

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
SOUTHLAKE, TEXAS, ESTABLISHING A COMMUNITY EVENT
PARTICIPATION POLICY.**

WHEREAS, the City Manager shall be responsible to the Council for the proper administration of all affairs of the City including the preparation of general policies; and

WHEREAS, according to the City of Southlake (the "City") Charter section 4.14(6) the City Manager is responsible for administration of the City budget after adoption by the City Council; and

WHEREAS, the City of Southlake assesses and collects a municipal hotel occupancy tax in accordance with Chapter 351 of the Texas Tax Code; and

WHEREAS, the City Manager recognizes the need to add new policies to define City practice regarding use of hotel occupancy tax revenues with third party community events, and to provide a process whereby third parties wishing to sponsor a community event in the City may request City participation, and;

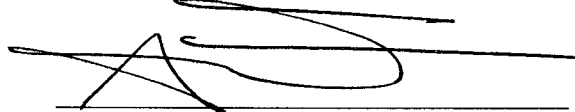
WHEREAS, the Community Event Participation Policy accomplishes the purposes described above in a manner that accommodates the legitimate interests of the City, now

THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOUTHLAKE, TEXAS THAT:

Section 1. The City of Southlake hereby approves the Community Event Participation Policy, specifying general policies relating to City participation in community events.

Section 2. This resolution shall become effective after its passage and adoption by the City Council.

PASSED AND APPROVED THIS 21st DAY OF OCTOBER, 2008.

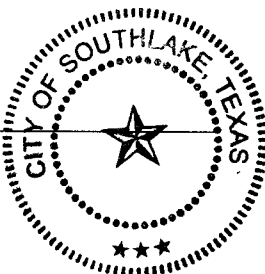


Andy Wambsganss, Mayor

ATTEST:



Lori Payne, City Secretary



Community Event Participation Policy

1. Statement of Purpose: The purpose of this Policy is to establish guidelines for processing requests for City participation in Community Events.
 - A. Strategic Plan Alignment: This Policy is being considered due to its support of the City's overall Strategic Plan and alignment with the Council's strategic focus areas and stated strategic objectives.
 1. Partnerships and Volunteerism: The City Council identified "Partnerships and Volunteerism" as a focus area when adopting the strategic plan in 2005. Since then, an objective has been included on the City strategy map: "Actively promote opportunities for partnerships and volunteer involvement (individual and group)." A case can be made, therefore, that this kind of partnership would be properly aligned with the City's strategy since a partnership of this kind brings together community groups and the City to offer high quality events that promote the City.
 2. Safety and Security: The strategy map includes a focus area of "Safety and security." This, coupled with the objective of "Collaborate with select partners to implement service solutions" addresses the matter of the City's fundamental obligation to ensure that residents and visitors of Southlake are safe and secure, whatever their activity. If we develop a successful partnership with these community groups, coordinate our efforts, and, perhaps, share the costs, the City has ultimately met this stated strategic objective.
 - B. Compliance with the Hotel Occupancy Tax State Laws: Funds utilized under this policy shall comply in all instances with the requirements of Chapter 351 of the Texas Tax Code as it pertains to the eligibility and expenditure of hotel occupancy tax funds.
2. Policy Administration: This Policy will be administered through the Department of Economic Development.
3. Definitions: The following definitions shall be utilized in this Policy.
 - A. City: Shall mean the City of Southlake, Texas.
 - B. Community Event: Shall mean an event held within the Southlake City limits having broad appeal and interest by attendees both from the City and outside the City and meeting the evaluation criteria defined herein.
 - C. Coordinator: Shall mean the Marketing and Tourism Coordinator in the Department of Economic Development.
 - D. Director: Shall mean the Director of Economic Development.

- E. Eligible Applicants: Shall mean community organizations active in our region on an ongoing basis.
 - F. In-Kind Participation: Shall include the utilization of City staff, providing of City equipment, utilization of City facilities or similar participation as approved by the Director. Examples might include: police protection, emergency medical services, street closure set-up, banner displays, website exposure, cooperative marketing, etc.
 - G. Participation Agreement: Shall mean a Community Event Participation Services Agreement between the City and the applicant organizing and responsible for the event.
 - H. Policy: Shall mean the Community Event Participation Policy adopted by City Council.
 - I. Tourism Team: Shall mean the City staff team working collectively to implement tourism programs in the City. The members of this team may vary by type of event to be evaluated or reviewed. It may also at times include third party participants who can contribute a unique aspect to the team.
4. Submittal Requirements: The following shall be applicable to establishing an adequate submittal for participation by the City.
- A. Eligible Applicants: Applications will only be accepted from Eligible Applicants as defined herein.
 - B. Application: An applicant must submit a fully executed application identified in Appendix 'A' herein. This application may be amended periodically by staff if needed to better administer this Policy. The completed application shall be submitted to the Coordinator for review.
 - C. Submittal Deadlines: Applications must be submitted three (3) months prior to the date of the event.
5. Application Review: Upon receipt of the application, the following shall apply to the review and evaluation of the application.
- A. Evaluation Criteria: The following criteria shall be utilized by the Coordinator when reviewing the application and in consideration of any recommendation for participation.
 - 1. Applicant's Community Involvement: Is the applicant active in the community? Are they local and frequently engaged in community activities? If the applicant is not involved locally, is the event unique enough to support?

2. City Recognition: Will the City be recognized as a “co-sponsor”? What additional exposure or recognition will the City receive?
 3. Experience of Applicant: Does the applicant have a history of successfully holding the event? Has the applicant worked successfully with the City on this or other similar events in the past? Is the applicant able to demonstrate the organization’s ability to perform the duties necessary to fund and implement the proposed event?
 4. Marketing Efforts: Does the applicant have a marketing program to enhance the likelihood of success of the event?
 5. Matching Fund: It is the intent of this Policy to require that the applicant provide a 50/50 match of the contributions by the City, e.g. if staff hours for an event was equal to \$5,000, the applicant would be required to make a payment of \$2,500 to the City.
 6. Neutrality: Is the event non-partisan politically? Are all religions and ethnical backgrounds allowed to attend and participate? Does the event make no effort to promote or facilitate the promotion of a particular position or political candidate?
 7. Tourism Impact: What are the beneficial tourism impacts of the proposed event? Factors might include: anticipated draw, likelihood of overnight hotel room reservations, visitor expenditures in the City, etc.
- B. Staff Review: The Coordinator will engage the Tourism Team to jointly discuss the merits and challenges of the application. The Director, upon a recommendation from the Coordinator, shall determine the acceptability of the application and response to the applicant.
1. Recommendation for Council Action: If the Director deems that the event as proposed by the applicant meets the purpose and intent of the Policy, an action item will be placed before the City Council for their approval of a Participation Agreement outlining all aspects of the participation request.
 - a. Participation Agreement: Prior to placement of the participation request before the City Council, the applicant must work with the Coordinator to prepare an adequate Participation Agreement for Council consideration.
 2. Denial of Application: If the Director does not find that the application for City participation in the proposed event meets the Council adopted Policy, the applicant shall be informed of the decision and the reasons for the finding.
 - a. Appeal to City Council: The applicant may appeal the decision of the Director to City Council. All decisions by the City Council shall be final.

- C. Participation Limitations: Following are specific limitations to City participation under the guidelines of this Policy.
1. In-Kind Participation Only: The extent of City participation shall be limited to “in-kind” participation as defined herein. No cash contributions shall be provided.
 2. Funding: No application for City participation shall be approved when funds are not available for the event.
 - a. Funding Cap: No single event shall receive a City contribution in excess of ten thousand (\$10,000) dollars.
 3. Staffing: No application for City participation shall be approved when staff required to support the event are not available for the event.
6. Post Event Evaluation: The applicant shall be required to participate in a post-event debriefing meeting to identify opportunities, challenges, and recommended improvements for any future events.



Community Event Participation Policy

Appendix A

Application for Community Event Participation

Name of Event:		
General Description of Event:		
Applicant:		
Contact Name:		Title:
Phone:	Fax:	Cell:
Email Address:		Web:
Paid Organizer Company:		
Contact Name:		Title:
Phone:	Fax:	Cell:
Email Address:		Web:
Requested In-Kind City Staffing		
Est. Cost*	Staff Member	Anticipated Duties
*By Staff	TOTAL	
Other Requested In-Kind Items		
Est. Cost*	In-Kind Item	Proposed Utilization
*By Staff	TOTAL	
Please identify any unique requests for City assistance related to this event: (e.g. street closures)		
1. 2. 3.		

Unless determined separately via City Council approval of a Specific Use Permit, by Signing this application, the applicant agrees to comply with all City ordinances including but not limited to the following:

- Zoning Ord. No. 480, Sections 34 and 45
- Solicitation Ord. No. 850
- Sign Ord. No. 704-C
- Noise Ord. No. 778
- Park Use Policy Ord. No. 827, Chapter 12
- Texas Alcohol and Beverage Code
- Tarrant County Health Dept.

Please respond to the following questions:

1. Anticipated attendees*:

(*Note that greater than 300 attendees requires a Mass Gathering Notification be given to the Primary Contact, greater than 1,000 attendees requires approval of a Specific Use Permit from City Council.)

2. Date(s) and duration of event (include any set up timing as well):

3. Applicant's Community Involvement: Is the applicant active in the community? Are they local and frequently engaged in community activities? If the applicant is not involved locally, is the event unique enough to support?

Answer:

4. City Recognition: Will the City be recognized as a "co-sponsor"? What additional exposure or recognition will the City receive?

Answer:

5. Experience of Applicant: Does the applicant have a history of successfully holding the event? Has the applicant worked successfully with the City on this or other similar events in the past? Is the applicant able to demonstrate the organization's ability to perform the duties necessary to fund and implement the proposed event?

Answer:

6. Marketing Efforts: Does the applicant have a marketing program to enhance the likelihood of success of the event?

Answer:

7. Matching Fund: It is the intent of this Policy to require that the applicant provide a 50/50 match of the contributions by the City, e.g. if staff hours for an event was equal to \$5,000, the applicant would be required to make a payment of \$2,500 to the City.

Answer: We agree to reimburse the City for an amount equal to 50% of the costs incurred, currently estimated as shown on page 1 of the application.

8. Neutrality: Is the event non-partisan politically? Are all religions and ethnical backgrounds allowed to attend and participate? Does the event make no effort to promote or facilitate the promotion of a particular position or political candidate.

Answer:

9. Tourism Impact: What are the beneficial tourism impacts of the proposed event? Factors might include: anticipated draw, likelihood of overnight hotel room reservations, visitor expenditures in the City, etc.

Answer:

Submitted by:

Approved for Council Consideration:

Company Name:

Typed Name:

Title:

Date: _____

Greg Last, CED

Director of Economic Development

Date: _____



Event Name Here

Debriefing Summary

Please provide positive (+) and “could improve” (-) comments

Ref	Item
	Pre-Event Coordination Meetings
	+
	+
	+
	-
	-
	-
	Marketing
	+
	+
	+
	-
	-
	-
	Advertising
	+
	+
	+
	-
	-
	-
	Volunteers
	+
	+
	+
	-
	-
	-
	City Staff Coordination
	+
	+
	+
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	Topic Here
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