



AUSTIN
PARKS &
RECREATION

Cultural Places, Natural Spaces

OFFICE OF SPECIAL EVENTS

AUSTIN PARKS AND RECREATION DEPARTMENT (PARD)

OVERVIEW PRESENTATION TO:
PARKLAND EVENTS TASK FORCE
AUGUST 25, 2015

<http://www.austintexas.gov/parkevents>

OSE and the Parks— “THE BIG PICTURE”

1. PARD OSEthe big picture
2. Special Event Services
3. Special Event Facts
4. Key Applicable Policies & Codes
5. Compliance, Follow-up, and Monitoring
6. Current State, Trends/Challenges
Downtown
7. Policy Considerations
8. Questions



PARD OSE Services

1. Park Rentals
 1. Special Events
 2. Facility Rentals
 3. Picnic Site/Shelter Rentals
2. Filming Permits
3. Temporary Concession Permits
4. Commercial Use Permits
5. Walsh Boat Landing Permits
6. Austin Center for Events (ACE) Team Member

PARD Overall Special Event Facts

Types of Events



Special Event Venues



Current State of Events In Downtown Parks

[Zilker, Vic Mathias (Auditorium Shores), Festival Beach]



Downtown Event Venues:

- Downtown Austin: Iconic event destination with high demand
- Attract locals and tourists from across the country
- Generate: ~ \$230,000/year (CY 14) \$255,000 projected (2015)
 - \$1.43 M in ticket remittance funds in CY 2014
- Collectively Downtown Venues Host:
 - 38 events/ year; 113 event days/year (2015)
 - Require: 194 days for set/up & take down

Current Reality:

- # of Event requests exceed venue capacities
- Existing events attract record crowds which compound:
 - Neighborhood quality of life impacts, traffic congestion, parkland wear & tear
- Operate w/ Standard Event Management Requirements that strive to:
 - Maximize parks open to public
 - Minimize adverse neighborhood impacts
 - Maximize safety concerns and traffic impacts
 - Require event organizers to repair and restore
- Impact of Fee Waivers

KEY PARD Event Policies and Codes

- ❖ Austin City Code
 - ❖ PARD Code Chapter 8
- ❖ PARD Board Special Events Policy
- ❖ PARD Reservation Policy
- ❖ PARD Special Event Policy
- ❖ City Code, Policies and Procedures
- ❖ Austin Center for Events (ACE)



Event Compliance, & Monitoring

- ❖ Compliance Staff
- ❖ Pre/Post Event Walk-Through
- ❖ Set Up/Take Down, and Event Day Monitoring by Staff
 - ❖ Situation Reports
 - ❖ Close-Out and Post Event Requirements
- ❖ Insurance



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Task Force Policy Considerations

[Zilker, Auditorium Shores, Festival Beach, Downtown Squares]



Policy Considerations:

- Achieving a “Balanced Approach”:
 - Gold standard: “Public Access”
 - Diversity of event experiences downtown
 - Right-sizing the # of events per venue
 - Sufficient neighborhood protections
 - Serving a variety of “user groups”
 - Downtown vs District-based event management
 - Formal appeals process.
- Event Ordinances and Compliance
 - Citywide requirements
 - Uniform event penalties/fines
 - Conditions for approval and appeal
- Sustainable fee model?
- Uniform Fee Waiver Policy and Criteria
- Maintaining Events Affordability
 - Organizer costs vs. Participant ticket

Enhancement Needs

- ❖ Citywide Ordinances
- ❖ Meaningful Parking Fines
- ❖ No Parking Zones/ Residential Zones Implementation
- ❖ Towing Resources
- ❖ Meaningful Illegal Vending Fines
- ❖ Mobility Enhancement Tools
- ❖ Meaningful Enforcement Resources





Questions?

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