

Part 2

Red Lodge Events Project

Recommendations
Terri Durbin, Ward 2
August 9, 2022

Mayor – I'd like to confirm I have ~20 minutes to present?

The timing of this presentation fits in nicely with the kick-off of the standing council committees that were introduced at the last cc meeting. These committees address city issues working directly with the department heads.....

Red Lodge Events

- Motivation for Change
- Goals
- Data
- Recommendations
- Next Steps

Events

What I would like to cover today.....

Motivation for changes to the current event processes and procedures

NOTE:

Subcommittee Assignments Key:

A&F: Administration and Finance

PH&S: Public Health and Safety

LU&P: Land Use and Planning

PW: Public Works

MOTIVATION FOR CHANGE

- Tourism
 - Key Elements
- Clarity
 - Consistency and Fairness

Why?

- * **Tourist town** – Continue to Attract tourists to Red Lodge as a destination
 - Given Growth of surrounding cities
 - ** Billings – This year Billings was ranked 9th in the country by the Wall Street Journal and Realtor.com on their spring Emerging Markets index
 - ** Cody is growing as well
- **CLARITY**
- To meet the needs of our community
- More Clarity around events will lead to Consistency and Fairness as we move forward

GOALS

- Continue to Improve Events in Red Lodge for our Community
 - Minimize the City's Liability
 - Generate Revenue
 - Fair and consistent policies and procedures

Continue to Improve Events in Red Lodge for our Community

Minimize Liability - Dennison

Generate Revenue

For our businesses

For our residents –

* Much needed revenue for our parks program

* Share the financial burden on City Resources

Fair and Consistent Policies and Procedures

DATA

- **Events Committee formed Fall 2021**
 - How we can make events better
 - Address community concerns
- **Data analysis presented March 2022**
 - Red Lodge Events 2022 Report

DATA – History...

Events committee formed..

Mayor Larson formed the Events Committee Fall 2021

Goal: goal to review Events in Red Lodge - How we can make them better and at the same time address community concerns

Data analysis presented to City Council Meeting March 2022 – SEE HANDOUT

* Summary of issues and community suggestions

RECOMMENDATIONS

- Research - Best Know Methods in tourist towns similar to Red Lodge
 - Montana
 - Wyoming
 - Colorado
 - MDT Special Events Planning Synthesis Final Report

RECOMMENDATIONS

Mayor Cogswell asked me to research what other tourist towns, similar to Red Lodge, were doing...

Research: collected Best Known Methods: (10 Sources)

Montana

* Whitefish

- Livingston
- W Yellowstone
- Missoula
- Montana Department of Transportation Special Events Guidelines

Wy

* Jackson Hole* Crested Butte

* Telluride

Colorado

* Aspen

- **I will go thru each of the issues and make recommendations for consideration by the newly formed standing committees**

NOISE

- **RECOMMENDATIONS:**

- "Noise Laws Enforced" signs at the entrances to Red Lodge - *In Process – Public Works Department (Ord. #0936)*
- Review and Clarify Noise Ordinances – *(Ord.#889-B) TW to Advise*
- Review and Clarify Fireworks/Health, Safety Ordinances – *PH&S (Ord.#0936)*

NOISE LAWS ENFORCED SIGNS

Worked with and approved by MDT June 1

Signs will be permanently installed in close proximity to the "Entering Red Lodge" signs

Entrances : 212, 78, and 308 – MDT will also install an "Entering Red Lodge Sign" coming down the hill from 308

FLOOD!

Temporary placement for the Rally, will be permanently installed at a later date...

Noise ordinance – Theresa and committee

Fireworks, Health/Safety - reviewed by Public Health and Safety committee

EVENT PERMITTING PROCESS

- Minimize City of Red Lodge Liability – *PH&S (Ord.#928)*
 - New criteria for event permitting
- Guidelines for Non-profit/community versus Commercial Events *LU&P*
 - Expanding commercial storefronts by closing public streets – *LU&P (Ord.#0928-1A, 983,871,871-A,868)*
 - Fee Structure – *A&F*
 - Temporary vendor guidelines – *A&F*
- Permitting Process – *LU&P*
 - Checklists – *Application: A&F, PH&S, PW*
 - On-line submission – *A&F*
 - Require pre and post event committee meeting attendance, as needed *A&F, PH&S, PW, LU&P – Application/Guidelines*
- Consider Event application window/calendar – *LU&P*

MINIMIZE LIABILITY

Criteria

Use of city owned and/or managed property

Assembling or traveling in unison on public streets, Highway

Events that attract a large # of people to Red Lodge

Advertised Events

All events on Broadway that require a city permit would also require proof of an MDT permit

Guidelines

- Expanding commercial storefronts by closing public streets for for-profit events
 - Need clarity, consistency - Main street? Side streets? Duration? # of days?
- Commercial/Non-profit: Fee Structure – “In lieu of payment”
- Temporary vendor guidelines – we will address in a slide or two...

PERMITTING PROCESS

Checklists

For applicants

Internal checklist for department sign-off

- **On-line submission for ease in sharing information and maps for download and marking-up**
- **May choose to have two permitting processes based on the size and scope of event**
 - Event in the park versus city event

Pre/Post

For clarity → department sign-off mandatory

PRE-event meeting:

- Addressed by applicable cc committee/ in advance
- Require organizers to address public concerns and provide plans to address

Post-Event:

Organizers responsible to review public feedback and encouraged to solicit city feedback on suggestions to improve the event in the future

(Annual events: submit an application once, on file...Submit the following year if there are changes)

CONSIDER EVENT APPLICATION WINDOW/CALENDAR

- This would facilitate Planning and coordinating over multiple events, providing a comprehensive view of what is happening in Red Lodge
 - Consider a centrally maintained calendar?
 - Affect on traffic patterns
 - Monitor wear and tear on public areas

CAMPING – *LU&P*

- Ordinance #911
- Additional tbd

Addressed by Ordinance tonight...
May be amended

COST SHARING

- Review Fee structure – *application fee processing: A&F*
 - Non-profit/community events – *A&F*
 - Commercial events
 - Application process to include fee structure to pay for additional resources required
 - City - *PW, PH&S, A&F*
 - External – *PW, PH&S*

Review Fee Structure

Non-profit community events

- Explore should there be a nominal fee for all vendors? (Farmer's market)

Commercial Events

- Application process to include resources required and fee structure to meet the city's safety and cleanliness standards

CITY

- Estimated and Itemized as part of internal application process

EXTERNAL

- baracade rental
- **City fees and resources required will be the responsibility of the event organizers as part of the application process**

TEMPORARY VENDORS – *(Ord.#878,0907)*

- Zoning: Consider limits on the number of temporary vendors downtown during specific to types of events – *LU&P*
- Review Fee Structure – *A&F*
- Consider restricting the display of adult/non-family friendly materials – *PH&S*

Review zoning to determine there needs to be limits on the number of temporary vendors downtown based on type of event

Review fee structure

Consider revising Temp Vendor ordinance to require “tenting” of non-family friendly/adult materials so not visible while traveling down Broadway by vehicle or foot

PARKING – *PH&S (Ord.#0900,0903,0923-1A)*

- Address in Event Permitting Process

PARKING

Addressed in the Event Permitting Process

- With Recommendations from Public Health and Safety

TOURISM –*PHASE II tbd*

- Review Marketing
- Consider developing a vision statement

Review Marketing Strategy

Consider developing a vision statement

- With input from the community

NEXT STEPS...

- Aug 26: Committee discussions, present to Council
- Sept 13: Drafts of Ordinances presented
- Sept 27: First Reading
- Oct 11: Second Reading
- Nov 10: Changes in effect (30 days past 2nd reading)

NEXT STEPS:

This presentation is intended as an overview and contains a lot of information! I will be providing the city council members with details to accompany these recommendations for consideration.

Our council President is not here tonight, but she will be working with the City Council members to assign tasks going forward.

Mayor, would you like to address the schedule?

NEXT SLIDE!

Thank you for attending this presentation tonight....

Chats with Council – THURSDAY, Terri and Jody 9:00am CATTAIL