


City of Grand Rapids

ADMINISTRATIVE POLICY

NUMBER: 17-03	DATE: November 14, 2017
REVISIONS:	
ISSUED BY: City Manager	SIGNED: 

SUBJECT: SPECIAL EVENTS PERMIT FEES

PURPOSE: The Office of Special Events (OSE) has conducted a comprehensive review of Special Event fees. The goal of this comprehensive review is to achieve the following outcomes:

- Reduce barriers for neighborhood events
- Create a model that encourages more community (co-sponsored) events by lowering the price of entry
- Review & align fees for Commercial events who profit to be more reflective of services used
- Maintain current City Sponsored events and add National Night Out as City Sponsored events

INTRODUCTION:

Overview

The City of Grand Rapids and the Office of Special Events are committed to providing local and visiting events with the highest quality of customer service. Hosting your event in our City means that dedicated staff and resources are available to support and accommodate your needs.

The City of Grand Rapids has experienced tremendous business growth making special events even more important because they help build a sense of belonging and community pride. Special events bring people together from different backgrounds and different neighborhoods throughout the City as they transform and weave the fabric of our community by creating opportunities to interact, celebrate, enrich people's lives, promote inclusiveness, and imagine and dream.

Through its values and mission, the City of Grand Rapids plays a strong role assisting events that bring the community together to ensure that they take place safely on its streets and in its parks. It is essential that the City of Grand Rapids supports the safe interaction of neighbors, friends, and families, which, along with creating a positive economic impact, special events strive to do.

The Office of Special Events has done a comprehensive study of the City's Special Events program and made changes that allow us to offer a product and service that ensures your event is affordable, efficient, and safe!

Summary of Significant Changes

- Redefined event categories to include a Commercial and Community (co-sponsored) event category;
- Increased fees for Commercial events and reduced fees for Community events;
- Added a nominal per person fee for all events with attendance (participatory & spectator) of 1000+;
- Increased application fee and instituted late fees;
- Reduced number of attendees per category;
- Realigned site fees on high use City properties;
- Added an alcohol fee (determined by the City Clerk) to events that occur on public property.

Summary of Fees

Event Type	Application Fee	Permit Fee	Site Fee	All Other City Fees	.10¢ pp fee for 1000+ attendance
Commercial	Yes	Yes	Yes	Full Cost	Yes
Community	Yes	50% off	75% off	50% off	Yes
City Sponsored	No	No	No	No	No

EVENT TYPES:

Commercial Event - Ticketed

A "Commercial Event" is described as a **ticketed** event with the purpose to promote, for monetary profit, gain or advantage, a business, product, service, commercial performance, venue, professional or college team or similar organization, or current or future for-profit event conducted by a private person or entity regardless of such

person or entity's profit or non-profit status. By way of example, the event may include one or more of the following characteristics:

- **The event has controlled or ticketed entry (e.g. tickets, pay-upon-entry, registration fee, membership fee or suggested donation posted at the entrance)**
- The event name features the name of a for-profit or non-profit business or organization
- The event is concentrated on Public property, in a City Park, around a single storefront, building, or is an extension of an activity within a store or place of business such as a grand opening
- The event may be held on any public space
- The event's primary function serves to raise or solicit funds whether for profit, for non-profit fundraising, or otherwise

Examples include a concert or festival that requires a ticket or paid admission, business grand opening or anniversary celebration, marketing event, athletic run/walk, competition, carnival, cook-off, training, exhibit, etc.

Community Event – Open & Free

A "Community Event" is described as a **free and open** event with all of the following characteristics:

- The event is free and open to all members of the public
- The event is organized by an individual or group other than a for-profit entity
- The event uses City services when needed (i.e. recycling/refuse)

Examples include celebrations and parties, street fairs, free festivals or fairs, free concerts, public holiday celebrations, exhibits, cook-offs, films on/in park spaces, etc.

City Sponsored Events

Currently there are three patriotic and national observance events approved by City Commission. Each of these events provides an opportunity for families to commemorate the price of freedom. Costs (fees and charges) associated with City services for Veterans Day Parade, 4th of July Celebration, and Memorial Day Parade will be waived.

Fees

Please refer to the fee schedule accompanying this policy. It will be updated as necessary.