

STAFF REPORT

Date: August 20, 2019

To: Special Events Subcommittee of the Reno City Council

From: Alexis Hill, Special Events Program Manager

Subject: Discussion and possible action on changes to policies, procedures, resolutions and/or ordinances regarding pub crawls and bar events which govern a permitting process, event cleanup and security responsibilities, fees and City cost recovery (For Possible Action).

Summary: Staff is bringing four proposed options for the Special Events Subcommittee of the Reno City Council (“Subcommittee”) to consider and give staff direction in order to proceed to City Council with policy recommendations on cost recovery for progressive bar events per the February 27, 2019 City of Reno Audit Findings.

Previous Subcommittee Action: On May 17, 2018, the Special Events Subcommittee of the Reno City Council had a workshop with progressive bar event promoters (Santa Crawl and Zombie) and stakeholders (downtown bars, casinos and the Riverwalk Merchant Association) to understand the next best steps that the City should take to better control progressive bar events. The outcome of the workshop was that City staff should bring together options for the Subcommittee to consider in order to manage and recoup some of the costs incurred by the City from Police and Public Works staffing and portable restroom rentals. Additionally, the Subcommittee requested that staff present a ranking system for progressive bar events, a better control on progressive bar event schedules, open container laws and restrictions.

On August 14, 2018, the Special Events Subcommittee of the Reno City Council gave staff the direction from three options outlined by staff (tier the progressive bar events, enter into agreements with the progressive bar events or to treat progressive bar events like all other special events) to charge the progressive bar event promoters for the Zombie and Santa Crawls for cleanup costs and restrooms and enter into agreements for their 2018 events.

Previous Council Action: On February 27, 2019 the City Council gave staff direction to bring progressive bar events back to the Special Events Subcommittee to discuss cost recovery and permitting.

Background: The increasingly popular progressive bar events do not require a special event permit in the City of Reno. The two largest progressive bar events in Reno cost the City of Reno \$48,807.89 for Santa Crawl and \$75,000 for Zombie Crawl (budget details attached to this staff report) in Police, Public Works and Fire staffing, portable restrooms, equipment and supplies. Staff, downtown businesses and constituents have reported that these events have created scheduling issues with other events that are permitted, open container issues and destruction of property and chaos downtown.

However, progressive bar events bring significant tourism to Reno. An economic impact study done by the University of Nevada in 2013 on Santa Crawl found that, even when the most conservative data is utilized, the Santa Crawl generates \$46,553 in tax revenue to City of Reno. Additionally, the event’s total economic impact

from non-local visitation to Reno for the Reno Santa Crawl estimated at \$5,591,067 (report attached to this staff report).

Discussion: Staff has prepared the following options for the Subcommittee to consider for better City control of progressive bar events:

Option 1 - The City enters into an agreement with the Santa and Zombie Crawl for 2019 (2018 example contract attached) and promoters to pay for restrooms and cleanup costs for the events (estimated at \$3,250) for FY19/20. The Zombie Crawl promoter, Let's Do Things reported that he raised his fees the night of the event in 2018 to \$10 per cup (from \$5) and it reduced their crowds by close to 1,000. This year they increased their fees to \$7 and will increase the cup pricing to \$10 three weeks leading up to the event and they claim that this move has reduced their numbers by 20% and could overall reduce their numbers by 50% however they stated that they will not know until the evening of their event. They state that due to increasing insurance cost, the lower amount of income they continue to receive on the events from both bars and participants they state that they cannot support the City Service fees created by their event.

Option 2 - Another option that the City could consider is requiring progressive bar events to follow the special event permit process which would require that estimated fees from Police, Public Works and Fire fees be collected upfront and final costs are collected by project code and either collected or dispersed. Both progressive bar event promoters have stated that this type of permitting is unfair because it treats progressive bar events as special events which they claim they are not (progressive bar event fact sheet is attached to this staff report for reference). This may require a change in Reno Municipal Code Chapter 5.13 and/or a Business Impact Statement process. The progressive bar events could apply for City of Reno sponsorship under this change allowing the organizers to obtain City in-kind support for some of their fees.

Option 3 – The third option that the City could consider is to create a separate process for progressive bar events. Attached to this staff report is the draft progressive bar event draft policy for reference. This would allow for charging different fees (whereas the special event process requires full reimbursement for special events) and would still allow the City to control the cleanup and bar owner behaviors.

Option 4 – The fourth option is that the City consider these activities as marketing events that promote the downtown area. Since it has been proven with the economic impact study (attached to this staff report) that these events have a positive economic impact on the city and community the City could consider the additional staffing needed is a part of having a vibrant downtown and not require any additional policy or permitting for these events. The crawl promoters requested that staff add this option for consideration.

Financial Implications: Overtime and equipment costs/estimates for progressive bar events occurring in FY20 have already been budgeted.

Legal Implications: None at this time.

Recommendation: Staff recommends that the Subcommittee forward a policy recommendation to the Reno City Council regarding option one, option two, option three and/or option four.

City Services Costs Crawls

	ZOMBIE CRAWL	SANTA CRAWL	ZOMBIE CRAWL	SANTA CRAWL	ZOMBIE CRAWL	SANTA CRAWL	LEPRECHAUN CRAWL	ONSIE CRAWL
	2016	2016	2017	2017	2018	2018	2018 Actuals	2018 Actuals
Public Works	\$799.86	\$878.08	\$544.04 this includes rental and return of light towers	796.38 this includes rental and return of light towers	\$1,247.95 this includes rental and return of light towers	\$1,247.95 this includes rental and return of light towers	\$0.00	\$0.00
Police	\$64,381.82	\$53,451.70	\$64,094.38	\$52,461.13	\$63,830.21	\$39,558.97	\$6,479.00	\$6,479.00
Dispatch	\$804.56	\$1,103.90	\$1,004.12	\$1,004.12	\$1,004.12	\$1,004.12	\$0.00	\$0.00
Fire Suppression/Prevention	\$0	\$3,514.79	\$3,539.80	\$3,599.60	\$3,599.00	\$3,599.00	\$0.00	\$0.00
Portable Restrooms	\$2,080.00	\$2,080.00	\$2,080.00 plus an additional \$500.00 for damages and repair	\$2,080.00	\$2,397.85	\$2,397.85	\$0.00	\$0.00
Food Costs			\$1,012.00	\$1,001.00	\$1,000.00	\$1,000.00	\$0.00	\$0.00
Total	\$68,066.24	\$61,028.47	\$72,774.34	\$60,942.23	\$73,079.13	\$48,807.89	\$6,479.00	\$6,479.00

DRAFT City of Reno - Pub Crawl Application and Requirements

A Pub Crawl Event Organizer is required to apply to the Special Events Committee to hold a Pub Crawl in the City of Reno if it includes more than 1,000 people anticipated (via online invitations such as Facebook Events/Eventbrite and past event attendance records by Reno Police Department). All Pub Crawl applications are subject to the review and approval of the Committee.

Pub Crawls held in the City of Reno are defined as any event where an organized group of establishments within walking distance participate in the promotion of an event that features the sale or service of alcoholic beverages during a specified time period. These events cannot promote excessive drinking and cannot include unlimited amounts of drinks for one price (a.k.a. all you can drink).

Establishments are only permitted to participate in one Pub Crawl event at a time.

At least 60 days prior to a Pub-Crawl event, a Pub Crawl Organizer or promoter must:

1. Complete and submit the application below to the Special Events Committee and Reno Police Department and include the:

Names and addresses of all licensed establishments which are expected to participate;

Geographic area where the event will take place (staff will assume RDA 1);

Maximum number of cups or wristbands to be sold not to exceed 10,000; and

Actual hours of the event - events cannot go later than 3a.m. (which will include drink specials).

Operational plan and security plan for each participating bar location(s) that include at minimum:

Locations of security personnel contracted for the event. Name(s), cell phone number(s) of the responsible party of the participating bar location(s). Security personnel shall be in charge of checking appropriate forms of identification at each entrance and providing security at each entrance and each exit of the establishment. Each exit door will also require a security personnel to monitor alcoholic beverage leaving the event. All security personnel are required to have a valid alcohol education card on their person during the event. Security persons should know their operational customer capacity and have knowledge of the customer count at any time during the event.

Plans for controlling underage drinking;

Detailed plans including a diagram showing the queueing lines and crowd control methods that will be used to establish crowd control within the public right of way.

Method(s) to be used for checking participants' identification; and

Method(s) for ensuring alcohol does not leave the business onto City of Reno right-of-way.

Plan for litter prevention, control and removal that meets all requirements and includes a requirement for litter removal by 8 a.m. the morning following the conclusion of the Pub Crawl Event.

Deposit for litter

The City of Reno Public Works Department can be contracted for a fee at the Special Events Committee meeting to assist with litter removal. Any litter not removed by 8 a.m. associated with the Pub Crawl Event will be cleaned by the City of Reno Public Works Department and will be billed back to the Pub Crawl Organizer to pay within 30-days of the conclusion of the event.

2. File a litter removal plan with the Special Events Committee, which is subject to City of Reno Public Works approval.

Pub Crawl Organizers are also required to do the following:

Post the approved operational security plan and approved Pub Crawl permit at all designated registration areas and participating establishments.

Provide information explaining responsible drinking practices on the event map.

Be present at the Pub Crawl event to oversee and manage all activities of the event.

Be responsive to calls/texts from City Staff to discuss event issues and questions.

Refrain from consuming any alcoholic beverages.

Provide a restroom plan. This may include a requirement of renting portable restrooms that will be placed on City of Reno right-of-way. These portable facility placements will need to be approved by the Special Events Committee and will need to meet ADA requirements.

Percentage of reimbursement for Police and Fire costs - 100% reimbursement for PW.

Event organizers are encouraged to have ambassadors throughout the event to assist participants with the rules of the event.

Include the following in any advertisement, promotional materials and map:

State that, "You must be 21 or older to participate";

Highlight portable restroom locations as well as any rideshare or taxi pickup locations;

Promote the use of public transportation; and

Include the plan for a designated driver program for the event.

A complete list of requirements and rules can be found in Reno Municipal Code Ch. 5.13.

A litter removal plan may be submitted to the Special Events Office along with the Pub Crawl application and all other required documents by email, mail or in person:

Contact:

Alexis Hill

Phone - 775.326.6697

Email - hilla@reno.gov

11th Floor of City Hall, 1 E. 1st Street, Reno, NV 89501

Attachments:

Pub Crawl Litter Removal Plan

Pub Crawl Application

Draft - PUB CRAWL APPLICATION

A pub crawl is defined in the City as any event where an organized group of establishments within walking distance participate in the promotion of an event featuring the sale or service of alcoholic beverages during a specified time period.

Today's Date: _____ (form must be submitted at least 60 days prior to the first event date)

Event Date: _____

(1) Provide the names and addresses of all the establishments that are expected to participate (amendments can be made no more than 30 days prior to the event):

(2) Provide the geographic area where the event will take place:

(3) Provide the anticipated number of participants:

(4) Provide the actual hours of the event:

(5) Provide the location(s) of the designated registration area(s):

(6) Provide the location(s) of the designated restroom(s):

(7) Attach to this form the operational plan and security plan that include at minimum:

Name(s), number(s) and location(s) of security personnel contracted for the event by each participating establishment;
Plans for controlling underage drinking; and
Method to be used for checking participants' identifications.

(8) Attach to this form the plan for litter prevention, control and removal that includes:

Proof of signed contracts between the organizer and litter removal vendors or organization; and
A set timeframe, no later than 12 hours from the conclusion of the event, for litter removal.

The City of Reno Public Works Department can be contracted for a fee at the Special Events Committee meeting to assist with litter removal.

(9) File a litter removal plan with the City of Reno Public Works at least 45 days prior to the event. The plan is subject to the Special Events Committee approval.

(10) Submit advertising/promotional pieces that follow requirements outlined in the Pub Crawl Application and Requirements 30 days after the event.

CERTIFICATION

I hereby certify that I have read and understand the regulations that govern Pub Crawls and understand that the permittee will be liable for any violations of the statutes and regulations that govern the Pub Crawl Permit and that all other regulations pertaining to this license must be adhered to during this Pub Crawl event.

Name: _____

Signature: _____

DO NOT WRITE BELOW THIS LINE

_____ Participating establishments have had no more than two primary-tier offenses in a two-year period.

COMMITTEE APPROVAL: _____ Granted _____ Denied Date: _____

Draft - PUB CRAWL LITTER PLAN

In accordance with the City of Reno Pub Crawl Requirements, pub crawl organizers applying for a pub crawl license from the Special Events Committee are required to submit a litter plan for each pub crawl event they intend to host in the City of Reno. Organizers shall submit:

1. Their pub crawl application to the City of Reno Special Events Office 60 days prior to the event;
2. Their litter plan to City of Reno Special Events Office 45 days prior to the pub crawl event. The organizer shall ensure that they receive written approval of the litter plan from the City of Reno Public Works Department at least 14 days prior to the event;

At a minimum, a organizer's litter plan shall:

1. Provide detailed information concerning the general area to be cleaned. The plan shall specify that the waste management company or approved organization that will clean the sidewalks of both sides of the street on each block of which a participating establishment is located. The plan will also specify that the sidewalks of both sides of the street on all blocks lying between any pair of participating establishments will be cleaned (i.e., if two participating establishments are two full blocks apart, the two blocks lying between the establishment must be cleaned). The plan shall specify that the portion of the street immediately adjacent to the curb on both sides of each street will be cleaned;
2. Provide for the removal of litter from tree boxes and planters within the vicinity of the establishments participating in the pub crawl;
3. Specify what litter will be collected and/or removed. Ordinarily, litter shall include paper products, cans, bottles, food, food packaging and containers, product packaging; and broken glass. Litter shall not include, but is not limited to, hazardous waste products, dead animals, construction debris, debris from illegal dumping, chewing gum adhering to the pavement or sidewalk or the cleaning of human waste (eg., vomit and urine);
4. Specify the time in which clean up will begin and end; and
5. Include a map of the general area to be cleaned, highlighting the blocks to be cleaned.

The City of Reno Public Works Department can be contracted for a fee at the Special Events Committee meeting to assist with litter removal. Any litter not removed by 8 a.m. associated with the Pub Crawl Event will be cleaned by the City of Reno Public Works Department and will be billed back to the Pub Crawl Organizer to pay within 30-days of the conclusion of the event.