THE CITY OF ASHEVILLE

STAFF REPORT

Council Meeting Date: May 11, 2021

Subject: Proposed Special Event Fee Discount

Staff Resources: Tony McDowell, Finance & Management Services Director
Jon Fillman, Community Event Manager

Action Requested: Adoption of an ordinance amending the Fees and Charges Manual to include a Special Event Fee Discount.

Background:

- The City has historically offered a fee discount to events produced on public space by non-profit organizations.
- The discount has been attached to the Strategic Event Partnership program and approved by Council resolution.
- Since the discount was approved by a Council resolution specific to that program, it was not included in the Fees & Charges Manual.
- The Strategic Event Partnership program expired at the end of 2019, and along with it, authorization for the discount.
- To continue offering the discount, staff is recommending an addition to the Fees & Charges Manual that states the following:
    - 75% discount provided to state registered and federal 501c non-profit organizations for outdoor special events that are open to the public and produced on public property.
    - This discount would apply to Property Use Fees and Permit Fees only.

Committees:

- This fee change was not reviewed by the Finance and Human Resources Committee as it is not a change, rather a formalization of the fee discount by adding it to the manual.

Pros:

- Provides authorization through the Fees and Charges Manual for the City to continue to offer the current Special Event Fee Discount.

Cons:

- None.

Fiscal Impact:

- The reduction in fee revenue from this program was already included in the revenue estimates for the current fiscal year.

Suggested Motion:

- Motion to approve an ordinance amendment to the fees and charges manual for Fiscal Year 2021-22.

Attachment(s):

- Ordinance

ORDINANCE NO. _____

ORDINANCE AMENDING THE FISCAL YEAR 2021-22 FEES & CHARGES MANUAL FOR A SPECIAL EVENT FEE DISCOUNT

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

The Fiscal Year 2021-2022 Fees and Charges Manual is hereby amended to add the following:

75% discount provided to state registered and federal 501c non-profit organizations for outdoor special events that are open to the public and produced on public property. This discount applies to Property Use Fees and Permit Fees only.

That this ordinance shall be in full force and effective upon July 1, 2021.

Read, approved and adopted this 11th day of May, 2021.

_____ _____

City Clerk Mayor

Approved as to form:

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City Attorney