing and Public Relations, and the Police Department).

RECOMMENDATION

Staff recommends amending Chapter 26, Section 26-269 (e) to eliminate provisions regarding City sponsorship designation for special events during the application process. Future determinations of City sponsorship of special events could be made as the City Council works with staff to align funding choices with City priorities and goals rather than during the special event application review process.

AN ORDINANCE OF THE CITY OF DUNWOODY AMENDING CHAPTER 26 (STREETS, SIDEWALKS AND OTHER PUBLIC PLACES) TO ELIMINATE PROVISIONS REGARDING CITY SPONSORSHIP DESIGNATION FOR SPECIAL EVENTS DURING THE APPLICATION PROCESS

WHEREAS, the City of Dunwoody has heretofore adopted an Special Event Ordinance, Codified as Article VIII of Chapter 26 of the Code of the City of Dunwoody (the "Code"); and

WHEREAS, subsection (e) of section 269, Procedure for Application Review, of Chapter 26 requires the determination for City sponsorship of special events to be determined during the application review process; and

WHEREAS, the City Council desires to appropriately plan for City-sponsored special events through their inclusion in the annual budgeting process; and

WHEREAS, the first read of this Ordinance occurred on June 13, 2011 and second read of this Ordinance occurred on June 20, 2011.

THEREFORE, THE MAYOR AND COUNCIL FOR THE CITY OF DUNWOODY HEREBY ORDAIN AS FOLLOWS:

Section 1: Chapter 26 (Streets, Sidewalks and Other Public Places) of the City of Dunwoody Code of Ordinances shall be amended by revising Section 269 (Procedure for Application Review), subsection (e), to eliminate City sponsorship designation as part of the application review process as follows:

ADDITIONS - underlined

DELETIONS - ~~strikethroughs~~Sec. 26-269. Procedure for application review.

(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, pursuant to an adopted policy, 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.~~

Section 2: This Amendment shall become effective immediately upon its adoption by the City Council, and incorporated into the Code of the City of Dunwoody, Georgia. This Amendment hereby repeals any and all conflicting ordinances and amendments.

SO ORDAINED, this 20th day of June, 2011.

Approved:

#L.4.

STATE OF GEORGIA
CITY OF DUNWOODY

ORDINANCE 2011-XX-XX

Ken Wright, Mayor

ATTEST:

Approved as to Form and Content:

Sharon Lowery, City Clerk
(Seal)

Brian Anderson, City Attorney