

Special Event Town/City Comparison Questions 2018 – City of Jackson, Wyoming

1. **Name & Email:** Carl Pelletier
2. **What town do you represent?:** Jackson, WY
3. **What is the size of your City or Town – Population & Size?** 10,000 in town. 20,000 combined town & county.
4. **What do you consider your City or Town's peak season? Slow season?** Peak: mid-June through mid-August. Slow seasons: November and early December. Mid-March – early May.
5. **What is the role of Special Events in your City or Town?** Off season to attract visitors. During peak seasons to add vibrancy to community.
6. **How many staff members work in the Special Events Department? Full Time? Part Time?** We have one Part Time Special Events Coordinator (me @ 20 hours a week). I help coordinate with various departments: Public Works, Police, Parks & Recreation, START Bus, Emergency Management Services, Fire/EMS, etc....
7. **How do you determine that the activity you are permitting needs a Special Event Permit? (If possible, can you provide a link to your municipal code that regulates events?):**
 - a. If the event is held on public property
 - b. If the event requests town staff
 - c. If the event requests town equipment
 - d. If the event is requested to be held in Town Square
 - e. If the event requests any exemptions to municipal code: noise, animals, alcohol, etc.

LINK: <http://townofjackson.com/files/1413/7459/9272/SpecialEventOrdinance20041812.pdf>
Application: <https://tojforms.seamlessdocs.com/f/jIF77Y>
8. **How many events were permitted in 2017?** 89.
9. **How does this compare to how many events you permitted in 2016 or anticipate permitting in 2018?** The number seems to ebb and flow, but the trend is more events.
10. **What is the largest event you permit?** Jackson Hole Live. 5 community concerts. Approximately 5,000 people at each concert (one concert we estimated over 10,000 people).
11. **What is the smallest event you permit?** A couple of marches....maybe 25 people.
12. **How many events are organized by non profit organizations? Are they local area non profits?** Most all are non-profits. If the organizer is not a non-profit, then the event must be sponsored by a non-profit and the non-profit must benefit from the sponsorship.

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13. **How many events are organized by for profit organizations? Are they local area for profits?** Less than 10 per year.
14. **How many events require road closures?** Approximately 35 to some degree.
15. **Does your jurisdiction offer any financial incentives to events?**
 - a. **Do you work with your local chamber to recruit and 'subsidize' events.** We have the Tourism Travel Board
 - b. **Does your City or Town offer fee waivers or reductions for City Service fees such as police, application fees, field/parks rentals, parking removal etc?** Depending on event and organization, yes.
16. **How do you balance your event calendar?**
 - a. **Do you allow multiple events on the same day?** Yes.
 - b. **Do you allow multiple events at the same location?** Sometimes.
 - c. **Do you allow back to back events in the same location?** Yes, when possible and it makes sense.
17. **What tools (how) do you have the ability to deny an event?** Town Council decision.
18. **Who retains the authority to approve events? Staff, Executive or Council?** Town Council ultimately. If an event has been previously approved (without significant changes) and under a certain threshold, then can be approved at the staff level.
19. **Do you offer Zero Waste or Green initiatives?** Please explain/provide information. Yes. Work with ISWR (Teton County Integrated Solid Waste and Recycling) to have a recycling program and water stations at events.
20. **In the context of local community and increasing impacts from events – what is the sentiment of your local community regarding events?**
 - a. **Biggest challenge of events to the local community (from community's perspective)?**
Noise. Traffic.
 - b. **Biggest impact of events on the local community?**
Noise. Traffic.
 - c. **Biggest challenge of events to your jurisdiction (from a staff perspective?)**
Increasing difficulty to staff all special event requests and perform 'normal functions of town' – i.e. Police, Fire/EMS, Public Works normal duties and extra patrols, first aid stations, and set up. We have been dealing with overtime and over scheduling.
 - d. **Biggest benefit of events to your community?**
Vibrancy to community. Activities for community. Business enhancement.
 - e. **Biggest benefit of events to your jurisdiction (from a staff perspective?)**
Sales tax generation to assist with funding the General Fund. Generates Lodging Tax which also helps fund the General Fund.

Special Event Town/City Comparison Questions 2018 – City of Aspen

1. **Name & Email:** Kristin Klein, Permit Coordinator
2. **What town do you represent?:** Aspen, CO
3. **What is the size of your City or Town – Population & Size?** 6,600 +/-, 3.88 sq. miles
4. **What do you consider your City or Town's peak season? Slow season?** Winter and Summer are peak, Spring is slow, fall is slow (but not as slow as Spring)
5. **What is the role of Special Events in your City or Town?** The Special Events Department both produces and permits special events in the City of Aspen that not only benefit event participants but also promote and market Aspen's vitality to our community and its visitors. Our goal is to instill a sense of pride and excellence in the City's cultural uniqueness, and in its dedication for maintaining the joy and beauty that is Aspen.
6. **How many staff members work in the Special Events Department? Full Time? Part Time?** 4 Full time. Director of Special events, Special Event coordinator, Special event permit coordinator, Sales and Marketing coordinator.
7. **How do you determine that the activity you are permitting needs a Special Event Permit?** (If possible, can you provide a link to your municipal code that regulates events?) <https://www.cityofaspen.com/385/Special-Events-Principles-Policies>
8. **How many events were permitted in 2017?** 90 including photo shoot/film permits
9. **How does this compare to how many events you permitted in 2016 or anticipate permitting in 2018?** About the same.
10. **What is the largest event you permit?** US Pro Cycling Challenge was the biggest. Food & Wine Classic is the largest annual/ongoing event.
11. **What is the smallest event you permit?** Photo shoots.
12. **How many events are organized by non profit organizations? Are they local area non profits?** 90% Non-profit, mostly local
13. **How many events are organized by for profit organizations? Are they local area for profits?** NA
14. **How many events require road closures?** 6-8
15. **Does your jurisdiction offer any financial incentives to events?** No
 - a. Do you work with your local chamber to recruit and 'subsidize' events. No
 - b. **Does your City or Town offer fee waivers or reductions for City Service fees such as police, application fees, field/parks rentals, parking removal etc?** We have an application process for grants. Larger asks must be presented to City Council.
16. **How do you balance your event calendar? We have blackout dates for new events during high season.**
 - a. **Do you allow multiple events on the same day?** Yes
 - b. **Do you allow multiple events at the same location?** No
 - c. **Do you allow back to back events in the same location?** We try to avoid this.
17. **What tools (how) do you have the ability to deny an event?** Most events that are denied are either not in compliance with our municipal code or are requested during blackout dates. We also use our Special Event principles and policies as a guideline: <https://www.cityofaspen.com/385/Special-Events-Principles-Policies>
18. **Who retains the authority to approve events? Staff, Executive or Council?** We have a special event permit review committee comprised of representatives from all City departments. Each permit request is reviewed by the committee (small events can be reviewed by email,

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large events require an in person meeting with the applicant). Applicants have the option to appeal a denial with City Council.

19. Do you offer Zero Waste or Green initiatives? Please explain/provide information. Any event taking place on public property is required to go through our ZGreen program. Info can be found here: <https://www.cityofaspen.com/Faq.aspx?TID=59>.

20. In the context of local community and increasing impacts from events – what is the sentiment of your local community regarding events? Aspen hosts a lot of events. The community is generally supportive of events however there are always a vocal handful who question the benefit of some events.

- a. **Biggest challenge of events to the local community (from community's perspective)?** Capacity and whether we are over committed.
- b. **Biggest impact of events on the local community?** Traffic (regardless of an event or not).
- c. **Biggest challenge of events to your jurisdiction (from a staff perspective?)** Ensuring public safety (city sponsored events), ensuring permit compliance (outside events)
- d. **Biggest benefit of events to your community?** Vitality to the community, increased tourism.
- e. **Biggest benefit of events to your jurisdiction (from a staff perspective?)** Community vitality.

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1. **Name & Email:** *Molly Herwehe*
2. **What town do you represent?:** *Breckenridge, CO*
3. **What is the size of your City or Town – Population & Size?** *4,896 (2016) and 5.99 mi*
4. **What do you consider your City or Town's peak season? Slow season?** *Peak: Jan-Mar
July-Aug Slow: May-June Oct-Nov*
5. **What is the role of Special Events in your City or Town?** *We host signature town events focusing on destination primarily and including some animation events and permit 3rd party producers to film or produce events.*
6. **How many staff members work in the Special Events Department? Full Time? Part Time?** *3 full-time*
7. **How do you determine that the activity you are permitting needs a Special Event Permit? (If possible, can you provide a link to your municipal code that regulates events?)** *The Town of Breckenridge requires a special event permit for any outdoor special event. A special event is defined as a planned occurrence which includes an expected gathering of 50 or more people: (i) the primary purpose of which is entertainment; and (ii) to which the public or a substantial portion thereof is invited to attend, either by express invitation or by implication. A Special Event Permit is required whether the event is on private or public property within the Town of Breckenridge limits.*
8. **How many events were permitted in 2017?** *95*
9. **How does this compare to how many events you permitted in 2016 or anticipate permitting in 2018?** *Similar number within 10% for both. Will hopefully decrease or keep 2018 the same.*
10. **What is the largest event you permit?** *Breckenridge International Snow Sculpting Competition*
11. **What is the smallest event you permit?** *July 4 Lawn Party*
12. **How many events are organized by non profit organizations? Are they local area non profits?** *20% and mostly local*
13. **How many events are organized by for profit organizations? Are they local area for profits?** *75% and ~90% local*
14. **How many events require road closures?** *Only town sponsored ones so around 5% of events (around 3-5 events annually)*
15. **Does your jurisdiction offer any financial incentives to events?** *Occasionally will offer seed money depending on the local impact and footprint, this is determined on a case by case basis.*
 - a. **Do you work with your local chamber to recruit and 'subsidize' events.** *Our DMMO also acts similar to a chamber in some regards, and has chamber roots. Our town does not have a chamber. We rarely recruit, in fact we often work as a gatekeeper to limit events.*
 - b. **Does your City or Town offer fee waivers or reductions for City Service fees such as police, application fees, field/parks rentals, parking removal etc?** *The town provides most services to event producers for free. Placement of spider boxes, clearing roads, etc. Producers may be eligible for permit fee waivers on a case by case basis and non-profits often receive discounts for amphitheater rentals.*
16. **How do you balance your event calendar?**
 - a. **Do you allow multiple events on the same day?** *if the events are not conflicting in space or resource needs we will allow for multiple events. If there are too many town needs the senior event takes priority or if both are equal the first to apply gets permitted. Usually we just speak with producers.*

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- b. **Do you allow multiple events at the same location?** *We prefer not but similar to above.*
 - c. **Do you allow back to back events in the same location?** *Yes, depending on town needs.*
- 17. What tools (how) do you have the ability to deny an event?** *We ultimately lack the ability to deny unless they are a marijuana event, they failed to fix changes after two years of poor performances/ rule adherence, or if they do not pay their \$50 permit fee.*
- 18. Who retains the authority to approve events? Staff, Executive or Council?** *The Breckenridge Events Committee reviews on a strategic level, but the final approvals come down to key stakeholders in various departments (streets, parks, police, fire, open space, finance, etc) and the town manager makes the final approval.*
- 19. Do you offer Zero Waste or Green initiatives? Please explain/provide information.** *All events are banned from using Styrofoam and encouraged to recycle. We have a newly formed sustainability committee in hopes to improve this.*
- 20. In the context of local community and increasing impacts from events – what is the sentiment of your local community regarding events?** *Based on our most recent community survey, we found people are highly opposed to more than 2-3 large footprint events per year.*
- a. **Biggest challenge of events to the local community (from community's perspective)?** *Large footprint, road closures, unusual congestion, and lack of parking.*
 - b. **Biggest impact of events on the local community?** *Increase sales tax income, increase in lodging tax income, decrease in parking accessibility*
 - c. **Biggest challenge of events to your jurisdiction (from a staff perspective?)** *NA*
 - d. **Biggest benefit of events to your community?** *Engage new tourists, repeat visitors, lodging and sales tax, marketing initiatives*
 - e. **Biggest benefit of events to your jurisdiction (from a staff perspective?)** *NA*
- 21. Anything else to add about how you permit events in your jurisdiction?**
- a. *Our organization is a DMMO, it is funded by the town but is not a part of the municipality. We host major town events with the projection of getting destination visitors into town.*
 - b. *Our most recent addition to the permitting process in Crisis/ Emergency Action Planning and requiring all permittees to plan a plan outside "Call 911".*

Special Event Town/City Comparison Questions 2018 - City of Moab

1. Name & Email: Carmella [Galley/cgalley@moabcity.org](mailto:cgalley@moabcity.org)
[Executive Administrative Assisant](mailto:cgalley@moabcity.org)
2. What town do you represent?: Moab, Utah
3. What is the size of your City or Town – Population & Size? 5242 (2016) 4.1 sq/mi
4. What do you consider your City or Town's peak season? Season begins in March and goes through November
Slow season? Historically, December through February, yet seems to be changing with the weather.
5. What is the role of Special Events in your City or Town? Approval/Disapproval of submitted applications. Some Special Events bring visitors to town as participants, spectators; others are held with locals in mind with entertainment or financial opportunities. Roles vary.
6. How many staff members work in the Special Events Department? We do not have a Special Events Department. We have a committee that meets regularly to review applications. Full Time? Committee Chair spends about 85% of their time on events, either reviewing applications, communicating with organizers and internal departments, as well as external entities, especially just prior to "season" and during as well as many other city duties. Part Time? 8 other committee members from various departments, that are about 50% city residents, join in meetings or give feedback electronically concerning events.
7. How do you determine that the activity you are permitting needs a Special Event Permit? (If possible, can you provide a link to your municipal code that regulates events?) Through questions and answers with potential event organizers. Location of event, size of event, date of event, etc. <http://www.codepublishing.com/UT/Moab/#!/Moab05/Moab0509.html> We are currently re-looking at our code.
8. How many events were permitted in 2017? Approximately 50 events were permitted in 2017.
9. How does this compare to how many events you permitted in 2016 or anticipate permitting in 2018? The numbers from 2016 to 2017 increased minimally, maybe 5 more events (within city limits). A few of those events were new city run events. With tightening up some of the "rules" for event permitting, we do not anticipate that much of a change in the numbers for 2018.
10. What is the largest event you permit? The Annual April Action Car Show with an increase in population of approximately 3500 people may well be our largest permitted event.
11. What is the smallest event you permit? I would have to say an event at our Lions Park Boulder Climbing area would be the smallest one at this point. Permitted for 100 people, although less may have attended.
12. How many events are organized by non profit organizations? About 11 are non-profits. Are they local area non profits? 10 of the 11 are local.
13. How many events are organized by for profit organizations? About 12. Are they local area for profits? About 6 are local area.
14. How many events require road closures? About 6. This includes parades.
15. Does your jurisdiction offer any financial incentives to events? There has been the opportunity for events to request fee waivers. We are looking at how we can better handle these requests.
 - a. Do you work with your local chamber to recruit and 'subsidize' events. Not at this time.
 - b. Does your City or Town offer fee waivers or reductions for City Service fees such as police, application fees, field/parks rentals, parking removal etc? Code Section 5.09.070

16. How do you balance your event calendar? **We coordinate, at times, with the County Event Calendar.**
 - a. Do you allow multiple events on the same day? **We have.**
 - b. Do you allow multiple events at the same location? **It has happened in the past and depending on size and logistics it may happen again.**
 - c. Do you allow back to back events in the same location? **Again, it has happened in the past and depends on a number of factors.**
17. What tools (how) do you have the ability to deny an event? **Our code allows for denial. Section 5.09.050.**
18. Who retains the authority to approve events? Staff, Executive or Council? **All of the above although the City Council has final say and there is an appeal process available to organizers that may have been denied.**
19. Do you offer Zero Waste or Green initiatives? Please explain/provide information. **Event organizers are required to supply extra trash and recycling pick-ups.**
20. In the context of local community and increasing impacts from events – what is the sentiment of your local community regarding events?
 - a. Biggest challenge of events to the local community (from community’s perspective)? **Traffic, noise, limited resources. Some feel overwhelmed and their lives disrupted**
 - b. Biggest impact of events on the local community?
 - c. Biggest challenge of events to your jurisdiction (from a staff perspective?) **When an event is held outside of city limits but the effects of the event still impact citizens and resources.**
 - d. Biggest benefit of events to your community? **Financial benefit to local food/restaurant/tourist businesses and lodging businesses.**
 - e. Biggest benefit of events to your jurisdiction (from a staff perspective?)
21. Anything else to add about how you permit events in your jurisdiction? **As a committee we try to be fair and consistent with each event, whether large or small. If an issue arises we always have the input of our management and City Council.**

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Related Articles regarding events – Eventinsider Weekly Newsletter

Role of Special Events / Event Growth

[Fiesta San Antonio – Major Economic Impact, but Keep It Local](#)

[Madison, Wisconsin – Festival Fatigue?](#)

[Coachella by the numbers look more like Cashilla](#)

[Salt Lake City gives \\$200K to support arts and cultural events in the City](#)

[Hawaii Tourism Authority under fire as state weighs in on slashing budget](#)

[New Orleans French Quarter Festival Attendance Tops half Million despite weather cancellation](#)

[Events continue to drive fall tourism on Prince Edward Island, Canada](#)

Security

[Metal Detectors at New Orleans Jazz and Heritage Festival](#)

[Las Vegas Police already planning safety precautions with Music Festival](#)

[Seattle Police should charge events more for policing](#)

[Festival Security: Developing Risk Management Plans for Public Events](#)

[Coachella sets standard of security in High Risk Festival environments](#)

Environmental Sustainability

[Coachella, Enact Ban on Plastic Straws](#)

['Clean Vibes' – How to Keep your Festival clean and green](#)

Transportation

[Seeking to Solve Traffic Woes – FL St. Augustine City Commission considers Blacking Out Event Months](#)

Social Equity

[New initiative to address ticketing barriers for deaf and disabled fans](#)

[Cochella Festival Attendees buy piece of the desert to help disabled artist](#)

Miscellaneous

[No School & Free Beer – Philadelphia Super Bowl Party](#)

[2018 Winter Olympic Preview – Cost, Safety and Politics](#)

[For sake of Games – South Korea needs to show hosting Olympics can be economically viable](#)

[Uber riders get exclusive NBC Olympic Video content under partnership](#)