



Legislation Text

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City of Alexandria, Virginia

MEMORANDUM

DATE: FEBRUARY 15, 2022

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES F. PARAION, CITY MANAGER /s/

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 in June 2022.

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."

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.

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.

At their meeting on February 10, 2022, the Special Events Committee has reviewed the applications and recommends approval of the events if the waiver is granted. Additionally, impacted departments such as APD have confirmed that they have the necessary level of staffing to support the events if the waiver is granted.

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

ATTACHMENTS: None.

STAFF:

Debra Collins, Deputy City Manager

Emily A. Baker, Deputy City Manager

James Spengler, Director, Recreation Parks & Cultural Activities

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