



AUSTIN CENTER
FOR EVENTS



Special Events Ordinance Rules Development Update



What we'll discuss today

- *Special Events Ordinance (SEO) Recap*
- *Progress Report: What we've been working on*
- *Rules Process Time*
- *Stakeholder Engagement: Priority Topics, Key Feedback*
- *Next Steps*



SEO Recap

Finalized SEO effective as of May 21

Key Amendments:

- *Ordinance Implementation to begin April 1, 2019*
- *Path to Council for Appeal/ Objection to street closure events*
- *Incorporate Scalability within the tier structure for rules & proposed fees*
- *Creation of a Special Events Task Force*
- *Stakeholder engagement during rules development*



What we're working on

- *Finalizing draft rules for consideration*
- *Application Process Improvements (short-term, long term)*
- *Cost of Service Study & Fee Review*
- *User friendly website & guidebook*



Rules Development Timeline

June-Sept.

Stakeholder Input Meeting

October

Boards & Commissions Briefings

November

Rules posted for 30 Day Public Comment Period

December- January

Rules Revisions (as warranted)

February

Final Rules posted with City Manager response to public

April 1, 2019

New Rule Implementation Begins

SEO Citizen Review Task Force begins 1 year term



Stakeholder Engagement

- *Collaborative rules development process : Write- the Rules Summer Sessions*
- *Stakeholder driven discussions: Neighborhoods, Venue Owners, Event Planners*
- *Digital access to meeting content:*
<http://austintexas.gov/departments/special-events-ordinance>
Ace Newsletter
24/7 feedback via: speialevents@austintexas.gov

Stakeholder Priority Topics

- *Tier Structure & Fee Scalability*
- *Event Appeals & Objections Process (Street Closure Events)*
- *Notification Requirements*
- *TCOU/TUP Requirements & Process*
- *ACE Application requirements & process*
- *Event Requirements & Definitions*

Summer Sessions Participant Snapshot

- *Art Alliance Austin*
- *Austin Film Festival*
- *Austin Music People*
- *Bouldin Creek Neighborhood Association*
- *Eeyore's Birthday*
- *FairMarket*
- *Paramount Theater*
- *Plaza Perspective*
- *Red Velvet Events*
- *Roadway Productions*
- *ROT Rally*
- *SXSW*
- *Social Hour Productions*
- *Texas Disposable Services*
- *The Mohawk*
- *Trail of Lights*

Feedback Themes

- *More frequent and consistent communication from ACE Staff: Fee Changes, process changes, application/ permit status*
- *User Friendly Event Planning Guidebook & Rules FAQs*
- *Comprehensive digital application portal with all forms in one place*
- *Event requirement checklists for stakeholders and staff*
- *Straightforward application language*

Next Steps

Rules

- *Legal review of draft rules*
- *Anticipated posting early November*
- *Implementation April 1,2019*

Important Notes:

ACE doesn't anticipate implementing sweeping new application process upon April 1st 2019 implementation of the SEO. New processes and procedures will roll out gradually to allow ACE staff and Stakeholders ample time to adjust.

No new fees directly related to the implementation of the Special Events Ordinance until ACE Cost of service study and fee reviews are completed. FY20 is the earliest new SEO related fees would be implemented.