

Admissions Based Events

- I. History
- II. Task Force
- III. Community Outreach
- IV. Overview of Policy
- V. Recommendations

- An permitted event in a public park or event facility
- A paid admission will be charged

- City Attorney advised the Department of the legality of this permit type

- Created a task force to research, discuss issues and opportunities and make recommendations



Task Force Membership

Community Subject Matter Experts:

- Susan Roger Kark, Downtown Denver Partnership
- Peter Ore, Live Nation
- Chuck Morris, AEG
- Terry Adams, Cherry Creek Arts Festival
- Roger Armstrong, Peoples fair
- Al Kraizer, AK Productions
- Amy Drayer, PrideFest
- Tiffany Barnhart, Denver ZOO
- Alisa Zimmerman, Dragon Boat Festival
- Brittany Morris, CRL and Associates



Task Force Membership

Elected and Appointed Officials:

- Keith Pryor, DPRAB representative, District 8
- Carla Madison, City Council District 8
- Stephanie Syner, City Council District 9
- Sunni Rogers, City Council District 4

Other City Council Offices which participated:

- Jeanne Robb, City Council District 10
- Charlie Brown, City Council District 6



Task Force Membership

Neighborhoods and Community members:

- Dave Webster, INC
- Dave Felice, City Park
- John Hayden, Community member
- Tim Hepp, East Cheesman Park RNO
- Cindy Johnston, Friends of Washington Park
- Jeff Shoemaker, Greenway foundation
- Nancy Braan, Whittier Neighborhood
- Margerie Hicks, Golden Triangle
- Colleen Dyer, CHUN CPAG
- Larry Ambrose, Sloan's Lake Citizens Advisory and INC Parks Subcommittee
- Annie Levinsky, City Park Alliance



Task Force Membership

City Subject Matter Experts:

- Tad Bowman, Theaters and Arenas
- Molly Duplechain, Budget Management
- Kevin Scott, Event Liaison, DOCA
- Juan Marsh, DPR superintendent
- Angela Casias, DPR Community Liaison
- Doug Woods, DPR Operations
- Patrick Wheeler, City Attorney
- Jill McGranahan, DPR, Communications
- Fred Weiss, DPR Finance
- Stu Bader, DPR Permitting

- Task Force process with 4 subcommittees developing questions and recommendations
- National research for best practices
- Voted to move forward with policy and reached consensus on core tenets of policy
- Draft: Public outreach/distribution
- 2 Public hearings
- Further input and edits
- All meetings open to the public

- Media Outreach – press releases, focus on neighborhood newspapers etc
- E-Newsletters
- Email Distribution, phone calls, web comments
- Channel 8
- City Council Committee meetings
- Further public outreach with another public meeting in Webb building
- 3 DPRAB meetings for input
- DPRAB voted and passed two motions
 - In support of Admission Based Events
 - Directing the Dpt to clarify language and hold a second public hearing

- **National Research**
 - 60 cities, 30 park conservancies
 - More in-depth study of:
 - Atlanta, Georgia
 - Austin, Texas
 - Baltimore, Maryland
 - Telluride, Colorado
 - Chicago, Illinois
 - Kansas City, Missouri
 - Portland, Oregon
 - San Diego, California
 - San Francisco, California
 - Seattle, Washington
 - Boston, Massachusetts
 - New York City, NY
 - Houston, TX

- Baltimore, Maryland (Latino Fest)
 - An annual celebration of Hispanic culture, music, food and art.
 - Adults \$5, children under 12 free
 - All proceeds to benefit Education Based Latino Outreach
 - Also financed by providing various sponsorship opportunities (Verizon, McDonalds, Toyota, etc.)

- San Francisco, California (Outside Lands)
 - Two day event in Golden Gate Park
 - Includes music, food, wine, art.
 - Regular 2-day ticket: \$140.00.
 - VIP 2-day ticket: \$395.00.

- **Kansas City, Missouri (Ethnic Enrichment Festival)**
 - Hosted by the Ethnic Enrichment Commission at Swope Park.
 - The festival has international cuisines, traditional costumes, song, dance and crafts from more than 50 countries.
 - Maintain a select group of sponsors to support underwriting festival costs.
 - \$3 adult tickets

- **Telluride, Colorado (Summer Concert Series including Blue Grass Festival)**
 - Multiday festival in the larger City Park
 - Multiple ticket sales strategies, approx \$65 per day



Public Feedback and Input

- Task Force recommendations and community
 - Limit locations
 - Limit size
 - Limit frequency/duration
 - Limit impacts to parks and neighborhoods
 - Garner an additional % revenue and ensure revenue goes to park/parks
 - Always prioritize free and open events

Festival Permit Sites

- City Park
- Civic Center Park
- Confluence Park
- Skyline Park
- Sloan's Lake Park
- Central Park – Stapleton
- Parkfield Park
- Ruby Hill Park

Event Facility Permit Sites

- Montclair Civic Building
- Chief Hosa Lodge
- Washington Park Boathouse
- City Park Pavilion

Special Occasion Permit Sites

- Centennial Gardens
- City Park (Flower Garden & Meadow)
- Confluence Park
- Skyline Park (South, Mid & North)
- Stapleton Central Park

Initial recommendation no more than 20%
of the permittable area in each park

The board recommended a finite number
for capacities of permit sites

Frequency/duration also limit size

Limits Frequency and Duration

- 4 days per month per park (not per site)
- Time separation of permits
- Mock calendar
 - Black out all construction dates
 - Black out all grandfathered historic events
 - Black out all DPR program dates
 - Rest period
 - Open free events first
 - Then finally open other opportunities

- Size, frequency, duration and time separation all limit impacts
- Permits require events to minimize impacts: site plans, safety plans, parking plans etc.
- No one can monopolize permits
- Revenue back to the park

- DPR will collect 10% of ticket sales from every event either thru the Seat Tax or a 10% collection. 5% will go to the park, 5% will go to Parks Citywide Maintenance Fund
- Damage deposit
- Permit fees



Revenue Sources & Assumptions

- Revenue assumptions based on:
1 day, free event with 7500 people
- Revenue Sources:
 - Permit fee \$1430 per day to Parks General Fund
 - Damage deposit 75% up-front for the specific park maintenance
- So in this scenario, the City would realize from permit fee: \$1430



Revenue Sources & Assumptions

- Revenue assumptions based on:
3000 tickets sold, 1 day, \$15
 - Total revenue: \$45,000
- Revenue Sources:
 - Permit fee \$1430 per day to Parks General Fund
 - Damage deposit 75% up-front for the specific park maintenance
 - Ticket sales or seat tax: 10% = \$4,500
 - So in this scenario, the City would realize \$5930.

Revenue Sources & Assumptions

- Revenue assumptions based on:
1 day, free event with 100 people in an event facility
- Revenue Sources:
 - Permit fee \$350
 - Damage deposit 75% up-front for the specific park maintenance
 - So in this scenario, the City would realize \$350.



Revenue Sources & Assumptions

- Revenue assumptions based on:
100 tickets sold, 1 day, \$100
 - Total revenue: \$10,000
- Revenue Sources:
 - Permit fee \$350
 - Damage deposit 75% up-front for the specific park maintenance
 - Seat tax or ticket sales to City:\$1,000
- So in this scenario, the City would realize an additional \$1,350.



Revenue Sources & Assumptions

- Revenue assumptions based on: 3000 tickets
- 4 single day events per peak months (June, July, August)
- 8 festival park locations
- \$10 per ticket
 - Total ticket sales : \$2,880,000
 - 10% of ticket sales: \$288,000
 - Total Permit fees \$137,280
- So in this scenario, the City would realize \$425,280

- Community feedback
- If Manager adopts the policy, we will move forward with:
 - Internal permitting procedures
 - Ordinance regarding fees
 - Open permitting first week in November for free events
 - 2 weeks later open for other events

- 3-4 years of working with the community and professionals to develop a reasonable, limiting, appropriate policy.