



Internal Audit Office  
 Special Events - 2015  
 Benchmarking with Comparable Cities

		Tempe	Mesa	Chandler	Gilbert	Scottsdale	Peoria	Flagstaff, AZ	Austin, TX	Charlotte, NC	Bellevue, WA
	Population (2014 Estimated)	172,816	464,704	254,276	239,277	230,512	166,934	809,958	912,791	809,958	136,426
	Square Miles	40	136	64	68	184	174	298	298	298	32
1	Does your city have an office that coordinates special events?	Yes	No dedicated office. Licensing Office accepts applications and disseminates information to city departments.	Yes	Housed in Recreation. .5 FTE from Parks and Rec and 1.75 FTE designated to coordinating Gilbert Produced events. 1 FTE supervisor to oversees these employees.	Yes. It is called Tourism & Events Dept. (includes Tourism, Events, and Downtown).	Yes	Yes	Yes. Austin Center of Events comprised of special event units from Police, Fire, EMS, Transportation, and our Music Office. Several other dep. Are part of the ACE team.	Yes, Dept. of transportation - Right of Way management section.	No. There is a Special Events Committee that reviews and approves special events.
2	Who does the office report to in the organization?	Parks and Recreation Division	No Response	Recreation Division Manager	Parks and Rec Dep.; works closes with Economic Development	Community & Economic Development Division; under Assistant City Manager	Community Services - Recreation Manager	Recreation Services (Public Works Department)	Corporate Special Events Program Manager in the Management Services Dep. Acts as a liaison between city management and various departments.	Transportation	Parks and Community Services
3	Does the Office have a stated vision and mission? Can you share this with us?	No	No	No	No Response	Not Yet	No	No, but Recreation's is: Enhancing our community through people, parks, and programs.	No	No	No Response
4	How many staff members are in the office?	5 FT plus 4 PT Temporary	1 dedicated to Liquor Licensing and special events.	2 FTE	3.25 FTE	1 FT and 1 PT	2 FTE	2 FTE	3 FTE	2 FTE expanding to 3 FTE	0
5	What is the annual budget of your special events office?	\$ 760,240	No dedicated budget.	\$81,000	\$270,000	No Response	\$850,000	\$253,961	The salaries of the two positions	Unknown	No Response
6	Do you recover all costs through fees?	No	Yes	No	Yes, 100% covered through fees and sponsorships	No	No	No	No, City Council often waives fees for several events. Currently examining alternative funding methods.	Obtain fees that go into Gen. Fund, but nothing directly into our budget.	No Response
7	How many special events do you manage annually?	280	180-200	67	68	250	33 City-sponsored	250-300	>800	175	20 approved per year (not managed)



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8	What types of events are held?	Concerts, festivals, charity runs, parades, extension of premises.	Car shows, concerts, parades, art walks, boutiques.	Family friendly, all age appropriate activities, theme based.	Concerts, festivals, expos, runs (multi-distance), adventure runs, parades, etc.	All types (athletic, culinary, art, vehicle, parades, tours, fundraising, golf tournaments etc.)	Seasonal Festivals, facility dedications, neighborhood parkfests, multi-cultural events, grand openings, boards & commissions events, car shows, GAIN, etc.	All types (festivals, parades, movies, dances, concerts, weddings, runs, etc.)	Parades, runs/walks, festivals.	Festivals, parades, run and walk events.	Races, Festivals, etc.
9	How are special events approved?	Final approval for the event occurs at the Special Events Task Force (SETF) Committee meeting by the Committee.	Application is reviewed for completeness, entered into the Special Licensing Application, reviewed by the approving departments with final review and approval by the Licensing Office supervisor.	Applications are reviewed & approved by an city staffed events committee. Permits issued for approved events.	Special Events Team (includes reps from each dept. that approve events meeting town code requirements) for events with more than 75 persons.	Approved by a Special Events Committee made up of key staff in from various departments. Applicant attends a Special Events Committee meeting (held weekly) where a decision is usually made.	City Sponsored events need Council approval	Risk management, fire, parks, recreation review apps, identify conditions, which are shared with applicant. Once all requirements are met a Permit is issued. Community Event staff assigns deadline for outstanding requirements; after met, approved.	Applications received online, reviewed by affected departments. If key issues are identified the event applicant is invited to a meeting with the ACE team.	Application reviewed within 20 days after a decision is made, an approval letter is issued.	Committee Reviews (includes staff from Police, Transportation, Fire, Parks, and citizens representing neighborhoods or businesses)
10	Are there any restrictions on the nature of events? (category of music, demographics, weather conditions, etc.)	No	Restrictions usually come in the form of street closures and loud noise/music duration. Each event is reviewed on an individual basis and evaluated by its impact on the surrounding area.	Yes, depends on scope of event and location in addition to size, attendance, activities, entertainment, etc.	Some events are scheduled with pre-selected rain dates. Parades, runs	Not at this time, update coming in Spring 2016.	None, but have refused certain entertainers who are not deemed family friendly.	No restrictions on music, demographics, or any first amendment related topics. Consideration on use of city parks based on event impact park conditions	Restrictions are based on decibel levels for music events, impact on neighborhoods, traffic, and overall public safety.	Must have a cultural or economic significance and be free and open to public.	Space and parking capacity.
11	Do you use a software system to manage your special events? If so, what system do you use?	No	Currently use a 'home-grown' software program, but in the Spring of 2016 we are converting to Accela.	ACTIVE net - for payment of fees only.	Parade Cloud for Gilbert Days Parade. For Running events we utilize Active.com for registration. All else is done through spreadsheets.	Internal Case tracking system: Community Development System.	No	RecTrac Reservation System that avoids conflicts with other sporting activities or private events that don't require permits.	No	Microsoft CRM (and it is terrible)	No Information



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12	What expertise does your special events team have? (certifications, fields of study)	Recreation degrees, 5 staff with > 15 years experience.	N/A	No Response	Recreation degrees and/or 8+ years event experience.	No Response	Recreation Backgrounds.	Parks and Rec management, marketing and Anthropology degrees with one pursuing MPA. Soft skills include detail-oriented, politically savvy and creativity.	Each special event unit is led by a management level position. Other positions include certified traffic engineers, and asst. fire marshal.	Traffic management experience.	Expertise for the department (Police, Safety, Traffic).
13	Does your city allow 'festival seating' at events?	Yes.	The security plan would have to be reviewed thoroughly for this type of event, but we do not believe that Mesa is opposed to this type of seating arrangement.	Yes, but required to follow Fire Codes for assembly, capacity, and emergency access. Police Dept. also evaluates how seating plays into the overall event and safety.	N/A	No Response	Yes	This has never come up.	We have, however, structures have to be signed off by a certified engineer and the seating has to be appropriate for the particular area.	Yes, for some parades.	N/A
14	Do you offer the same dates exclusively for returning events?	Yes.	No	Yes is events are city co-sponsored or partnered event, or produced by an affiliate group. If the event is a long time annually occurring even (more than 5 years) - the date is held for 6 months after the previous year's event ends.	Yes, promoters can have event dates save one year in advance, although officially approved 1 month prior to the event date contingent on meeting codes, expectations and paying all fees.	Not explicitly, but hasn't been an issue to date.	In some instances, yes.	Yes, historical precedent for events in good or probationary standing who have held the same weekend in the same location for two years in a row. Three levels of 'standing': Good (No damage, paperwork timely, no issues with police, etc.), Probationary (damage, paperwork tardiness, and infractions) Poor (charged 200% for deposit, infractions).	Over 80% of events are returning, they get priority in scheduling.	Try to, but is first come first serve. Can only apply one year in advance.	Yes.
15	What is the typical time frame between the date of application and the approval of the event?	Average time is 22.5 days.	3-4 weeks	After application is received, it can be scheduled for a review within 2-6 weeks. Approval can be given immediately after review or within 15 days.	30-60 days.	30 days prior to event is requested, but will receive event apps up to week of the event.	Depends on event. Outside, non-city events can be approved in as little as 3 weeks.	Depends on "level of event." A: 55-90 days, B: 40-60 days, C: 10-14 days. Applications are not allowed outside these time frames unless approved by upper leadership.	Attempt to give them tentative approval within 2 weeks with an understanding of what further is required of them. If it looks like a denial, then we advise ASAP.	20 days.	Min of 90 days, but usually events are returning and approved in January.



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16	What levels of liability insurance are required for your special events?	\$1 mil occurrence, \$2 mil aggregate. More for larger Beach Park events. \$1 mil auto, AZ Statutory Requirements for Comp, \$5 mil liquor liability. Fireworks and Amusement Rides additional. COT listed as insured.	\$1 mil general and liability; for larger events and marathons \$3 mil is required. Workers comp is also required for city officers contracted.	\$1 mil occurrence, \$2 mil aggregate. \$1 mil Automobile. City additional insured. Depends on other factors as well (alcohol).	\$1 Mil, \$2 Mil Aggregate. Fireworks Production: General \$10 mil. AZ Statutory Requirements for Workers Comp.	Each event reviewed on own merits of risk.	Most require \$1mil/\$2mil. All vendors must carry the same. Promoters must carry more.	Flagstaff listed as additional; 1 mil general, 2 mil aggregate; \$1-2 mil for alcohol, \$1 mil auto liability.	Depends on specific aspects, most carry special event insurance.	\$1 mil general; if liquor, \$1 mil liquor.	Standard liability unless a need is felt for more
17	What are the criteria for determining the level of liability insurance?	Type of activity at the event, the location, whether liquor is involved.	Risk management team makes that determination. This team includes a representative of the City Attorney's Office.	Type of activity, entertainment/music selection, anticipated attendance and/or demographics, liquor, layout of the event/placement of items, etc.	Type of activity, Town of Gilbert listed as additionally insured.	No Response	Type and size of the event, outside promoters, location.	Determined by Risk Management who reviews all applications.	If there is a concern, it goes through the Risk Management Office.	Standard for all events.	Determined by Risk Manager.
18	Do you have a process to determine the number of t-shirt security that is required for an event? What is the process, and what criteria is considered.	Reviewed and discussed with PD.	PD reviews all security procedures for special events and makes that determination.	PD assesses the proposed event and all aspects to determine needs.	PD recommends based on type of event, and whether or not the event had money exchanging and alcohol served.	Varies based on event: time of day, focus, simplicity, complexity, liquor control, etc.	PD is consulted.	Security plans are approved by PD based on number of attendees, alcohol sales, street closures, high profile individuals present, past history.	PD determines the number of security and police officers required..	No. We only concern ourselves with police coverage.	Applicant is required to meet with the Routing and Location subcommittee to go through, traffic, parking, and security issues.



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19	Does your PD have to approve the security plan?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
20	How do you determine the attendee capacity of a specific venue?	Fire Prevention assesses.	Police and Fire would make that determination.	Dimensions of the event area with square footage of all the items being placed within grounds are reviewed by Fire , who assesses and provides the capacity/occupancy number.	Based on parking spaces (4.5 persons per car).	Fire establishes capacity based on area and event layout/logistics within the event footprint.	Acreage and type of facility.	Fire assesses. Capacity generally not assigned to events that are not fenced in. Where capacity applies, assigned capacity is posted. Any events approaching this capacity are required to fence in the area, track the number of people at all entrances and may be required to pay for Fire to monitor.	Fire Inspectors determine load based on available space.	Fire weighs in.	No Response
21	Do you require fenced areas (beer gardens) when alcohol is served at special events?	Not within a gated event.	While we prefer designated liquor areas to be clearly identified, depending on the organizer's security and liquor control plans, it may not be required.	Yes	Yes, along with a minimum of 2 Gilbert officers present.	Applicant must demonstrate how liquor is being controlled, Dominant proposal is for fence barrier.	Yes	Not within a gated event.	Yes, with a police officer posted at each entrance.	Yes, but we also issue beer/wine permits that allows open containers within the footprint of event.	No Response