

# Review of Non-profit Funding and Support and Special Events

January 14, 2014





# Background

- January 2006, City County adopts Resolution 2006-01-06, establishing Non-Profit Funding Program
- August 2007, City Council adopts Resolution 2007-8-41, establishing a Non-Profit Policy for the City
- April 2010, City Council adopts Resolution 2010-04-34 establishing a policy to address Non-Profit requests for Non-Monetary Assistance
- During FY11 Budget Process, City Council created the Serving Sandy Springs program which consolidated the above into one policy
- Since FY08, direct appropriations:
  - Movies by Moonlight
  - Heritage Concerts
- FY12, direct appropriations:
  - Cycling Challenge
  - Sandy Springs Festival



# Current Appropriations

- Direct Appropriations
  - Sandy Springs Youth Sports, \$127,500
    - Maintenance and program support
  - Community Action Center, \$100,000
    - Rental and Utilities Assistance
    - Food Pantry
  - Heritage Sandy Springs, \$75,000
    - Maintenance of the green and program support
  - Anne Frank in the World Exhibit, \$75,000
    - Contractually obligated to \$50,000 a year through December 31, 2015
    - Holocaust Commission pays the city \$20,000 per year as their obligation for fundraising
  - Keep Sandy Springs North Fulton Beautiful, \$60,000
    - State mandated recycling program
  - Leadership Sandy Springs, \$15,000
    - Movies By Moonlight



# Current Appropriations

- Direct Appropriations
  - Heritage Sandy Springs, \$15,000
    - Heritage Concerts
  - Heritage Sandy Springs, \$12,500
    - Sandy Springs Festival
  - Sandy Springs Cycling Challenge, \$12,500
    - Annual bike race in City Center area
  - Sandy Springs Perimeter Chamber of Commerce, \$5,000
    - Membership and support special events (i.e. speaker events, Expo)
- **Total Direct Appropriations - \$422,500**



# Current Appropriations

- Serving Sandy Springs Competitive Solicitation, \$50,000
  - Act 3, \$10,000
    - Program support
  - Art Sandy Springs, \$6,000
    - Showstoppers Talent Show
  - Sandy Springs Education Force, \$15,000
    - After School All Stars
  - Child Development Association, \$9,990
    - Scholarships for early child care
  - Senior Services North Fulton, \$2,500
    - New ceramics kiln
  - Heritage Sandy Springs, \$2,862.50
    - Family Gardening Days
  - National Council of Jewish Women, \$3,000
    - Primers for summer literacy program



# Special Events

- “Any activity that occurs upon public or private property that affects the ordinary use of parks, public streets, rights-of-way or sidewalks.”
- City Ordinance Chapter 50, Article IV governs Special Events. No fees are charged to non-profits unless alcohol is served.
- Revised permit application in 2013 to include pre-approved race routes and increase permit fees from \$50 to a tiered rate structure.
- Sign Permits are included with the Special Event Permit
- Film Permits are included in the Special Event Permit



# Tiers

Tier I	Tier II
Any event that would affect a small area in a parking lot	An event that expects more than 500 attendees.
Event in public spaces requires no street closures, offsite parking or alcohol sales.	Events involving street closures or offsite parking.
Events on private property but require the use of City staff, no street closures or alcohol.	Events requiring public safety staff support.
An event with less than 500 attendees.	City-sponsored events with more than 100 anticipated attendees.
	Any time alcohol will be served.
	Events with fireworks.
	Events with amplified music.



# Fee Comparison

City	Amount
Alpharetta	\$200
Marietta	\$500*
Roswell	\$150 (city services), \$50 (no city services)
Johns Creek	\$50 + \$10/day*
Decatur	\$50 application fee + 1-1,000 attendees \$200 + \$200 sanitation bond 1,000 – 5,000 attendees \$300 + \$300 sanitation > 5,000 attendees \$500 + \$500 sanitation

\*City park, other fees apply.



# Special Events

Year	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2009	0	2	8	2	9	6	4	2	6	9	4	2	54
2010	2	0	10	7	18	10	5	4	8	10	2	2	78
2011	1	2	7	10	12	6	5	6	8	14	3	2	76
2012	0	2	7	3	10	4	5	3	9	7	7	2	59
2013	3	5	11	9	13	7	8	6	8	11	8	4	93

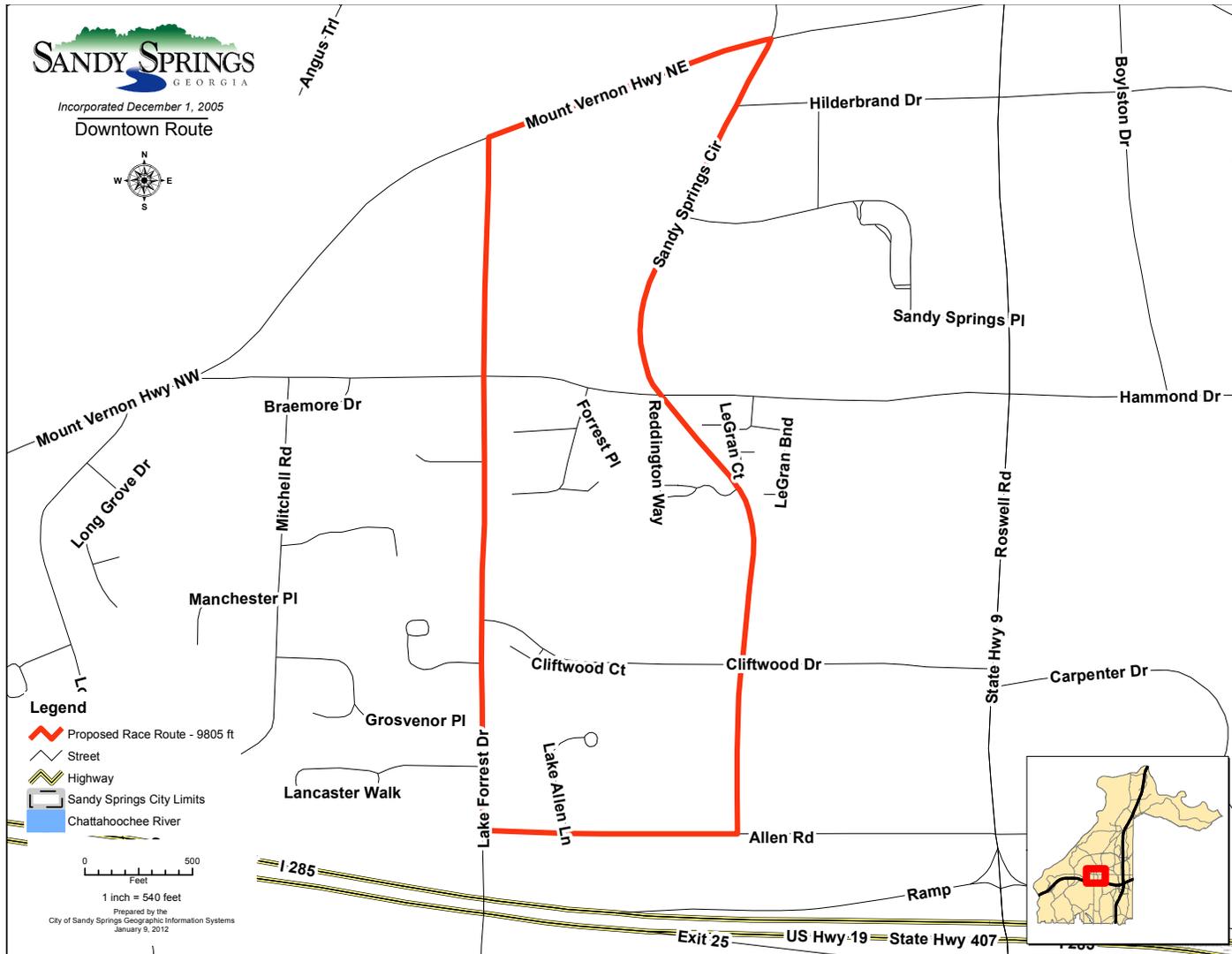
- 2009 – 54 events, 14 road closures (6 Mount Vernon)
- 2010 – 78 events, 18 road closures (6 Mount Vernon)
- 2011 – 76 events, 20 road closures (8 Mount Vernon)
- 2012 – 59 events, 18 road closures (6 Mount Vernon, 1 Johnson Ferry)
- 2013 - 93 events, 60 road closures (7 Sandy Springs Cir, 6 Mount Vernon Hwy, 4 Hammond Drive)



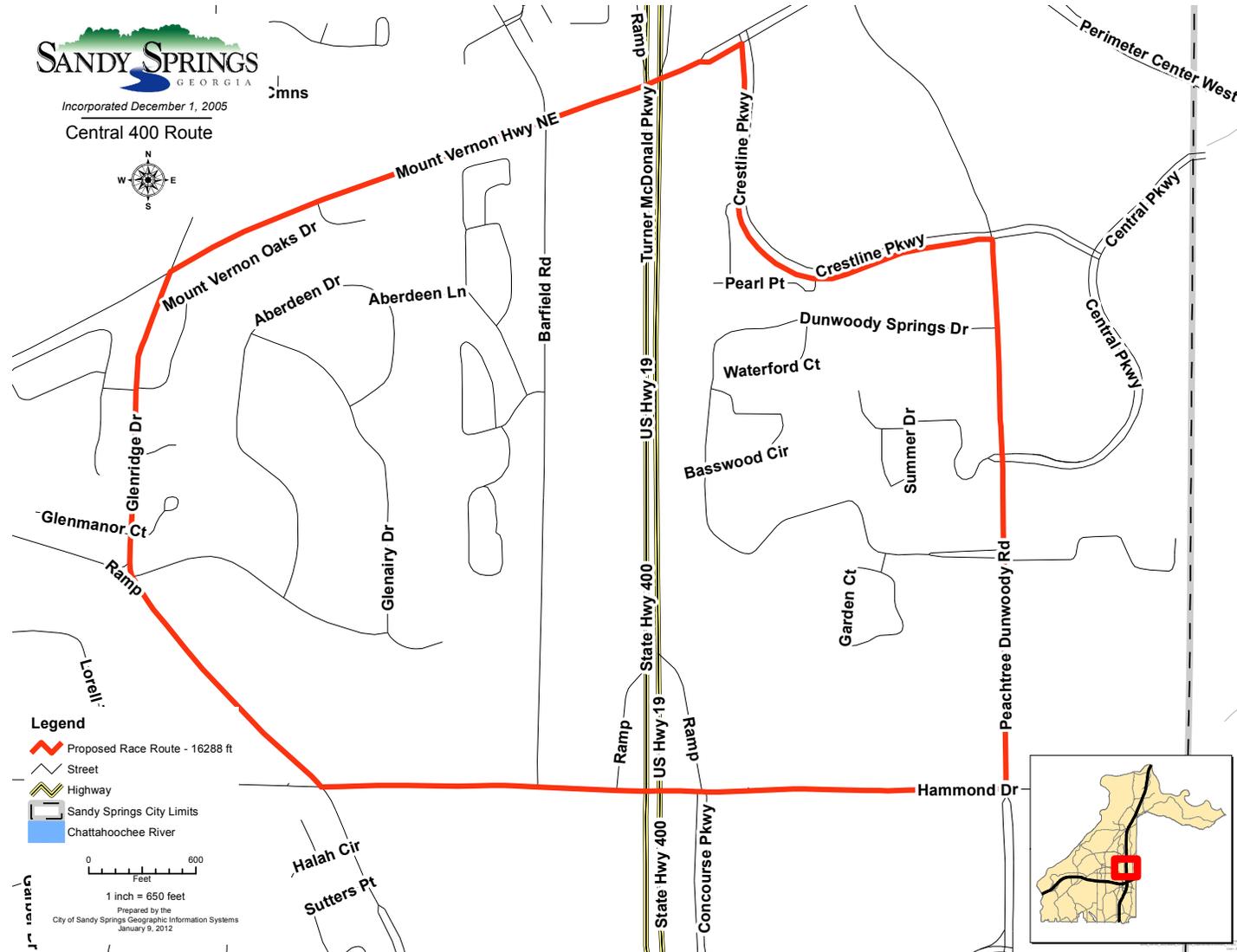
# Other Issues

- Requests to place signs in the City's rights of way, including on power poles or decorative street lights
  - After review of ordinance in 2013, determined that pole attachments are only allowed for City-sponsored events (i.e. Sandy Springs Festival and City's Veterans' Day Event)
  - Per City ordinance, banners on private property are allowed with permit
- Requests for staff support (i.e. event work time) is not allowed for non-City sponsored events; Staff support for City-sponsored events varies from minimum to significant
- Consider evaluating ROI for City investment
- No new races that would include the closure of Mt. Vernon Highway, only previously approved races allowed. Others should choose from the pre-approved routes

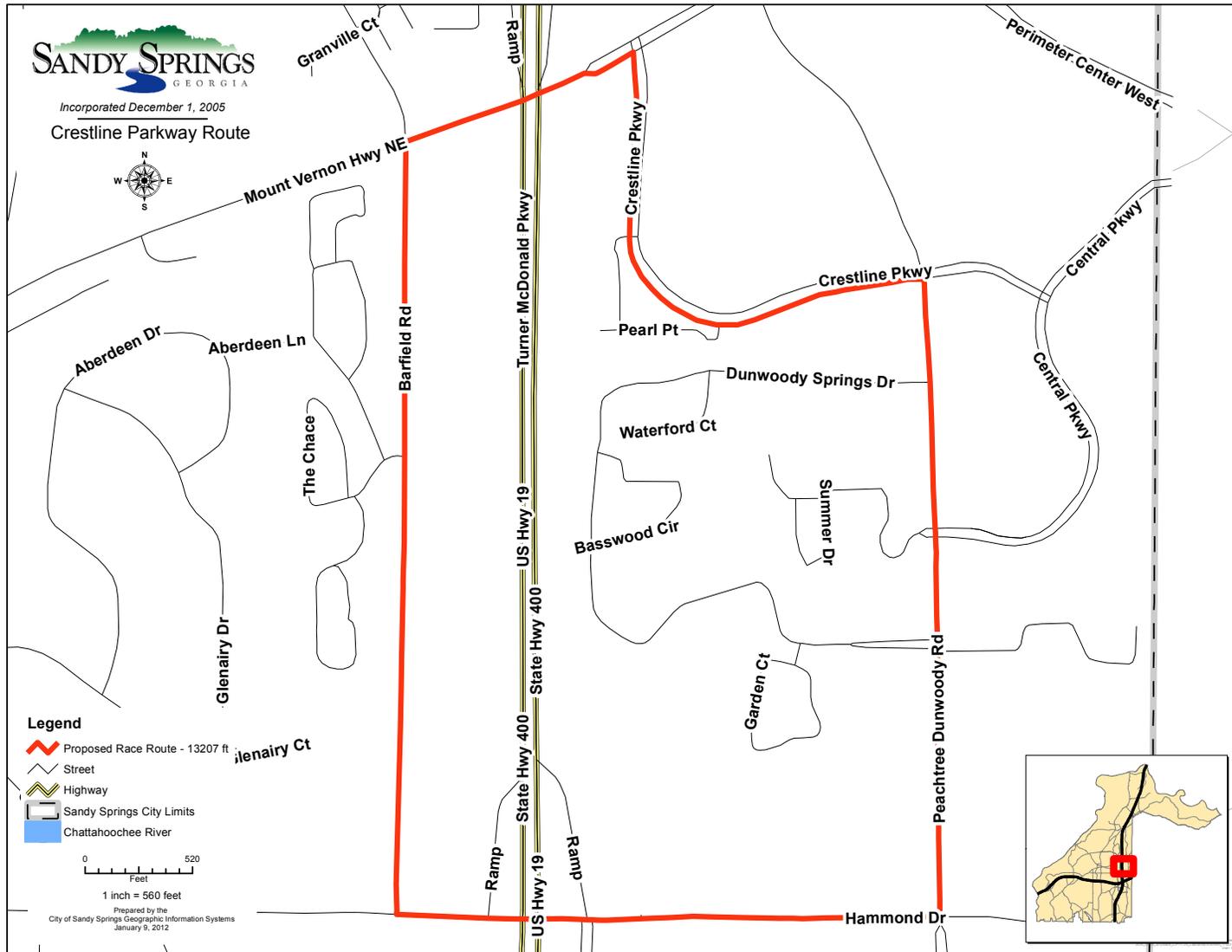
# Pre-approved Routes: Downtown Route



# Pre-approved Routes: Central 400

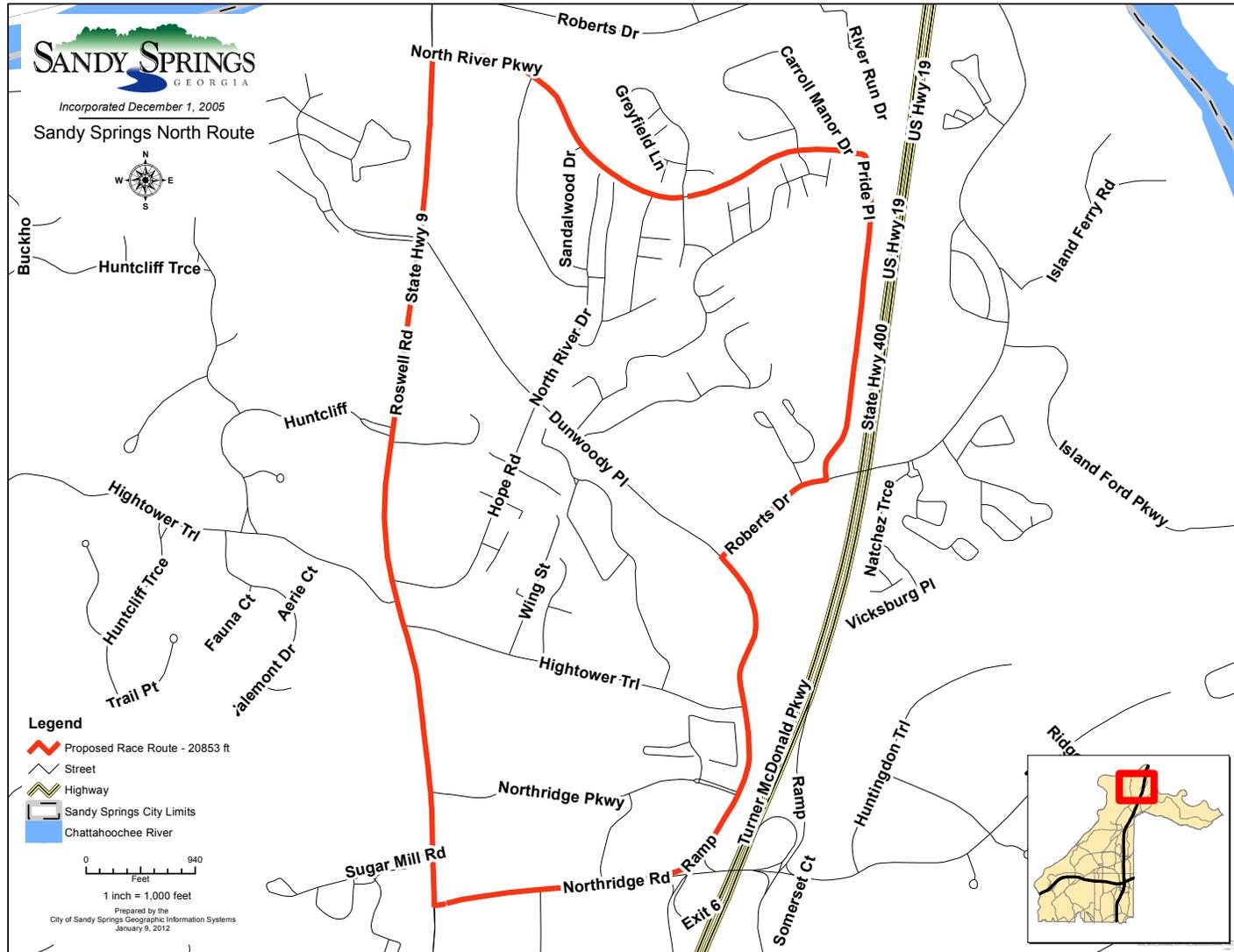


# Pre-approved Routes: Crestline Parkway





# Pre-approved Routes: Sandy Springs North





# Pending Requests

- Three upcoming events:
  - Request for pole attachments on power poles and decorative street lights
  - Road Race closures:
    - Mount Vernon west of Roswell Road
    - Rolling road block around Riverwood High School



# Recommendation

- Consider establishing criteria and reporting requirements for direct funding
- Consider expanding criteria used for Serving Sandy Springs recipients to direct funding recipients
  - Submission of annual audit/financial statements
  - Make all awards reimbursement based
  - Submission of annual report and accounting of expenditures prior to reimbursement

# Discussion

