



# City Council Report

**Date:** May 3, 2021  
**To:** City Council  
**Through:** Michael Kennington, Deputy City Manager/Chief Financial Officer  
**From:** Edward Quedens, Business Services Director  
Tim Meyer, Business Licensing and Revenue Collections Administrator  
**Subject:** Licensing Code Update – Special Events **(Citywide)**

## Recommendation

The purpose of this report is to request City Council approval of the proposed ordinance to update the City Code by repealing the Mesa City Code Title 5, Chapter 1, entitled “Special Event License” and replacing it with a new Mesa City Code entitled “Special Events”.

## Background / Discussion

Special events enhance the lifestyle of our citizens and create unique venues for expression, entertainment, and business that may not otherwise be available to the public. The need for a special event license arises when an event will be held outside the intended/approved use of a property or portion of a property under the zoning code. The special event license process provides the City the opportunity to review the event plans to ensure it will be safe and orderly for attendees and neighboring residents and businesses.

It has been a number of years since this chapter of the City Code has been reviewed and this ordinance will make required updates.

The ordinance includes updates to:

- The purpose and application
- Department and staff position titles
- Definitions used in the Code
- License application elements and requirements including
  - Requirement that small-scale event applications be submitted no less than 14 days prior to the event
  - Requirement that large event applications be submitted no less than 60 days prior to the event
  - Requirement that large event applications with arterial road closures be submitted no less than 90 days prior to the event
- Disclosure of event organizers, location details, travel routes, private property owner permission, site plans, ROW closures, attendance estimates, vendor list and signage

- Requirement to comply with the Mesa Zoning Code, Mesa City Tax Code, the Mesa noise ordinance, and Mesa fire regulations
- Requirement that events in parks are subject to the City Code - Public Park Regulations
- Requirement to post and availability of license
- Insurance requirements
- Reasons for denial of a license
- Notification that fees are set in the City's Schedule of Fees and Charges
- Processes to deal with violations including revocation of a license
- Penalties for violation of the Code
- Processes for appeals of the Licensing Administrator's actions

Fees are proposed in the Schedule of Fees and Charges being brought forward for Council consideration by the Office of Management and Budget.

Special Event Application Fee - \$100.00 per day, \$300.00 maximum (No change)

Small -Scale Special Event Application Fee - \$50.00 day, 4 day maximum (New)

Expedited Application Additional Fee – 50% of Application Fee if submitted less than the requirements listed above

### **Fiscal Impact**

These changes are not expected to have a significant fiscal impact.