



City of Alexandria

City Council Chambers at
Del Pepper Community
Resource Center
4850 Mark Center Drive
Alexandria, VA 22311

Legislation Text

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City of Alexandria, Virginia

MEMORANDUM

DATE: JUNE 6, 2023

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

THROUGH: JAMES F. PARAJON, CITY MANAGER /s/

FROM: JAMES SPENGLER, DIRECTOR, RPCA

DOCKET TITLE:

Consideration and Approval of a Waiver to the Special Event Policy to Allow for Programs and Events on Consecutive Weekends in Old Town June through September 2023.

ISSUE: Consideration and approval of a waiver to the Special Event Policy to allow for programs and events on consecutive weekends in Old Town.

RECOMMENDATION: That City Council receive the recommendation to approve a waiver to the Special Event Policy to allow for programs and events on consecutive weekends in Old Town.

BACKGROUND: On January 23, 2010, City Council approved the City's Special Events Policies and Procedures which limits the number of event occurrences in Old Town. According to the Special Event Policy "Events in Old Town with anticipated attendance over 500 are limited to no more than one such event every other weekend in a calendar year. A weekend is defined as beginning Friday, 5 p.m. and continuing through Sunday, 6 p.m."

City protocol will be followed, and special event applications will go through the Special Events Committee for review and approval in accordance with the policy. A waiver would allow for the committee to approve programs and events that meet City requirements yet may occur on consecutive weekends.

DISCUSSION: Old Town venues such as Waterfront Park and Market Square continue to be desirable locations for public events. The Special Event Policy limits the number of occurrences throughout Old Town for events to reduce the impact events have on the surrounding community.

Currently, the City has received applications for community events on consecutive weekends in June that would occur at Waterfront Park, Oronoco Park, and Market Square.

Each month, the Special Events Committee reviews applications and would be able to recommend approval of the events if the waiver is granted.

Staff is currently working on other special event policy updates, including consideration of permanently removing the restrictions for events that may be scheduled on consecutive weekends. In addition, staff is evaluating the process for managing major city special events and plan to bring recommendations to City Council in the fall.

FISCAL IMPACT: None. Event organizers are responsible for direct costs related to their events.

ATTACHMENTS: None.

STAFF:

Emily A. Baker, Deputy City Manager

Diane Ruggiero, Deputy Director, Recreation, Parks & Cultural Activities