



Legislation Text

File #: 16-118, **Version:** 1

TITLE:

A report on Special/Signature Events sponsored or supported by the Town of Carrboro

PURPOSE: The purpose of this item is to determine the cost/benefit of doing special/signature events in terms of staff time and budgetary considerations

DEPARTMENT: Economic and Community Development and Recreation and Parks

CONTACT INFORMATION: Annette D. Stone, AICP Economic and Community Development Director (919) 918-7319 and Anita Jones-McNair Recreation and Parks Director (919) 918-7381

INFORMATION: Staff has been asked to look at the Town's capacity to add additional special events i.e., Summer Streets, to the Town's calendar of annual events. First, staff developed a list of special events that were either town sponsored or supported. Sponsored events are those events that are substantially or fully funded by the Town, and supported events are those events that require Town assistance but the Town is fully or mostly reimbursed for staff time and equipment. Attached is a spreadsheet which includes estimated attendance, staff time and expenses associated with these events.

The spreadsheet illustrates the cost per person for each event based on estimated attendance. It also shows how much of staff time is used in each department involved in supporting these events and the total percentage of staff time spent on the events listed. There are an estimated 35,588 people who attend and participate in these events annually. Events like July 4th and the Christmas parade attract local folk, and events like Carrboro Music Festival or Cradle concerts attract day-trippers and overnight visitors both which benefit the local economy.

A Special Events Committee is in place to review, sanction and support public and private community event requests that are not currently Town of Carrboro sponsored or supported. The committee is comprised of representatives from departments that typically assist with events - Police, Fire, Public Works, Recreation and Parks and Economic and Community Development. When necessary other departments assist with the review/implementation process. This process started in 2014 and has been effective in helping to ensure safe, well organized, community enhancing events. Town events coordinated by planning committees have not used this process in the past. Beginning 2017, we are requesting all town events that have planning committees complete this process. The application process and request forms are included on the town's website.

Based on staff analysis, there is additional capacity for events. However, it should be noted that although a small amount of the total staff time goes toward supporting special events and community events, most events occur in "off-work" hours requiring staff to work overtime or creating comp time with the majority of the responsibility falling on Public Works and Police Departments.

FISCAL & STAFF IMPACT: See attached spreadsheet for fiscal and staff impacts

RECOMMENDATION: Town staff recommends the Board accept the report