

# CITY COUNCIL AGENDA

CITY COUNCIL CHAMBERS . 11465 WEST CIVIC CENTER DRIVE . AVONDALE, AZ 85323

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**WORK SESSION**  
**February 19, 2008**  
**6:00 PM**

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## **CALL TO ORDER BY MAYOR ROGERS**

**1 ROLL CALL BY THE CITY CLERK**

**2 DISCUSSION OF CITY SPECIAL EVENTS**

Council will discuss and give direction to staff regarding long range planning for Avondale's special events. For discussion and direction.

**3 DISCUSSION OF ALCOHOL IN THE PARKS**

Staff will provide information on the use of alcohol in public parks. For information, discussion and direction.

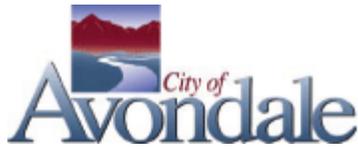
**4 ADJOURNMENT**

Respectfully submitted,

A handwritten signature in cursive script that reads "Linda M Farris".

Linda Farris, CMC  
City Clerk

Any individual with a qualified disability may request a reasonable accommodation by contacting the City Clerk at 623-333-1200 at least 48 hours prior to the council meeting.



# CITY COUNCIL REPORT

**SUBJECT:**  
Discussion of City Special Events

**MEETING DATE:**  
February 19, 2008

**TO:** Mayor and Council  
**FROM:** Daniel Davis, Parks, Recreation & Libraries Director (623)333-2411  
**THROUGH:** Charlie McClendon, City Manager

**PURPOSE:**

Staff is requesting City Council's feedback pertaining to long range planning for Avondale's special events.

**BACKGROUND:**

To further Council's goal of improving the quality of life for residents, the City offers a host of special event programs throughout the year. In 2007, the city offered approximately 36 events, ranging from small scale activities such as the Daddy Daughter Dance and Memorial Day Ceremony to large scale events like the Fireworks Festival at PIR and the three-day Billy Moore Heritage Days. Attendance at these events ranged from 100 to over 20,000 people.

The Department of Parks, Recreation & Libraries is continually seeking to improve and expand its special event programming. Over the past few years, Parks & Recreation has developed strong partnerships with other departments, who assist in all facets of special event planning – from traffic control plans and facility preparations to security and marketing. City staff put significant time and energy into the planning of every event, regardless of its size. As a result of the success of our events, Avondale has built considerable goodwill among our residents and raised awareness of being a community that is committed to an outstanding quality of life.

**DISCUSSION:**

**Proposed 2008 Special Events Schedule:**

Attached for Council's consideration is a proposed schedule of the 2008 Special Events. Given the current budget constraints, the proposed 2008 Special Events schedule is designed to improve efficiencies, which will be accomplished through consolidating events of a similar nature, or events that are held around the same time of year. (For example, Spring Fling and the Health & Resource Fair.) To achieve Council's goal of Community Involvement, staff will provide opportunities wherever possible for neighborhoods and Homeowner Associations to have a presence at our special events.

The events listed in the proposed schedule are currently budgeted within the FY 2008-09 budget, which includes revenues from sponsorship and donations, as well as the General Fund; however these events are not considered revenue generating and are typically free to the public.

**Council direction requested:** Does Council approve of the proposed 2008 Special Events Schedule?

**Unanticipated Events & Future Special Event Opportunities:** Not included on the Special Events calendar are other event opportunities that may unexpectedly present themselves during the course of the year. In the past, the City has coordinated a reception for the Vienna Boys Choir, a NASCAR Hauler party, and most recently, the Pre-Bowl Bash Event at the Hilton Hotels and the Holt Foundation Flag Football Tournament at Friendship Park. Events such as these, while great marketing opportunities for the City, do not take into account the present budget or staff time to plan the event. Also, as the Valley continues to attract major sporting events, this brings with it the opportunity for the city to be host to complementary events that could further our economic development goals and promote Avondale as a premier destination. Examples of future sport events include the NBA all-star game, the NCAA West Regional Basketball tournament, and potentially, another Super Bowl in 2012. With two minor league baseball stadiums locating directly adjacent to our borders,

this will further expand event opportunities. In addition, the Arizona Centennial, scheduled for 2012, presents yet another ideal opportunity for City participation.

**Council direction requested:** In the current budget climate, should the city pursue special events that are not included in the budget, particularly if we are not able to obtain adequate sponsorships? What sort of events should the city seek in the future?

**Special Events as a Revenue Generator:** The City currently does not charge for many of our major special events. Some events, such as Daddy Daughter Dance, do recover their direct costs, but not the cost of staff time and marketing.

**Council Direction requested:** Should city special events – particularly those that provide some inherent value – be planned so they are self-supporting (and possibly, revenue generating?)

**Supporting Other Organizations' Special Events:** The City currently provides resources and staff support to assist in certain special events organized by other organizations, including Fiestas Patrias and Tres Rios Nature Festival. Last year, the city expended in excess of \$10,000 to support the Fiestas Patrias event. This support includes Police, Fire, Sanitation, Streets, Traffic Engineering, and Parks & Recreation. As these events continue to grow, the need for expanded city services will continue to grow.

**Council direction requested:** What level of support should the city provide for these events?

#### **RECOMMENDATION:**

For information and City Council discussion and /or direction

#### **ATTACHMENTS:**

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No Attachments Available

## **Proposed 2008 Special Event Calendar**

### **January**

January 31 Avondale's Pre-Bowl Blues Bash

### **February**

February 2 Holt Foundation Super Bowl Flag Football Tournament  
February 8 Entertainment Series – "Shakespeare Heroes and Villains"

### **March**

March 14 Entertainment Series – Irish Concert  
March 14-15 Tres Rios Nature Festival  
March 22 Spring Fling & Health & Resource Fair

### **April**

April 10-12 NASCAR race @ PIR  
April 11 Entertainment Series – Movie Night

### **May**

May 9 Mother/Son  
May 26 Memorial Day Reflection Service

### **June**

June 14 Daddy/Daughter Dance

### **July**

July 3 Rev White & Boom! Fireworks

### **August**

### **September**

September 12 Entertainment Series – Movie Night  
September 19-21 Fiesta Patrias

**October**

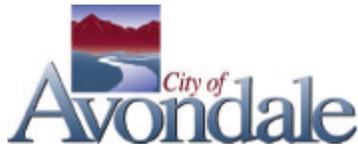
October 4 Boys and Girls Club Golf Tournament  
October 10 Entertainment Series – Concert  
October 24-26 Billy Moore Heritage Days

**November**

November 8-9 NASCAR race  
November 11 Veteran’s Day Ceremony  
November 14 Entertainment Series – Theater

**December**

December 12 Christmas from around the World



# CITY COUNCIL REPORT

**SUBJECT:**

Discussion of alcohol in the parks

**MEETING DATE:**

February 19, 2008

**TO:** Mayor and Council

**FROM:** Daniel Davis, Parks, Recreation & Libraries Director (623)333-2411

**THROUGH:** Charlie McClendon, City Manager

**PURPOSE:**

Staff will provide City Council information and discuss City policy regarding the use of alcohol in public parks.

**BACKGROUND:**

In July 2004, Council adopted an ordinance that expanded and clarified the rules and regulations for city parks. These changes included the establishment of the Park Ranger program; prohibition of glass containers; and the prohibition of alcohol consumption in all public parks, unless a special event license is granted. A special event license can only be granted to a non-profit organization. In August 2006, staff presented a report to Council regarding the changes to the ordinance and how it has impacted the operations of the parks. Staff sought input from the Parks and Recreation Advisory Board, which concluded that they believed the ordinance was working well and unanimously recommended no changes. Staff concurred with this recommendation and provided the same to Council.

**DISCUSSION:**

The current ordinance prohibits the use of alcohol in all city parks unless a special event license is granted by the City Council. During the past few years, the city council has granted special event licenses for a few special events that are held at city parks. These include Billy Moore Heritage Days, Fiesta Patrias, and Fiesta De Avondale. These events have been held at Coldwater and Dennis DeConcini Park and Festival Fields. The City of Avondale has partnered with the non-profit Southwest Hispanic Cultural Association to coordinate the sales of alcohol for these events. The City requires the association to provide liability insurance, and the Police and Fire Departments review and approve a security plan for the event. The ordinance does not restrict special event licenses to any specific parks, and for the purpose of this ordinance includes the Civic Center Campus and Amphitheatre because it is considered an open space amenity and is used for recreational purposes. Staff is currently working on plans for 2008 events which may include expanding our World Fest event to include the sale of alcohol as a part of the overall event. In addition, staff has received suggestions to consider hosting an Art Fair which may offer another opportunity to include alcohol in our special events. When an athletic field and ramada reservation is approved, the patron is reminded that alcohol is not permitted in our park system. During the past 3 ½ years, staff has seen periodic spikes in alcohol related occurrences. Our Park Rangers and Customer Service staff have been proactive to educate our patrons if they see a violation. Most of the time, the patron will leave the park or put the alcohol back in their vehicle without any problems. Staff does not specifically keep records of people that inquire about the use of alcohol when they reserve ramadas or athletic fields; however the patron is reminded that alcohol is prohibited in city parks. It should be noted that it is likely that alcohol consumption occurs in the parks without the knowledge of staff, but we have seen a significant reduction in the openness that occurred prior to the ordinance revision.

**Enforcement:** In calendar year 2007 the Police Department reported that there were 40 citations written for violating City Code 17-21 (Alcohol in the Park). The following provides a summary of the statistical information regarding those citations. -40% (16 of 40) of the citations were written on Sundays. -45% (18 of 40) of the citations were written between 4pm and 7pm -58% (23 of 40) are believed to have occurred at Dessie Lorenz Park. The Police Department has indicated that there would be an impact in terms of enforcement if alcohol was allowed in city parks. Their concern is if alcohol is not consumed in a responsible manner, it could

lead to altercations with staff or other park patrons, drunk driving, or other problems that would require a response from a patrol officer.

**Liability:** Our Risk Manager, Allen Iampaglia has reviewed and provided his input for the current ordinance. Currently, the City of Avondale does not have any alcohol related insurance coverage. If there were a change to the existing ordinance the city would need to acquire additional insurance which would have a budgetary impact. According to Mr. Iampaglia, the manner in which the city requires “additional insurance” coverage for special events provides sufficient insurance coverage.

**Suitable Location and Permits:** A discussion of where alcohol should be allowed within public parks is very subjective. Our current method of operations via the special event permit allows alcohol in a designated, fenced area with an approved security plan. In all cases, the plan must include sufficient security personnel based upon the recommendation of the Police Department. In addition, the plan requires Police Officers on site at all times. The quantity of officers will vary based upon the anticipated attendance.

In the Phoenix Metropolitan area, the Cities of Avondale and Gilbert prohibit alcohol in public parks. The other municipalities allow alcohol with a variety of guidelines and procedures, and most require a permit that is issued by the municipality. In some communities, the permit is issued in conjunction with a Ramada reservation. This also allows the alcohol use to be restricted to a specific area within the park. Another area of discussion could focus on whether permits should be issued for use in Neighborhood Parks. The relatively small size of a neighborhood park (typically less than 10 acres) may create unanticipated consequences for the surrounding community, which could generate noise and parking complaints. The City of Avondale has plans to construct a large group Ramada as a part of Festival Fields phase 2. This type of large gathering place would offer an alternative if there is a desire to offer limited alcohol consumption in public parks. Staff would be able to structure specific rules and regulations during the next year as phase 2 of Festival Fields is constructed.

#### **RECOMMENDATION:**

This report is prepared for information and discussion purposes only.

#### **ATTACHMENTS:**

[Click to download](#)

No Attachments Available