

Chandler City Council Subcommittee – Quality of Life

August 7, 2023



Cultural Development

Downtown Redevelopment

Center for the Arts

Museum

Vision Gallery

Special Events



Discussion Items

1. Background - Special Events / Temporary Sales and Promotional Event (TSPE)
 2. Process Streamlining
 3. Event Prioritization
 4. Capacity and Frequency of Events
 5. Summary of Recommendations & Next Steps
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Strategic Framework - Quality of Life

Providing a safe community and an exceptional quality of life through:

- ✓ Parks and open spaces with amenities and activities that cater to the needs of the surrounding area
- ✓ Activities and entertainment that capitalize on Chandler's culture, unique history and captivating arts and music scene
- ✓ Partnerships, volunteerism and consistent processes that foster recreational and cultural activities relevant to all residents
- ✓ Unique amenities and experiences that attract people to Chandler
- ✓ Cultivation of a community and municipal organization that values diversity, equity and inclusion

Special Events

YEAR (36 weeks)	FALL	SPRING	TOTAL
FY22-23	26	44	70 + 88 (TSPE)
FY21-22	27	31	58* + 78 (TSPE)
FY20-21	10	17	27* + 45 (TSPE)
FY19-20	32	51	83 + 20 (TSPE)
FY18-19	20	30	50 + 52 (TSPE)
FY17-18	29	36	65 + 42 (TSPE)
			*COVID

ALL EVENTS CITY-WIDE RUN
THROUGH THE SPECIAL EVENTS
PERMITTING PROCESS INCLUDING
CITY SPONSORED EVENTS

Large (over 10,000) – Ostrich Festival, BBQ & Beer Festival, Tumbleweed Tree Lighting & Parade of Lights, July 4th Celebration

Medium (5,000 – 10,000) – ½ Marathons, Rockin’ Taco Street Festival, Fine Arts & Wine Festival, Multicultural Festival, Chandler Jazz Festival

Small (1,000 – 5,000) – 5k Runs/Walks, Car/Truck Shows, Oktoberfest, Innovation Fair, Cultural Festivals, For Our City, Spooktacular, Woofstock, Family Easter Celebration

Micro (300 – 1,000) – Fun Runs/Walks, Fundraisers, Sports Leagues Opening Days, Cultural Festivals, Farmers Markets, Car Shows, Family Bike Ride, Chuck Wagon Cookoff, Public Safety Open House, CinePark

Permitting Process

INITIAL INQUIRY

Private Property

TSPE Process

Request through
Neighborhood Resources

Application Submittal

Review and conditional approval
through TSPE Committee

EVENT

***Private and public events are governed by Chapter 32
of the City Code**

Public Property

Special Event Process

Request through
Special Events

Application Submittal

Review and conditional approval
through Special Events Committee

Additional meetings for larger events,
alcohol, EOC, etc.

EVENT

Special Events/TSPE Conversion

New Process

- All special events/TSPE under one department
- Website and marketing materials will be updated for special event/TSPE information and applications
- Assigned Special Event Senior Specialist to take initial information, guide and educate on processes
- Streamlining committee's approval processes

Benefits

- ✓ Less confusion for the community
- ✓ One stop for information and inquiries
- ✓ Consistent communication and processes
- ✓ Knowledgeable, dedicated event management staff
- ✓ Improved customer service

Event Prioritization

1. City of Chandler Signature Events and Department Activities/Events

- Parade of Lights and Tree Lighting, Spooktacular, All American Bash (4th of July Celebration), Chuckwagon Cookoff, Multi-Cultural Festival, Family Bike Ride, Chandler Innovation Fair

2. City Partnered Events

- Ostrich Festival

3. Downtown Chandler Community Partnership Events

- Farmer's Markets, Oktoberfest, Art and Wine Festival

4. 3rd Party Produced Events

- BBQ & Beer Festival, 131 running events, little league opening days, nonprofit fundraisers, Rockin' Taco Festival, Southwest Cajun Fest

Venue Options

Location	Approx. Capacity	Available Parking
Arrowhead Meadows Park	300	247/9 ADA
Chuparosa Park	60	139/7 ADA
Desert Breeze Park	300	429/16 ADA
Dr. A.J. Chandler Park - East	3,000	3,300
Dr. A.J. Chandler Park - Stage	10,000	3,300
Dr. A.J. Chandler Park - West	3,000	3,300
Espee Park	300	318/9 ADA
Folley Park	300	258/14 ADA
Nozomi Park	300	318/12 ADA
Paseo Vista Recreation Area	200	276/7 ADA
Pima Park	100	85/4 ADA
Snedigar Park – used solely for sports venue	4,500	843/29 ADA/2 overflow lots
Tumbleweed Park	110,000	7,764/65 ADA (prior to 7/23)
Veterans Oasis	250	200/13 ADA

Impacts of Medium/Large Events

- Field conditions and recovery of the parks
 - Tumbleweed Park
 - Dr. A.J. Chandler Park
- Other events/field usage (larger events + longer load in/out days)
- Community impact
 - Traffic/parking
 - Usage of leisure passive recreational activity
- Staffing
 - Pre/post event – additional meetings (average of 6-10)
 - Event on-site – police, traffic/street, special events, fire and park staff



Capacity

Ramifications of increased attendance (why cap the number of attendees?)

❑ During event

- Lack of services such as restrooms, parking, food and beverage, etc, for attendees
- Shut down of WIFI due to overload
- Inadequate parking
- Proper public safety personnel

❑ Community Impact

- Lack of proper security /staffing – fire (impacted downtown station, redirecting to other stations), police (brought in patrol units)
- Access to homes and business due to traffic delays or closures
- Increase in volume and event parking to surrounding homes and businesses

❑ Dr. A.J. Chandler Park

- Physical Constraints

Development of Tumbleweed Park – additional amenities, pickleball, diamond sports, and multi-generational center expansion

Elimination of parking & reduction of space



Ostrich Festival – Usage

DURING CONSTRUCTION

Parking Lots/# of Available Spaces

1 379/10 ADA

2 1,372

Loss 662 Parking Spaces

3 56/4 ADA

4 Used for festival space

5 Used for festival space

6 Used for festival space

7 Used for festival space

8 269

9 42/2 ADA

10 774

Loss 774 Parking Spaces

11 2,968

Loss 2,968 Parking Spaces

12 300/8 ADA

13 194/7 ADA

14 447/16 ADA

Totals – 3,059/47 ADA

Crowd control



Capacity options

- ❑ Option 1:
Set Capacity numbers for -
 - Tumbleweed Park (to include off-site parking) – approximately 35,000 – 40,000 depending on event layout, parking and available city resources
 - Dr. A.J. Chandler Park – approximately 13,000 total (10,000 stage only)
- ❑ Option 2:
Allow larger capacity by adding the needed staffing through mandatory shift assignment vs. extra duty
- ❑ Option 3:
Set capacity to fit future parking availability

STAFF RECOMMENDATION

- Set capacity to fit future parking availability with large events including Ostrich Festival & BBQ & Beer Festival
- Mandate contracts over 12,000 attendees at Tumbleweed Park & 10,000 attendees for Dr. A.J. Chandler Park

Frequency Impacts

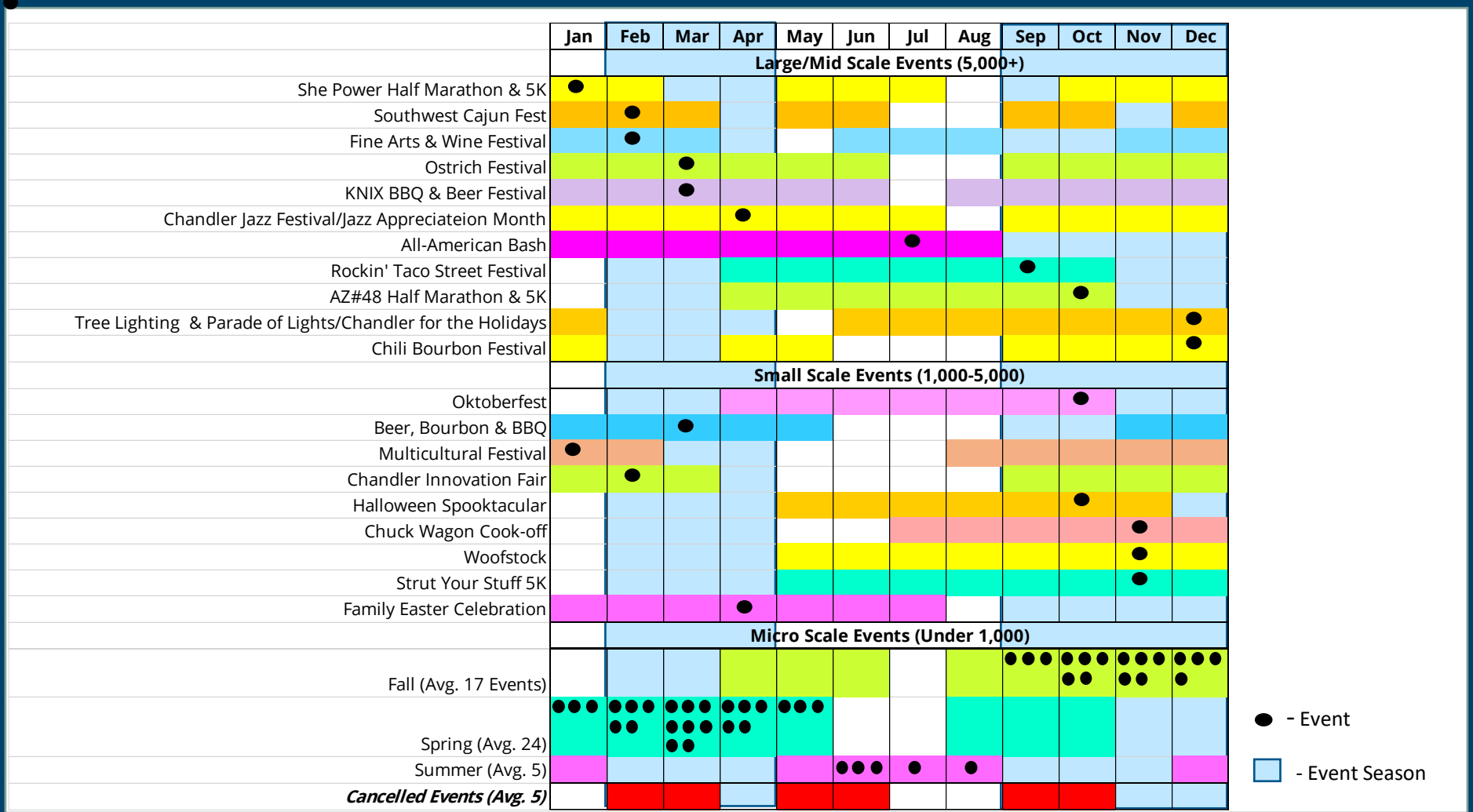
Large Events

- Longer load in and out days (4-day event = 12 days out of service)
- Impact of closures to other city facilities such as athletic fields, Tennis Center, Community Center, Tumbleweed Recreation Center (future diamond fields, pickleball courts and multi generational center)
- Damage/wear and tear to parks
- Less days for recreation/passive use
- Additional staffing during event – overtime (police and fire) personnel costs for event producer/city assumes impact of all other overtime (traffic, parks, etc.)
- Coordination of event meetings leading up to event

Overseeding

4-6 weeks out for overseeding





Frequency options

- ❑ Option 1: Limit the number of medium and large events that require an EOC due to attendance, alcohol, street closures or public safety staff required (over 5,000 attendees per day) to two weekends per month, regardless of location
- ❑ Option 2: Limit the number of total events per weekend
- ❑ Option 3: Do not limit the number of large events within Chandler as space permits

STAFF RECOMMENDATION

- Limit the number of medium and large events as well as the total number of events dependent on capacity
- Only one EOC event at any given time regardless of size (PD PERSONNEL RULE: 12 hours between EOC events)

Summarize Recommendations & Next Steps

1. Streamline Special Event process
 - Combine Special Events & TSPE
 - Implement application digital tool
 - Update City Code Chapter 32 as needed
2. Limit capacity
 - Communicate changes to existing event producers
 - Update marketing materials
3. Limit frequency
 - Communicate changes to existing event producers
 - Update marketing materials
4. Require special event agreement for all events over 10,000 attendees at Dr. A.J. Chandler Park and 12,000 attendees at Tumbleweed Park



Questions?