

Special Events Ordinance Outline
*****WORKING DRAFT FOR PUBLIC OUTREACH*****

The City of Scottsdale is updating its special events regulations to encourage safe and successful special events that create a minimal impact on the communities surrounding the special events. The following key points for the updated ordinance were shaped by direction from City Council, input from public meetings, residents, the business community, including special event producers, best practices from other cities and through reviewing other Scottsdale ordinances and plans. Terms that need to be clearly defined are underlined below.

GUIDING PRINCIPLES

Special events in Scottsdale should be:

- Beneficial to the city's economy AND/OR provide activities for visitors AND/OR provide opportunities for community residents to interact and build memories

AND

- Well-planned, organized and successful, AND
- Consistent with Scottsdale's vibrant, attractive atmosphere and image, AND
- Considerate of impacts on residential and business neighborhoods, AND
- Protective of public health, safety, and welfare

SCOPE AND LOCATION

- Applies to any special event within the City of Scottsdale.
- Other more-specific regulations apply to special events occurring at specific city facilities such as city parks, canal banks, WestWorld, Scottsdale Stadium, Scottsdale Civic Center Mall, Scottsdale McDowell Sonoran Preserve, etc.
- The ordinance will not apply if otherwise regulated by federal or state law, or a separate city ordinance.

SPECIAL EVENTS

- "Special events" are organized temporary activities that may impact others because they vary from the normal activities that occur at that location. Examples of special events include: carnivals, concerts, festivals, fine art and fashion shows, fundraisers, haunted houses, parades, performances, races, tournaments, tours, and vehicle shows. This would also include indoor special events held in warehouses or airport hangers.
- The level of regulation should be consistent with the level of impact that the special event has on others.
- Recognize that some special events have a special status within the community (signature event), and are entitled to priority status, including established dates, over other events. A list of signature events would be approved by the City Council. Examples include ArtWalk and Parada del Sol.
- Performances, either amplified or live, would be allowed as part of an approved special event.

DURATION & FREQUENCY

- Scottsdale currently limits both the length (30 days) and the recurrence of special events (48 days).
- The vast majority of past special events have been less than 14 consecutive days and 24 total days per year.
- The ordinance could limit the days (consecutive or total) to 24 days per year.
- Special events exceeding the limits prescribed in the ordinance on private property require the approval of the City Manager, and on public property require the approval of City Council.
- Some types of special events could have limits to how often they occur. For example, in the current ordinance, special auto sales are limited to two per quarter and sidewalk sales are limited to two per year. This approach could be used for other types of special events such as those focused primarily on retail sales.

REVIEW AND APPROVAL

- The City Manager, or designee, will approve or deny all Special Event permits.
- Before a decision for approval or denial, all special events permit applications will be reviewed by the appropriate departments, such as tourism and events, police, fire or transportation, and a recommendation made to the City Manager, or designee, including any necessary permit conditions.
- Applications will not be considered complete until all required information is received by the city.
- Completed special event applications shall be reviewed and approved or denied within 10 working days, unless the applicant consents to an extension.

APPLICATION – PROCESS, PROCEDURES & FEES

- Applications will be processed by the Tourism & Events Department.
- Review fees will be charged for each special event application. There could be limits to how many days can be included in one application.
- Approved applications will also be assessed required permit fees.
- Special Events on city property will be charged facility use fees to cover costs associated with use of public property, restrooms, electricity, and water and refuse/recycling, as appropriate.

SPECIAL EVENT LEVELS

Levels of special events can be grouped into three categories.

- **Large special events.** Special events with a large expected attendance (typically 1,000 or more) which include amplification, or require the closure of city streets, traffic control or off-site parking. Advance special event notification will be required by the city. Permit Required.
- **Medium special events.** Special events with a moderate expected attendance (typically between 200 and 1,000) which do not include amplification or use/closure of city streets or parking lots. Permit required.
- **Small special events.** Special events with a small expected attendance (typically below 200 people). Requires application, site plan and staff approval. No permit required. Special Events on public property will pay required facility use fees. Examples include grand openings, sidewalk sales, and seasonal sales such as pumpkins, trees, or fireworks, special vehicle sales, or speaking engagements that use a microphone for a limited duration.

APPEALS

- Applicants may appeal a permit decision or permit condition to the City Manager or designee.
- The applicant's appeal must be made within 10 days of the permit or condition of the permit decision.
- The City Manager, or designee, must make a decision within 10 days of the appeal.
- The City Manager, or designee, may uphold, revoke or modify a permit.
- The City Council may be petitioned for review of the decision of the City Manager (or designee) in the same manner as other petitions to City Council.

ENFORCEMENT & PENALTIES

- The Special Event Ordinance and permit conditions will be primarily enforced by city Code Enforcement.
- Enforcement will typically start with a warning and if not corrected will escalate based on the severity.

GUIDE

- All permitted special events will comply with the requirements of the established standards for special events identified in a separate standards and policies user guide, approved by the city manager, published on the city's website and reviewed annually. Standards will be incorporated into permit conditions.