

Resolution No. 3865

A RESOLUTION ESTABLISHING GOVERNING BODY STANDARDS FOR IDENTIFYING UNIQUE AND UNCOMMON PUBLIC EVENTS THAT THE CITY DEEMS APPROPRIATE TO BE CONSIDERED CITY SPONSORED PUBLIC EVENTS.

WHEREAS, the City recognizes and acknowledges the importance of public events that serve to enrich the civic, charitable, cultural, economic, athletic, entertainment and other values of the community; and

WHEREAS, the City recognizes that such public events can enhance community identity and may also provide funding opportunities for service organizations; and

WHEREAS, the City further recognizes that the limited economic, staff and other resources of the City require that the City provide City sponsorship support only to those uncommon public events that uniquely promote and advance articulable public objectives; and

WHEREAS, the City deems it appropriate to identify standards to be used by the Governing Body in determining that a public event is a unique event warranting City sponsorship and support; and

WHEREAS, the City also deems it appropriate to establish standards as to the nature and scope of City resources available to those public events the City identifies as City sponsored events.

NOW THEREFORE BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF OVERLAND PARK, KANSAS.

SECTION 1. Definitions.

For purposes of this Resolution, the following terms have the following meanings:

“Public event.” The term “public event” shall include but not be limited to celebrations, ceremonies, exhibitions, parades, sporting and athletic contests, races, games and tournaments, festivals, fairs and other similar public activities, whether those activities occur on public or private property or both.

“Sponsorship.” The term “sponsorship” shall mean City acknowledgement of support for a “public event.” Sponsorship of a “public event” may in the sole discretion of the Governing Body include an offer of the City resources set forth in Section 5 of this Resolution.

SECTION 2. Limited public event sponsorships.

It is the public policy of the City that due to the finite economic, staff and physical resources available to the City, the City will sponsor only a limited number of public events that uniquely

and uncommonly advance the City's commitment to a particular and articulable public objective. For financial and other public resource reasons, the City may choose not to sponsor any public events in a particular budget year. Public events that simply relate to a public objective, but do not uniquely and uncommonly advance that public objective shall not be considered for City sponsorship.

SECTION 3. Public objectives to be considered in identifying events that warrant City sponsorship.

The following "public objectives" shall be considered by the Governing Body in determining whether the City shall offer sponsorship of a public event:

1. Unique and uncommon recognition and celebration of the City's history, the history of the state of Kansas and the United States.
 - Examples: A parade and festival celebrating the founding of the City. Public Fourth of July fireworks display. Local National Archives display of the United States Constitution.
2. Unique and uncommon enhancement of the City's public identity and reputation.
 - Examples. A parade and festival promoting and celebrating the national recognition of the City as one of the best City's in America to raise a family. A festival celebrating historical downtown Overland Park.
3. Unique and uncommon recognition and honor of military, educational and other public achievements and accomplishments.
 - Examples. Desert Storm parade. Parade celebrating an educational institution winning a national sports championship. Ceremony celebrating Kansans elected to the Baseball Hall of Fame. Olympics and Special Olympics Torch Runs.
4. Unique and uncommon contribution to the advancement of one or more stated City priorities, to include but not limited to public art, environmental, economic, educational and safety goals and objectives.
 - Examples. City recycling festival. City health and welfare fair. State sponsored small business fair and workshop. Drug and alcohol education festival. Public art fair.

Subject to the selection standards set forth in Section 4 below, a public event that the Governing Body finds satisfies one or more of the above public objectives shall be eligible for, however, shall not be entitled to sponsorship by the City. The decision to offer sponsorship to a public event is within the sole discretion of the Governing Body. Examples provided for each public

objective listed above are not intended to limit the sponsorship of public events that the Governing Body otherwise finds to uniquely and uncommonly advance the stated public objectives.

SECTION 4. Additional standards relating to City sponsorship of public events.

Notwithstanding the Governing Body's determination that a public event uniquely and uncommonly advances the City's commitment to a particular and articulable public objective as set forth in Section 3 above, the City reserves the right not to sponsor an event for the following reasons:

1. City funds are not available or the City in its sole discretion does not believe it is in the best interest of the City to financially support the public event.
2. City staff and other City resources are not available to support the public event.
3. The event conflicts either in time, subject matter, or otherwise with previously scheduled public and private events.
4. The event creates public safety issues that the City in its sole discretion deems unacceptable.
5. The City has previously sponsored the event and the City in its sole discretion wants to make City resources available to other appropriately qualified public events.
6. Past issues related to City sponsorship of the event created issues for the City that the City in its sole discretion deems unacceptable.
7. Any other reasonable and articulable reason for not sponsoring the event.

SECTION 5. City resources available to City sponsored public events.

In addition to license fee exceptions as are set forth in existing City ordinances, the Governing Body may choose, however, is not required to support a City sponsored public event through financial support, staff support and other City resource support, provided the Governing Body shall clearly establish and articulate the nature and scope of offered City sponsorship resources. Unless otherwise stated by the Governing Body, all City resources offered in conjunction with City sponsorship of a public event shall be limited to a one-time offer of support. The fact the City sponsored a public event one year shall not entitle the event to City sponsorship in the future. All City support shall be identified and acknowledged in writing by the City and the event organizers.

ADOPTED by the Governing Body this 11th day of April, 2011.

Carl Gerlach, Mayor

ATTEST:

APPROVED AS TO FORM:

Marian Cook, City Clerk

Michael R. Santos, City Attorney