



# City of Fayetteville

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## Legislation Text

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File #: 18-390, Version: 1

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**TO:** Mayor and Members of City Council

**THRU:** Douglas J. Hewett, City Manager, ICMA CM

**FROM:** Kristoff Bauer, Deputy City Manager

**DATE:** August 13, 2018

**RE:**  
Fayetteville Baseball Team Naming Event Sponsorship Request

**COUNCIL DISTRICT(S):**  
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### **Relationship To Strategic Plan:**

Goal 2: Diverse and Viable Economy; Goal 3: High Quality Built Environment; and  
Goal 4: Desirable Place to Live, Work and Recreate

### **Executive Summary:**

Fayetteville Baseball, affiliated with the Houston Astros and the owner of our minor league baseball team, will reveal the name of the City's baseball team on Wednesday, September 12, 2018 at 6PM. The event will be combined with other family and fan friendly activities in Festival Park. Given the community interest and the City's relationship with Fayetteville Baseball it is requested that the City Council authorize waiver of City fees for this event through a joint sponsorship arrangement.

### **Background:**

The event has been reviewed and recommended for approval by the City's Special Events Committee. City Council approval is required to sponsor an event and provide a waiver of fees. Sponsorship usually means providing support with City services without requiring reimbursement: e.g. security, traffic control, sanitation. Security is almost always provided by contracting with off duty FPD staff. When provided by the City, the officers involved are usually eligible for overtime. Waiver of fees includes providing use permits without charging standard fees.

### **Issues/Analysis:**

The City receives requests on a regular basis for "City Sponsorship" and "waiver of fees." In order to maintain consistency among the 80+ events that are on the Special Events calendar, these requests are typically reviewed by management, but not approved or forwarded to Council.

Security is a significant concern for many of these activities. City police personnel provide security for most events on a contract basis with the event sponsor during off-duty time. If the City is a sponsor, then this option is not available and security is usually provided utilizing overtime hours.

For this reason and the cost of providing other unreimbursed services, traffic control, maintenance, and sanitation for example, the Council has worked in the past to keep the list of City Sponsored events small. Below is a list of historically City Sponsored events (some are partially sponsored in that they pay for permit fees or reimburse the cost for some City services):

<b>Event</b>	<b>Agency</b>	<b>Services Provided</b>
MLK Vigil	MLK Committee	FCPR manpower and equipment, Police
MLK Parade	MLK Committee	FCPR manpower and equipment, Police and Traffic Services
All American Marathon	City of Fayetteville/ Fort Bragg FMWR	All City Services: FCPR manpower and equipment, Police, Fire, Traffic Services, Environmental Services and Street Maintenance
Fayetteville Dogwood Festival	Fayetteville Dogwood Festival	All City Services: FCPR manpower and facility use, Police, Fire, Traffic Services, Environmental Services and Street Maintenance *Pays Equipment Rental*
Memorial Day Ceremony	Freedom Memorial Park Committee	FCPR manpower and equipment, Police
Independence Day Concert	Fayetteville Symphony	FCPR manpower and equipment, Police, Fire and Traffic Services
National Airborne Day	Fort Bragg	Police, Fire and Environmental Services
Run for the Wall	Run for the Wall	Police
International Folk Festival	Arts Council	All City Services: FCPR manpower and facility use, Police, Fire, Traffic Services, Environmental Services and Street Maintenance *Pays Equipment Rental*
Homeless Outreach	Veterans Affairs Medical Center	Community Development Sponsored: FCPR Facility Use (not sure about other departments)
Homecoming Parade	Fayetteville State University	FCPR manpower and equipment, Police and Traffic Services
Veterans Parade	Cumberland County Veterans Council	FCPR manpower and equipment, Police and Traffic Services
Christmas Parade	Rotary Clubs of Fayetteville	FCPR manpower and equipment, Police and Traffic Services *Pays Permit Fees*

The level of support provided does vary for the list of City Sponsored events shown above.

**Budget Impact:**

Reduced revenues and estimated costs are projected to be \$3,405.

Description	Expense
Special Event Permit	\$300.00
Special Event Permit Deposit	\$500.00
Festival Park Rental	\$500.00
Festival Park Rental Deposit	\$250.00
Vendor Permits (10 Vendors)	\$100.00
Fire Department Inspection of Bounce Houses	\$75.00
Fire Department Inspection of the Fireworks	\$250.00
Building Maintenance (1 staff from 9 am -11 pm)	\$420.00
Maintenance Staff (5 staff from 5-11 pm)	\$450.00
Police (4 officers from 6-10 pm)	\$560.00
	<b>\$3,405</b>

The above does not include the cost of solid waste services necessary to empty trash and recycling receptacles filled during the event.

**Options:**

1. City Council to approve sponsorship request;
2. City Council to deny sponsorship request

**Recommended Action:**

Staff recommends that Council approve sponsorship request.

**Attachments:**

None