



CITY OF BEND

TO: COUNCIL STEWARDSHIP SUBCOMMITTEE

FROM: LORELEI WILLIAMS

DATE: JANUARY 22, 2020

RE: DOWNTOWN CITY-PERMITTED EVENTS

At the September 4, 2019 City Council meeting, the Downtown Bend Business Association's (DBBA) Executive Director, Mindy Aisling, presented an update and discussion of downtown events. Lorelei Williams, Licensing Program Manager for the City of Bend, also presented historical information about City-permitted special events in the downtown district. The DBBA presented changes for the City Council to consider for City-permitted downtown events. Those changes and the City Council's response at the meeting are as follows:

1. Monthly cap for number of events (current code) vs. number of event days
 - *Council interested in discussing this further through the Council Stewardship Subcommittee.*
2. Pre-/Post-meetings required for all downtown events, both new and recurring.
 - *As the Council liaison to the DBBA, Councilor Piper recommended that the DBBA request meetings of downtown event organizers for those not required by the City of Bend.*
3. Fee schedule amendments
 - *Council expressed no interest in making changes until a planned comprehensive fee study is completed.*
4. Parking amendments
 - *Council would like to rely on the Downtown Parking Committee to work through any issues.*
5. Administrative process changes
 - *Council encouraged City staff to continue partnering with DBBA and other agencies to improve administrative processes as programmed with the Permit Software Replacement Project.*



At the November 6, 2019 City Council meeting, Mayor Russell proposed to delay the discussion of downtown events until after the DBBA and downtown event organizers held their own meeting to discuss requested changes. On December 9, 2019 the DBBA, Lay It Out Events (LIOE), Councilor Piper and City of Bend Business Advocate, Bend Hemson met and agreed upon the following changes proposed by LIOE for their multi-day, downtown events:

1. LIOE to provide a downtown liaison position to address access issues, support joint marketing efforts and work with LIOE staff to provide for and accommodate business's 'day-of' needs
2. LIOE to rotate the stage at Bite of Bend and move the main stage for Fall and Summerfest
3. LIOE to, as code allows, redo layouts to move vendors to the center of the street
4. LIOE to require all event and vendor staff to park off-site and outside of the EID
5. LIOE to provide deeper cleaning post-festival
6. LIOE to provide pre and post-festival meetings with the City and the DBBA
7. LIOE to launch new app featuring downtown retailer discounts, free to DBBA members for the first year
8. LIOE to design scavenger hunts on this app to drive traffic
9. LIOE to offer stage time, free of charge, to the DBBA and community groups
10. LIOE to conduct surveys at select events and share data with retailers
11. LIOE to facilitate 'Art of the Song' workshops (scheduling festival performers to play at local businesses within the EID pre and post-festival)
12. LIOE to work with downtown businesses on sidewalk sale promotions
13. LIOE to provide an after-festival party promotion
14. LIOE to provide dedicated media for Downtown lit – full-page guide ads, separate social media, posters, and logistical support

During the January 28, 2020 Council Stewardship Subcommittee, the following items are to be discussed among City Councilors, City staff, downtown event organizers and representatives of the DBBA:

- Downtown Event Caps
 - Bend Code Chapter 7.40.010B:
“No more than three special events per month requiring a street closure are allowed in the district during July and August. No more than two events per month requiring a street closure are allowed at any other time.”
 - DBBA requested change:
“A special event requiring a street closure in the district will be allowed to close the street for a maximum of 2 days (48 hours) per month, including pre-event set up and post-event clean up. At no time during the year will the downtown district have street closures for more than 2 consecutive days.”
- Other items of note that may be proposed by the DBBA representatives and/or downtown event organizers.

