



mesa·az

Parks, Recreation and
Community Facilities

SPECIAL EVENTS OFFICE

Policy and Procedures

Andrea Moore, PRCF Director

Luis Ruiz, PRCF Deputy Director

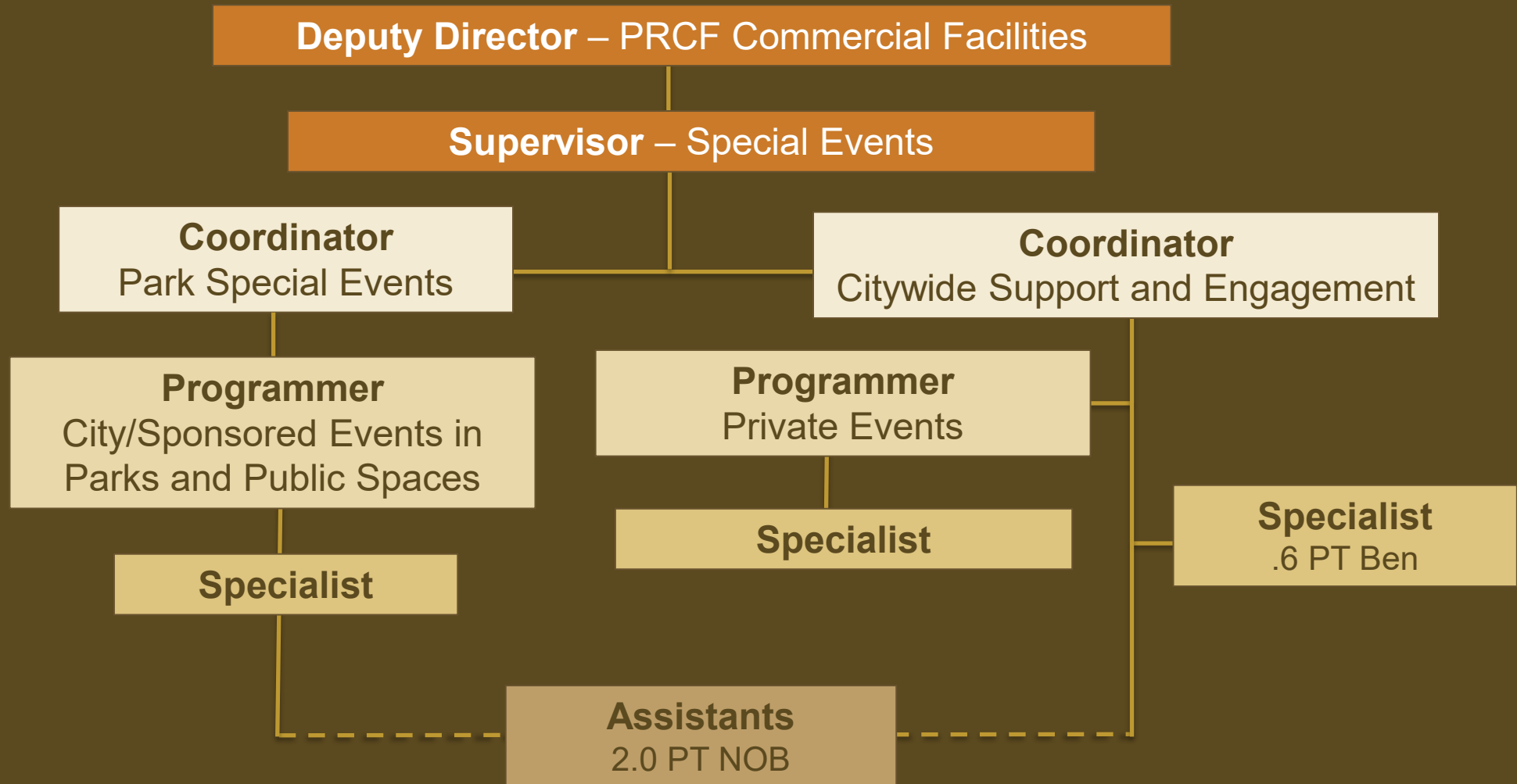
Roger Singleton, PRCF Supervisor, Special Events

October 20, 2022

Special Event Office (SEO) Objectives

- ✓ Support
- ✓ Coordination
- ✓ Transparency
- ✓ Consistency
- ✓ Centralized communication
- ✓ Event Production
- ✓ Alignment with neighboring cities
- ✓ Allocation of City resources
- ✓ Financial responsibility
- ✓ Fiscal accountability

Special Events Office Organization



Special Event Categories

City-Sponsored Events	City-Supported Events	Private Events
<ul style="list-style-type: none"> • Arizona Celebration of Freedom • Celebrate Mesa • CycloMesa • Falcon Field Open House • Merry Main Street • Plaza at Mesa City Center Programming • MLK Parade • Veteran’s Day Parade • Dia de los Muertos • I Love Mesa Days • Council-Member Sponsored Events 	<ul style="list-style-type: none"> • Mesa Marathon • PowWow • Mesa Sprint Triathlon • Plaza at Mesa City Center Events (ASU, DMA, MAC) • JDRF • Festival Food Truck Forest • Asian Festival 	<ul style="list-style-type: none"> • Eastmark Events • Walks (Run For Ryan, Cystic Fibrosis) • Festivals (Canacopia, Margarita & Mojito Festival) • Temple Lights • Downtown Mesa (DMA) Events • Tough Mudders • Chicago West Fest

City-Sponsored Events

- Produced or co-produced by City of Mesa
- Supported financially through:
 - Operating Budgets
 - Transient Lodging Tax (TLT)
 - Sponsorships
- Provide community engagement and enhancements
- Placemaking
- Transforming Neighborhoods
- Community Safety
- Family-friendly Activities

Proposed Council-Sponsored Events

- \$3,000 allocation annually in each district for use of City resources:
 - SEO Staff (on- site, equipment delivery, etc.)
 - Other City Staff (lifeguards, Parks Maintenance Staff, PD, etc.)
 - City-owned/SEO-Managed Equipment (mobile bandshell, bleachers, etc.)
 - Permit/License Waivers
 - Waiver of City Facility Rental Fees
- Additional expenses to be covered by Council District budget, sponsorships, etc.
- Produced primarily by Council Offices

City-Supported Events

- Initiated by outside/community groups
- Produced in partnership with SEO and/or City Department
- Supported financially through:
 - Transient Lodging Tax (TLT)
 - City Dept. Operating Budget
 - Fee Waivers on Equipment, Staff, Rents, etc.
 - Sponsorships

Private Events

- Planned and produced by outside organization
- Fully financed by Organization
- No or limited City services provided
- City-owned equipment charged at market rates
- Permitting/License fees apply

Special Event Permitting & Licensing Procedure

- SEO is Primary Contact for all Special Events in the City

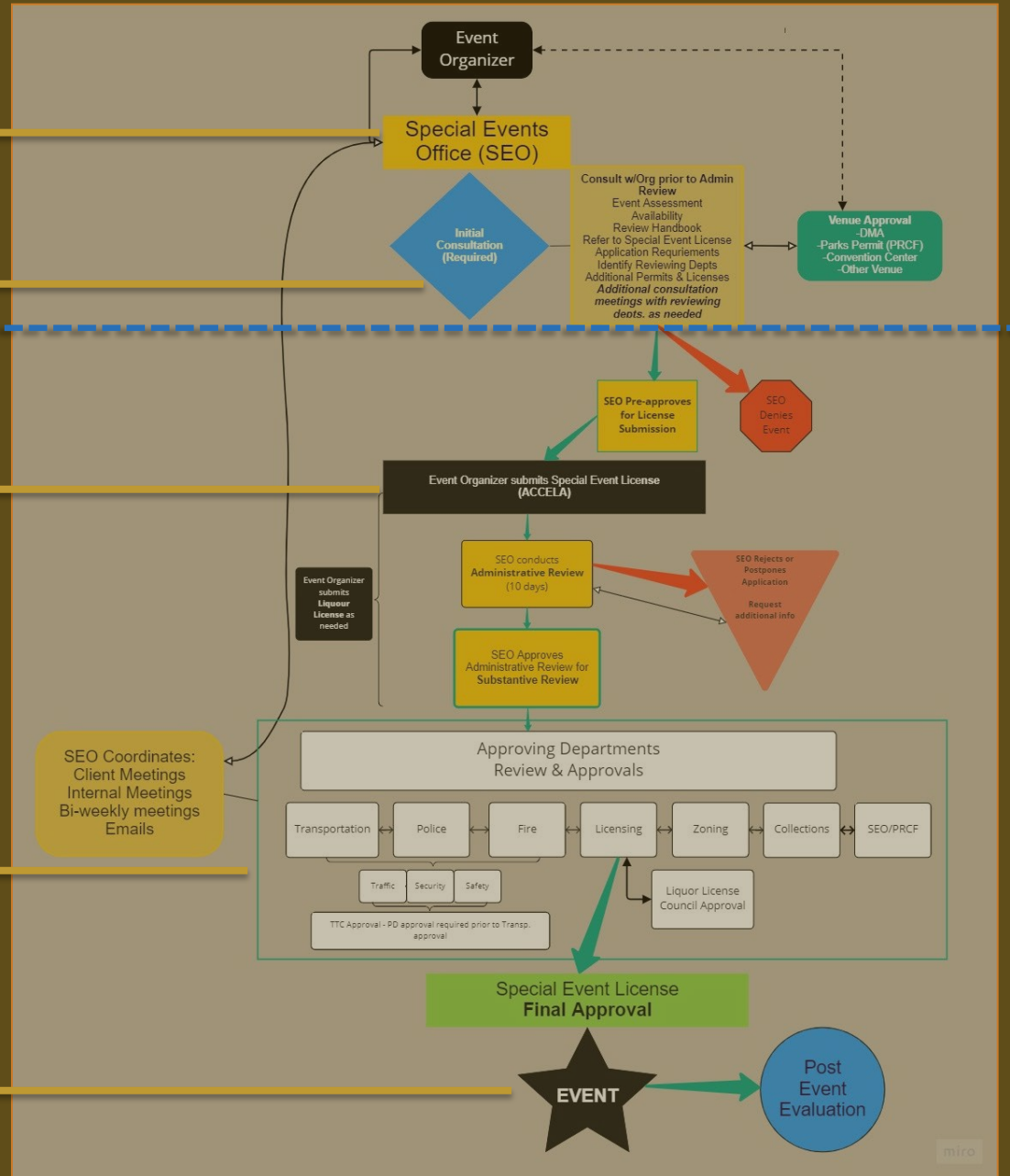
- Pre- Event Consultation with Event Organizer(s)/Department(s) (>90- days prior to event)

Special Event License Application (if required)

- Special Event License Application Reviewed and Approved by City Depts.
- Pre- Approval Communication Facilitated by SEO

- Event Execution
- Post- Event Evaluation with Organizer/City Depts.

- Park Permit/Use Agreement Issued



Next Steps

- Publish *Special Event Handbook* (by **NOV 7, 2022**) with City Departments (Transportation, PD, Fire, Tax & Licensing, etc.) and DMA
- Communication and Outreach Plan for Event Organizers
- Update Special Event License Application portal
- Continuous evaluation of staffing assignments/duties, policy and procedures and work with City Departments and Event Organizers



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QUESTIONS?