

Suggestions from the Public: 2021 Events Forum, 2021,2022 Correspondence, Business Survey

Index	ISSUE	Suggestion	Total Respondents
1	Cost Sharing		30
		All beneficiaries/sponsors share cost; costs during and after events, clean up/repair	21
		All events that involve planned groups or >xx attendees pay proportionate costs for police and public works based on # of attendees - downtown events, street dances in RL, seasonal events, merchandising promotions, parades, political events, city owned fairground property assemblies including camping. Tiered scale based on use	8
		All laws on the books regarding noise, speed limits in town or open containers should be enforced. Any increase cost in police required should be absorbed by the event organizers	1
		City revenue should cover any extra expenses; Use TBID funds to help manage/cost of informing	3
2	Noise/Behavior		31
		Marketing campaign (hardcopy/manual, electronic) to advise, Inform, educate, etc.; Signage at RL entrances; postings in Airbnb, hotels, VRBOs - Gently remind visitors about RL ordinances and to respect residents - Event organizers should be responsible	26

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		City should ensure crosswalks are visible and maintained; digital displays of speed(like Joliet and Roberts) - not necessarily permanent digital displays	3
3	Noise Ordinance		26
		Respect noise levels set for outdoor bands and other activities -how they affect the surrounding properties during events. Enforce Noise Ordinances	18
		Make a misdemeanor	2
		Events held on private property in RL should be subject to city ordinances	1
		Create a noise ordinance waiver - restrictions with time limits; buy-in by neighbors affected	2
		Adopt noise resolutions that other jurisdictions have adopted to reduce acceptable decibel levels for non-business vehicles (other than farm and ranch vehicles)	1
		Move exhibition driving to a designated area at a designated time	1
		Review and revise noise ordinances with possible exceptions at applicable events	1
4	Enhance Policing		22
		Increase police presence; increase police presence with alcohol - ensure patrons are not being overserved, open container laws	2

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		Plan event with input from police dept.; Have Police be specific as to what resources will be required for the event.	2
		take advantage of mutual aide agreement	2
		utilize reserve officers	1
		Implement "educate, warn, cite" tactics/establish expectations	3

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Index	ISSUE	Suggestion	Total Respondents
		post grievance procedure	1
		staff more police	1
		deputize citizens to help	1
		Ensure police enforce the laws fairly	5
		Mayor to set enforcement priorities for police	1
		Install cameras and microphones in strategic locations to allow alerting police with sufficient evidence to ticket the offenders via mail	1
		Purchase tools for police to enforce/measure noise	1
		We need to know the detailed funding expectations for our police involvement as well as that of the extra security folks. A detailed permit for these people should be added to the special permit package. Put contingencies in place if more funding or personnel are required	1
5	Collect More Data from City Events		9
		Resort Taxes/vendor fees - make businesses report monthly. (Note: Can they report by week?)	5

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		Track outside vendor contribution through resort tax compare city costs. Treasurer can combine resort tax receipts for the vendors. Resort tax revenue from other businesses during these periods should be considered along with how other local businesses are affected; POS/Sales data	6
		Publish the data; from events and impact on city; share with the public	3
		Have businesses report sales/resort taxes each month instead of each quarter	1
		Collect data for Post Mortem....	1
		Monitor/collect feedback on how events impact downtown businesses	3
6	Conduct Post Mortem after Event - Lessons Learned		12
		Review events: Look at lessons learned and ensure equity	4
		City should not permit street closures for events if the noise is not sincerely abated the previous year	1
		General	2
		After event "Lessons Learned"; need to assess the benefits and true costs	1

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		Hold event organizers accountable for corrective actions to minimize impact on citizens; if not, deny permits	2
		All event organizers should review public feedback from the event so they are aware of any issues and can put plans in place to address the following year	2
7	We need More Events in Red Lodge		5
		Encourage more, better events	2
10	Modifications to Permitting Process		83
		Require organizers of advertised for profit events that bring in >xx people into RL to apply for an event permit.	6
		Consider restricting political rallies as they are extremely divisive to the community	1
		No event permits should be given for more than three days during the months of July, August, and September	3
		#2: Under estimated Number of Participants: include estimated numbers and functions of volunteers and staff	1
		#4: Discuss how noise from the event will be addressed and mitigated to minimize impact to surrounding properties	1
		#10: Describe why a street and/or alley closure is necessary or why exclusive use of any portion of City-owned property is requested and necessary for the event	1

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		Permit should include expectations and specifics re: noise, behavior, sanitation, law enforcement, lodging , obscenity, etc. - city should ensure process is fair with an action plan is in place along with city follow-thru for accountability	14
		Limit Number of Campers; Require registration; Limit duration; Specify number of facilities required per user. Limit number of campers wo/hygiene options. Trampled path to the creek area, heavily used during the rally - make unavailable	8
		Avoid campground crowding. Campground noise levels need to be established, particular quiet hours. Also washing stations with portable toilet facilities based on numbers. Include a campground host or hosts for every 50 people to keep a safe environment. Ensure walking path is preserved	2
		Have the street dances restricted to airport or fairgrounds - allows more bars to participate; centralizes activities, preserving public right-a-ways and public areas in town.	2
		City should get a third party to manage city special events including camping. Would give the city control over illegal behavior and collecting appropriate taxes	2
		Review City Owned Land use fees - "market comparable"	2

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		Consider Modifying Notification Requirements for Event Applications; Notification requirements to extended area and all stakeholders that may be impacted; only allow closing a street in a residential area for family friendly, safe events. Deny or add conditions to events that affect operation of neighboring business	10
		Make Application Process Transparent; include financial burden on city resources - police and public works	3
		Make it Google able	1
		Create applications specific to type of event	1
		Review and revise noise ordinances with possible exceptions at applicable events	1
		City should have a public meeting for large events coming to town where open communication is welcome prior to cc voting on event application.	1
		Ensure permits that are granted will not discourage family tourism during the time period (either by size or content)	1
		Move day vendors and live music up to the fairgrounds so they don't consume our entire town	1
		Re-examine the hours for street closure; Permit bar events so that they are after 9pm - close 3 blocks for an open container street dance party	2

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		When using city owned property need to ensure tax compliance : federal and state income tax law, lodging and facility sales and use tax (7%) and resort tax on gross receipts	7
		Get input from the county sanitarian to ensure a safe environment for large number of people congregating over extended periods -public health, safety and city liability	1
		Festivals and events - no business should be negatively impacted - normal sales for the season and customer traffic should not be compromised	1
		City code 4-1-11: Preference is given to business owners who also live in RL. Those who do not live here, but profit from the noise, can be sued civilly. Permits should make this clear to business owners.	1
		Security personnel need to have clear explanations and documentations as to their qualifications for crowd control. Security should be vetted and approved in the permitting process by the city	2

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		Have 2 categories for events: (1) little or no impact on the finances of the town <\$1,000 (2) commitment of the city resources > ...Makes it easier to identify and detail the exact impacts to the city budget on policing, waste management....	1
		Red Lodge should reap the financial opportunities that might result from the camping resort tax. RL needs to meet its obligation to provide adequate facilities that other municipalities have for camping and reap the \$\$. Example: Seward, Alaska	2
		Don't permit street closures unless 80% of property owners along the proposed closure area agree. Exception: community-sponsored traditional holiday events (4th and Christmas Stroll)	1
		Have two types of permits - Differentiate events that SELL alcohol (require professional security until participants have left the area, fencing, etc.)	1
		If application is denied, funds and application should be returned to applicant	1
		Include wording on all vendor and event applications that addresses (1) respect our community and laws (2) Failure to comply will impact any future approvals (3) Encourage a family-friendly environment	1

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8	Consider Modifying the Temporary Business Permit Fee		15
		Daily or by # of times (raises)	1
		Raise Fees (raise)	4
		Limit # of Days (modify)	2
		Vendors should not set up earlier than the night before the event starts. Charge by the square foot plus a bond and sales tax if it is on Broadway.	1
		Application to educate vendors/inform of ordinance (modify)	1
		City should take responsibility and monitor temporary vendors. Sell permits to business owners that are going to have temporary vendors on their property. (1) temp vendor has a permit clearly posted for random auditing (2)RL only permits x number of food vendors within city limits (3)Permits come with restrictions via a contract on what can be external to their tent: no racist flags, non-family friendly wording. They can sell what they want legally in their tents	2

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		Suggestion: Restrictions -restrict number of food vendors downtown; restrict to 1 or 2 days operation during the special events. See what other cities do - no overnight stay for extended days - should be temporary/they are transient; restrict number downtown	2
		Move day vendors and live music up to the fairgrounds so they don't consume our entire town	1
		Include wording on all vendor and Event applications that addresses (1) respect our community and laws (2) Failure to comply will impact any future approvals (3) Encourage a family-friendly environment	1
9	Other Suggestions		58
		First loyalty of city government is to constituents - the residents of Red Lodge	1
		Assign permanent special events task force to address any real-time issues with events	1
		City needs to take a more hands-on approach with events to ensure hate groups aren't encouraged to congregate in RL	1
		Any event over 500 people during the summer months should be held at a separate venue rather than our central business district in order to reduce congestion	1

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		<i>Suggestion: More events in Red Lodge encouraged to visit in non - peak times (May or September?) Maybe incentive with lower fees</i>	2
		<i>Create an event overlay district: city partner with county to use Rodeo grounds/surrounding areas to support events - Partner to create a revenue generator for both. Addresses issues with noise and parking downtown; locate temp vendors there</i>	2
		The city should have a clear definition of the purpose of Special events in Red Lodge. We all appreciate the importance of a thriving and enjoyable community so these values must be forefront in an expression of purpose and goals.	1
		City should employ a part time position for ordinance enforcement - Vendors, tall grass, snow removal downtown, trailers on streets beyond the ordinance limit, monitor special event permits, etc.	1
		City should consider hiring security versus the event organizer to remove the perception that security is working for the event rather than working for the guests and community	1

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		Events during our busy summer tourist season are no longer our economic "lifeblood" and should be considered "Icing on the cake" and meet a stricter criteria	1
		Limit the month of July to no multiple day events since this is a key family tourist month. The 4th is a parade and the rodeo is on county property	1
		Make voting records of each CC member on event permits and ordinances clearly documented on the city website for public review	1
		Address Parking issues with events - provide aux parking on the edges of town. Consider providing a shuttle to downtown (CART); Make parking on Broadway "short term" during large events - permanent flip signs; Reserved event parking for late afternoon and evenings(decrease competing with businesses); More signage on where parking is available during events - so people don't just drive thru without stopping	3
		CC should know and understand the current noise and camping ordinances	1
		Ease or Waive all Ordinances	1
		Build Conference Hall	1
		Do not Increase Policing	1

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		The city needs to decide what it wants to be -Promote Family Friendly events - A Sturgis or Whitefish/Big Sky? Prohibit events in RL that are not family-friendly, or threaten the well-being of any sector of our community - Investigate BKM's from Red Ants Pants; what does Bozeman do? Aspen as another example: they have a set of principles to use as a guide (after struggling with special events); Jackson Hole too....	9
		Have a 3rd party survey RL residents about oversized events	1
		Branding Red Lodge - Small town that is family-friendly and welcomes events if they are within reason	3
		Unlicensed businesses should no be allowed to serve alcohol with none of the safeguards in place that licensed businesses are required to have (Christmas Stroll)	1
		Limit behavior and activities that are not family-friendly or which are disruptive/obscene/lewd through more specific ordinance language. Have those materials behind a wall or tent	3
		Events can be made better thru the denial of permits	2
		Create camping in town ordinances. Camping revenue can go toward events or parks and rec	1

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		Ensure insurance requirements is adequate to protect the city's interests (alcohol/non-alcohol)	1
		City to approve event advertising to ensure they comply with Red Lodge branding	1
		Community Forums should have more advance notice; allow for Remote participation (Zoom) especially with the pandemic	2
		RL needs to continue its efforts for recycling, by requiring special events permits to establish and control recycling of all waste with very clearly marked disposal areas and personnel to manage them.	1
		Would help to have the rally held during a later part of the year, so it doesn't affect the peak tourist season when I have my highest tourist traffic/events	1
		Consult with Steve Muth - get his accounting research on the cost of the rally to the city	1
		the city must take care to ensure it is not permitting public nuisances.	1
		the city must take care to ensure it is not permitting public nuisances.	1
		Do Not Support Change and/or fear changes will compromise events in RL	8 - [Note: 7 of 8 are not RL citizens]

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Prioritized Issues with Suggestions		
High to Low	ISSUE	Total Respondents
1	Modifications to Permitting Process	83
2	Noise Behavior	31
3	Cost Sharing	30
4	Noise Ordinance	26
5	Enhance Policing	22
6	Collect More Data	19
7	Temporary Business Permit	15
8	Lessons learned	12
	Other Suggestions	58

Business Survey Results

RESPONDENT ID ---->	37	44	45	33	47	48 (#1)	49 (Business #2)	50	51	52	53	54	55	56	57	58	59	60	61	62	63	41	64	65	66	TOTALS
Red Lodge Citizen			YES			YES	YES					YES	YES	YES								YES	YES		YES	8 Red Lodge Citizens
Downtown Business?	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	24
Business Sector (retail, food, bar/liquor, other)	Retail	Other	Other	Retail	Retail	Retail	Retail	Retail	Food	Retail	Bar	Other	Bar	Retail	other	Retail	Other	Food	food	Liquor	Retail	Food	Bar	Food	Retail	
Effect of events on your business Revenue	Positive	No direct effect	No direct effect	Positive	Positive	minimal	Positive	Positive	Positive	Positive	Positive	No	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive (RL Citizen)
<i>Motorcycle Rally has a positive affect on my business revenue</i>									x																x	2(1)
<i>Motorcycle Rally does not have a positive affect on my business revenue</i>							x	x		x					x		x									7(3)
<i>Christmas stroll has the most positive effect on my business</i>						x	x	x	x						x											5(3)
<i>4th of July Events (rodeo) have a positive effect on my revenue</i>							x	x	x						x											4(2)
<i>All events in Red Lodge other than the Rally either positively affect my business or are neutral; including sports tournaments</i>				x											x											3(1)
<i>Negative aspects of the Rally downtown impact my ability to run my business : noise levels, staff not wanting to work during that event; decrease business hours or close doors</i>				x																						5(1)
<i>Car show also creates a parking problem - people see parking is full and drive right thru town</i>																										1(0)
<i>We have made an effort to make menus more accommodating with limited results; staff has experienced uncomfortable situations, lude comments, from rally patrons and organizers</i>																										1(0)
<i>xx% of Bear tooth Rally Negatively Affect the ability for families (tourists) and other clientele to experience the welcoming community - some shops, restaurants, theater closed; avoid RL during that week</i>				x																						4(3)
<i>We had decreased sales during the Cruising' Red Lodge due to no parking available. Changed format of the Cruisin' Red Lodge last year which helped to boost our sales</i>																										1(0)
Suggestions: Noise				Issue	Issue, no suggestion				no issue																	3(1)
<i>Move events to an event overlay district (below)</i>						x																				1(1)
Suggestions: Parking				Issue (and Traffic)	Issue				no issue																	3(1)
<i>If there is a parking violation, enforce the law</i>		x																								1(0)
<i>Suggestion: more signage, and space for standard parking of travelers not at the events so they just don't drive thru RL without stopping because of Parking</i>																										1(0)
<i>Suggestion: 2 year increase in traffic on Broadway. Leave main street parking open during busy event weekends until late afternoon. Reserve "event" parking for late afternoon and evenings (displaying motorcycles ,vendors for example) - Won't compete with local businesses</i>																										1(0)

151 Businesses were solicited to provide feedback: De

# Businesses that responded:	26
Retail	12
Food	5
Bar/Liquor	4
Other	5

October 2021 Events Forum Data

98 Participants

	ISSUE	Suggestion	RL Event Forum
1	Cost Sharing		21
		Use TBID funds to help manage/cost of informing	1
		All Beneficiaries/sponsors share cost	1
		General, agree	19
2	Noise/Behavior - Gently remind people of our Noise Ordinances and to have respect for residents	Advise, Inform, Educate, Etc.; Signage at RL entrances; postings in Airbnb, hotels, VRBOs	17
3	Enforce Noise Ordinance		12
		Enforce Noise Ordinance	11
		Make a misdemeanor	1
4	Enhance Policing		11
		Increase police presence	1
		better plan event in partnership with police dept.	1
		take advantage of mutual aide agreement	2
		utilize reserve officers	1
		implement "educate, warn, cite" tactics/establish expectations	3
		post grievance procedure	1
		staff more police	1
		deputize citizens to help	1
5	Collect More Data from City Events		9
		Resort Taxes/vendor fees - make business reports monthly/keep paid quarterly	5
		Track vendor POS/Sales data	4
6	Conduct Post Mortem after Event - Lessons Learned		6
		To ensure equity	4
		General	2
7	We need More Events in Red Lodge		3
8	Consider Modifying the Temporary Business Permit Fee		4
		Daily or by # of times (raises)	1
		Raise Fees (raise)	1
		Limit # of Days (modify)	1
		Application to educate vendors/inform of ordinance (modify)	1
9	Other General Suggestions		9
		Limit Number of Campers	2
		Review fees for use of City Owned Land Fees	1
		Consider Modifying Notification Requirements for Event Applications; Notification requirements to extended area	1
		Ease or Waive all Ordinances	1
		Build Conference Hall	1
		Make Application Process Transparent	1
		Do not Increase Policing	1
		Make it Google-able	1

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
2	RESPONDENTS													
5	21=Letter(s) in 2021; 22= Letter(s) in 2022;													
5	S=Business Respondent													
6	CC Correspondence	Respondent ID	Events Forum	PARTICIPANT	PRIMARY ADDRESS	RL PROPERTY OWNER	RL BUSINESS OWNER?	Red Lodge Citizens	NOTES					
7	21	23	x					Primary		Participants: Forum, Solicited input from Businesses, Correspondence 2021/2022				
8			x				Yes	Primary		Respondents	147			
9			x					Primary		Red Lodge Citizens	78			
10			x					Primary		Businesses	38			
11			x					Primary		"Event Promoters": Event Organizers, Chamber of Commerce, RL Events, Red Lodge.com				
12			x					No						
13	21	42	x					Primary						
14			x					Primary						
15	21,22	27	x					Primary						
16			x					Primary						
17			x					Primary						
18			x					Primary						
19			x					Primary						
20			x					Primary						
21			x					Primary						
22	S	45	x					No						
23			x				Yes	No						
24			x				Yes	No						
25			x				Yes	No						
26	S	64	x				Yes	Primary						
27	21	29	x					Primary						
28			x					No						
29			x					No						
30	S	59					Yes	No						
31	S	62	x				Yes	No						
32			x				Yes	No						
33			x				Yes	No						
34			x					No						
35	S	63					Yes							
36			x				Yes	Primary						
37	S	53					Yes	No						
38	S	66					Yes	Primary						
39	S	65					Yes	No						
40	S	57					Yes							
41							Yes							
42	S	56					Yes	Primary						
43	S	54					Yes	Primary						
44	S	55					Yes	No						
45			x					Unknown						
46			x					Unknown						
47			x					Primary						
48	21,22	10	x					Primary						
49	21,22	26	x					Primary						
50	21,22	28	x				Yes	Primary						
51			x					Primary						
52	S	51					Yes	No						
53	S	52					Yes							
54	21	7	x					Primary						
55			x					Primary						
56	S	50					Yes	No						
57	S	49					Yes	Primary						

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
6	CC Correspondence	Respondent ID	Events Forum	PARTICIPANT	PRIMARY ADDRESS	RL PROPERTY OWNER	RL BUSINESS OWNER?	Red Lodge Citizens	NOTES					
58	5	49					Yes	Primary						
59			x					Primary						
60			x					No						
61			x					No						
62			x					Unknown						
63			x					No						
64			x					No						
65	21,22	40	x					Primary						
66	S,22	48					Yes	Primary						
67	21	22	x					Primary						
68	5	61	x				Yes	No						
69	21,22	5	x					Primary						
70			x					Unknown						
71			x					Primary						
72			x					Primary						
73	21,22	16	x					Primary						
74			x				Yes	Primary						
75			x				Yes	Primary						
76	21	43	x					No						
77			x					Primary						
78	5	44	x				Yes	No						
79			x				Yes	No						
80	5	47					Yes							
81			x					Primary						
82			x					Primary						
83			x					No						
84			x					Primary						
85			x				Yes	No						
86			x				Yes	No						
87			x				Yes	No						
88			x					Primary						
89	21,22	9	x					Primary						
90			x					No						
91	22	69	x					No						
92	22	70	x					No						
93	S,22	46	x					Primary						
94			x					Primary						
95			x					No						
96			x					No						
97			x					No						
98			x					Primary						
99	21	2	x					Primary						
100			x					Primary						
101	22	71	x					No						
102			x					No						
103			x					Primary						
104			x					Primary						
105	22	67						Primary						
106	22	68						Primary						
107			x				Yes	Primary						
108			x					Unknown						
109			x				Yes	No						
110			x					No						
111			x					Unknown						
112	5	58	x				Yes	No						
113	21	31					Yes	Primary						
114			x				Yes	Primary						
115			x					Primary						
116			x					No						
117			x					Unknown						
118			x					No						
119			x				Yes	Primary						
120			x					Unknown						
121			x				Yes	Primary						
122			x					Unknown						
123	21	6	x					No						
124	21	3	x					No						

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
6	CC Correspondence	Respondent ID	Events Forum	PARTICIPANT	PRIMARY ADDRESS	RL PROPERTY OWNER	RL BUSINESS OWNER?	Red Lodge Citizens	NOTES					
125	21,22	1						No						
126	21	8						Primary						
127	21,22	14						Primary						
128	21	34						No						
129	21,22	35						Primary						
130	21	13						Primary						
131	21	36						No						
132	21	17						Primary						
133	21,22	15					Yes	Primary						
134	21,S	33					Yes	Primary						
135	21,22	16						Primary						
136	21,22	24						Primary						
137	21	18						Primary						
138	21,22	11						No						
139	21,S	37					Yes							
140	21	20						No						
141	21,22	25						Primary						
142	21	38						Unknown						
143	21,22	39					Yes	Primary						
144	21,S	41					Yes	Primary						
145	21,22	21						Primary						
146	21,22	4						Primary						
147	21	12						Primary						
148	21	19						Primary						
149	21	30						Primary						
150	22	73												
151	22	74						No						
152	22	75						Unknown						
153	22	72												

Public Feedback (EMAIL) on 2020 Events

Event ->	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Rally	Parades	Parades	Parades	Parades	Parades	Parades	TOTAL	
Category	Respondent ID ->	21	2	20	4	19	6	7	8	9	10	11	12	13	14	15	16	25	17	18	1	3	5	22	23	24	25	
Postmortem	Support holding events IF following ordinances ; and/or with changes to venue location								x	x																		5
Postmortem	Do not permit event in the future			x										x														2
Postmortem	Postmortem				x					x	x	x						x										5

Public Feedback on Bike Rally (7/2020) and Political Parades (2 in 8/2020)

Correspondence on Public Record Received by City
as of
9/30/2020

Parades (Political)	
Bike Rally	19
Number of Respondents	25

Summary

<p>Communication</p> <p>More transparency from city leaders with businesses and public; Public wants information regarding upcoming events and issues to come directly from city leadership first instead of relying on Facebook posts</p>
<p>Leadership</p> <p>Law and Order. All events should be vetted and go thru the city processes that are in place; Citizens expect city leaders to enforce law and order consistently and fairly; Businesses/citizens wants information that affects them provided, in advance, from their city leaders</p>
<p>City Revenue</p> <p>Rally and Parades were disruptive to Downtown Businesses; some are in direct competition</p>
<p>Unification</p> <p>Events not tourist or family friendly; do not promote RL values; disruptive and polarizing for RL citizens</p>
<p>Postmortem</p> <p>Support for event postmortems; Support for events in the future providing events are properly vetted, with law and order enforced fairly and consistently</p>