

***AN INVESTIGATION INTO  
SPECIAL EVENT PLANNING IN  
STILLWATER, OKLAHOMA***

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***An Oklahoma State University  
School of Industrial Engineering and Management  
Senior Design Project Report***

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OKLAHOMA

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**STILL PIONEERING**

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## *Executive Summary*

The City of Stillwater hosts a number of special events each year, such as parades, public gatherings, and fun runs. These events require services from the City of Stillwater, such as traffic control, staffing, police security, and emergency management. The costs associated with providing these services are paid from by the City of Stillwater's General Operating Budget, rather than a Special Event Budget. In addition, the special event application process is complicated and has not been clearly documented. Applications are frequently submitted incorrectly and must be revised several times, or are submitted late.

To understand these problems better, the team conducted interviews with the departments involved in approving and reviewing special event applications. These departments included the Office of the City Manager, Parks and Recreation, the Department of Transportation, Stillwater Emergency Management, the Police Department, the Fire Department, and Marketing and Public Relations. As a result of these interviews, the team learned of the current situation and were provided with historical data of costs and events for 2013, 2014, and 2015. The team also benchmarked similar municipalities and surveyed past applicants to understand their perspective of the process.

Through the departmental interviews and surveys of past applicants, several issues were identified within the special event application process. To begin, there was no central point of contact for special events. This resulted in errors in the special event application forms and frustration for the applicant. Forms frequently had to be reviewed and adapted before being sent to the involved departments for review. If there were any concerns about the proposed event, the application was returned to the applicant with suggestions or requested modifications.

The team recommends designating a special event coordinator, who will handle questions and concerns throughout the process, as well as working to ensure that the application is completed without errors prior to submittal to the other departments for review. In order to make things more convenient for the applicant and the special event coordinator, the team also recommends that the City of Stillwater implement an online application form,

rather than the paper form that is currently in place. This will allow for easier editing of the application throughout the process, and also easier tracking of what changes have been made.

Communication between departments was conducted via email, often creating difficulty in clear communication and increasing the time spent reviewing an application. Departments would begin working on preparation for the event as soon as the application was submitted for review, since most applications are submitted less than thirty days prior to the event. This proved to be inefficient, since in some cases the event would not get all of the necessary approvals and would not take place. This resulted in frustration on the departmental side of the application process.

To address these issues, the team recommends changing the process flow to where the application is sent to the Office of the City Manager for approval, and then to the involved departments. This will result in the departments only working on applications that have already been approved. To improve communication between departments during the review process, the team recommends implementing scheduled meetings where all departments may gather together on a periodic basis to discuss applications and any concerns they may have.

It was also found that 5K events were a growing concern within the City of Stillwater. With the applicant submitting the desired route to be run, which often involves closing of roads, there were multiple iterations of negotiations taking place to ensure the safety of participants and the general public. By creating two potential 5K routes for applicants to choose from, the City of Stillwater will be able to better plan for and standardize the cost of fun run events, which have historically been an issue for the city.

Another issue identified during the data collection stage of the project was a lack of accountability. The City covered special event support costs through funds allocated to the City's General Operating Budget, rather than a budget set aside specifically for special events. Between 2013 and 2014, the overall costs spent supporting special events increased over \$50,000. Without a budget for special events, there is no way to

understand exactly what has been spent where and determine how much support the City could feasibly offer.

The team also analyzed the historical data provided. It was found that the beginning and end of the school year were peak seasons for special events, while the more costly events typically took place in the middle of the year. Costs incurred through special events came from staffing, police and fire support, equipment, traffic control, etc. Since these items are in direct relation to public safety and, in many cases, bound by governmental regulations, significantly reducing these costs proved not to be a feasible option. Instead, the team worked to find ways to better share and offset the costs, improve process flow, and reduce inefficiencies.

In terms of cost, the team has determined various ways for the City of Stillwater to both anticipate and manage costs through an annual special event budget of \$150,000, and also share costs with the applicant through the use of a tiered cost recovery system. The proposed total for the Special Event Budget is greater than what was spent in 2013, less than what was spent in 2014, and within \$1,500 of what was spent in 2015.

In addition to these recommendations, the team has also recommended implementing both an application fee and a late fee, which should serve to discourage late applications and provide the appropriate amount of time for all preparation and planning processes to take place. These costs and fee recommendations are anticipated to generate \$28,350 in the 2016-2017 fiscal year, which the City of Stillwater could either use to support additional special events, or use to reduce the amount set aside for the special event budget.

## 1.0 INTRODUCTION

Founded in 1889, the City of Stillwater started out as a small, rural community. Over the years, the city has grown to an estimated current population of 48,000 residents<sup>1</sup>. Stillwater serves as a regional hub for several smaller towns in the area and is populated by increasing number of college students, few of whom were included in the most recent census.

The City of Stillwater is involved in the process of planning and providing the municipal support for many various special events each year, and, as the population has grown, the number of special events hosted or assisted by the city has increased. These events range from fun runs to parades to fire prevention week at local elementary schools. Special events use city resources during planning and during execution, most notably city staff and equipment, for and during events planned by or for charities, education, civic, or recreational organizations.

### 1.1 CURRENT SITUATION

The City of Stillwater provided services for over 120 different special events in 2014. Many required traffic control, police, and emergency management services. The combined cost of planning, providing service and staffing of these events totaled nearly \$170,000, which came from the general operating budget. It is the city's desire to increase the number and quality of special events for the Stillwater community. Consequently, the financial impact of supporting these events must be understood so adequate funding can be budgeted and approved.

There is no clear definition used by the City of Stillwater that outlines what a special event is. Additionally, the City does not formally track the process or flow of special event information between departments, nor does it utilize any form or paperwork designed strictly for special event planning. No set person or office is designated to handle special event applications, which often leads to applicants contacting various people until approval is given for the event, referred to by the city staff as "answer hunting". Different application methods have been attempted to

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<sup>1</sup> "Stillwater (city) QuickFacts from the US Census Bureau." *Stillwater (city) QuickFacts from the US Census Bureau*. Web. 04 Feb. 2016.

alleviate some of these issues, but none has been able to address them adequately. The team investigated these areas of concern.

## **1.2 PROBLEM STATEMENT**

The City of Stillwater is concerned with the liabilities associated with putting on a special event, including public safety and community well-being. With the lack of standardization around the current process, it is difficult to determine whether the city is protected from a liability standpoint. It has also been difficult to determine the impact of special events on city resources as well as local businesses and residents. A clearer understanding of the special events process is needed so appropriate planning can take place well in advance of the event. Those that work within the special event planning processes desire a method to ensure that policies and procedures are followed. Additionally, it is crucial that the event organizer supply proof of insurance prior to an event.

At the start of the study, the team developed a proposal to define the project. Within that proposal, the problem statement was proposed:

“The team has been asked to create a clear definition of what constitutes a special event and design an appropriate application process. The application process should originate from a designated point of contact, and follow a standardized sequence of steps. The team will also investigate the current fee structure and look into different ways of sharing and/or reducing the cost of the necessary equipment and staffing services.” See Appendix A for the complete proposal.

The team also investigated the current fee structure and looked into different ways of sharing and/or reducing the cost of the necessary equipment and staffing services.

As the team began to work on the project, they discovered that Rachel Janway, of Parks and Recreation, had created a draft of a special event permit. The draft also included a definition of what a special event was: “a public or private celebration that involves the use of city streets, facilities, and/or services. It is presented by the private or public sector.” The team decided to build from this definition and the draft permit, rather than building one independently of

previous work. The original application draft instructions and request form may be found in Appendix B.

Additionally, it was found that a special event planning process was in place, but was not purposefully created. Rather, the process originated from a need for a process to be in place, developed through trial and error. These opportunities included improving flow or communication and transfer of information between departments, investigating ways to standardize race routes, and creating online forms for both the applicant and the departments involved. The initial process flow diagram is included in Appendix C.

### **1.3 PROJECT METHODOLOGY**

As the project commenced, the team's planned methodology was to understand the current special event planning process through departmental interviews. Additional data was planned for use in generating alternative concepts that could result in a more structured and efficient special event planning process. After the alternative concepts were developed, the team planned to analyze the effect of each concept on the special event planning process and make recommendations based on the concept's impact.

The first step in the process was for the team to interview the departments involved in the special event planning process in order to evaluate the current situation. These departments included Parks and Recreation, the Department of Transportation, the Department of Operations, the Fire Marshall, Stillwater Police Department, Emergency Management Services, and Office of Marketing and Public Relations. A process flow map of the current state of the special event planning process was then developed based on information given in the interviews, and was used to identify potential areas for improvement within the special event planning process. The team planned to obtain historical data for three prior years of special events, and to analyze it for trends.

After interviewing and obtaining historical data, the team planned to conduct benchmarking studies by researching special event planning techniques of similar municipalities. The team then planned to survey past special event applicants, to understand their view of the process and areas

they felt needed to be investigated further for improvement. With Temporary Street Closure applications provided by the Parks and Recreation department, the team planned to identify ways to standardize events such as identifying best segments for design and construction of common 5K routes.

Once the additional data was collected, the team planned to formulate potential process alternatives and evaluate their effectiveness. From this information, the team planned to develop recommendation and implementation plans for the special event planning process and fee structure for special events for the City of Stillwater.

Throughout the course of the project, the team was able to follow the majority of the plan outlined above. Departmental interviews were conducted, historical data was analyzed, and benchmarking was performed. However, in terms of standardizing events, the team was only able to standardize the routes to be selected for a 5K event. The definition of a special event was determined as being “a public or private celebration that involves the use of city streets, facilities, and/or services. It is presented by the private or public sector.” The more the team looked into ways to standardize, the less feasible it turned out to be, due to the complexity and variation of what a special event may entail.

## **2.0 CURRENT SITUATION INVESTIGATION**

### **2.1 DEPARTMENTAL INTERVIEWS**

To evaluate the current situation, the team conducted interviews with the departments involved in special event planning. These interviews were in person, over the phone, and through email. The resulting information and data provided by each department assisted in determining areas of improvement and factors in achieving the deliverables.

#### **2.1.1 Office of the City Manager**

The team started by meeting with John McClenny, the Director of Operations for the City of Stillwater and project sponsor. Through speaking with Mr. McClenny, the team gained an understanding of the current situation and the desired deliverables. The team learned that special event planning has historically been an issue, but became a more pressing issue after a bicycle race in 2013, which blocked customers from certain businesses without the business owners' prior knowledge of the event.

Mr. McClenny asked that the team deliver a clear definition of what defines a special event, a process flow diagram, and an estimating method for costs and fees for requested events. He also requested that the team draft a new special event permit, a contract that defines roles and responsibilities of the applicant, and create a set point of contact for special event planning. To assist the team with achieving these deliverables, a list of special events for 2014 was provided (see Appendix D for the complete list), along with contact information for the other departments involved in the process. In this initial meeting with Mr. McClenny, he provided the team with a list of contacts at all of the involved departments who could be of service in further investigation into the situation. It was recommended by Mr. McClenny that the best next step would be to meet with the Department of Parks and Recreation.

#### **2.1.2 Parks and Recreation**

To obtain Parks and Recreation's view of the current situation, the team met with the Manager of Parks and Recreation, and Ms. Rachel Janway, one of the Recreation Supervisors. Ms. Janway

had completed research on special event planning in different municipalities, and provided the team with a list of cities identified as doing special event planning well. The following cities were included in past research:

Broken Arrow, OK	Enid, OK	Norman, OK
Edmond, OK	Midwest City, OK	Stillwater, MN
El Paso, TX	Mustang, OK	Tulsa, OK

She also shared with the team historical data, including costs for 2013, 2014, and 2015 special events, a proposed draft of a special event application written by Mike Stephenson and Rachel Janway, and guidelines provided to the applicant for special event planning, shown in Appendix D and E. Following the meeting with Parks and Recreation, the team was provided with a list of previous applicants to contact, in order to determine areas for improvement from their point of view. See Appendix F for list of applicants contacted.

### **2.1.3 Department of Transportation**

Mike Stephenson, Engineering Technician III in the Department of Transportation, provided the team with insight into the perspective of the transportation department's role in special event planning. The primary role of the department is to accept the Special Event Temporary Street Closure & Traffic Control Request Form from event organizers, shown in Appendix B. This request form is the only form used in the special event planning application process. Since this form is required by the Department of Transportation, it is returned to that department by the event organizer.

Mr. Stephenson, an Engineering Technician, is currently serving as the "originator" of the form, although he was not designated as being in such a role and there is no formal point of contact for the special event planning application process, and disperses the form to the other departments for approval and comment. Once each department has given their approval or identified any concerns they may have, the form is returned to Mr. Stephenson. If each department approves the special event, the Engineering Technician sends the application to the Director of the Transportation for departmental approval. The application is then submitted to the City

Manager's Office for final approval. If an issue is identified with the application, Mr. Stephenson works with the applicant to revise the request form before resubmitting it to be reprocessed. A flow chart of the initial process is shown in Figure 1.

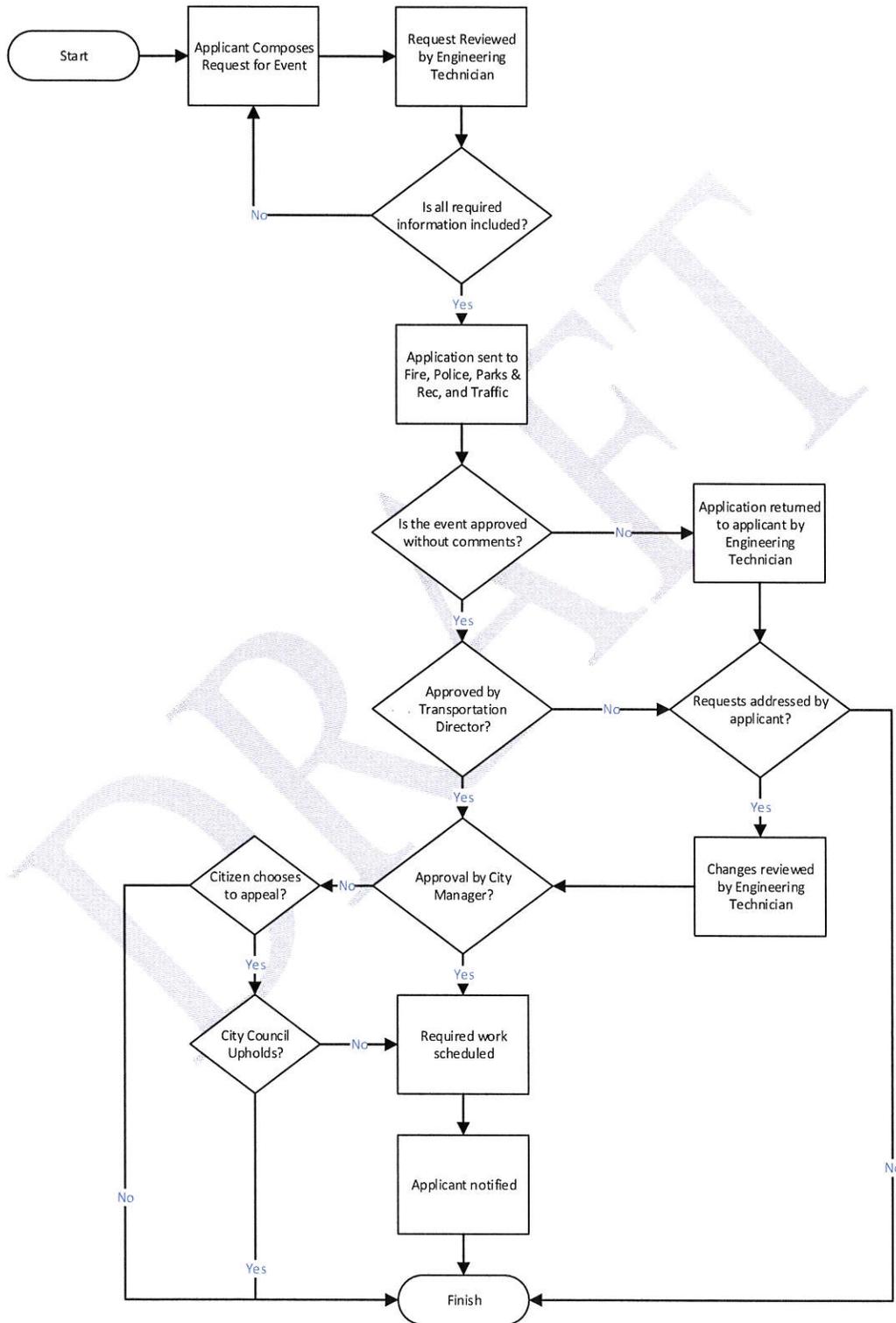


Figure 1: Initial Process Flow Chart

With the initial process flow chart, there are multiple feedback loops present within the process. This has been necessitated by incomplete forms and multiple iterations of changes to the initial application submitted. The first review process is completed by an Engineering Technician, rather than an individual who has experience with supporting and coordinating special events. The application is submitted to the involved departments for comment before being reviewed by the Director of Transportation and the City Manager. This creates issues with departments spending time preparing and reviewing an application that may not ultimately be approved, which leads to wasted time and inefficiencies.

If at any point in the process the applicant chooses not address the requests made by the involved departments (Police, Fire, Emergency Management, etc.), the process stops and the event may not take place. Requests made by the departments are intended to ensure that City codes and ordinances are complied with, such as fire, safety, and noise regulations. Applications need to be submitted no less than thirty days prior to an event taking place, so should the applicant choose to appeal the City Manger's decision to City Council and the City Council choose to approve the event, there is risk that there will not be sufficient time for preparing and planning for the event. The appeal process is also limited by the fact that the City Council meets every other week, and may already have a full meeting agenda.

#### **2.1.4 Department of Operations**

Prior to meeting with the Department of Operations, the team was unsure of the department's role in the process. Thus, the main goal was to better understand their involvement, as well as, get more information regarding operations costs incurred by the City of Stillwater for special events. The team met with the Operations Manager, Field Services Manager, and the Traffic Control Supervisor for the City of Stillwater.

From this meeting, the team learned about the requirements for creating a traffic control plan, as required by the Manual on Uniform Traffic Control Devices (MUTCD).<sup>2</sup> The MUTCD was

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<sup>2</sup> "Highway Work Zones and Signs, Signals, and Barricades | Manual on Uniform Traffic Control Devices (MUTCD) <[https://www.osha.gov/doc/highway\\_workzones/mutcd/](https://www.osha.gov/doc/highway_workzones/mutcd/)>.

referred to on multiple occasions, and it has become an important reference for the team in regard to standards surrounding traffic control devices. The issue of having insufficient availability of barricades was also identified, since they are used for both construction and special events. This is especially a problem when large events are taking place, such as the half marathon. The liabilities the City faces when blocking off streets and some of the staging challenges for equipment were also discussed.

### **2.1.5 Stillwater Emergency Management**

Emergency Management is an organization focused on risk mitigation, according to the Emergency Management Coordinator. They have three full-time staff members in the department, and use volunteers during special events. When a special event application comes to Emergency Management, they look to see if the event could tax internal resources. The goal is to be able to staff the event, while being able to maintain daily duties. Emergency Management focuses on the larger events, including the Special Olympics, Boomer Blast, OSU Walkaround, and the Christmas Parade. Costs incurred by Emergency Management include equipment, fuel, and running a command post for the other departments to communicate. The Emergency Management Coordinator also mentioned that an electronic community calendar would be beneficial to the city, so that it would be clear what events were taking place where, and how many attendees were expected. Using a central calendar, information would be stored in one central location, which would be beneficial in alerting attendees of any pending issues or emergencies (fire, storm, medical, etc.).

### **2.1.6 Stillwater Police Department**

The team also met with Police Chief and Operations Captain, to understand their department's role in special event planning. When an application is sent to the Police Department, it is reviewed to determine the amount of security that will be needed, as well as any safety concerns that it may present. Off-duty officers may be hired to work as security for an event, but must be paid \$50/hour for a minimum of two hours by the event organization. This money is paid directly to the off-duty police officer, for their own use. While off duty, the police officer is still bound by Standard Operating Procedures, shown in Appendix G. A police vehicle may be used at an

event for the \$10/car, but this money goes into the Police Department's fuel account. If the event is serving alcohol, an off-duty police officer cannot be hired for the event, but on-duty police officers may be used. The Police Chief also mentioned that if an event is not within city limits, it might still affect staffing rates. For instance, during the weekend of calf fry, the number of police officers on patrol is increased to handle the influx of people and traffic.

The Operations Captain and Police Chief also mentioned the desire to be able to know what events have been approved. They are given the opportunity to comment on the application, but are not directly informed of what happens after the comments are given. To address this issue, they recommended sending the request to the Office of the City Manager first (city manager, director of transportation, etc.), then the affected departments second. They also would like to see clear definition of what funds are to be spent, and from what budget the funds will come from. In terms of planning staffing, they felt that three to four weeks of advanced notice would be sufficient.

#### **2.1.7 Stillwater Fire Department**

In meeting with the Fire Chief and Assistant Chief, the team learned that the fire department is predominantly concerned with how a special event may affect the delivery of emergency services. The fire marshal reviews the application and set-up for egress and ingress points, occupancy loads, and fire code violations, per the Fire Code and National Building Codes, 2009 revision. They are involved if the event is outdoors and on public property, and work to provide direct support. Most of their involvement occurs prior to the event; it is often used for service or training purposes for the fire department.

To make an informed decision, six weeks of advanced notice is preferred, although they did feel that three to four weeks of advance notice would be possible, although more difficult. In terms of staffing, all special event personnel are paid via overtime hours. Stillwater firefighters' contracts do not allow the hiring of off-duty personnel for events. Overtime costs are absorbed in the fire department budget, while fuel and equipment costs are covered by the general operating budget. If the event involves public education and fire safety, the fire department also has a public

education budget, which totaled \$7,000 in 2015. The Fire Chief also expressed the desire to have an expected timeline, breaking down each step and clearly defining the rules and expectations of both the city and the applicant.

### **2.1.8 Marketing and Public Relations**

To understand the City of Stillwater's website, the team contacted the Director of Marketing and Public Relations. The City has hired a third party to develop a template for the new website that is to be implemented in 2016. Once the template is complete, it is turned over to the City's Marketing and Public Relations department to add content and pictures. Several of the City's department directors have access to the website, and can create online submission forms. The website is not capable of exporting submitted forms to an external Excel spreadsheet. However, the website can generate submitted forms into PDFs, which can then be exported individually to a spreadsheet. This exporting function is useful in collecting information for special event expense reports. Currently, an Engineering Technician III scans all Special Event Temporary Street Closure & Traffic Control Request Forms into a database, which is shared with one of the Parks and Recreation Supervisors. This supervisor then goes through each form individually and records the information into a spreadsheet.

Although the Director of Marketing and Public Relations is not directly involved in the special event planning process, she suggested a few items for consideration. One such item was to include a systematic guideline for the applicant to follow that would detail the instructions to fill out the online form, and that details the expected times at each stage of the application process once turned in. Another idea mentioned would be to see a list of facilities, including parks and buildings, and streets that are available for the public for special events.

### 3.0 PREVIOUS EVENT DATA ANALYSIS

#### 3.1 RECORD OF SPECIAL EVENTS

With assistance from Parks and Recreation, the project team collected special event data from 2013, 2014, and 2015. This data detailed every event held in each respective year. The information provided included the organization in charge of planning and organizing, the event name, and the date of the event. In addition to the event information, the data also reflects the costs associated with traffic control, staffing, police, and emergency management, as well as the total cost for each event, and the annual cost incurred by the respective departments. A sample of the data is shown in Table 1 for the first three event entries in 2014.

Event Name	Organization	Date	Traffic Control Cost	Staff Cost	Police Cost	SEMA	Total Cost
Judith Karman Hospice 5K	Judith Karman Hospice	1/20/14	-	50.00			50.00
Community Shred Event	CoS	1/25/14	-	116.00			116.00
Polar Plunge	Special Olympics OK	2/1/14	-	50.00			50.00

TABLE 1: SAMPLE EVENT DATA

Through the analysis of the acquired data, the team was able to understand the current situation in order to provide the City of Stillwater with the best possible alternatives to improve the special event planning processes within the organization.

##### 3.1.1 Events by Month

Initially, to analyze the data, the team created a histogram of the number of events in each month, January to December, for 2013, 2014, and 2015. The team did this in an attempt to see any monthly or seasonal trends that could aid in future findings of potential alternatives. Something that has been discussed with the team by both the Departments of Transportation and Operations has been the possibility of incorporating periodic meetings into the special event planning process that include all department heads in charge of approving, denying, and/or providing special conditions prior to the approval of an event. These meetings would reduce confusion and miscommunication that currently exists in the process. Additionally, the team hoped that by finding trends in the number of events per month, it could help the City of Stillwater to predict how much money it should be spending on special events throughout the

fiscal year. By analyzing the data by month, the team hoped to gain insight into when such meetings could occur or if it would be feasible to hold meetings throughout the year. The results of the data analysis have allowed the team to see a simple, visual representation of the information detailed within the data spreadsheet.

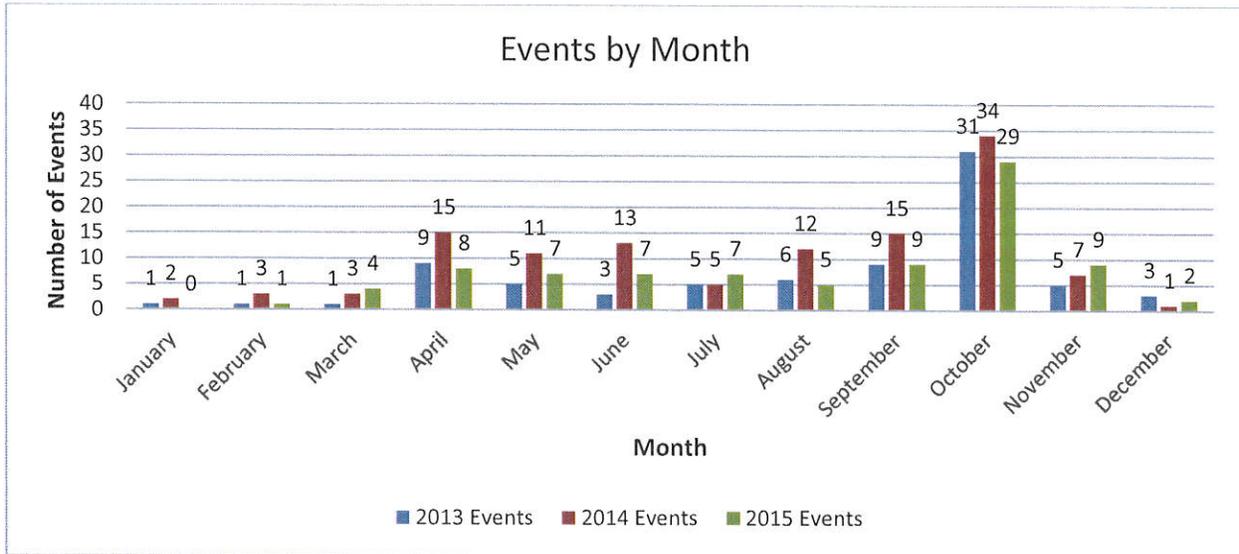


Figure 2: Events by Month

From the above figure, one can identify peaks in events being held in the months of April, May, June, August, September, October, and November. During these times, there is increased activity from organizations, and as a result, within the City of Stillwater in an attempt to plan and approve these events. The same peaks per month appear each year. Upon further investigation, it was discovered by the team that each year, the City of Stillwater Fire Department holds an annual public education “Fire Prevention Week.” In all three years, 2013, 2014, and 2015, Fire Prevention Week was held during the month of October. This one general event spans one week at various locations throughout Stillwater. Although in the data each event is listed separately, the team felt that these entries for “Fire Prevention Week” might have inaccurately skewed the data and trends for annual events by month. Thus, a histogram was also created counting all of the events from “Fire Prevention Week” as one collective event. The resulting graph is shown in Figure 3.

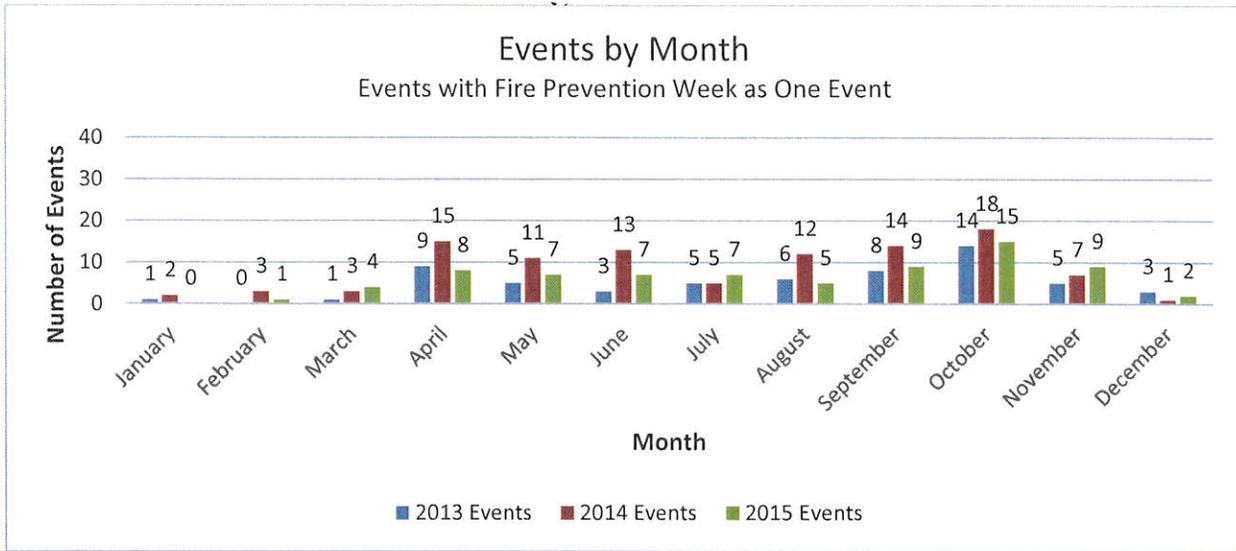


Figure 3: Events by Month: Fire Prevention Week Counted as One Event

The team believes that the above results more accurately represent the level of activity in events and resulting event planning depicted within the original provided data. The team used this data to make their recommendations for the City of Stillwater.

### 3.1.2 Events by Cost

Representatives within the City of Stillwater have expressed a desire to improve upon and better plan for anticipated event costs throughout the fiscal year. By better understanding the factors that go into planning a special event, as well as analyzing the various costs associated with special events, the team will have the opportunity to forecast the anticipated annual costs incurred by the City of Stillwater. Totaling to \$117,975.10, \$169,994.44, and \$151,551.29 for special events in 2013, 2014, and 2015 respectively, cost is no small factor for the City of Stillwater. It has been mentioned to the team on several occasions that there is the desire to have a budget allocated to special events within the City of Stillwater. Therefore, the team has placed an emphasis on these efforts.

To begin, the team analyzed the total cost of each event on record for 2013, 2014, and 2015. By plotting each event against its associated total cost, which includes traffic control, staffing, police, and emergency management costs, the team was able to create scatter plots of the data to assist in future analysis. A plot of the 2014 data is shown in Figure 4.

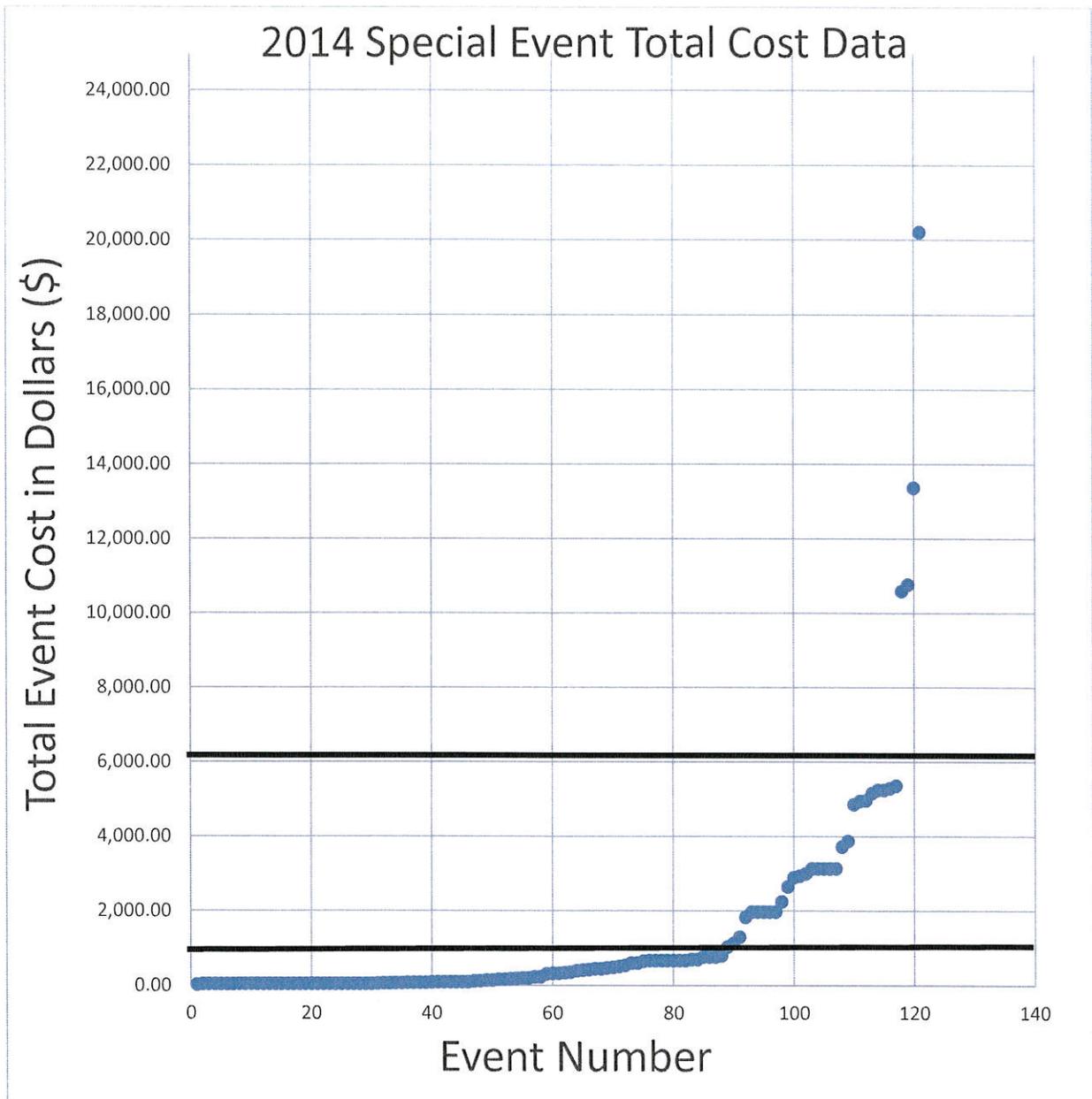
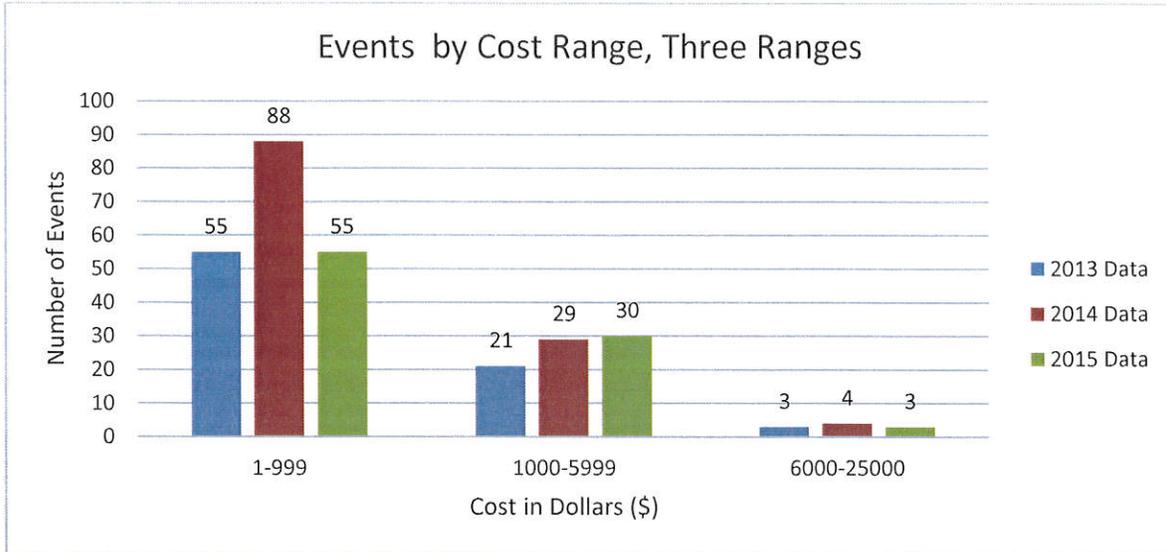


Figure 4: 2014 Special Event Total Cost Data

By analyzing the plot, natural breaks in the data were found to determine the number of events that fell in each range. The breaks determined by the team were set at \$1,000 and \$6,000 and are represented in the above plot by thick black lines. The results of this analysis are shown below.



**Figure 5: Events by Cost Range, Three Ranges**

From Figure 5, it is apparent that the smaller special events, whose costs are less than \$1,000, are the most frequently requested through the City of Stillwater. The total cost for special events in this cost range totaled to \$14,738 in 2013, \$21,775 in 2014, and \$8,121 in 2015. This range contains more than twice as many events per year than the next cost range. The cost totals for the \$1,000 - \$5,999 range were \$64,265 in 2013, accounting for 54% of the special event support cost, \$93,283 in 2014, accounting for 55% of the special event support cost, and \$101,864 in 2015 accounting for 67% of that year's special event support cost. The final cost range, \$6,000 - \$25,000, contained three events in 2013, 2015, and 4 events in 2014. Their costs totaled to \$38,970 in 2013, \$54,934 in 2014, and \$41,566 in 2015. The costs for the events in this final range account for 33%, 32%, and 27% in 2013, 2014, and 2015 respectively of the total amount spent on special events. These monetary values and percentages are expressed in Table 2.

Year	Total Event Cost	Totals in Range 1	% of Total Cost: Range 1	Totals in Range 2	% of Total Cost: Range 2	Totals in Range 3	% of Total Cost: Range 3
2013	\$151,551.20	\$14,738.91	9.73%	\$64,265.14	42.40%	\$38,971.05	25.71%
2014	\$169,994.44	\$21,775.38	12.81%	\$93,283.54	54.87%	\$54,935.52	32.32%
2015	\$117,975.10	\$8,121.31	6.88%	\$101,863.99	86.34%	\$41,565.99	35.23%

Range 1	\$1 - \$999
Range 2	\$1,000 - 5,999
Range 3	\$6,000 - \$25,000

TABLE 2: TOTAL EVENT COST, THREE RANGES

Upon further investigation, the team recognized that of the events in the first range, \$0 to \$999, a large portion included very small events with a low total cost. Thus, the team chose to analyze the events whose costs totaled to \$100 or less by breaking the cost data into four ranges, rather than three.

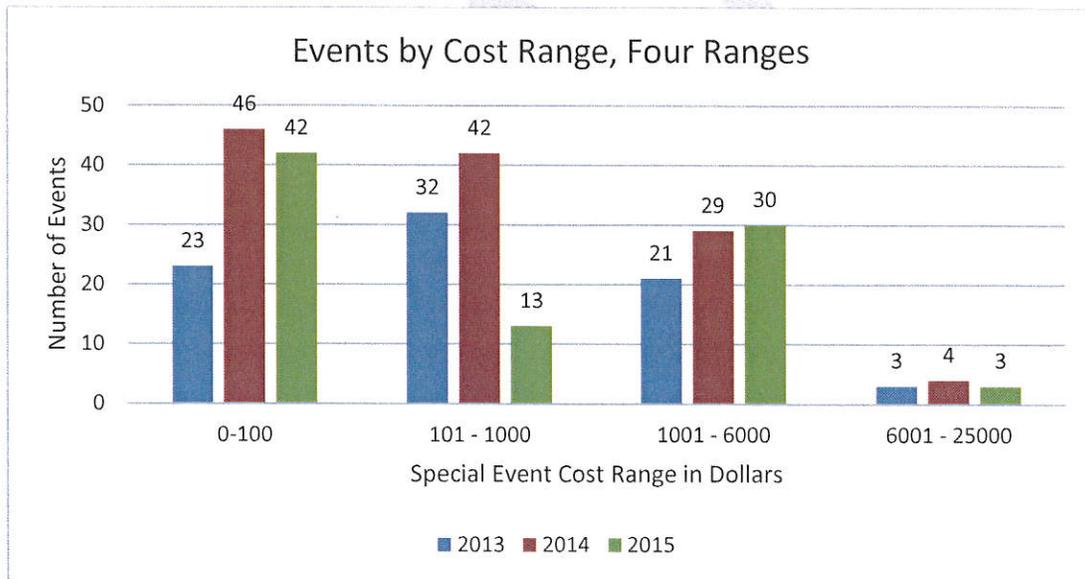


Figure 6: Events by Cost Range, Four Ranges

The reasoning behind this decision was that due to the low cost to put on these events, it might be easier to recover a portion of the costs for the City of Stillwater. The team has discussed the possibility of incorporating some method to recover a portion of the costs spent by the City of Stillwater in special event planning processes. In the team's benchmarking research of similar municipalities, it was discovered that Oklahoma City, Edmond, and Broken Arrow

Municipalities all charge a fee to applicants requesting a special event. Using this information, coupled with the annual cost data, the team chose to continue its investigation and concluded that the City of Stillwater could recoup a significant amount of their events budget by implementing some sort of application fee without adversely affecting the number of events being held. By creating a separate cost range for only the smaller events that cost \$100 or less, the team has been able to better analyze the data to find potential alternatives to the problems that the City of Stillwater is facing. The information contained within Table 3 shows the monetary details of the cost data to reflect having four cost ranges.

Year	Total Event Cost	Totals in Range 1	% of Total Cost: Range 1	Totals in Range 2	% of Total Cost: Range 2
2013	\$117,975.10	\$1,223.44	1.04%	\$13,515.47	11.46%
2014	\$169,994.44	\$2,767.84	1.63%	\$19,007.54	11.18%
2015	\$151,551.29	\$2,476.47	1.63%	\$5,644.84	3.72%

Year	Total Event Cost	Totals in Range 3	% of Total Cost: Range 3	Totals in Range 4	% of Total Cost: Range 4
2013	\$117,975.10	\$64,265.14	54.47%	\$38,971.05	33.03%
2014	\$169,994.44	\$93,283.54	54.87%	\$54,935.52	32.32%
2015	\$151,551.29	\$101,863.99	67.21%	\$41,565.99	27.43%

Range 1	\$0 - \$100
Range 2	\$101 - \$1,000
Range 3	\$1,001 - \$6,000
Range 4	\$6,001 - \$25,000

**TABLE 3: TOTAL EVENT COST, FOUR RANGES**

The information in the above figures and tables has become instrumental in the team’s investigations. By analyzing the various costs of each event, the ranges the events fall in, and the percentages of the total costs that each cost range accounts for, the team has been able to better comprehend the entire situation and all aspects that are involved.

### 3.2 COMMON 5K ROUTES

Based on the team’s meetings with the Office of the City Manager, Parks and Recreation, and the Department of Operations, the City requested one or two designated routes to be used

specifically for 5K events.<sup>3</sup> Although the most expensive cost associated with 5K events is traffic control expenses, these runs are the least expensive type of special event held by the City, but the most frequently occurring event held.

To minimize liability, the City would prefer all 5K events to be held at Boomer Lake or one of the City's public parks with running trails. However, organizations often choose to hold a 5K event that requires road closure. These routes often require the closing of major streets, which the City of Stillwater would like to avoid, whenever possible. This type of event causes the greatest safety concern for event participants and motorists, and increases liability for the city.

Based on this information, the team decided to investigate the possibility of developing one or two designated routes that would be recommended for all requested 5K special events that would require street closures. By designating routes, the Department of Operations would have a standardized procedure to process the request and more easily determine the resources needed for the street closures. This would allow costs to be relatively the same for each route, and therefore provide both the city and the applicant a clear understanding of exactly what to expect in terms of both preparation and cost.

There is also no criteria that may be used to determine if a route poses too great of a threat to motorists and participants. Designated routes will serve to reduce the liabilities associated with using heavily trafficked streets for a 5K, as well as eliminate the need for set criteria to determine the feasibility of a 5K associated road closure.

The team obtained Special Event Temporary Street Closure & Traffic Control Request Forms for 2013, 2014, and 2015. This resulted in ninety-eight forms and did not include any event that did not need the assistance of the Department of Transportation for traffic control and street closure. There were thirteen 5K special events that were held in during the last three years that required street closure and traffic control. See Appendix H for a list of these events and the routes used. From these events, the team searched to determine the most commonly used streets in the 5K

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<sup>3</sup> A 5K is an abbreviation for 5 kilometers or roughly 3.1 miles in length.

routes. These streets were determined based on how frequently they were used and the overall distance that was used. Based on these routes, the majority of 5K events were held around or within the Oklahoma State University's campus streets, with only three events being held near Couch Park, Boomer Lake, and Stillwater High School. The team also considered the sidewalk space along these routes and the posted speed limit for the streets that would need partial or full street closure. Since traffic control cones must be placed based on the speed limit, these considerations assisted in lowering the cost based on how much traffic control equipment is needed.

In the case of the Remember the 10 and Eskimo Joe's Juke Joint Jog, the same routes have been used for multiple years, and are well known within the Stillwater community. As a result, the team did not want to change an event that has become such a tradition to the City of Stillwater and its community. These two events are well funded, with traffic control plans already established and a good estimate of the overall cost of the event based on previous years. The team has determined that these two events should be considered as exceptions to the list of potential routes used in determining designated 5K routes.

### **3.2.1 Routes by Street Frequency**

By reviewing the frequency of streets used for 5Ks in 2013, 2014, and 2015, the team gained a better understanding of the historical situation. By using a previously used route, a traffic control plan would already be on record, and approvals would be more likely to be received by all involved parties. The team also used this data to determine which, if any, frequently used streets may be incorporated into one of the designated 5K routes, as well as identifying streets that posed as too great of a risk to be a reasonable option.

The team reviewed 5K routes used in 2013, 2014, and 2015 to record common streets closed for a 5K, as well as how many times each street was utilized. The resulting histogram of street closures by frequency is shown in Figure 7.

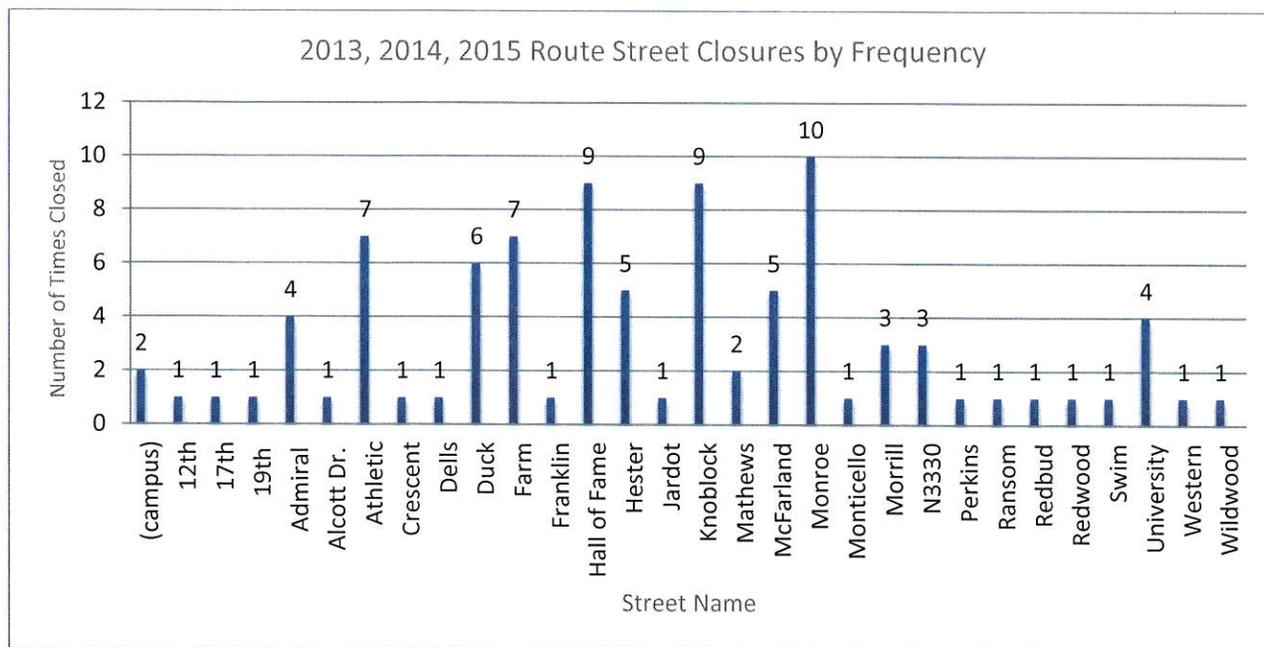


Figure 7: Street Closures by Frequency

The five most frequently used streets were Monroe Street, Knoblock Street, Hall of Fame Avenue, Farm Road, and Athletic Avenue. Monroe Street was the most commonly used, being utilized 10.9% of the time a street was closed for a 5K. Knoblock Street and Hall of Fame were closed 9.8% of the time, and Athletic Avenue and Farm Road were utilized 7.6% of the time that a 5K took place. These five streets were utilized in approximately 45.7% of the 5K routes that took place in 2013, 2014, and 2015.

Each of these streets run through or are adjacent to the Oklahoma State University Campus, creating a need for involvement from both OSU Police and City resources. Additionally, the Department of Transportation requested that 5K routes not involve heavily trafficked areas, as this increases safety concerns for both runners and motorists. This data supports the identified need of having designated streets used for 5K routes from which special event applicants can select.

### 3.2.2 Routes by Street Mileage Closed

In addition to how often a street was closed for a 5K, the team also considered how long each street was closed. Although certain streets were closed for multiple 5K events, the data was not

conclusive that these streets were the streets to focus on when determining a designated 5K route. Analyzing the mileage provided a better understanding of not just which streets were commonly used, but also for what distance. By determining the mileage each street was utilized, it provided the team with a more clear understanding of the most popular 5K areas. Figure 8 shows the duration in miles that each street was traveled. However, this duration does not consider if the street required road closure or if the sidewalk was used.

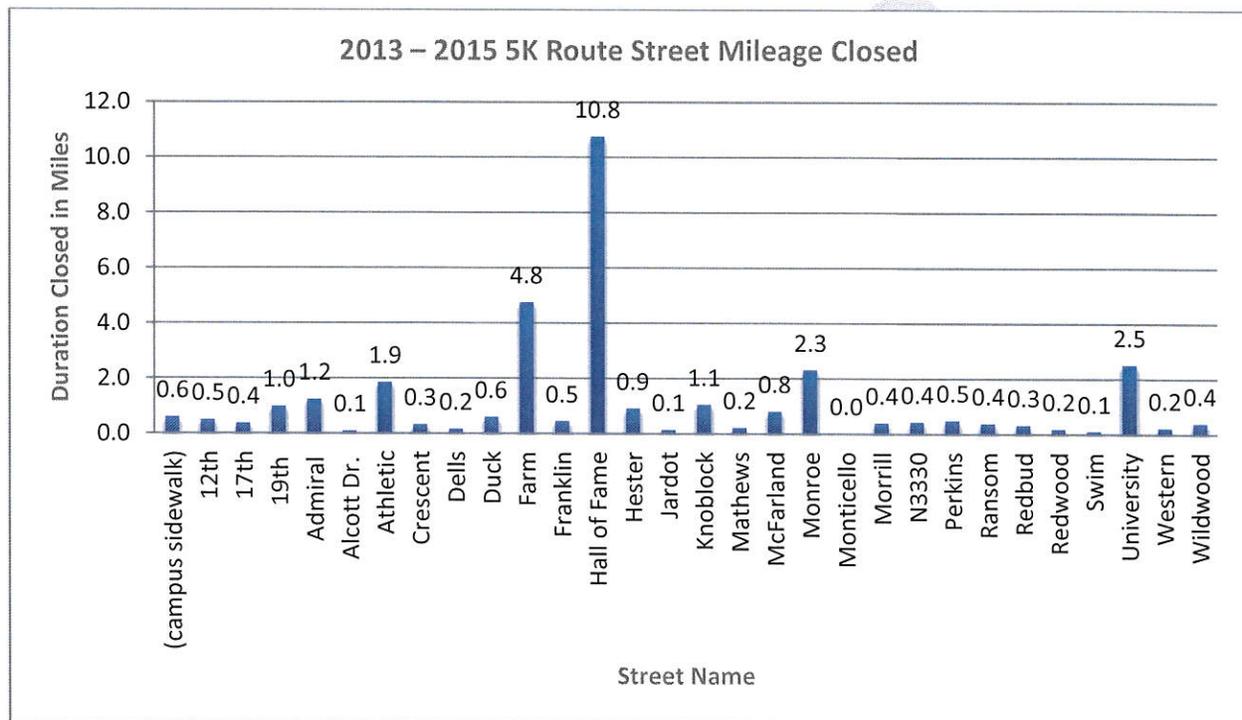


Figure 8: Street Closures by Mileage

For streets used for 5K events, the team recorded the distance (in miles) the street was utilized during the event. It was found that Hall of Fame Avenue was used for the longest distance, being utilized a total of 10.8 miles over nine events. Farm road was used for a 5K route 7 different times, totaling 4.8 miles. University Avenue was closed 2.5 miles, while Monroe Street was closed for a total of 2.3 miles. Athletic Avenue was used for a total of 1.9 miles over seven different events. The remaining streets were utilized less than 1.25 miles each.

In comparison to frequency of streets closed, Hall of Fame Avenue, Farm Road, Monroe Street and Athletic Avenue were in the top five for both categories. However, University Street was in

the top five most commonly used routes in terms of mileage used, whereas Knoblock Street was in the top five in terms of frequency of used. Based on these results, the team proceeded and considered Hall of Fame Avenue, Farm Road, Monroe Street, and Athletic Avenue for use in the designated 5K routes, while also considering traffic density and volume.

### **3.3 SURVEY FOR PAST SPECIAL EVENT ORGANIZATIONS**

A survey was sent to previous special event applicants, to better understand their view of the process and identify areas to improve. The survey responses are included in Appendix I. After reviewing the answers to the survey questions, several key points of interest emerged. One applicant was unaware of any costs covered by the City of Stillwater in relation to her event (the event had required the closing of a section of road). With this information, it became apparent that if any fees or cost sharing methods were to be implemented in the future, it would be important that the origin of special event costs be clearly communicated to the applicant ahead of time. Another applicant praised the work of Rachel Janway of Park and Recreation, stating, "Rachel Janway was our POC. It made the process very, very easy." This reinforces the teams feeling that a central point of contact would be highly beneficial to applicants throughout the process.

Another interesting finding in the survey data was the difference in how applicants came across the necessary forms. One applicant found them online, in the document center of the city website, while another contacted Rachel Janway for assistance on where to find the forms. During departmental interviews with Mike Stephenson of the Department of Transportation, he had also mentioned often having applicants contact him for where to find the forms.

This data showed the team that it is important to have the forms easily accessible by applicants. An online form that may be submitted online could be beneficial in addressing these issues. When one applicant was asked about their thoughts of having the form online, they expressed concern that the application would not be extensive enough or have enough detail to fulfill the event's planning needs. If an online form were to be implemented, it would be important to clearly convey that this form is intended to provide greater detail and clarity than Special Event Temporary Street Closure & Traffic Control Request form currently being used. According to

survey results, there is an apparent correlation between satisfaction of form clarity and the size of the event being planned, with smaller events rating the form a perfect 10, while larger events such as the half marathon only ranking the form at a 6 in terms of clarity.

The last key piece of information gained from the survey of past applicants was the variation in special event planning from year to year. While mistakes, miscommunications, and surprises occurred the first year, the City was rated very highly in terms of dealing with these areas and correcting them for the next year. In the words of one of the past applicants, "Communication is key...everyone involved must be flexible." This appears to be an area where the City of Stillwater is currently excelling, which may be accredited to experience and the City's desire being as much as the applicant's desire for the event to be a success.

#### **3.4 SPECIAL EVENT APPLICATION DRAFT**

Rachel Janway, of Parks and Recreation, and Michael Stephenson, of the Department of Transportation, created the proposed draft of the special event application, included in Appendix E. It was developed in early 2014, but was put aside due to it not being considered a main priority. In a few special events that a City of Stillwater employee organized, the proposed draft was trialed in the special event application planning process, but was never fully utilized. The special event application was brought back again in 2015, and was further edited based on feedback of the departments involved in the special event planning process. It was determined that the success of the application relied on gaining the support of the City Council, as well as the City Manager's Office.

With this in mind, the team edited the special event application. From an event organizer's view, the team was able to clarify certain areas that were confusing or eliminate any unnecessary repetition. See Appendix J for changes the team made to the special event application.

## 4.0 POTENTIAL ALTERNATIVES

After speaking with the involved departments in special event planning for the City of Stillwater, the team noted the following desired deliverables for the project<sup>4</sup>:

- Mapped initial and proposed application process flow
- Breakdown of costs
- Estimated annual budget for special events
- Guidelines for sharing or splitting event costs
- A designated 5K route
- An improved application form
- Materials for assisting the applicant (guidelines and list of available locations for holding special events, etc.)<sup>5</sup>
- Improved communication method between departments
- Central community calendar listing special events dates and event coordinators
- Implementation plan of recommended changes

### 4.1 PROCESS MAPPING

The first deliverable promised in the project proposal was a map of the current process. By doing this, the team and involved departments would gain a better understanding of the overall process, as well as any areas that may be redundant or show potential for improvement. The initial process flow chart is shown in Appendix B.

After charting the initial process flow, it was found that applicants file their application with an Engineering Technician for the Department of Transportation. The application is reviewed, then scanned and emailed to the involved departments, which typically include Parks and Recreation, Police, and the Fire Marshall. Each department contact must indicate their recommendations for the event, as well as any concerns they may have. Once all of the department contacts have responded to the email and all concerns are addressed, the application is sent to the Director of Transportation for approval, and then sent to the City Manager for final approval of the event.

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<sup>4</sup> **Note:** In the project proposal, an additional deliverable had been to define a special event for the City of Stillwater. This definition is included within the improved application form.

<sup>5</sup> These supporting materials are included in Appendix K.

#### 4.1.1 Proposed Process Flow

The team felt that establishing a central point of contact for special event coordination would be beneficial to alleviating most of the confusion in the process. This was a solution that had been discussed previously between departments. The special event coordinator will serve as the originator of all special event forms, as well as being the lead point of contact between the applicant and other city departments. This role should also eliminate the issue of “answer hunting,” where an applicant searches until finding the desired answer, as discussed in the current situation section of this report.

During departmental interviews, both members of Parks and Recreation and the Police Chief expressed the desire for the application be first sent to the special event coordinator, then to the Office of the City Manager<sup>6</sup>, and lastly to the remaining departments for concerns and recommendations. The resulting process flow is shown in Figure 9.

By sending the application to the Office of the City Manager first, they will serve as the primary filter of the special event application. The members of the City Manager’s Office are instrumental in determining whether or not an application is approved, so, by having the application sent to them at the beginning of the process, it should allow for a more clear and earlier understanding of what does or does not have the City’s support. By changing the order of review, this also eliminates wasted time spent working to prepare for an event that does not get approval in the end.

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<sup>6</sup> The Office of the City Manager includes the City Manager, the Stillwater Utilities Authority Director/Deputy City Manager, the Chief Financial Officer, and the Director of Operations.

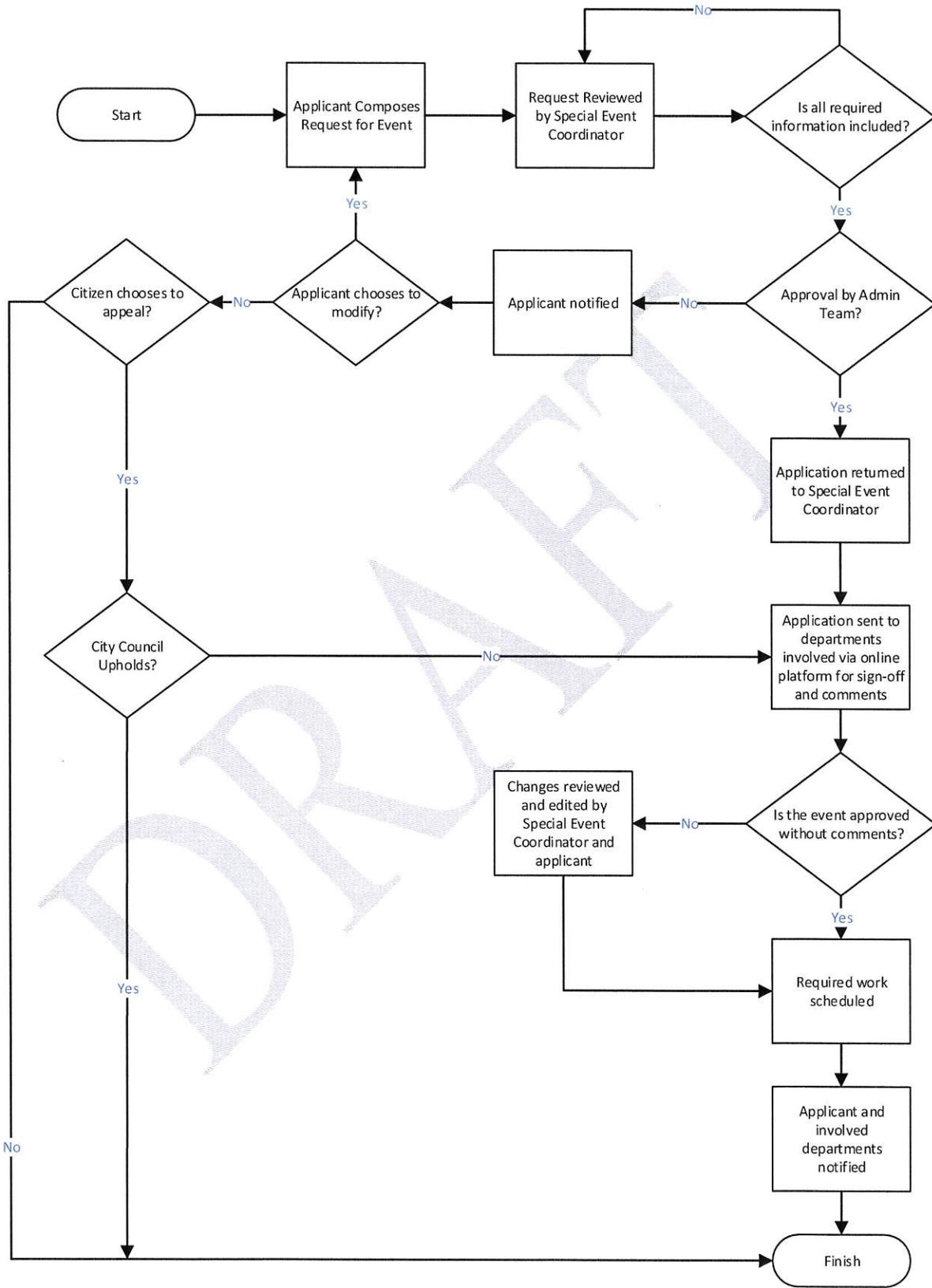


Figure 9: Proposed Process Flow Chart

#### **4.1.1.1 Departmental Response**

The team also investigated different options for departmental response for special event applications. The initial process was a lengthy email chain between departments, where each department would receive an email asking for approval and/or recommendations for the attached application. This required a good deal of follow-up and created organization and data storage issues. Several departments noted that when one department head expressed concern with an application, it often followed with several other departments admitting that they were also unsure and had been debating the appropriate response. If any comments needed to be addressed, they would be addressed between the applicant and the Engineering Technician. Several departments expressed the desire to be notified of what changes were made and to have access to the final proposed plan.

The team investigated the possibility of having periodic departmental meetings to review special event applications. This would be particularly beneficial during the peak seasons of special events, so that multiple applications may be reviewed in the same meeting. By having in-person meetings between departments, there would be greater communication, which would minimize the risk of unexpressed concerns with an application. In-person meetings would also assure that all departments reviewed the application and responded in a timely manner.

Another option to address these issues would be for the City of Stillwater is to implement an electronic sign-off system within the City website, which would allow each department to be notified when a pending application requires their approval or recommendations. A yes or no checkbox would be provided online, along with a text area for the individual to voice any concerns, additional recommendations, or general comments. This would allow all data to be stored in one online location, and allow other departments to review the responses given. Because the City of Stillwater is currently undergoing the creation of a new website, this should be a relatively simple alternative to implement.

If the new City website were not capable of having such an electronic sign-off option, another alternative would be to use either Google Docs or Google Sheets to review applications. Google Docs allows for the sharing of a document between multiple members, while Google Sheets

allows sharing of a spreadsheet. This would allow all departments to see who has signed off and who remains. Any comments may be noted and reviewed by all parties involved. It would be very similar to the email process currently in place, but would allow for all comments and responses to be stored on one central document. Once the application is submitted, a Google Doc or Google Sheet could be created for feedback. When shared, an email notification is automatically sent to notify the departments of the pending application.

## **4.2 FEE STRUCTURES AND BUDGETING**

There is currently no specified budget for special events. Associated fees covered by the City of Stillwater (staffing, equipment, traffic control, etc.) are covered by the City's General Operating Budget. The Office of the City Manager expressed great desire in one of the team's deliverables being a set budget strictly for special events, so that there may be more accountability in spending, as well as a better understanding of what the City could and could not provide for each event.

The team began by investigating historical costs and their origins, as discussed in section 3.1.2. It was found that the majority of costs incurred originated from police security, traffic control, and emergency management services. Because these costs are associated with protecting Stillwater residents and out of town guests, as well as some being tied to government regulations, there is not a great opportunity for cost reduction. It was determined that rather than only focusing on ways to reduce costs, the best course of action was to provide an estimated budget for the City to have as a reference point, investigate methods to offset these costs, and reduce costs where it was possible, such as with the designated 5K routes.

### **4.2.1 Annual Special Event Budget**

Due to the fact that current costs covered by the City of Stillwater come out of the General Operating Budget, one of the desired deliverables of the project was a Special Event Budget. The City Council has expressed the desire to see more special events held in Stillwater, which will be difficult to achieve without a clear understanding of what is feasible in terms of cost. Through a designated budget, the city may be able to understand what costs are being incurred, where they

are coming from, and exactly how much funding is available for supporting special events throughout the year.

All costs incurred are being paid out of the City's General Operating Budget, making it difficult to know exactly what costs have historically been incurred. To estimate special event support costs over 2013, 2014, and 2015, each department (Fire, Emergency Management, Parks and Recreation, etc.) reviewed past expenditures and special event applications, estimating costs when an exact number was not found<sup>7</sup>. In 2013, seventy-nine special events were held. City costs for support such as staffing, equipment, and traffic control totaled nearly \$118,000. In 2014, the number of special events jumped to 122, with a support cost of nearly \$170,000, while in 2015, only eighty-eight special events were held in the City of Stillwater, costing nearly \$152,000<sup>8</sup>.

#### **4.2.1.1 Annual Budget by Weighted Average**

Since the number of events held within the City of Stillwater is highly variable, the team chose to use a weighted average in terms of the number of events and associated costs incurred. The smallest weight was given to 2013 data, since this data was the oldest historical data available. Due to the fact that 2014 had a greater number of events and that this is the direction that the City of Stillwater wants to move towards, a greater weight was placed on 2014 data, only slightly less than the weight given to the data from 2015. Data from 2015 received the largest weight, since it is the most recent data, therefore increasing the probability that it is most representative of future expenditures. A weight of 20 was given to 2013 data, 35 for 2014 data, and 45 for 2015 data<sup>9</sup>. The result was an expected cost of \$151,500 spent over approximately ninety-six events. While these numbers are very rough, they should provide the City with a starting point for determining the desired amount to be set aside for a Special Event Budget.

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<sup>7</sup> The Stillwater Police Department informed the team that they felt quite certain their cost estimates had been lower than the actual amount spent on Special Events.

<sup>8</sup> All costs rounded to the nearest \$1,000.

<sup>9</sup> A weighted average is calculated by taking the number for each year, multiplying it by the weight, the amount of importance given to that year's number, and summing the numbers. The final total is then divided by the sum of the weights, in this case, 100.

#### 4.2.1.2 Monthly Budget by Weighted Average

By having a set budget, the City is provided with a system of monitoring and adjusting expenditures as needed. They also would be able to determine what events the City can and cannot support at that particular time, based off the budget given. A set allotment of funding may be set aside for each month, or funds may be budgeted by season. As was discussed in Section 3.1.1, there are apparent peaks in special event occurrences, which could be used to determine the appropriate amount of funding to set aside for that period. The team next chose to do the weighted average by month. As decided earlier, a weight of 20 was given to 2013 data, 35 for 2014 data, and 45 for 2015 data. The weighted average calculated for each month based on historical costs is shown in Table 4.

January	\$81.30
February	\$1,935.48
March	\$1,525.95
April	\$17,712.08
May	\$25,136.10
June	\$8,339.54
July	\$16,009.83
August	\$6,078.68
September	\$17,748.00
October	\$35,275.52
November	\$15,081.53
December	\$3,669.20

TABLE 4: WEIGHTED COSTS BY MONTH

Based on the data of Table 4, the team constructed a histogram to understand the peaks and differences between months better, which is shown in Figure 10. The peaks in cost found by using a weighted average were somewhat surprising to the team, as they did not correlate as closely as expected with the seasonal peaks discussed in section 3.1.1. April, May, and June had

shown to be the first evident peak in events, while August, September, and October were the second and most significant peak in special events throughout the year. However, in terms of costs found using the weighted average, April, May, July, September, October, and November appear to be the most costly months. The expected costs by weighted average summed to a total of \$148,593.21, nearly \$3,000 less than the total found using a weighted average by year.

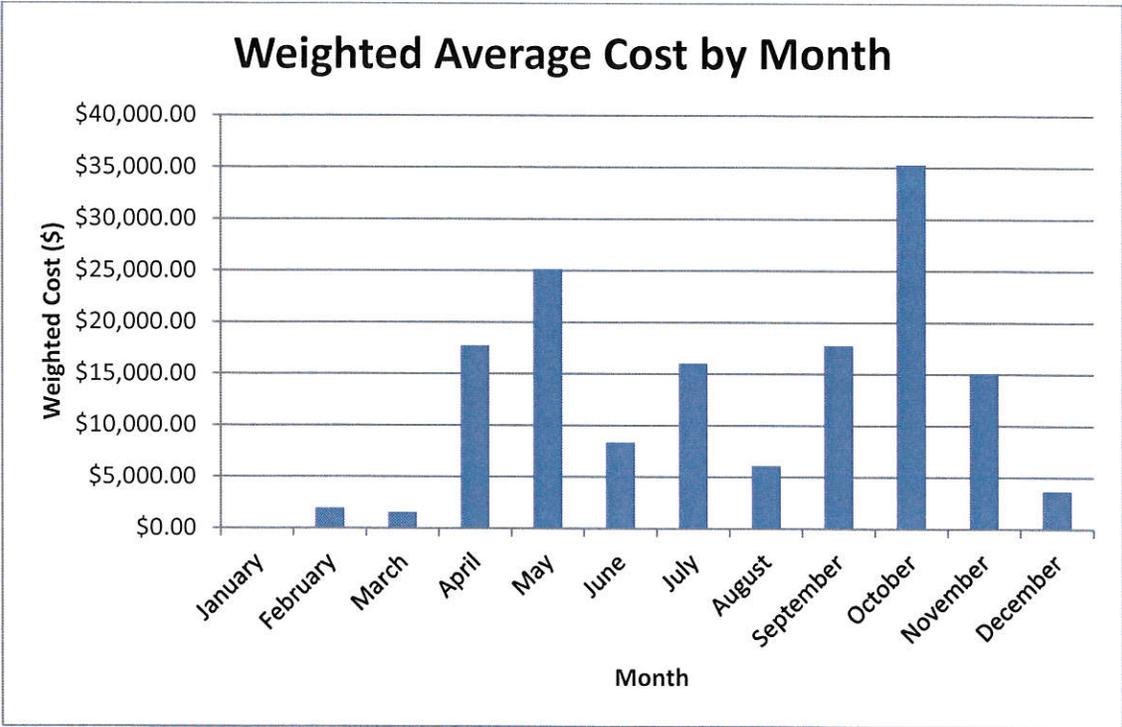


Figure 10: Weighted Average Cost by Month<sup>10</sup>

Another option is to lower the total amount set aside for the Special Event Budget by recouping some percentage of costs. This may be achieved by implementing an application fee, late fees, recuperation costs, and using designated 5K routes to minimize costs and unexpected fees, as discussed in detail below.

<sup>10</sup> Note: While in the graph it appears that no weighted costs were found for the month of January, this is not the case. The weighted average was \$81.93, which is too small of a number to be shown clearly in the figure above. Please refer to Table 4 for a clear list of the total weighted cost found for each month.

#### **4.2.2 Application Fees**

Through the team's investigations, it has become clear that there is minimal opportunity to reduce costs within special event planning processes for the City of Stillwater due to the various rules and legal regulations that are required to plan these events. Although it has been determined that it would be difficult to reduce the costs associated with special event planning, the desire still remained for the City of Stillwater to somehow lessen the costs needed in the annual budget for special events. Thus, the team has concluded that the implementation of application fees may be beneficial to the City of Stillwater to recoup at least some portion of the costs incurred each year. The following sections detail the various alternatives determined by the team related to the recovery of special event costs through application fees.

##### **4.2.2.1 Flat Application Fee**

By looking at municipalities similar in size to the City of Stillwater, the team discovered that a flat rate application fee is commonly used. By designating a required fee to each application that is submitted by an applicant, the City will be able to recover a small percentage of the costs.

When looking at the various application fees utilized by other municipalities, a common fee was \$25. The team determined that a fee of \$25 would be an appropriate place to start. In 2014, with the implementation of a \$25 application fee for all 121 special events, the City of Stillwater would have recovered a total of \$3,025. While only 1.78% of the original \$170,000, even this small revenue acquired from charging a \$25 application fee could help the City of Stillwater to allocate those funds to other areas or use them to plan additional events that City otherwise could not afford. With the \$3,025 made from application fees, and using an average total cost across all 121 events held that year, the City of Stillwater could have planned an additional two events during the 2014 fiscal year. The results for 2013, 2014, and 2015, are shown in Table 5.

<b>\$25 Flat Fee</b>		
	<b>Revenue in \$</b>	<b>% Recoup for the City of Stillwater</b>
<b>2013</b>	\$1,975.00	1.67%
<b>2014</b>	\$3,025.00	1.78%
<b>2015</b>	\$2,200.00	1.45%

<b>Additional Events That Could be Covered</b>		
<b>Year</b>	<b>Average Cost</b>	<b># of Events</b>
<b>2013</b>	\$1,493.36	1
<b>2014</b>	\$1,404.91	2
<b>2015</b>	\$1,722.17	1

**TABLE 5: \$25 FLAT FEE ALTERNATIVE**

Next, the team decided to take the standard application further by adjusting the possible fee price. By using a value of \$50 for the application fee, the City of Stillwater instead could have generated \$6,050 for the 121 special events. This would result in a 3.56% revenue to help recover costs for the operating budget within the City of Stillwater. Additionally, for 30 of the 121 events, this \$50 application fee would have covered the entirety of the cost necessary to put on the event. The information for all three years is depicted in Table 6.

<b>\$50 Flat Fee</b>		
	<b>Revenue in \$</b>	<b>% Recoup for the City of Stillwater</b>
<b>2013</b>	\$3,950.00	3.35%
<b>2014</b>	\$6,050.00	3.56%
<b>2015</b>	\$4,400.00	2.90%

<b>Additional Events That Could be Covered</b>		
<b>Year</b>	<b>Average Cost</b>	<b># of Events</b>
<b>2013</b>	\$1,493.36	3
<b>2014</b>	\$1,404.91	4
<b>2015</b>	\$1,722.17	3

**TABLE 6: \$50 FLAT FEE ALTERNATIVE**

Although the anticipated reductions in total cost are minimal, the team strongly believes that any amount reduced in total cost, or additional revenue that can be created and allocated towards the Special Events budget can be of benefit to the City of Stillwater in regards to the special event planning processes.

**4.2.2.2 Application Fee by Event Costs**

Another option for the application fee is to base the fee on the expected event cost historically covered by the City of Stillwater. Annual events typically incur similar costs each year, unless major changes are made. Events new to the City of Stillwater may be compared to historical costs of events similar in nature, purpose, and size. For instance, out of the fifteen 5K’s that took place in 2014, twelve of them cost the City \$50 to support. Costs should be divided into cost brackets, to make determining the application fee simple for both the applicant and City officials. An outline for a guide on determining the appropriate application fee is listed in the Table 7.

Event Types in Cost Range	Historical Cost Covered by the CoS	Suggested Application Fee
Fire Prevention Week (daycare), Disc Golf Tournament, Carnivals, 5K Events	\$1-\$100	\$25
Fire Prevention Week (schools), Lights on Stillwater, Library Book Sale, Stillwater High School Football Game	\$101-\$1,000	\$50
Friday Food Trucks & Tunes, Remember the 10, Half Marathon, Downtown Stillwater Bike Night	\$1,001-\$5,000	\$75
OSU Game Day Boomer Blast	\$5,001-\$10,000	\$100
MESO Line Workers Rodeo, Special Olympics Summer Games	\$10,001 and Up	\$125

**TABLE 7: APPLICATION FEE BY COST**

Applying the application fee by event cost to the historical data, the data in Table 8 shows the amount of funding that could have been hypothetically recovered in 2013, 2014, and 2015.

Application Fee	Number of Events in Cost Range		
	2013	2014	2015
\$25	23	46	42
\$50	32	42	13
\$75	15	24	23
\$100	6	5	7
\$125	3	4	3
<b>Annual Total:</b>	<b>\$4,275</b>	<b>\$6,050</b>	<b>\$4,500</b>

**TABLE 8: HYPOTHETICAL APPLICATION FEE BY COST**

#### 4.2.2.3 Application Fee by Event Size

Application fees may also be assigned based on either the expected attendance of the participants at the event, or the expected number of out of town participants coming into Stillwater for the event. An application fee by event size assumes that larger events incur larger costs to be covered by the City of Stillwater. Determining the expected number of attendants may be calculated from previous year’s attendance, or estimated by comparison to similar historical events. Application fees based on estimated attendance could be implemented in the following ranges:

- \$25 for events with approximately 1-100 participants
- \$50 for events with approximately 100-1,000 participants
- \$75 for events with approximately 1,000-5,000 participants
- \$100 for events with 5,000 participants or more

After speaking with the Stillwater Visitor’s Bureau, the team learned of a Revenue Estimator that may be used to estimate the expected revenue generated by out of town guests for certain functions. The team was provided with the 2016 SEDA Grant Application, which is used to provide money to meetings and events that meet the outlined criteria. In this document, the following revenue estimator is used:

Anticipated Visitor Spending in Stillwater:			
Total anticipated number of out of town attendees/visitors (participants, fans, family, spectators, coaches, officials, etc.)	=		
Day visitors = # of visitors	x # of days	x \$75 =	\$
Overnight visitors = # of visitors	x # of nights	x \$200	\$

The totals calculated by the revenue estimator show that as the number of out of town guests present at an event increase, the benefit is to the City of Stillwater and local businesses also becomes more evident. Building off this, it could be concluded that the larger the number of participants in a special event, the more beneficial the event is to the City. As special events grow in size, the application fee is limited to a maximum fee of \$100, in order to keep from discouraging these larger special events to take place.

**4.2.2.4 Application Fee by Type of Organization**

If an application fee is to be implemented, both the team and the Office of the City Manager expressed the desire to have the ability to waive the application fee in certain situations. If an organization is not-for-profit, the application fee may be waived if the organization provides a copy of their 501c3 tax identification number upon submission of their application. The application fee would also not be applied to events that are sponsored by the City of Stillwater, as this would only result in moving of funds from a common source, rather than assisting to recuperate costs.

In discussing this option with members of Parks and Recreation, and also conferring with the Office of the City Manager, it was found that the vast majority of special events taking place are hosted by not-for-profit organizations, such as the City of Stillwater and Oklahoma State University. With this being the case, it is likely that this would mean the majority of application fees would be waived, thus negating the purpose of the application fee.

### 4.2.3 Late Application Fee

The team was informed that there was an issue of applications being submitted late. When these forms come in less than 30 days prior to the event, it places strain on the involved departments to address the requests and complete the necessary arrangements in time. There are no restrictions or set criteria in place to determine what services can and cannot be provided in such a short timeline, as well as no limit to how late a form may be before the City declines the event.

While researching application fees of municipalities similar to the City of Stillwater, it was discovered that several municipalities enforce late fees for applications. Late fees are often double that of the normal application fee in place, meaning that, as an example, an organization might pay \$25 for an application submitted 30 days prior to the event, but \$50 for an application submitted 29 days prior to an event<sup>11</sup>. If a \$25 flat fee were to be chosen, Table 9 illustrates the amount of additional money that could potentially be made by the City of Stillwater. This money could then be reinvested into supporting additional special events. As a note, this information was gathered under the assumption that roughly 10% of all applications are late. The team later found out that an estimated 80%-90% of applications were submitted less than 30 days prior to the first day of the event.

	<b>\$25 Flat Fee</b>		<b>\$25 Late Fee (Assuming 10% Events are Late)</b>	
	<b>Revenue in \$</b>	<b>% Recoup for the City of Stillwater</b>	<b>Revenue in \$</b>	<b>% Recoup for the City of Stillwater</b>
<b>2013</b>	\$1,975.00	1.67%	\$197.50	0.17%
<b>2014</b>	\$3,025.00	1.78%	\$302.50	0.18%
<b>2015</b>	\$2,200.00	1.45%	\$220.00	0.15%

**TABLE 9: \$25 AND LATE FEE ALTERNATIVE**

Alternatively, if a \$50 application fee were to be chosen with an additional associated \$25 late fee, Table 10 shows the costs that could be recovered by the City of Stillwater.

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<sup>11</sup> Paying a late application fee will in no way guarantee that the event will be approved to take place, or submit the applicant to any special consideration.

	\$50 Flat Fee		\$25 Late Fee (Assuming 10% Events are Late)	
	Revenue in \$	% Recoup for the City of Stillwater	Revenue in \$	% Recoup for the City of Stillwater
2013	\$3,950.00	3.35%	\$395.00	0.33%
2014	\$6,050.00	3.56%	\$605.00	0.36%
2015	\$4,400.00	2.90%	\$440.00	0.29%

TABLE 10: \$50 AND LATE FEE ALTERNATIVE

#### 4.2.4 Tiered Cost Recovery

In the team’s initial analysis of the cost data for special events held through the City of Stillwater, three tiers were determined. Upon further investigation, a fourth tier for events \$100 or less was added. These four tiers have become the basis for a potential alternative to help the City of Stillwater acquire money to aid funding of the various special events that are held each year. By breaking up the various special event costs into tiers, it is the team’s intention to provide the City of Stillwater with a way to generate revenue by requiring organizations putting on the events to cover a portion of the total cost that the City of Stillwater would normally cover. The percentage of the required cost to be covered by the organization would be dependent upon the range that the event falls within. The following tiers and the associated percentages to be covered by the participating organization are shown in Table 11.

		Amount Covered by Organization
Range 1	\$0 - \$100	Full Recovery (100%)
Range 2	\$101 - \$1,000	20% (minimum of \$100)
Range 3	\$1,001 - \$6,000	15%
Range 4	\$6,001 - \$25,000	10%

TABLE 11: POTENTIAL COST TIERS

By utilizing the above tiered structure and requiring each organization to cover a portion of costs, the City could generate a significant amount of money, providing additional funding to allocate

those funds to other areas or to plan additional events each year that otherwise could not be afforded by the City of Stillwater. Based on the historical data from 2013, 2014, and 2015, the following tables depict the amount of money that could have been made by using this tiered system:

2013 Tiered Cost Recovery			
Cost Range	Strategy	Fee Collected	Total Event Cost
\$0 - \$100	Full Recovery	\$1,223.44	\$1,223.44
\$101 - \$1,000	20%	\$2,703.09	\$13,515.47
\$1,001 - \$6,000	15%	\$9,639.77	\$64,265.14
\$6,001 - \$25,000	10%	\$3,897.11	\$38,971.05
Annual Totals:		<b>\$17,463.41</b>	<b>\$117,975.10</b>
Percentage of Total Cost Recoup for the City of Stillwater		<b>14.80%</b>	

TABLE 12: 2013 TIERED COST RECOVERY

2014 Tiered Cost Recovery			
Cost Range	Strategy	Fee Collected	Total Event Cost
\$0 - \$100	Full Recovery	\$2,767.84	\$2,767.84
\$101 - \$1,000	20%	\$3,801.51	\$19,007.54
\$1,001 - \$6,000	15%	\$13,992.53	\$93,283.54
\$6,001 - \$25,000	10%	\$5,493.55	\$54,935.52
Annual Totals:		<b>\$26,055.43</b>	<b>\$169,994.44</b>
Percentage of Total Cost Recoup for the City of Stillwater		<b>15.33%</b>	

TABLE 13: 2014 TIERED COST RECOVERY

2015 Tiered Cost Recovery			
Cost Range	Strategy	Fee Collected	Total Event Cost
\$0 - \$100	Full Recovery	\$2,476.47	\$2,476.47
\$101 - \$1,000	20%	\$1,128.97	\$5,644.84
\$1,001 - \$6,000	15%	\$15,279.60	\$101,863.99
\$6,001 - \$25,000	10%	\$4,156.60	\$41,565.99
Annual Totals:		<b>\$23,041.64</b>	<b>\$151,551.29</b>
Percentage of Total Cost Recoup for the City of Stillwater		<b>15.20%</b>	

TABLE 14: 2015 TIERED COST RECOVERY

Across all three fiscal years, the following amounts could be generated, allowing the City of Stillwater to cover an additional 12, 19, and 13 events in 2013, 2014, and 2015 respectively, as shown in Table 15.

All Range Totals		Additional Events That Could be Covered		
Revenue in \$	% Recoup for the City of Stillwater	Year	Average Cost	# of Events
\$17,463.41	14.80%	2013	\$1,493.36	12
\$26,055.43	15.33%	2014	\$1,404.91	19
\$23,041.64	15.20%	2015	\$1,722.17	13

TABLE 15: HYPOTHETICAL ADDITIONAL EVENTS

**4.2.5 Designated 5K Routes**

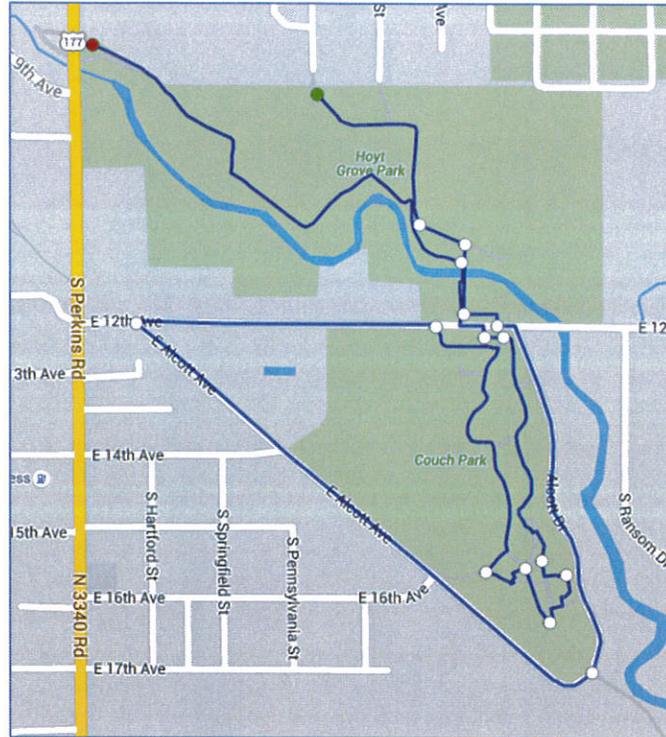
Based on the team’s analysis of the most common streets used in 5K events for 2013 to 2015, the team has developed the following potential 5K routes. From these routes, the team determined the best candidates based on traffic control and resource costs. From these candidates, the Department of Transportation assisted in determining feasibility to select one or two routes. The selected routes are available for event organizers to select if they choose not to hold their event at one of the City's public parks or running trails.

In Figure 11, the team constructed a route that utilized the most frequently used streets, as described in section 3.1.2. It also required fewer street closures by utilizing the wide sidewalks located along this route. The team estimated two street segments that would possibly require street closure, or the option of having traffic control monitor the intersection. These intersections are Monroe Street that extends from University Avenue to Hall of Fame Avenue, and Hester Street from Morrill Avenue to Athletic Avenue, which is often blocked for the OSU bus route during working hours. The start line would be east of the Oklahoma State Student Union on Hester Street, since this location has the widest sidewalks that can accommodate a large running crowd. Another advantage for this route is the long stretches of route used, without preventing



Since Boomer Lake is the only City of Stillwater Park that has a paved 5K route, the team wanted to create a variety of routes that would utilize additional City parks' trails. In Figure 13, the team created routes using Hoyt Grove Park with Couch Park, and another route utilizing OSU Research Park that is located off Highway 51. For Hoyt Grove and Couch Park, the starting point is located off of Burdick Street along a wide gravel road that will continue south onto a bridge that crosses Boomer Creek. The route crosses 12<sup>th</sup> Avenue, and continues onto Alcott Drive and Alcott Avenue. Once Alcott Avenue connects with 12<sup>th</sup> Avenue, the route will continue east on 12<sup>th</sup> Avenue and turn into sidewalk in front of the Senior Citizen Center, and utilizes the paved paths within Couch Park in a counterclockwise motion. The route continues to cross 12<sup>th</sup> Avenue, and follows the paved paths in Hoyt Grove Park that ends in front of El Tapatio Mexican Restaurant.

Traffic control would need to be present at 12<sup>th</sup> Avenue, where runners will cross the street, as well as street closure to prevent entrance at Alcott Drive and Alcott Avenue. Since neither of these streets are in nor lead to residential areas, there will be no issues associated with blocking residences from their homes. There is safety concern with the steep decline before crossing Boomer Creek; as well as, the size of the bridge since there might be heavy congestion of runners at this point in the race. Another area of concern is the paths within Couch Park, which could be confusing for runners and would require additional staff to monitor and guide runners through the course. The team assessed where event staff should be placed to help guide runners, including on 12<sup>th</sup> Avenue, where traffic control or staff needs to monitor and direct car traffic. Those areas can be seen as white dots on Figure 13.



**Figure 13: Route Option on Hoyt Grove and Couch Park**

For the OSU Research Park to be utilized in Figure 14, the team proposes that the race starts at the red dot. Runners will run counter clockwise around the pond using the OSU Wellness Trail. Once runners have completed one lap around pond, they will verge west onto Innovation Way Drive, and will proceed towards and around the Meridian Technology Center, followed by heading north on N3310/Sangre Road. Once the runners return to the OSU Wellness Trail, they will head clockwise to the initial starting point to finish the 5K route. This route is approximately 3.2 miles, and would require the monitoring of Innovation Way Drive and the roads leading to the Meridian Technology Campus. However, the Meridian Technology Center is not open on the weekends and there are no residential houses on this route that would be affected. One issue with this route that the team noted was the lack of sidewalks on the N3310/Sangre Road segment. Due to heavy traffic of this road, street closure is not an option. The team did assess that the earth was a flat, even surface along this segment, and runners run on use the grass.

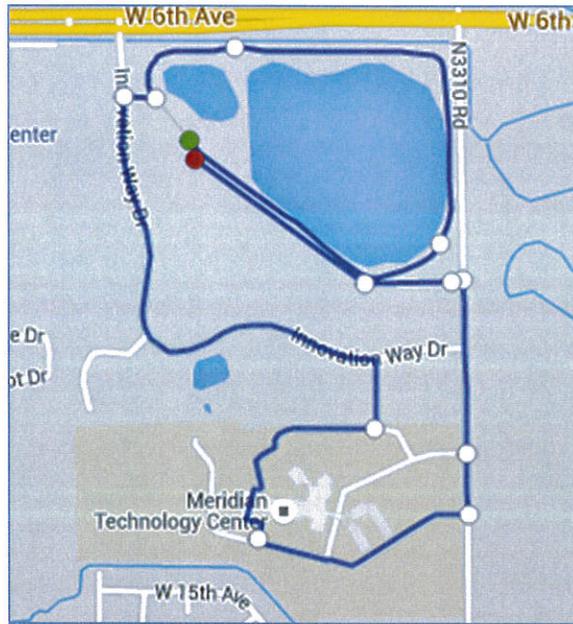


Figure 14: Route Option on OSU Research Park

Another route that the team developed utilizes the Botanic Garden (TBG) at OSU, which is located off West 6<sup>th</sup> Avenue. The team believed that this would be a scenic route for runners that would have little traffic. Monitoring of traffic would be needed at the white dots located on the east and west sides of Virginia Avenue, and on South Pioneer and August Drive. However, when discussing the feasibility of the route with Laura Payne, volunteer coordinator for TBG, she believed that the paths might be too narrow for multiple runners to pass through on the north side of TBG.

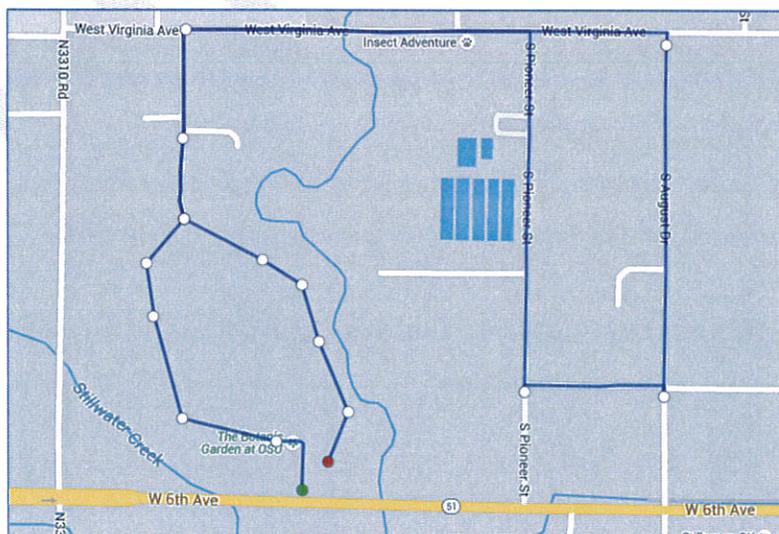


Figure 15: Route Option at the Botanic Garden at OSU



allows for the same person to be answering questions, addressing concerns, and giving advice, eliminating the “answer hunting” and inconsistency in information experienced in the past. It also standardizes the origin of the special event planning process, eliminating any confusion regarding when to submit the application form or who to contact with any questions the applicant may have.

The team also identified a need for putting the application form online to improve access for the applicant and the reviewer, as well as serving to reduce the time required to complete and submit the form. In order to avoid confusion while completing the form, or having the form submitted incorrectly or incompletely, the team created applicant guidelines (see Appendix L for the full list of guidelines). These guidelines were built using the applicant guidelines drafted in 2014, and includes items such as a list of available facilities for special events, explanation of options and questions asked within the application, and important things to keep in mind while applying for a special event (noise permit, deadline for application to be submitted by, etc.).

#### **4.3.1 Electronic Form Alternatives**

The first alternative considered was to provide the application on the City of Stillwater's new website that will be debuted on an unspecified date this year. Since the website template has not been released by the third-party developers to the City's Marketing and Public Relations Department, the team was not able to create an online submission form that would be compatible with the new City of Stillwater website's look and feel.

Another alternative discussed was to develop a special event website. This website required HTML coding to transpose the application into an electronic form that would be completed and submitted online by the event organizer. Once submitted, the application would be sent to the special event Coordinator to begin the special event planning review process. The link for the special event website would be available on the new City of Stillwater website. An issue with implementing this option is the City having to maintain ownership of the domain, and being able to recode the website, if any changes need to be made to the electronic application or the supporting material.

Lastly, the team also considered the idea of creating a Google Form and providing the link to it on the City of Stillwater website. This would be the simplest way of constructing an electronic form for online submission, and can be implemented on the new website conveniently. This method will also have no cost associated with developing and maintaining it. By using a Google Form, the settings may be configured in such a way that an email is sent to the special event coordinator whenever an application is submitted. Every application submission is automatically compiled onto an online Excel spreadsheet, which will continue to populate without overwriting a previous application form submission. However, the form cannot be formatted to a similar layout as the hardcopy form, and could be inconvenient or confusing for applicants to fill out.

#### **4.3.2 Guidelines for Applicant**

For applicants filling out the electronic form, the team wanted to make instructions and guidelines available for the applicant to review. See Appendix E for guidelines drafted by the special event planning committee in 2014. The team made changes to that draft to include updated information involving the team's recommended alternatives, such as, the electronic submission, application fee structure, the review process of special events, and a clear definition of what constitutes a special event, which are included in Appendix L.

#### **4.4 ELECTRONIC COMMUNITY CALENDAR**

Based on the meeting with the Emergency Management Director, it was suggested that an electronic community calendar would be beneficial to both the general public and the City of Stillwater employees. To prepare for the case of an event emergency or accident, it is also important to make sure that associated partners, such as LifeNet Emergency Medical Services and Stillwater Medical Center, are well informed, especially if the event brings in a large group of people or is spread over a large area. By knowing what events are occurring, where they are occurring, and having contact information for the event coordinators, personnel will be able to better plan and prepare.

This calendar would be able to be updated and accessed by multiple departments within the City of Stillwater and in the Stillwater community. The team suggests the involvement of the Stillwater Visitor's Bureau, who also manages the Stillwater Events Calendar, the Oklahoma State University Events Calendar, to include large-scale events that occur on campus, and the Payne County Sheriff's Department.

DRAFT

## 5.0 RECOMMENDATIONS

After evaluating the aforementioned alternatives, the team has decided on a set of final recommendations for the City of Stillwater Special Event Planning Process. These recommendations are expected to improve communication between the involved departments, create a method for both planning for and recovering a percentage of the costs associated with, special events, while improving the applicants, participants, and general public's overall experiences. The team anticipates implementing these recommendations will result in an expected recovery of approximately \$28,350.00 of costs previously covered by the City of Stillwater. This would be achieved through implementing a flat application fee of \$50, a late application fee of \$75, and a tiered cost recovery system. Each of these recommendations were applied to historical data to calculate the estimated costs that could have been recovered in past years, as shown in Table 16.

<b>2013</b>	<b>\$21,808.41</b>
<b>2014</b>	<b>\$32,710.43</b>
<b>2015</b>	<b>\$27,881.64</b>
<b>Estimated 2016</b>	<b>\$28,357.07</b>

**TABLE 16: HYPOTHETICAL HISTORICAL COSTS RECOVERED**

Using these three values given in Table 16, the team determined the expected amount that would be recovered in the 2016-2017 fiscal year. The same weights were used as in the previous sections, with a weight of 20 for 2013 data, 35 for 2014 data, and 45 for 2015 data. By applying these weights to the number of events held over in 2013, 2014, and 2015, 98 events are forecasted to occur in 2016.

### 5.1 PROCESS FLOW AND COMMUNICATION RECOMMENDATIONS

After speaking with the involved departments, past applicants, and conducting research, the team has identified some specific areas within the application process that could be improved, starting with the overall flow of the process. These changes include appointing a special event coordinator and sending the application to the Office of the City Manager prior to sending the

application to the involved departments. The team also recommends changing the process flow, departmental review process, and application form.

### **5.1.1 Changing the Process Flow**

The first recommendation of the team is to appoint a special event coordinator, who will serve as the designated liaison between the involved departments and the special event applicant. This individual would work to ensure that the application is properly filled out with all of the necessary attachments. Appointing a designated special event coordinator would give the applicant a central point of contact for any questions or concerns throughout the process, and serve to eliminate “answer hunting” between departments.

To assist in the effectiveness and efficiency of the process, the team recommends that once the special event application has been reviewed by the special event coordinator, the form next be sent to the Office of the City Manager, as discussed in section 4.1. By changing the order of review, this will help to eliminate events that do not have the support of the City Manager’s Office, as well as reducing the amount of time spent by involved departments reviewing an application for an event that does not ultimately get approval. Having the Office of the City Manager review the application early in the process will also ensure that they are fully aware of all special events taking place in the City of Stillwater.

#### **5.1.1.1 Departmental Application Review Recommendation**

While conducting departmental interviews, the team identified an issue of occasional miscommunication or hesitancy in communication between departments while reviewing a special event application, as discussed in section 4.1.1. To improve and better facilitate communication between the departments involved, the team recommends the use of scheduled, in-person meetings to review applications and discuss any issues or concerns identified within the application or proposed event. The applicant may or may not be involved on these meetings, depending on what is preferred and the size of the event. The team recommends that these meetings take place on a scheduled basis, and suggests having these meetings every other week during the peak seasons of special event planning identified in section 3.1.1. For non-peak

seasons, these meetings may be scheduled monthly or as needed. The team has spoken to the Police Chief, Parks and Recreation, and Emergency Management, who have all given positive feedback on the possibility of reviewing applications through scheduled meetings.

### **5.1.2 Special Event Application Recommendations**

To ensure that the application is clear and properly completed, the team recommends implementing the updated application form discussed in section 4.3 and included in Appendix J. This form should serve to put the majority of the necessary documentation on one document. The application has been updated from the draft created in 2014, but only minor changes have been made, since the application already covered the majority of needed changes in comparison with Special Event Temporary Street Closure & Traffic Control Request Form that is currently in place.

To avoid errors in completing the application, the team also recommends providing the applicant with guidelines on what is required for holding a special event (included in Appendix L). These guidelines will also serve to ensure that the applicant has completed all of the requirements prior to the event application being submitted, as well as provide a solid understanding of exactly what is required for an event to take place.

By providing application guidelines, applicant errors should be, thereby reducing the amount of time spent making revisions to the application. The team has also included a list of available facilities for holding a special event in Appendix K, so that the applicant has a complete understanding of what facilities and parks are available within the City of Stillwater for their proposed event.

## **5.2 FEE STRUCTURE AND BUDGETING RECOMMENDATIONS**

One of the main issues of concern associated with special events is the associated monetary cost incurred by the City of Stillwater. The team recommends creating an annual special event budget, implementing an application and late application fee, recovery costs via a tiered system, and standardizing costs associated with 5Ks through the implementation of designated 5K routes.

The combination of these changes should put the City of Stillwater in a place where they will not only know what is being spent where on special events, and also recoup costs in a way that could support more special events each year from the revenue incurred.

### **5.2.1 Special Event Budget**

The team recommends creating an annual special event budget, to be included in the overall budget for the 2016-2017 fiscal year. This budget would go towards covering costs such as traffic control, police, staffing, equipment, etc. associated with putting on special events. The budget should be based off the weighted average by month, explained in section 4.2.1.2, to provide a more clear method of tracking expenditures and determining the validity of the monthly weighted average totals. By using the weighted average by month, the estimated costs for the year were found to total \$148,593.21. The team recommends rounding this number to \$150,000, to provide both a small cushion for any differences and growth in special events numbers and support.

Keeping track of funds and expenditures in a single account will provide financial transparency and improved management of funding. If spending is greater than expected, the City may choose to scale back their support of events temporarily. Implementing this budget will also increase accountability between departments, requiring costs to be reported accurately and in a timely manner.

### **5.2.2 Application Fee**

In addition to the special event account and budget, the team also recommends implementing a flat application fee of \$50 for all applications submitted 30 days or more prior to the event taking place. This flat application fee would help the City to recoup costs, and also serve to help ensure that only applicants who are serious about having their special event apply. The Stillwater City Council and Office of the City Manager have expressed the desire to be capable of supporting additional special events throughout the year. A flat application fee allows the City to have a more solid understanding of what revenue may be generated and draft plans for using this revenue to support additional special events.

A flat fee was chosen over the other application fee options discussed in section 4.2.2 for several different reasons. The first reason is that a flat rate means that the application fee is not based on estimated numbers, such as cost and size. It also eliminates any possible perceptions of favoritism towards certain organizations, or unfair practices. A \$50 application fee was selected over the \$25 fee, to provide greater recovery of costs by the City of Stillwater.

While the team had investigated the possibility of waiving the application fee for not-for-profit organizations, it was later found that approximately 40-50% of special events within the City of Stillwater were put on by not-for-profit organizations. In addition, the team felt that there was a risk of confusion that could lead to feelings of unequal treatment if the fee was waived for not-for-profits, but not waived for events where all proceeds went to not-for-profit or charitable organizations.

#### **5.2.2.1 Late Application Fee**

The team also recommends the implementation of a late application fee. The late application fee will replace the normal application fee, for event applications submitted less than thirty days prior to the first day of the event. This fee, which the team recommends to be \$75, was found to be a common practice in several of the municipalities used for benchmarking. This late application fee in no way ensures that the event will be approved, but rather serves to assist in both the recovery of the costs of rushing the planning process and also to discourage applications being submitted late. Although the team had initially suggested having the late fee be double that of the application fee, a \$100 fee would likely discourage an organization from hosting special events in the future. This would be in direct contrast to what the City of Stillwater is trying to do in increasing their support of events and the number of annual events being held.

#### **5.2.3 Tiered Cost Recovery**

The team recommends implementing a tiered cost recovery system, as discussed in section 4.2.4. By implementing this system, the City of Stillwater will share special event costs with the

applicant and be able to support additional special events throughout the year. Historically, for 2013-2015 this would allow the City of Stillwater to cover an additional 12, 19, and 13 events.

An advantage to using tiered cost recovery is the fact that it is based off actual numbers totaled after the event has taken place, rather than estimations. The cost ranges are full recovery for events \$100 or less, and 20% recovery for events \$101-\$1000. Events ranging in cost from \$1,001-\$6,000 would pay 15% recovery fees, and events greater than \$6,000 would be expected to pay 10% of the total costs. Since the percentage of costs covered by the applicant decreases as the overall cost increases, this should protect the applicant from having to pay a greater percentage if costs increase into the next tier unexpectedly. By having the cost percentage covered by the client decrease as overall cost increases, the intention is that this will also serve to encourage larger events to take place, which benefit both the City and the business community.

To prepare the applicant for the tiered cost to be covered, the team recommends that the City provide the applicant with an initial estimation of costs once the application has been approved by all necessary parties. For a worst-case scenario example, an event that costs \$500 more than the estimated amount would result in a maximum increase of \$75 between ranges in the tiered cost recovery system. Events that cost a total of \$100 or less are expected to pay full recovery for their event. Should the event cost more than \$100, the City may wish to provide the following figures to assist the applicant in understanding what the tiered cost recovery amount for the special event will be. The X-axis represents the amount that the special event cost the City of Stillwater to support. From this axis, the graphed line represents the intersection of total special event costs and the amount of money the applicant is expected to pay, which is shown on the Y-axis.

**Cost Recovered for \$101-\$1,000:  
20% with \$100 Minimum**

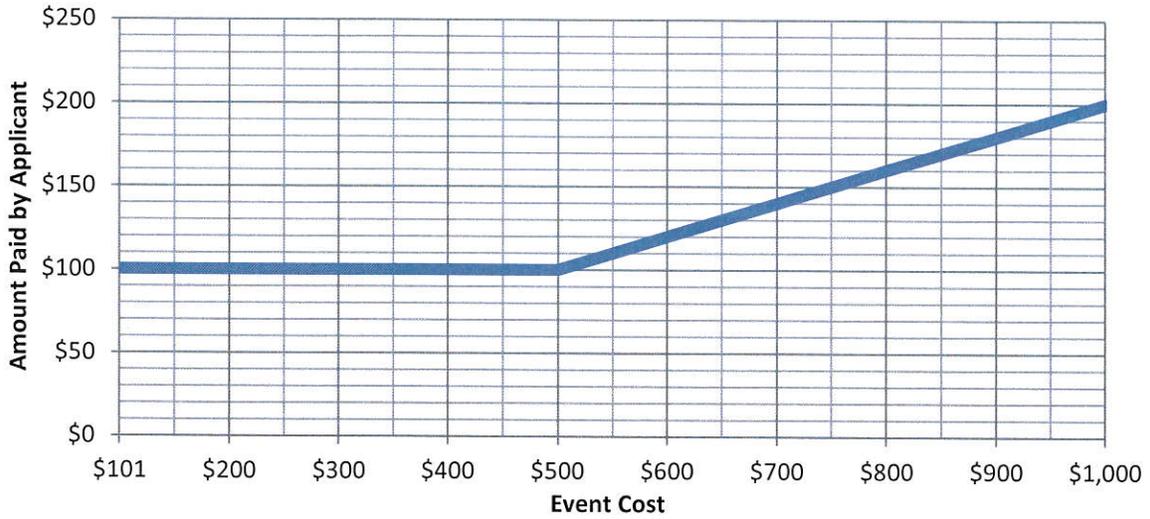


Figure 17: Tiered Cost Paid for Range 2

**Cost Recovered for \$1,001-\$6,000:  
15% Recovery**

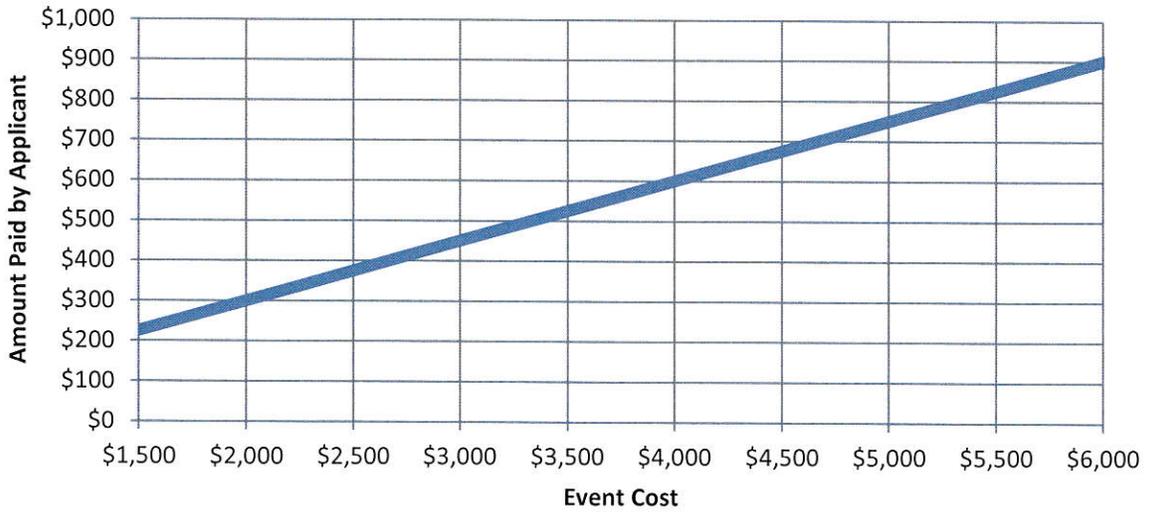


Figure 18: Tiered Cost Paid for Range 3

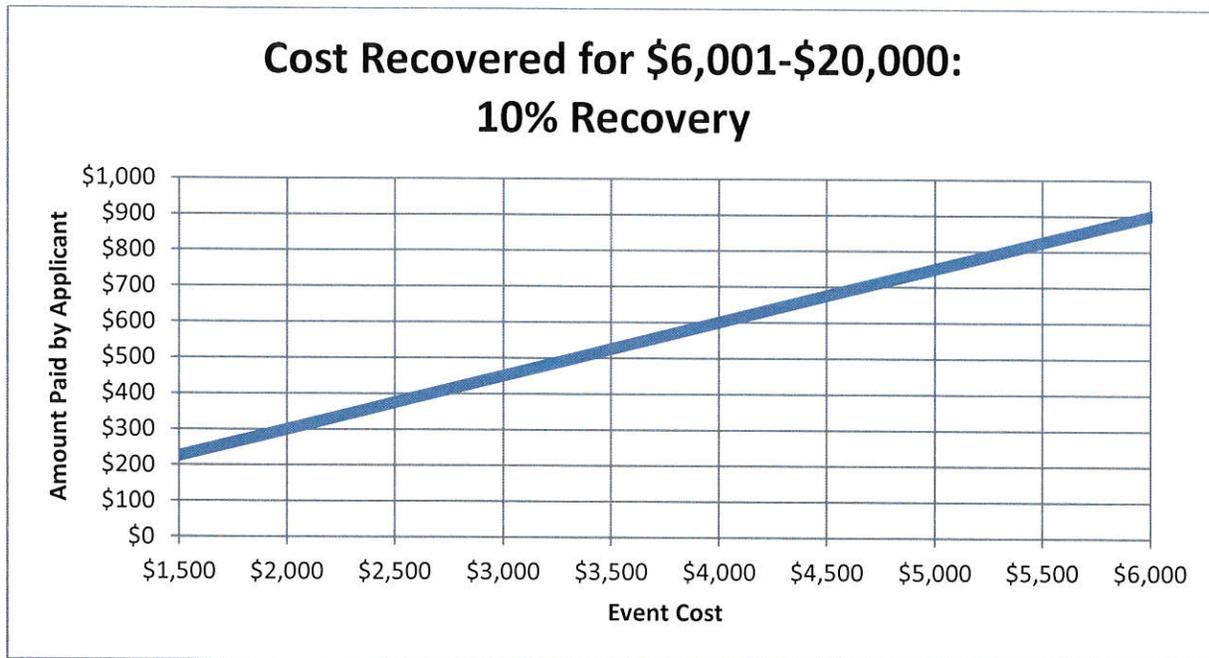


Figure 19: Tiered Cost Paid for Range 4

#### 5.2.4 Designated 5K Routes

The implementation of two designated 5K routes that could be selected for events that do not want to utilize the list of city parks or facilities to hold their event is a recommendation the team would like to see implemented. These routes utilized what events in the past years have used. The Department of Transportation estimates that the route shown in Figure # will cost roughly \$XXXX, while the route in Figure # will be around \$XXXX to implement for each event if they chose to utilize either. Based on historical data for 2013 and 2014, the average 5K event that required traffic control and/or police costs \$1,718.43. If event organizers chose a designated 5K route, this saves the City \$XXXX and assists in standardizing traffic control setup and costs.

WORK IN PROGRESS, waiting to hear back from the Department of Transportation.

#### 5.3 RECOMMENDATIONS FOR LATER IMPLEMENTATION

In the course of the project, there were instances where the team identified areas for improvement, but are not able to be implement them at this current time. Currently, the City of Stillwater is in the process of getting a new website, which is being formulated by a third party contractor. The team recommends that once this new website is up and running, the City move to

an electronic special event application, move to electronic sign-off of forms, and create an electronic community calendar.

By moving to an online, electronically submitted form, there would be a decrease in paperwork, greater flexibility in editing the form, and a database to store forms to refer back to for information. This would allow for better tracking of event application and planning status, and also provide a standardized method for reviewing applications. Sherry Fletcher with the Office of Marketing and Public Relations stated that an electronically submitted form was an available option with the current website. However, she was uncertain on whether the new website that will be implemented later this year will have this option, since the template has not been turned over to the City by the third party contractor. The team attempted to create an online template through the use of HTML coding, imprinting a Google Form onto a website using HTML coding, and providing a sample mock-up of preferred layout of the application through the use of a Drupal website. Unfortunately, the team was not able to use the Drupal website due to administrative issues and HTML coding did not fully simulate the application form the way that the team had anticipated.

Another suggestion would be to implement the use of electronic sign-off between the departments during the special event planning review process. Lengthy email chains would be eliminated. The sign-off, if implemented, would also need to have an area for questions, concerns, and recommendations, similar to the current form. The team has seen some instances of electronic sign-off being successfully implemented; for example, Oklahoma State University graduate and doctoral faculty and students must sign into a portal, where students can get approval for their progress from their academic advisors who can add comments and check a box to sign-off with the date it was approved.

Lastly, the team recommends that an electronic community calendar be created. To implement a community calendar, the team recommends the City utilize a Cloud service that has a calendar function, like Google Calendar or Microsoft Outlook Calendar. These two calendar functions described are free services that allow the multiple individuals to create a group calendar, in this case, a community calendar, that can be viewed and/or updated by those with whom it is shared.

Depending on the email service the City of Stillwater personnel utilize, there could be a calendar function that will allow for the creation of an internal group calendar.

This calendar would be a comprehensive reference of the special events that are taking place on a given day, and would include additional events occurring within the community and Oklahoma State University campus. It would be updated by the Special Event Coordinator once an event has been approved or completed. Additional department personnel will also have access to include large events that are also occurring within Payne County. Event organizers could possibly have access to view this calendar, but not have authority to edit or change any information. This would also assist the event organizer in scheduling, enabling them to not hold an event the same weekend that other larger events are occurring, and therefore, reducing the use of City personnel in setting up for multiple events in a given timespan.

# APPENDIX A – PROJECT PROPOSAL

CoS Special Event Planning

February 1, 2016

## An Investigation into Special Event Planning For The City of Stillwater, Oklahoma

**Project Sponsor/Point of Contact:**  
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### 1.0 Background

The City of Stillwater has requested an investigation into its special event planning process from an Industrial Engineering senior design team. Due to the multitude of types of special events, no standard procedure(s) have been set for the special event planning process.

In 2014, the City of Stillwater provided services for over 120 different special events. These events ranged from fun runs to parades to fire prevention week at local elementary schools. Many require traffic control, police, emergency management services, and additional personnel. The combined cost of planning, providing service, and staffing of these events totaled nearly \$170,000, which comes from the general operating budget rather than a special events budget.

Different application methods have been attempted in the past, but none have been able to adequately define or eliminate the ambiguity of what a special event may entail. This is partially due to the fact that there is no clear definition in place that outlines what is considered a special event. Additionally, the City of Stillwater does not formally track the process or flow of information between departments, nor does it utilize any particular form of paperwork for applicants to fill out to request services needed for their special event. There is no set person or office designated to handle special event applications, which often leads to applicants contacting various people until approval is received for the event, referred to by the city staff as "answer hunting". These areas of concern will be investigated by the team to determine potential solutions.

### 2.0 Problem Statement

The team has been asked to create a clear definition of what constitutes a special event and design an appropriate application process. The application process should originate from a designated point of contact, and follow a standardized sequence of steps. The team will also investigate the current fee structure and look into different ways of sharing and/or reducing the cost of the necessary equipment and staffing services.

## **An Investigation into Special Event Planning For The City of Stillwater, Oklahoma**

### **3.0 Anticipated Methodology**

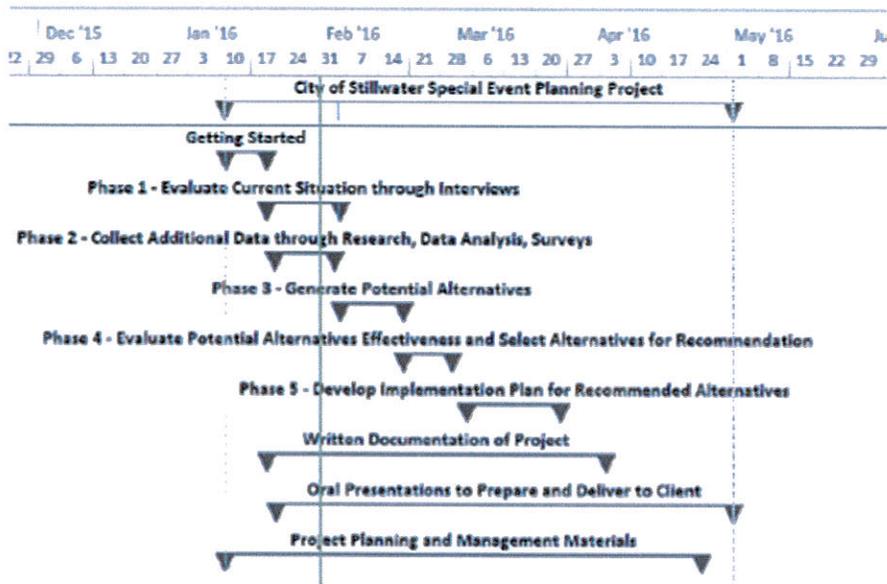
The team anticipates approaching the problem by interviewing the involved City of Stillwater personnel and departments who have executed or managed or have been impacted by special events. From there, the team will begin identifying potential solutions. This will be achieved through the use of the following:

- Map current state of special event planning process
- Identify potential areas for improvement within special event planning processes
- Survey previous special event applicants to determine what improvements can make process clearer for them
- Determine a clear definition of what a special event is based on City of Stillwater personnel input
- Research similar municipalities processes for special event planning
- Design application form
- Research document sharing methods currently used between departments at the City of Stillwater for special event planning. In addition to document sharing methods that could be used for more effective communication between departments, evaluate feasibility of implementing the recommended method
- Estimate costs and fees for future events
- Categorize and analyze all gathered process and event data

Once this data has been collected, the team will formulate potential process alternatives and determine their effectiveness. From this information, the team will develop a recommendation and implementation plan for the processing and fees for special events for the City of Stillwater.

## An Investigation into Special Event Planning For The City of Stillwater, Oklahoma

### 4.0 Anticipated Schedule



### 5.0 Anticipated Deliverables

The following is a list of deliverables to be provided by the team to the City of Stillwater by or at the conclusion of the project:

- A definition of what constitutes a special event
- A process flow by which all special events through the City of Stillwater should be planned and all necessary forms for the process, such as a special event permit, a contract, application forms, and any additional forms required
- Estimating method for costs or fees to fulfill the request for the event
- Develop a Special Events Permit
- Develop a potential contract template that defines roles, responsibilities, costs, and fees required for both the organizations requesting the event and the City of Stillwater

Presentation of findings and recommendations at the City Council on May 2<sup>nd</sup>, 2016 meeting

## An Investigation into Special Event Planning For The City of Stillwater, Oklahoma

### 6.0 Anticipated Benefits

The project team will provide analysis and recommendations to improve the special event planning processes of the City of Stillwater. This study should provide:

- A method for clear classification of special events
- Forms that will better document the process and reduce time taken to complete tasks
- Improved coordination between various departments involved in various steps throughout the processes
- A quicker and more efficient process to plan city services for special events
- A process to tentatively defined budget costs of city services needed for the event and allow the City of Stillwater to better set fees for future special events

### 7.0 Risks and Risk Mitigation Strategy

The team understands that risks and unforeseen complications may affect the project. Following are possible anticipated risks that could negatively affect the project completion schedule and/or the quality of the project and the ways in which the project sponsor will work to monitor or correct those risks, should they occur.

Risk	Risk Mitigation
Personnel unavailable due to other duties	Collect and provide team with secondary points of contact Team will request notice of scheduled vacation or expected absences periodically throughout the project and plan/schedule accordingly
Delayed release of data due to scheduling conflicts	Create set place where team may access electronic information Typical data exchange through Microsoft Office tools Team updated on status on first Friday of each month
Changes in project status	City will alert team of any scheduled changes or trials with respect to the special event process prior to occurrence, if possible, and include team in discussions of special event planning changes Timely discussions scheduled as needed

### An Investigation into Special Event Planning For The City of Stillwater, Oklahoma

**Endorsements** – Endorsement below acknowledges receipt and acceptance of the proposal of a Senior Design Team from Oklahoma State University's School of Industrial Engineering and Management. Project will be executed on a 'best effort' basis and no warranty is stated or implied. All modifications to this proposal shall be provided, in writing, to all signatories for approval and acceptance.

**On Behalf of Client Company, The City of Stillwater**



John McClenny, Director of Operations

2/8/16

Date

**On Behalf of Senior Design Team**



Megan Douglass



Jessica Robertson



Kimberly Seckbang

2/8/16

Date of Last Signature

## **APPENDIX B – SPECIAL EVENT TEMPORARY STREET CLOSURE & TRAFFIC CONTROL REQUEST FORM**

The Department of Transportation provided the request form used by special event for temporary street closure and traffic control. Currently, this is the only form used in the special event planning application process. Once the online special event application form is implemented, this street closure request form will not be used.

DRAFT



TRANSPORTATION DEPARTMENT

SPECIAL EVENT TEMPORARY STREET CLOSURE & TRAFFIC CONTROL REQUEST FORM

If you wish to request traffic control for a special event, you are required to submit the following information to the Transportation Department at least 30 days before the proposed event. Events that impact other residents/businesses will require written approval from those impacted.

Event Information	Today's Date: _____
	Event: _____
	Organization: _____
	Beginning Time/Date: _____
	Ending Time/Date: _____
	Event Coordinator: _____
	Telephone Number: <u>Daytime</u> _____ <u>Evening</u> _____ <u>email</u> _____

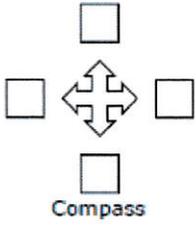
Have you discussed this closure with affected residents/businesses?  Yes  No  N/A  
Please provide written confirmation of resident/businesses contacted and method of contact.

Requested Action	Request for: <input type="checkbox"/> Partial Street Closure <input type="checkbox"/> Full Street Closure
	Please describe the requested action below and use map provided to identify closure(s) clearly or attach a written description with a detailed drawing of closure request. _____ _____ _____

<b>Approvals:</b>	<b>Special Conditions:</b>
Police _____	_____
Fire _____	_____
Traffic _____	_____
Transportation _____	_____
City Manager _____	_____

Please direct all inquires to:  
City of Stillwater Transportation Department, 723 S. Lewis, Stillwater, OK 74075  
Attention: Engineering Division / Telephone: 742-8263 / Fax: 742-8324

Rev 07/15/14



Street Name

Street Name

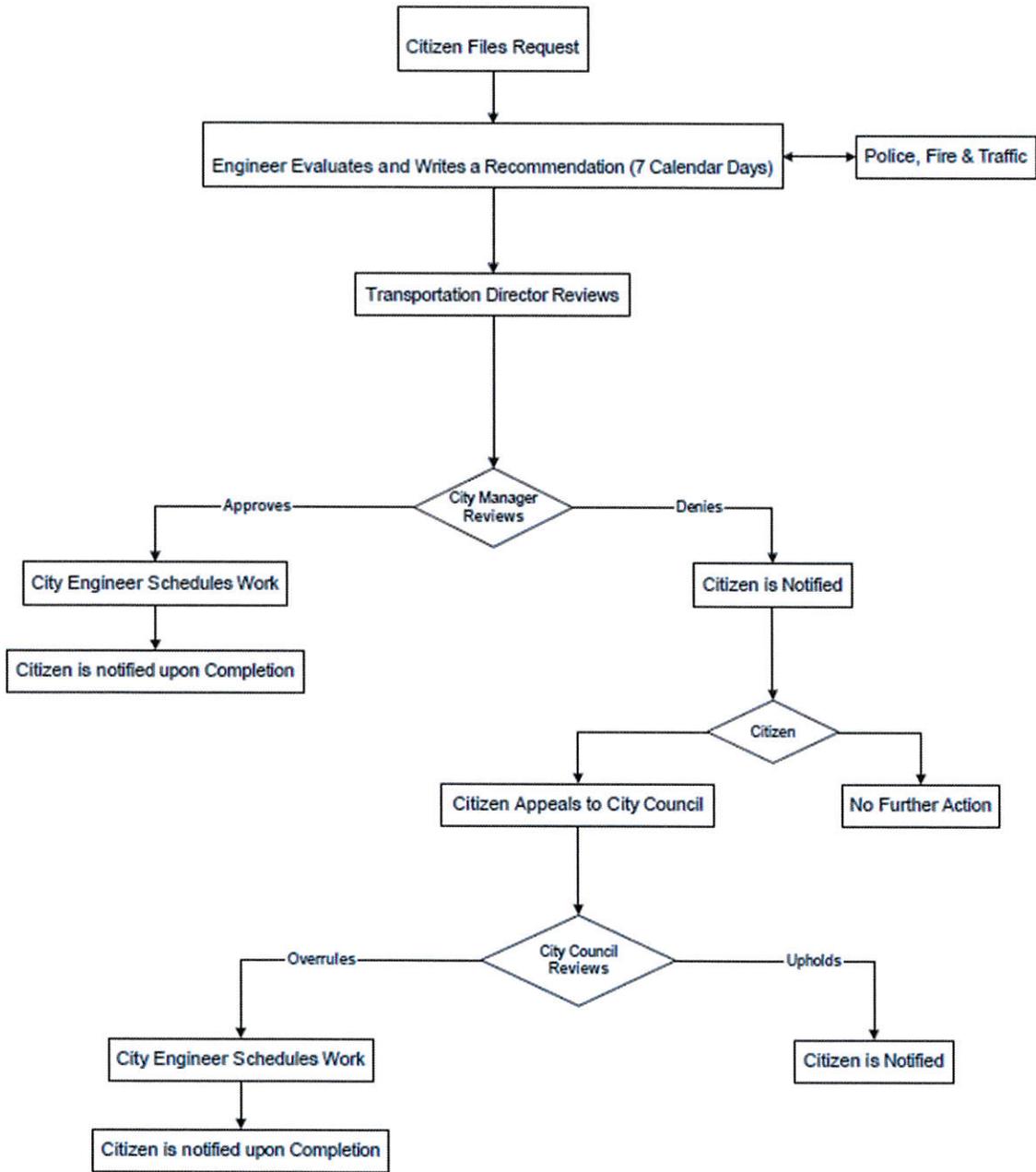
Street Name

**CITY OF STILLWATER  
SPECIAL EVENT TEMPORARY STREET CLOSURE  
&  
TRAFFIC CONTROL REQUEST PROCEDURE**

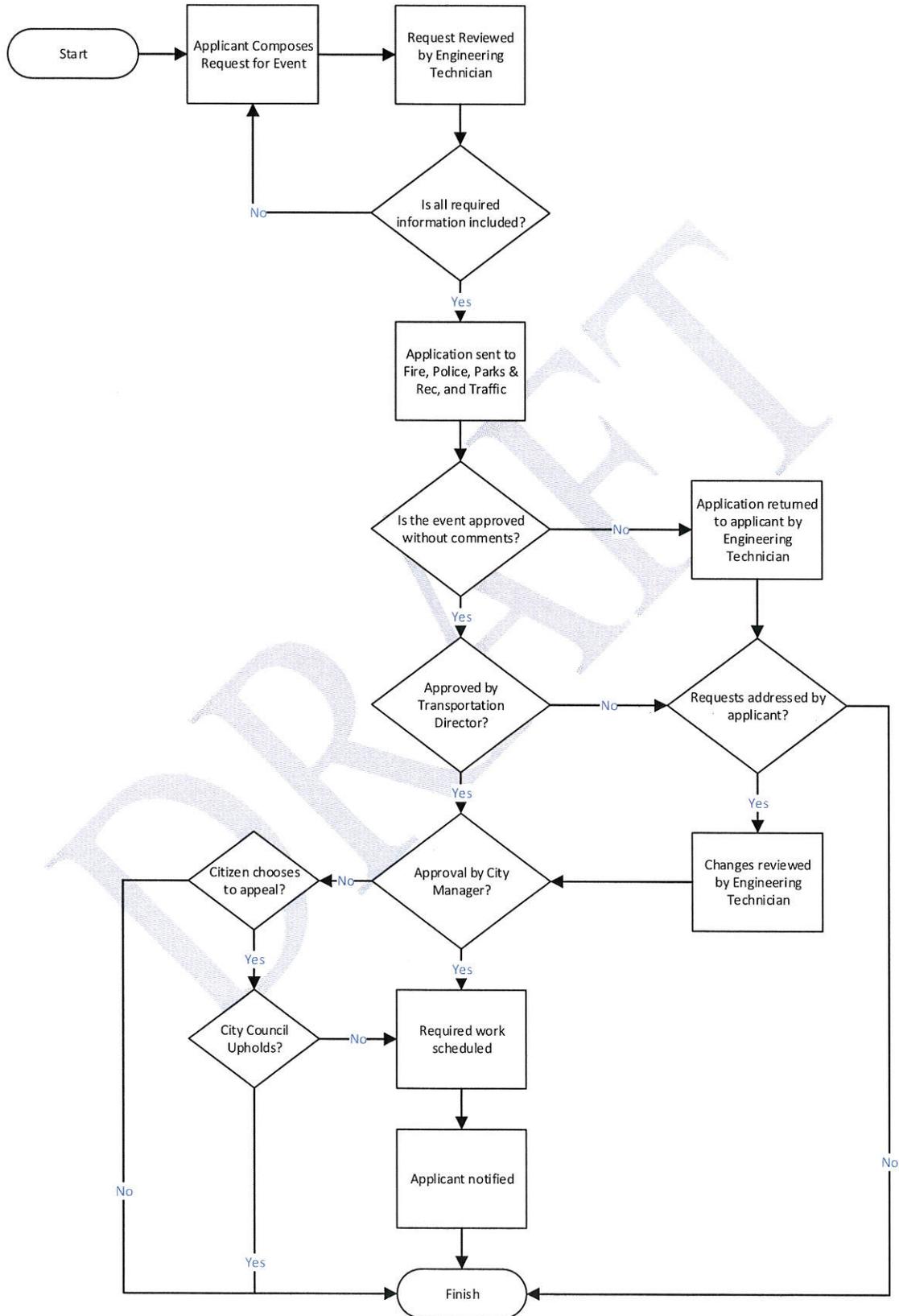
1. Special Event Temporary Street Closure & Traffic Control Request Form submitted to Engineering Division.  
Requester to provide Special Event Layout Plan including as applicable, stage , vendor, temporary electric drop poles, and written confirmation that all affected businesses and residents have been notified of the planed event.
2. The Engineering Division will forward completed Request to Police, Fire and Traffic for review, comments and approval within 7 calendar days.
3. Upon receipt of input from Police, Fire and Traffic, the Engineering Division will prepare a recommendation to the Transportation Director or will contact the requester to obtain additional information if needed to complete the evaluation and make a recommendation.
4. The Transportation Director will review the Request and the Engineering Division's recommendation within 7 calendar days and provide a recommendation to the City Manager.
5. The City Manager will review the Request, Transportation Director's recommendation within 7 calendar days.
  - a. If the City Manager approves the Request, work will be scheduled to implement the request.
  - b. If the City Manager denies the Request, the Engineering Division will notify the citizen of the denied request and reasons why it was not approved.
6. If the City Manager denies the Request, the City Manager's decision may be appealed to the City Council in writing through the Engineering Division. The aggrieved party must submit a written appeal within 10 calendar days after the citizen has been notified that the City Manager decided to uphold the denial of the request.
  - a. The City Council will review the Request and the Transportation Director's recommendation at the next available Council meeting.
  - b. If the City Council overrules the decision to deny, the form will be forwarded to Police, Fire and Traffic for review and approval within 7 calendar days. Upon receipt of approvals from Police, Fire and Traffic, work will be scheduled to implement the request.
  - c. If the City Council upholds the decision to deny, the Engineering Division will notify the citizen in writing of the denied request and reasons why it was not approved.

Rev 07/15/14

**City of Stillwater Special Event  
Traffic Management/Parking Request Procedure**



# APPENDIX C – INITIAL PROCESS FLOW CHART



## APPENDIX D – HISTORICAL DATA

Parks and Recreation provided cost breakdowns for special events that took place in 2013, 2014, and 2015. The team used this data as a basis for determining trends, forecasting, and investigating cost reduction options.

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## GLOSSARY OF COMMONLY USED ACRONYMS

<b>Glossary of Commonly Used Acronyms</b>	
<b><u>Acronym</u></b>	<b><u>Term</u></b>
BID	Business Improvement District
CoS	City of Stillwater
FD	Fire Department
FEMA	Federal Emergency Management Agency
MUTCD	Manual on Uniform Traffic Control Devices
OSU	Oklahoma State University
SEMA	Stillwater Emergency Management Agency
SFD	Stillwater Fire Department
SHS	Stillwater High School

## RECORD OF SPECIAL EVENTS IN 2013

Event Name	Organization	Date	Traffic Control Cost	Staff Cost	Police Cost	SEMA	Total Cost
Land Run 100	District Bicycles	3/9/13					0.00
Schools Out Extravaganza	3pts Karate	5/25/13					0.00
Super Poke Road Race 2	OSU Cycling Club	9/7/13					0.00
Brooklyns Block Party	Brooklyns	9/21/13					0.00
FD - Fire Prevention Week Pub-Ed	Methodist Day Care	10/15/13		29.92			29.92
FD - Fire Prevention Week Pub-Ed	First Christian Church Day Care	10/9/13		41.57			41.57
FD - Fire Prevention Week Pub-Ed	St. Francis Xavier Day Care	10/11/13		43.43			43.43
FD - Pub-Ed	Wondertorium	10/17/13		44.02			44.02
FD - Fire Prevention Week Pub-Ed	Kids Under Construction	10/8/13		48.49			48.49
3rd Annual Celebrate the Survivors Spirit	Wings of Hope	4/27/13	-	50.00			50.00
Picnic at the Park	Stillwater Radio	6/14/13	-	50.00			50.00
FD - Fire Prevention Week Pub-Ed	SFD (Richmond)	10/9/13		55.87			55.87
FD - Homecoming Inspection meeting	SFD	9/10/13		62.92			62.92
FD - Rides to School for FPW winners	SFD	11/15/13		63.12			63.12
FD - Fire Prevention Week Pub-Ed	Sangre Ridge Cub Scouts	10/14/13		64.66			64.66
FD - Fire Prevention Week Pub-Ed	Stillwater Head Start	10/11/13		74.37			74.37
FD - Pub-Ed	Stillwater High School Carnival	4/4/13		74.66			74.66
FD - Fire Prevention Week Pub-Ed	Presbyterian Church Day Care	10/7/13		80.63			80.63
FD - Fire Prevention Week Pub-Ed	Stillwater Head Start	10/9/13		80.63			80.63
FD - Fire Prevention Week Pub-Ed	Renaissance Day Care	10/3/13		83.66			83.66
FD - Fire Prevention Week Pub-Ed	Stillwater Public Library	10/11/13		83.79			83.79
FD - Fire Prevention Week Pub-Ed	First United Methodist Day Care	10/9/13		91.70			91.70
Ride to Worship	Steve Axtell	6/8/13	-	100.00			100.00
FD - Fire Prevention Week Pub-Ed	SFD (Highland Park Elem.)	10/8/13		104.20			104.20
FD - Fire Prevention Week Pub-Ed	Oak Tree Academy Day Care	9/30/13		114.61			114.61
Community Shred Event	CoS	1/26/13	-	116.00			116.00
FD - Pub-Ed	Wondertorium	8/22/13		117.14			117.14
FD - Rides to School for FPW winners	SFD	11/20/13		129.22			129.22
FD - Pub-Ed	SMC Safety Fair	10/15/13		149.54			149.54
St. Francis Xavier Church VBS	St. Francis Xavier Church	7/15/13	152.72	-			152.72
Fall Carnival St. Francis	St. Francis St. John Preschool	10/31/13	152.72	-			152.72
FD - Pub-Ed	Sangre Ridge Elementary	5/17/13		156.90			156.90
Juke Joint Jog	Eskimo Joes	9/21/13		-	200.00		200.00
FD - Fire Prevention Week Pub-Ed	SFD (Wal-Mart)	10/11/13		249.48			249.48
FD - Pub-Ed	Elks Lodge Safety Awareness	10/27/13		338.44			338.44
FD - Homecoming Inspections	OSU	10/16/13		339.29			339.29
FD - OSU Homecoming Safety Meeting	OSU Alumni	8/21/13		349.46			349.46
FD - Pub -Ed	Halloween Fest	10/29/13		357.57			357.57
Stillwater Trash Off	CoS	4/1/13	-	385.00			385.00
Lights on Stillwater	OSU	8/21/13	-	-	400.00		400.00

## RECORD OF SPECIAL EVENTS IN 2013 (CONTINUED)

Event Name	Organization	Date	Traffic Control Cost	Staff Cost	Police Cost	SEMA	Total Cost
FD - Fire Prevention Week Pub-Ed	SFD (Wal-Mart)	10/9/13		412.64			412.64
FD - Career Paths	Meridian Tech	12/4/13		465.96			465.96
Super Poke Road Race 2	OSU Cycling Club	9/8/13	436.76	50.00			486.76
FD - Leadership Stillwater Presentation	SFD	10/4/13		499.23			499.23
FD - Homecoming Inspections	OSU	10/17/13		565.49			565.49
Friends of the Library Book Sale	CoS	4/16/13	-	600.00			600.00
Friends of the Library Book Sale	CoS	9/26/13	-	600.00			600.00
Elks Blazathon	Stillwater Elks Lodge	4/6/13	604.28	-			604.28
FD - Fire Prevention Week Pub-Ed	SFD (Lowes Burn Cells)	10/12/13		608.06			608.06
Downtown Car and Bike Show	CoS	4/19/13	555.26		200.00		755.26
Household Hazardous Waste Collection	CoS	5/1/13	-	770.00			770.00
Household Hazardous Waste Collection	CoS	11/1/13	-	770.00			770.00
FD - Back to School Safety Campaign	SFD	8/20-22/2013		797.93			797.93
Read Local Author Fair	CoS	10/26/13	-	830.00			830.00
Downtown Christmas Parade	BID	12/5/13		176.00	200.00	561.57	937.57
Downtown Stillwater Bike Night	CoS	4/2/13	701.79		480.00		1,181.79
Downtown Stillwater Bike Night	CoS	5/7/13	701.79		480.00		1,181.79
Downtown Stillwater Bike Night	CoS	6/4/13	701.79		480.00		1,181.79
Downtown Stillwater Bike Night	CoS	7/2/13	701.79		480.00		1,181.79
Downtown Stillwater Bike Night	CoS	8/6/13	701.79		480.00		1,181.79
Downtown Stillwater Bike Night	CoS	9/6/13	701.79		480.00		1,181.79
Krazy Days Picnic 9th Avenue	CoS	7/18/13	282.07	1,062.00			1,344.07
Krazy Days Picnic 9th Avenue	CoS	7/19/13	282.07	1,062.00			1,344.07
Payne County Free Fair	Payne County	8/30/13	-	-		2,252.78	2,252.78
FD - Fire Prevention Week Pub-Ed	SFD (Stillwater Public Schools)	10/7-9/2013		2,700.30			2,700.30
Remember the Ten Run	OSU	4/20/13	2,884.47	-			2,884.47
OSU Staging Area/Homecoming Parade	OSU	10/19/13		-	1,500.00	1,550.20	3,050.20
Halloween Festival	CoS	10/29/13	1,056.14	1,955.76	400.00	256.19	3,668.09
One Book One Community	CoS	2/27/13	-	4,154.00			4,154.00
OSU Walk Around	OSU	10/18/13	-	-	1,800.00	3,100.60	4,900.60
OSU Game Day	OSU	9/14/13	1,062.97	-	4,083.00		5,145.97
OSU Game Day	OSU	10/5/13	1,062.97	-	4,083.00		5,145.97
OSU Game Day	OSU	10/19/13	1,062.97	-	4,083.00		5,145.97
OSU Game Day	OSU	11/9/13	1,062.97	-	4,083.00		5,145.97
OSU Game Day	OSU	11/23/13	1,062.97	-	4,083.00		5,145.97
OSU Game Day	OSU	12/7/13	1,062.97	-	4,083.00		5,145.97
Boomer Blast	CoS	7/4/13	1,336.04	7,020.00	1,200.00	928.06	10,484.10
36th Annual Arts Festival	CoS	4/19/13	938.59	8,726.00	1,000.00		10,664.59
Special Olympics Summer Games	Special Olympics Oklahoma	5/8/13	8,618.36	9,204.00			17,822.36
<b>Total Cost by Department</b>			<b>27,888.04</b>	<b>47,159.66</b>	<b>34,278.00</b>	<b>8,649.40</b>	<b>117,975.10</b>

## RECORD OF SPECIAL EVENTS IN 2014

Event Name	Organization	Date	Traffic Control Cost	Staff Cost	Police Cost	SEMA	Total Cost
FD -Fire Prevention Week Pub-Ed	St. Francis Xavier Day Care	10/6/14	-	31.05			31.05
FD -Fire Prevention Week Pub-Ed	Renaissance Day Care	10/30/14	-	41.02			41.02
FD -Fire Prevention Week Pub-Ed	Highland Park Elementary	10/14/14	-	41.89			41.89
FD -Pub-Ed (Firewise Presentation)	OSU Ollies	2/11/14	-	41.95			41.95
FD -Pub-Ed (Firewise Presentation)	Noon Kiwana's	8/5/14	-	41.95			41.95
FD -Fire Prevention Week Pub-Ed	First Presbyterian Day Care	10/6/14	-	43.43			43.43
FD -Fire Prevention Week Pub-Ed	Kids World Day Care	10/9/14	-	43.43			43.43
FD -Fire Prevention Week Pub-Ed	SFD (Westwood Elementary)	10/6/14	-	48.49			48.49
Judith Karman Hospice 5K	Judith Karman Hospice	1/20/14	-	50.00			50.00
Polar Plunge	Special Olympics OK	2/1/14	-	50.00			50.00
Kick up Your Heels Relay Events	Wings of Hope	4/5/14	-	50.00			50.00
Run for the Thin Blue Lin	OKCOPS	4/12/14	-	50.00			50.00
Big Brothers / Big Sisters 5K	Alpha Sigma Phi	4/13/14	-	50.00			50.00
Dise Golf Tournament	OSU Intramurals	4/18/14	-	50.00			50.00
Cub Scout Push Car Race	Boy Scouts	4/26/14	-	50.00			50.00
AHA / YMCA 5K	Am. Heart Assoc / YMCA	5/3/14	-	50.00			50.00
Ride of Silence	Red Dirt Pedalers	5/21/14	-	50.00			50.00
KGFY's Picnic in the Park	Stw Radio Group	5/30/14	-	50.00			50.00
Nature Camp	Sierra Club	6/2/14	-	50.00			50.00
George Berry Tennis Tournament	Stw Tennis Assoc	6/14/14	-	50.00			50.00
Tulsa Walking Club 5K	Tulsa Walking Club	6/21/14	-	50.00			50.00
Chicken Wings of Hope	Wings of Hope	6/21/14	-	50.00			50.00
Light the Night 5K	Sutton Shops	8/9/14	-	50.00			50.00
OSU PanHellenic Recruitment Bid Day	OSU	8/11/14	-	50.00			50.00
Ruck for 22 5K	Bob Evans	9/21/14	-	50.00			50.00
MS Walk	National MS Society	10/11/14	-	50.00			50.00
Color of Hope Run/Walk	Stw Life Services	10/11/14	-	50.00			50.00
OSU - NSSLHA 5K	OSU - NSSLHA	11/1/14	-	50.00			50.00
Color Splash Dash	Cytic Fibrosis Foundation	11/8/14	-	50.00			50.00
1-179 IN BN 5K	Michael Davis	11/15/14	-	50.00			50.00
FD -Pub-Ed	Westwood Elementary	9/8/14	-	60.68			60.68
FD -Fire Prevention Week Pub-Ed	Renaissance Day Care	10/10/14	-	64.66			64.66
FD -Fire Prevention Week Pub-Ed	Stillwater Public Library	10/13/14	-	64.66			64.66
FD -Fire Prevention Week Pub-Ed	Covenant Day Care	10/9/14	-	71.11			71.11
FD -Fire Prevention Week Pub-Ed	SFD ( Richmond Elementary)	10/8/14	-	72.99			72.99
FD -Payne Co. Fair Booth	SFD	8/27/14	-	79.80			79.80
FD -Payne Co. Fair Booth	SFD	8/28/14	-	79.80			79.80
FD -Fire Prevention Week Pub-Ed	FUMC Preschool	10/8/14	-	80.63			80.63

## RECORD OF SPECIAL EVENTS IN 2014 (CONTINUED)

Event Name	Organization	Date	Traffic Control Cost	Staff Cost	Police Cost	SEMA	Total Cost
FD -Fire Prevention Week Pub-Ed	SFD (Will Rogers Elementary)	10/8/14	-	83.79			83.79
FD -Fire Prevention Week Pub-Ed	SFD (Skyline Elementary)	10/7/14	-	86.89			86.89
FD -Fire Prevention Week Pub-Ed	Oak Tree Academy Day Care	9/29/14	-	94.81			94.81
FD -Fire Prevention Week Pub-Ed	Stillwater Public Library	10/13/14	-	94.81			94.81
Ride to Worship	Steve Axtell	6/14/14	-	100.00			100.00
Stw Amateur Radio Club	Bill Pendleton	6/28/14	-	100.00			100.00
Tiny Paws Garage Sale	Tiny Paws Kitten Rescue	9/27/14	-	100.00			100.00
Stw Bible Read-a-Thon	Nathan Springer	9/29/24	-	100.00			100.00
Community Shred Event	CoS	1/25/14	-	116.00			116.00
FD -Fire Prevention Week Pub-Ed	Stillwater Public Library	10/10/14	-	124.73			124.73
FD -Pub -Ed	Old Navy Safety Day	9/20/14	-	139.66			139.66
FD -Homecoming Inspectons	OSU	10/23/14	-	142.84			142.84
FD -Pub-Ed	Sangre Elementary	5/16/14	-	161.64			161.64
FD -Pub-Ed and Standby	Heart Walk Boomer Lake	5/3/14	-	167.34			167.34
FD -Pub -Ed	Downtown Car Show	9/20/14	-	179.37			179.37
FD -Pub-Ed	Payne Co. Fairgrds. Safety Expo	7/1/14	-	184.48			184.48
St. Francis Xavier VBS	St. Francis Xavier Parish	6/16/14	152.72	50.00			202.72
St. Francis Xavier Fall Festival	St. Francis Xavier Parish	10/30/14	152.72	50.00			202.72
FD -OSU Homecoming Safety Meeting	OSU	8/21/14	-	232.98			232.98
FD -Fire Prevention Week Pub-Ed	Wal-Mart	10/10/14	-	232.98			232.98
FD -Homecoming Inspections	OSU	10/24/14	-	314.62			314.62
First Baptist Church Block Party	First Baptist Church	6/21/14	282.07	50.00			332.07
Student Street Party	OSU Museum of Art	8/21/14	282.07	50.00			332.07
FD -Pub-Ed	Lake McMurry	3/29/14	-	347.56			347.56
FD -Back to School Safety Campaign	SFD	8/19/14	-	363.85			363.85
Stillwater Emergency Preparedness Fair	rch of Jesus Christ of Latter Day Sa	4/26/14	346.98	50.00			396.98
Stillwater Trash Off	CoS	4/12/14	-	415.00			415.00
FD -Pub-Ed	Halloween Fest	10/28/14	-	433.14			433.14
Multi Arts Bike O Rama	Multi Arts	5/18/14	399.76	50.00			449.76
Lights on Stillwater	OSU	8/20/14	-	50.00	400.00		450.00
FD -Boomer Blast	City of Stillwater	7/4/14	-	472.88			472.88
FD -Fire Prevention Week Pub-Ed	Lowe's	10/9/14	-	493.65			493.65
Finding Center Conference	OSU ASLA	4/11/14	256.67	255.00			511.67
SpeedWheel	Oklahoma FreeWheel	6/11/14	436.76	105.00			541.76
Walk N Wag 5k Doggie Dash	Humane Society	5/3/14	553.89	50.00			603.89
Orphan Run	Chi Omega	3/29/14	557.82	50.00			607.82
Blazathon	Elks Lodge	4/4/14	604.28	50.00			654.28
SHS Home Football	SHS	9/5/14	619.72	50.00			669.72

## RECORD OF SPECIAL EVENTS IN 2014 (CONTINUED)

Event Name	Organization	Date	Traffic Control Cost	Staff Cost	Police Cost	SEMA	Total Cost
SHS Home Football	SHS	9/19/14	619.72	50.00			669.72
SHS Home Football	SHS	10/3/14	619.72	50.00			669.72
SHS Home Football	SHS	10/16/14	619.72	50.00			669.72
SHS Home Football	SHS	10/31/14	619.72	50.00			669.72
SHS Home Football	SHS	11/7/14	619.72	50.00			669.72
SHS Home Football	SHS	11/14/14	619.72	50.00			669.72
Friends of the Library Book Sale	CoS	4/24/14	-	700.00			700.00
Friends of the Library Book Sale	CoS	9/25/14	-	700.00			700.00
Household Hazardous Waste Collection	CoS	5/1/14	-	770.00			770.00
Household Hazardous Waste Collection	CoS	11/1/14	-	770.00			770.00
Land Run 100	District Bicycles	3/15/14	721.20	50.00			771.20
Juke Joint Jog	Eskimo Joes	9/20/14	549.84	50.00	200.00		799.84
FreeWheel	Oklahoma FreeWheel	6/12/14	928.65	105.00			1,033.65
Read Local Author Fair	CoS	10/11/14	-	1,133.00			1,133.00
Lion Share Challenge 5K	Alpha Delta Pi	4/26/14	1,253.08	50.00			1,303.08
Downtown Car and Bike Show	CoS	4/20/14	555.26	1,077.96	200.00		1,833.22
Downtown Stillwater Bike Night	CoS	4/19/14	701.79	793.48	480.00		1,975.27
Downtown Stillwater Bike Night	CoS	5/6/14	701.79	793.48	480.00		1,975.27
Downtown Stillwater Bike Night	CoS	6/3/14	701.79	793.48	480.00		1,975.27
Downtown Stillwater Bike Night	CoS	7/1/14	701.79	793.48	480.00		1,975.27
Downtown Stillwater Bike Night	CoS	8/5/14	701.79	793.48	480.00		1,975.27
Payne County Free Fair	Payne County	8/30/14	-	-		2,252.78	2,252.78
FD -Fire Prevention Week Pub-Ed	SFD (Stillwater Public Schools)	10/6/14	-	2,653.11			2,653.11
Christmas Parade	Collette Campbell	12/4/14	1,955.30	176.00	200.00	561.57	2,892.87
Remember the Ten Run	OSU	4/19/14	2,884.47	55.00			2,939.47
One Book One Community	CoS	2/3/14	-	3,000.00			3,000.00
Friday Food Trucks and Tunes	CoS	5/16/14	860.72	1,794.17	480.00		3,134.89
Friday Food Trucks and Tunes	CoS	6/20/14	860.72	1,794.17	480.00		3,134.89
Friday Food Trucks and Tunes	CoS	7/18/14	860.72	1,794.17	480.00		3,134.89
Friday Food Trucks and Tunes	CoS	8/15/14	860.72	1,794.17	480.00		3,134.89
Friday Food Trucks and Tunes	CoS	9/19/14	860.72	1,794.17	480.00		3,134.89
Halloween Festival	CoS	10/28/14	1,056.14	2,010.76	400.00	256.19	3,723.09
OSU Homecoming Parade	OSU	10/25/14	776.15	50.00	1,500.00	1,550.20	3,876.35
OSU Game Day	OSU	10/4/14	729.99	50.00	4,083.00		4,862.99
OSU Walkaround	OSU	10/24/14	-	50.00	1,800.00	3,100.60	4,950.60
Scorcher Half Marathon	Junior Service League	6/8/14	3,983.68	500.00	480.00		4,963.68
OSU Game Day	OSU	9/13/14	1,028.14	50.00	4,083.00		5,161.14
OSU Game Day	OSU	9/25/14	1,115.73	50.00	4,083.00		5,248.73

Event Name	Organization	Date	Traffic Control Cost	Staff Cost	Police Cost	SEMA	Total Cost
OSU Game Day	OSU	11/15/14	1,115.73	50.00	4,083.00		5,248.73
OSU Game Day	OSU	10/25/14	1,160.33	50.00	4,085.00		5,295.33
OSU Game Day	OSU	9/6/14	1,227.92	50.00	4,083.00		5,360.92
Boomer Blast	CoS	7/4/14	1,336.04	7,130.00	1,200.00	928.06	10,594.10
37th Annual Arts Festival	CoS	4/20/14	938.59	8,826.00	1,000.00		10,764.59
MESO Lineworkers Rodeo	CoS	10/2/14	259.53	13,110.00			13,369.53
Special Olympics Summer Games	Special Olympics	5/14/14	8,618.36	9,204.00		2,384.94	20,207.30
Total Cost by Department			48370.5	73,909.64	36680	11034.3	169,994.44

## RECORD OF SPECIAL EVENTS IN 2015

Event Name	Organization	Date	Traffic Control Cost	Staff Cost	Police Cost	SEMA	Total Cost
Polar Plunge	Special Olympics Oklahoma	2/7/15		50.00			50.00
SMAC 5K	Stillwater High School	3/7/15		50.00			50.00
Land Run 100	District Bicycles	3/14/2015	721.20	50.00			771.20
Greek Discovery Day/ Alpha Gamma Rho Band	Infraternity Council/ Alpha Gama Rho	3/28/2015		50.00			50.00
Stillwater Young Life 5K	Stillwater Young Life	3/28/15		50.00			50.00
Easter Egg Drop	Grace Missionary Baptist Church	4/4/15	500	300.00			800.00
Run for the Thin Blue Line	OKCOPS	4/11/15		50.00			50.00
Engineers Without Borders 5K	Mission of Hope	4/12/15		50.00			50.00
Disc Golf Tournament	OSU Intramural Sports	4/17/15		100.00			100.00
Remember the Ten Run 5K & 10K	Remember the Ten	4/18/2015	2,884.47	55.00			2,939.47
Healthy Kids Day	YMCA	4/25/15		50.00			50.00
Bob Childers Cypsy Café Music Festival	Eskimo Joes/ Red Dirt Relief Fund	4/29/2015		50.00			50.00
Walk 'n Wag	Humane Society	5/2/15		50.00			50.00
Downtown Stillwater Bike Night (6 Events)	Riders of Stillwater/ BID	5/5/2015	701.79	793.48	480.00		1,975.27
Case for Kids	Payne County Leadership Class V	5/6/2015		50.00			50.00
Special Olympics Summer Games	Special Olympics Oklahoma	5/13/2015	8,618.36	9,204.00		2,384.94	20,207.30
Fridays, Food Trucks & Tunes	BID	5/15/2015	860.72	1,794.17	480.00		3,134.89
NOC Nursing 5K	Stillwater SNA	5/16/15		50.00			50.00
A Case For Kids	PCLC Class 5 (Paula Dennison)	5/30/15		50.00			50.00
Downtown Stillwater Bike Night (6 Events)	Riders of Stillwater/ BID	6/2/2015	701.79	793.48	480.00		1,975.27
Scorcher Half Marathon & 5k	Junior Service League	6/7/2015	1,000.00	500.00	480.00		1,980.00
Fridays, Food Trucks & Tunes	BID	6/19/2015	860.72	1,794.17	480.00		3,134.89
Vacation Bible School	St. Francis Xavier	6/22/2015	152.72	50.00			202.72
Boomer Blast	City of Stillwater	7/4/2015	1,336.04	7,130.00	1,200.00	928.06	10,594.10
Downtown Stillwater Bike Night (6 Events)	Riders of Stillwater/ BID	7/7/2015	701.79	793.48	480.00		1,975.27
Fridays, Food Trucks & Tunes	BID	7/17/2015	860.72	1,794.17	480.00		3,134.89
Take the Plunge	Stillwater Life Services	7/29/2015		50.00			50.00
Downtown Stillwater Bike Night (6 Events)	Riders of Stillwater/ BID	8/4/2015	701.79	793.48	480.00		1,975.27
Panhellenic Sorority Recruitment Bid Day	OSU Panhellenic	8/10/2015		50.00			50.00
Lights on Stillwater	OSU Student Government Association	8/19/2015		50.00	400.00		450.00
Fridays, Food Trucks & Tunes	BID	8/21/2015	860.72	1,794.17	480.00		3,134.89
Stillwater Color Splash Dash	Cystic Fibrosis Foundation	8/29/15		50.00			50.00
Downtown Stillwater Bike Night (6 Events)	Riders of Stillwater/ BID	9/1/2015	701.79	793.48	480.00		1,975.27
Member Appreciation Cookout	Stillwater Chamber of Commerce	9/10/15		200.00			200.00
Fridays, Food Trucks & Tunes	BID	9/11/2015	860.72	1,794.17	480.00		3,134.89
OSU Game Day	OSU	9/12/2015	1,028.14	50.00	4,083.00		5,161.14
Parking Day	OSU Landcape Architecture Program	9/17/2015		50.00			50.00
Fridays, Food Trucks & Tunes	BID	9/18/2015	860.72	1,794.17	480.00		3,134.89
Warriors for Freedom	Red Dirt Military Moms	9/19/15		50.00			50.00
OSU Game Day	OSU	9/19/2015	1,028.14	50.00	4,083.00		5,161.14
Walk for Apraxia	Haly Hammock	9/26/15		50.00			50.00
FD -Fire Prevention Week Pub-Ed	St. Francis Xavier Day Care	10/1/2015	-	31.05			31.05
FD -Fire Prevention Week Pub-Ed	First Presbyterian Day Care	10/2/2015	-	43.43			43.43
Fridays, Food Trucks & Tunes	BID	10/2/2015	860.72	1,794.17	480.00		3,134.89
FD -Fire Prevention Week Pub-Ed	SFD (Westwood Elementary)	10/3/2015	-	48.49			48.49
OSU Game Day	OSU	10/3/2015	1,028.14	50.00	4,083.00		5,161.14
FD -Fire Prevention Week Pub-Ed	SFD (Stillwater Public Schools)	10/4/2015	-	2,653.11			2,653.11
FD -Fire Prevention Week Pub-Ed	SFD (Skyline Elementary)	10/5/2015	-	86.89			86.89
FD -Fire Prevention Week Pub-Ed	SFD (Richmond Elementary)	10/6/2015	-	72.99			72.99
Downtown Stillwater Bike Night (6 Events)	Riders of Stillwater/ BID	10/6/2015	701.79	793.48	480.00		1,975.27
FD -Fire Prevention Week Pub-Ed	FUMC Preschool	10/7/2015	-	80.63			80.63
FD -Fire Prevention Week Pub-Ed	SFD (Will Rogers Elementary)	10/8/2015	-	83.79			83.79
FD -Fire Prevention Week Pub-Ed	Kids World Day Care	10/9/2015	-	43.43			43.43
FD -Fire Prevention Week Pub-Ed	Covenant Day Care	10/10/2015	-	71.11			71.11
Juke Joint Jog	Eskimo Joes/ United Way	10/10/2015	549.84	50.00	200.00		799.84
Downtown Car and Bike Show	BID	10/10/2015	860.72	1,794.17			2,654.89
FD -Fire Prevention Week Pub-Ed	Lowes	10/11/2015	-	493.65			493.65
FD -Fire Prevention Week Pub-Ed	Renaissance Day Care	10/12/2015	-	64.66			64.66
FD -Fire Prevention Week Pub-Ed	Stillwater Public Library	10/13/2015	-	124.73			124.73
FD -Fire Prevention Week Pub-Ed	Wal-Mart	10/14/2015	-	232.98			232.98
Stillwater March for Babies	March of Dimes	10/17/2015		50.00			50.00
Homecoming Walk Around	OSU Alumni Association	10/23/2015	-	50.00	1,800.00	3,100.60	4,950.60
OSU Sea of Orange Homecoming Parade	OSU Alumni Association	10/24/2015	776.15	50.00	1,500.00	1,550.20	3,876.35
OSU Game Day	OSU	10/24/2015	1,028.14	50.00	4,083.00		5,161.14
2015 Halloween Festival	City of Stillwater	10/27/2015	1,056.14	2,010.76	400.00	256.19	3,723.09

## RECORD OF SPECIAL EVENTS IN 2015 (CONTINUED)

Event Name	Organization	Date	Traffic Control Cost	Staff Cost	Police Cost	SEMA	Total Cost
St. Francis All Saints Carnival	St. Francis Xavier RE & Preschool	11/1/2015		100.00			100.00
Fridays, Food Trucks & Tunes	BID	11/6/2015	860.72	1,794.17	480.00		3,134.89
OSU Game Day	OSU	11/7/2015	1,028.14	50.00	4,083.00		5,161.14
Stillwater High School Play-off Football Game	Stillwater Touchdown Club	11/13/2015	619.72	50.00			669.72
Fridays, Food Trucks & Tunes	BID	11/20/2015	860.72	1,794.17	480.00		3,134.89
OSU Game Day	OSU	11/21/2015	1,028.14	50.00	4,083.00		5,161.14
OSU Game Day	OSU	11/28/2015	1,028.14	50.00	4,083.00		5,161.14
Downtown Christmas Parade	BID/ City of Stillwater	12/3/2015	1,955.30	176.00	200.00	561.57	2,892.87
Our Lady of Guadalupe Feast	St. Francis Xavier	12/15/2015		100.00			100.00
Stillwater Arts Festival	City of Stillwater	4/17/2016	938.59	8,826.00	1,000.00		10,764.59
Farrah Love Foundation 5K	Derrick Sinclair	10/3/16		50.00			50.00
Girl Scouts Walk	Girl Scouts	10/3/16		50.00			50.00
Chi Omega 5K	Chi Omega	10/4/16		50.00			50.00
Disc Golf Tournament	Rotary Club	10/31/16		50.00			50.00
Kappa Delta 5K	Kappa Delta	10/31/16		50.00			50.00
CycloCross Event	OSU Cycling Club	11/8/16		100.00			100.00
Disc Golf Tournament	Stillwater Disc Golf Club	11/15/16		50.00			50.00
Sierra Club Youth Camp	Sierra Club	6/1-5/15		200.00			200.00
Sierra Club Youth Camp	Sierra Club	6/8-12/15		200.00			200.00
SOOK Coaches Camp	Special Olympics Oklahoma	6/9-10/15		50.00			50.00
Red Dirt Wake Open	Oklahoma INT	7/10-12/15		500.00			500.00
Stillwater Amateur Radio Club	Stillwater Amateur Radio Club	7/27-28/15		100.00			100.00
Grace Presbyterian Church VBS	Grace Presbyterian Church	7/27-29/15		50.00			50.00
<b>Total Cost by Department:</b>			41,123.45	58,685.28	42,961.00	8,781.56	151,551.29

## **APPENDIX E – CURRENT SPECIAL EVENT APPLICATION DRAFT & APPLICATION GUIDELINES**

Ms. Rachel Janway of Parks and Recreation provided a proposed Special Event Application that was created in early 2014 by Michael Stephenson and her. The team was also provided instructions and guidelines for the applicant that details the application process, responsibilities of the event organizer, and acceptance of late applications.

DRAFT

## 2014 SPECIAL EVENT APPLICATION DRAFT

### Special Event Application

A Special Event is a public or private celebration that involves the use of city streets, facilities, and/or services. It is presented by the private or public sector.

PLEASE NOTE: All Special Event Applications require the approval of the City Manager's Office prior to being held. This application must be fully completed and submitted to the City of Stillwater 45 days prior to the first day of the event. Following receipt of the application, it will be forwarded to the City Manager's Office for review. If the application is approved, all fees, proof of insurance and other documents must be provided to the City of Stillwater no later than 5 days prior to the first day of the event. If all required items are not submitted, the event may not be held.

APPLICATION INFORMATION (Person/Group Responsible)					
Presenting Organization:					
Address:			City/State/Zip:		
Home/Work Phone:			Cell:		
Email:					
Website:					
EVENT INFORMATION					
Official Event Name:					
Event Date & Time:					
Location of Event:					
Event Type:		<input type="checkbox"/> Run/Walk <input type="checkbox"/> Parade <input type="checkbox"/> Block Party <input type="checkbox"/> Procession <input type="checkbox"/> Bike Race <input type="checkbox"/> March <input type="checkbox"/> Celebration <input type="checkbox"/> Carnival <input type="checkbox"/> Other (Explain):			
Description of Event:					
Are you willing to pay for:		Traffic Control:    Yes ___ No ___		Police Officers:    Yes ___ No ___	
EXPECTED ATTENDANCE					
Participants/Attendees:			Event Staff/Volunteers:		
SITE PLAN					
A site plan and traffic control plan are mandatory for all events. Please provide a <u>detailed</u> map of the site layout. This is to include: tents, stages, fencing, portable restrooms, trash containers, etc. If the event involves a followed route, please attach a highlighted route including: rest stops, crossings, signage, direction with arrows, etc.					
TRAFFIC CONTROL AND EVENT TIMES					
If the event is requesting a street closure please attach a map of proposed closure.					
Traffic Control Time you need the streets/traffic monitored (include setup and cleanup times)			Event Times Time that you participants/attendees will be present		
Traffic Control	Date	Time	Event	Date	Time
Start:			Start:		

End:			End		
<b>Multiple Date Breakdown</b>					
Date	Time Start	Time End	Date	Time Start	Time End
<b>TRAFFIC CONTROL PLAN</b>					
Are you hiring a private barricade company?    Yes    No					
<b>Barricade Company</b>	Company:				
	Contact Person:				
	Address:			City/State/Zip:	
	Work Phone:			Email:	
<b>AMPLIFICATION USE</b>					
Will your event use amplification devices?    Yes    No					
Purpose of Amplification:	Announcements		Ambience	Concert	Advertising
Location of Amplification Devices:					
<b>FOOD/NON-ALCOHOLIC BEVERAGE/MERCHANDISE VENDORS</b>					
Will the event feature food, beverage or merchandise vendors?  Yes    No			Number of Food Vendors:		
			Number of Beverage Vendors:		
			Number of Merchandise Vendors:		
All vendors are required to have liability insurance, health department permit, city/state vendor licenses and permits and Oklahoma sales tax permit. A copy must be on file with the event coordinator.					
<b>ALCOHOL SALES AND CONSUMPTION</b>					
Will alcoholic beverages be sold, served or consumed at the event?			Yes    No		
<b>Alcohol Vendor</b>	Vendor:				
	Contact Person:				
	Address:			City/State/Zip:	
	Work Phone:			Email:	
All alcohol vendors are required to have liability insurance, health department permit, Oklahoma sales tax permit and all applicable city, county and state permits. A copy must be on file with the event coordinator. Alcohol can only be served in a designated area that is cordoned off. No one under 21 years of age is allowed in the area. Restrictions apply in Stillwater where alcohol can be sold or consumed. Please refer to City Ordinance.					
<b>POLICE AND SECURITY</b>					
The City of Stillwater Police Department will determine the minimum number of officers needed for the event depending upon the anticipated needs. **Please note that police officers are not permitted to work security on any premises licensed as a tavern, mixed beverage establishment or retail package store and generally where alcoholic beverages are being consumed. ***Private security must be licensed by the State of Oklahoma.					
Are you hiring Private Security?    Yes    No			Number of Guards:		
<b>Private Security</b>	Company:				

Contact Person:	
Address:	City/State/Zip:
Work Phone:	Email:
<b>FIRE AND SAFETY</b>	
All temporary fencing, barriers, and temporary structures must be detailed on the site plan and must be approved by the City of Stillwater Fire Department.	
Will temporary membrane structures be erected (tents, canopies)?	Yes No
Will stages or other structures be erected?	Yes No
Description/ Purpose of structures:	
Quantity and size of structures:	
<b>LIABILITY INSURANCE REQUIREMENTS</b>	
<p>The leasing or sponsoring organization must provide the City of Stillwater with proof of liability insurance. Liability insurance is required in the amount of \$25,000 for property loss per claimant arising out of a single act, accident or occurrence; \$1,000,00 (1 million) aggregate for any number of claims arising out of a single accident or occurrence; and \$125,000 per claim per claimant for bodily injury arising out of a single act, accident or occurrence. <i>Limits may increase for public events. Consult your written agreement with the City for insurance requirements.</i></p> <p>The City of Stillwater, Oklahoma, P.O. Box 1449, Stillwater, Oklahoma 74076 shall be named additional insured on the Comprehensive General Liability policy in amounts equal to the liability limits for political subdivisions set forth in the Oklahoma Governmental Tort Claims Act, 51 O.S. §151, <i>et seq.</i> Provided, however, this shall not preclude the organization from carrying insurance in amounts exceeding said liability limits so long as the City is not named as an additional insured in any amount in excess of said statutory liability limits.</p> <p>The period of coverage must include move-in and move-out days (where applicable), as well as the actual event period as set forth in your contract or agreement with the City.</p> <p><u>The Certificate of Insurance must be received by the City of Stillwater a minimum of 48 hours prior to the event.</u></p>	
<b>OTHER</b>	
Portable Restrooms – Required to provide a minimum of one (1) per one hundred (100) participants and one (1) is required to be handicapped accessible.	
<b>NOTES</b>	

Applicant will coordinate with applicable City Departments, state or federal agencies to obtain any necessary permits and approvals required for the proposed event and use of premises.



RELEASE: The undersigned agree that the City of Stillwater or any of its agents, agencies, boards or staff, shall be released from liability, claims or demands whatsoever in the event of any accident resulting directly or indirectly from their participation in the above stated event.

ACKNOWLEDGEMENT: I attest that this application is complete and accurate to the best of my knowledge. I understand that any inaccurate or incomplete information provided on this application may delay approval. I understand that I am under a continuing obligation to update any information supplied, and/or supply any new information as it becomes available.

\_\_\_\_\_  
Applicant Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

OFFICE USE ONLY				
Application Received		Date:		By:
Fees:		Payments:		Amount
		Date		
Application	\$			
Fire Department	\$			
Police Department	\$			
Traffic Control	\$			
Other	\$			
TOTAL FEES DUE	\$			
DUE BY:				



# 2014 SPECIAL EVENT APPLICATION INSTRUCTIONS



STILL PIONEERING

City of Stillwater, Oklahoma  
723 S. Lewis St./P.O. Box 1449  
Stillwater, OK 74076-1449

Office: 405.372.0025  
Web: [stillwater.org](http://stillwater.org)

## Special Event Application Instructions

Contact: Rachel Janway, Recreation Supervisor  
Phone: (405) 533-8510  
E-mail: [rjanway@stillwater.org](mailto:rjanway@stillwater.org)

We are excited you have chosen the City of Stillwater to hold your special event and we are committed to making the application process as smooth and efficient as possible. The attached packet is for your use in preparing for, and conducting your event. Further, you need only submit the forms applicable to your event. The City of Stillwater Parks & Recreation Department acts as your single point of contact and we coordinate all of your approvals, saving time and ensuring smooth coordination with applicable city departments.

### Instructions:

- Initial application is due 45 days in advance of your event to start the process and reserve the requested facilities. All facilities are on a first come, first serve basis.
  - Additional documentation may be submitted at a later time or as requested.
  - No late applications will be accepted after 45 days before the event start.
- Applications may be submitted online to [rjanway@stillwater.org](mailto:rjanway@stillwater.org) or mail or deliver it to the City of Stillwater, 723 South Lewis, Stillwater Oklahoma, 74074.
- The Special Event Application must be completed in full.
  - A site plan and traffic control plan are mandatory for all events. Please provide a detailed map of the site layout. This is to include: tents, stages, fencing, portable restrooms, trash containers, etc. If the event involves a followed route, please attach a highlighted route including, rest stops, crossings, signage, direction with arrows, etc.
  - If the event is requesting a street closure please attach a map of proposed closure.
- Additional documentation may be requested after the application is submitted and reviewed by City Staff.

Typically applications will take up to 30 days to review and receive full approval. At any point during the application process you may contact Rachel Janway at (405) 533-8510 or [rjanway@stillwater.org](mailto:rjanway@stillwater.org) with any questions or concerns. Applicants will be notified of approval/denial 15 days prior to the start of the event.



City of Stillwater, Oklahoma  
723 S. Lewis St./P.O. Box 1449  
Stillwater, OK 74076-1449

Office: 405.372.0025  
Web: [stillwater.org](http://stillwater.org)

## City of Stillwater Special Event Application Process

**Process:** The application process begins when you submit to the City of Stillwater a completed Special Events Application. Keep in mind that acceptance of your application should in no way be construed as final approval or confirmation of your request. Upon receipt, copies of the application are forwarded and reviewed by affected city departments. The Special Events Committee reviews the application for completeness and discusses the feasibility and impact of your event. During the initial application screening process, you will be allowed time to provide all pending documents (e.g. certificate of insurance, secondary permits, etc.)

**Responsibility:** The organizer has the responsibility to be aware of and comply with City Ordinances and Regulations. The City of Stillwater Police and Fire Departments may determine the number of police officers and licensed medical personnel to be onsite. If the prescribed number is not provided the City of Stillwater maintains the right to shut down any component of the event and/or provide additional public safety services that will be billed directly to the organizing agency. The organizing agency will be responsible for any costs relating to public safety personnel and services, adequate cleanup, and/or damage occurred to city property and facilities due to the event

**Late Applications:** Any application received after the deadlines established is a late application. Late applications will be accepted on a case by case basis. The Special Event Committee will make reasonable accommodations if there is sufficient time for the City to make the necessary preparations for staff availability, public safety matters, etc. prior to the proposed date of the special event. No applications will be accepted after 45 days prior to the start of the event.

### City of Stillwater Special Event Guidelines

Definition of a Special Event: a public or private celebration that involves the use of city streets, facilities, and/or services. It is presented by the private or public sector.

1. Police are the ONLY authorized personnel who can direct traffic.
2. Barricades must be set and removed by authorized personnel.
3. No parking allowed in front of/near barricades.
4. All areas including decorations are subject to inspection by the City of Stillwater Fire Department.
5. Tents and temporary structures are subject to approval/permitting and/or inspection by the City of Stillwater Fire Department.
6. Stakes shall not be driven in paving to secure any temporary banner, tent, and/or portable structure.
7. All litter must be secured in a container or dumpster.
8. Streets are not allowed to be closed without official approval by the City Manager.
9. The serving and sale of food and beverage must comply with Payne County Health Department regulations and City of Stillwater permits. Event organizers must have a copy of all licenses and comply with all regulations.
10. City of Stillwater Personnel will place and remove all necessary Temporary Traffic Control. If Traffic Control Devices are not available a Traffic Control Plan (TCP) prepared and signed by either an ATSSA certified Traffic Control Supervisor or a registered Professional Engineer, licensed to practice in the State of Oklahoma. The TCP must be in compliance with MUTCD and approved by the Director of Transportation for the City of Stillwater.
11. Non-profit groups must provide a 501c3 tax identification number.
12. All outdoor fires must be approved and permitted by the City of Stillwater Fire Department.
13. Fire Apparatus Access Roads shall have an unobstructed width of not less than 20 feet, exclusive of shoulders, except for approved security gates in accordance with section 503.6 and an unobstructed vertical clearance of not less than 13 feet 6 inches (International Fire Code 503.2.1).
14. Under no circumstances will paint, spray chalk or any other substance be applied to the street or any part of the right of way or public property. Any application of these markings will result in an immediate termination of your permit.
15. You must provide adequate cleanup during and after your event. Failure to provide these services will result in the City of Stillwater Waste Management providing the services and billing the event organizer at cost recovery rates for clean-up.

## APPENDIX F – PREVIOUS APPLICANTS SURVEYED

The following is a list of previous applicants that the team was authorized to contact, in order to understand their viewpoint, experience, and areas for concern or improvement.

<b>ORGANIZATION</b>	<b>EVENT</b>	<b>POINT OF CONTACT</b>	<b>PHONE NUMBER</b>
District Bicycles	Land Run 100	Jim Bruer, Jr.	405-744-5333 <a href="mailto:Jim.Bruer@okstae.edu">Jim.Bruer@okstae.edu</a>
Junior Service League	JSL Half Marathon	Meredith Shepard	405-744-6614 <a href="mailto:Meredith.Shepard@okstate.edu">Meredith.Shepard@okstate.edu</a>
St. Francis	Vacation Bible School	Sarah Dorman	405-372-7987 <a href="mailto:Creprek-5@brightok.net">Creprek-5@brightok.net</a>

# APPENDIX G – STANDARD OPERATING PROCEDURE 330



**POLICE**



## STANDARD OPERATING PROCEDURE: 330

Subject: Off-Duty Employment  
Effective Date: October 1<sup>st</sup>, 2002

Section: Personnel  
Revised Date: September 27<sup>th</sup>, 2011

Ryan McCaghren, Chief of Police

### POLICY

The Stillwater Police Department establishes the following regulations governing off-duty employment for members of the department.

### PROCEDURES

Off-duty police related employment shall be defined as any police related job, paid by an outside employer, which utilizes city police uniforms, city equipment, or the authority and police powers granted to police officers.

Other off-duty employment shall be defined as any employment, paid by an outside employer, which does not require or utilize city police uniforms, city equipment, or the authority and police powers granted to police. This shall include self-employment at a location other than the employee's own property, which involves any use of the employee's personal time, if the employee receives compensation for services.

No prior approval is required in situations involving non-police related off-duty employment or services donated to charitable organizations in which the employee is not compensated.

#### Prohibited Employment

Members of the Stillwater Police Department shall be prohibited from employment: with any wrecker service, ambulance company, or private security business; upon any premises licensed as a tavern, mixed beverage establishment, or retail package store as defined in Chapter 3 of the Stillwater City Code; as a process server, private investigator, private detective, or in any other capacity where the primary purpose of such employment is to gather information or appear as a witness in a civil action; as a bill collector, for any collection agency, or in any capacity involving repossession of property or eviction from premises; as a bondsman, for a bondsman, or any bonding company; as a bodyguard; as a taxi cab operator; or outside the City of Stillwater in any capacity which requires the use of official police authority without the permission of the Chief of Police or his designee. Furthermore, employees are prohibited from working: in any capacity which may require as a criteria for employment, for the employee to have access to confidential police information, facilities, equipment, or require the furnishing of these materials as a condition of employment; in any capacity as a result of a labor dispute, unless previously employed with no additional duties assigned as a result of the labor dispute; or in any capacity that would interfere with an employee being called for emergency police duty, or would otherwise interfere with an employee's departmental responsibilities.

#### Limitations and Revocation

Upon the request of an employee's immediate supervisor or command officer, limitations or revocation may be placed upon off-duty employment. Reasons for revocation or limitation may include: violation of this procedure; excessive use of sick leave; low on-duty performance or productivity; the nature of off-duty work; or where conflict of interest exists. Failure to report police related off duty hours worked to their supervisor, as put forth in this policy, shall also be cause to limit or revoke an employee's ability to work future off duty employment.



# **POLICE**



## STANDARD OPERATING PROCEDURE: 330

### **Administration of Off-Duty Employment**

The Operations Bureau Commander or his designee shall ensure that all eligible employees are notified of all police related off-duty employment opportunities and shall oversee the assignment of personnel to these jobs. The Operations Bureau Commander or his designee shall make a reasonable effort to provide fair and equitable distribution of all police related off-duty employment opportunities. He shall administer a log of police related off-duty hours to assist in the distribution. This log shall be kept for a calendar year and renew on January 1<sup>st</sup> of each year.

Should an employer have additional requirements for eligibility to work an off-duty assignment only those eligible officers, as determined by the off-duty employer, will be considered for the assignment. If a problem arises with regard to an officer's eligibility for an off-duty assignment, that issue must be resolved between the officer and the off-duty employer.

The Chief of Police shall establish the rate of pay per hour for outside employment requests, which will be generally consistent with the employee's overtime hourly compensation.

### **General Restrictions**

The following are general restrictions to be observed by members of the department during off-duty employment.

Members on suspension due to disciplinary action shall not work off-duty jobs that require the wearing of a police uniform or require police authority.

Police department employees shall not work off-duty while on sick leave for illness or injury, or on funeral leave.

An employee assigned to light duty shall not engage in any off-duty employment during this light duty status, without specific written authorization.

Police department employees shall not work off-duty for an employer who has been convicted of a felony or who is knowingly associating with convicted felons.

Employees shall not engage in off-duty employment that requires performance of police related services without being armed with a department issued firearm, or off-duty approved firearm.

Employees who have not completed the State Training Academy, or are on disciplinary probation, shall not be approved for any off-duty employment.

Employees shall not refuse to respond to a request for aid from any citizen while in uniform and on an off-duty employment status.

Officers may not exceed a maximum of forty-eight (48) hours of off-duty employment within a fourteen (14) day work period.

Officers working police related off-duty assignments must submit an employee time record for all off-duty work performed, to their immediate supervisor. The immediate supervisor will enter these hours into the off-duty hours log as soon as possible. The record must include the date, number of hours worked, location of the job, and the name of the employer. This record must be submitted within 48 hours after performing the off duty work and may be submitted by departmental email.

### **Uniform**



**STILLWATER**  
**POLICE**



**STANDARD OPERATING PROCEDURE: 330**

Employees working police related off-duty jobs will conduct themselves in a manner that will not discredit the uniform, the department, or the individual employee.

Employees working police related off-duty jobs in uniform, will comply with all departmental; uniform and appearance regulations.

Employees working non-police related off-duty jobs shall not wear the police uniform.

**Arrests during Off-Duty Employment**

Officers are advised to use discretion in making misdemeanor or ordinance violation arrests during off-duty employment when not working in a police related capacity. Under these circumstances, the off-duty officer may sign a citation as a complainant. When working in a police related capacity, the officer should take appropriate action when offenses are observed. If a backup officer or transport unit is needed, dispatch will facilitate an on-duty officer's response to the scene. The off-duty officer will be considered to be on-duty while performing police functions involving the arrest or detention of suspects. The officer will complete all required paperwork related to the arrest. An on-duty officer shall be called to furnish a summons and other necessary paperwork, if necessary, for the off-duty officer.

Officers engaged in off-duty employment have the same power and discretion as an officer in an on-duty status and may arrest for felonies, on probable cause. In the case of a felony arrest, an on-duty officer shall be called to take custody of the prisoner and make a routine investigation. The off-duty officer shall be considered on-duty while engaged in the apprehension of any felony suspect. The off-duty officer will write a report in regards to the felony arrest that will be in addition to any report made by the on-duty officer.

**Department Policies to be followed**

All policies, procedures, and rules of the department are binding upon employees while working off-duty police related jobs, and violation will result in appropriate disciplinary action being taken by the department.

**Conflicts with Employer**

Employees working police related off-duty jobs have the same responsibility to provide professional and competent service to the off-duty employer as they would for the department. Anytime a conflict arises, it will be the scheduled officer's responsibility to make arrangements for suitable replacement to ensure service to the off-duty employer. Failure to do so may result in the reduction of the officer's ability to work off-duty assignments.

**Complaints**

Complaints received regarding police related off-duty employment will be forwarded to the appropriate bureau commander in accordance with established procedure. The Chief of Police will determine if the allegation may constitute a violation of department policies, procedures, or rules. The allegation will be investigated and adjudicated appropriately.

**Procedures for Employers**

An employer who wishes to utilize Stillwater Police Department officers for off duty law enforcement related employment must make that request to the Operations Bureau Commander, or designee. All requests made to other department members will be forwarded to the Operations Bureau Commander, or designee. The request must include the number of officers requested, the dates and times of the off-duty employment.

## APPENDIX H – COMMON 5K ROUTES

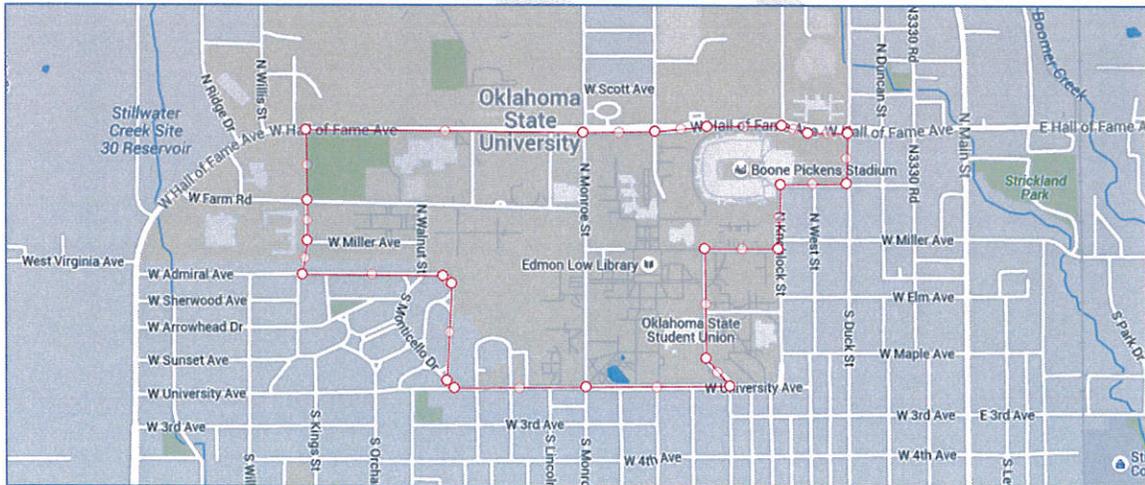
Based on the Special event Temporary Street Closure & Traffic Control Request Forms of 2013, 2014 and 2015 that were received from Rachel Janway, the team determined the following information in regards to 5K special events and the routes they most use based on frequency and duration.

Street	Used by # of Events	Duration (miles)
(campus sidewalk)	2	0.6
12th	1	0.5
17th	1	0.4
19th	1	1.0
Admiral	4	1.2
Alcott Dr.	1	0.1
Athletic	7	1.9
Crescent	1	0.3
Dells	1	0.2
Duck	6	0.6
Farm	7	4.8
Franklin	1	0.5
Hall of Fame	9	10.8
Hester	5	0.9
Jardot	1	0.1
Knoblock	9	1.1
Mathews	2	0.2
McFarland	5	0.8
Monroe	10	2.3
Monticello	1	0.0
Morrill	3	0.4
N3330	3	0.4
Perkins	1	0.5
Ransom	1	0.4
Redbud	1	0.3
Redwood	1	0.2
Swim	1	0.1
University	4	2.5
Western	1	0.2
Wildwood	1	0.4





*2013 Celebrate the Survivors Spirit by Wings of Hope*



*2014 Lion Share Challenge by Alpha Delta Pi*



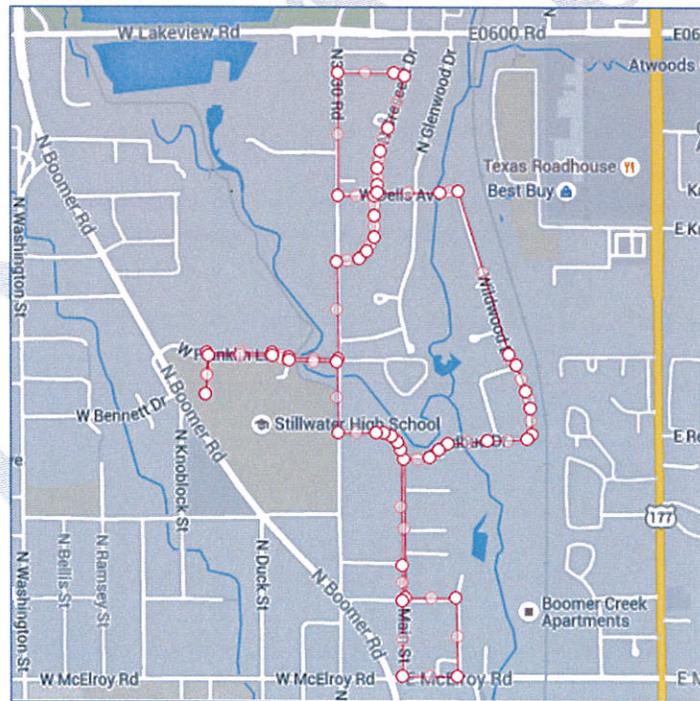
*2014 Orphan Run Stillwater by Chi Omega*



*2014-2015 Juke Joint Jog by Eskimo Joe's for United Way*



2013-2015 Remember the 10



2015 Scorchers by Junior Service League

## APPENDIX I – SURVEY RESPONSES OF PAST SPECIAL EVENT APPLICANTS

<b>Timestamp</b>	2/26/2016 8:49
<b>Organization</b>	JSL Half Marathon
<b>Contact</b>	Meredith Shephard
<b>1. What type of event was your event?</b>	Run or Walk
<b>2. What type of organization is your organization?</b>	Not for Profit
<b>3. For what reason did the event take place?</b>	Fundraising
<b>4. What methods were used for communication with the city throughout the process of planning the event?</b>	Phone, email, in person meetings
<b>Were there ever any instances where conflicting information was given, or there were inconsistencies?</b>	When it came time to close the roads we noticed inconsistencies. However, as this was our first race (2014), it was more of the race directors learning how closures worked as well as the city understanding the route as well. Once we met on location, it was very easily fixed.
<b>5. Was there one, central point of contact, or multiple city officials contacting your organization during the planning process?</b>	Rachel Janway was our POC. It made the process very, very easy.
<b>6. If you have been part of planning multiple events, what have you learned along the way?</b>	Communication is key. Be flexible.
<b>7. How did you find/access the required application forms?</b>	Rachel Janway
<b>8. Please rate the clarity of the required forms (1 being confusing and unclear to 10 being very clear)</b>	6
<b>9. Were any other permits required for your event?</b>	I can't remember honestly. After the inaugural race, everything is all tied together now.
<b>10. Were any costs covered by the organization, if any?</b>	The race was able to self-sustain itself from the very beginning (registrants and donors).
<b>11. Did the event require road closure, traffic control, or restricted parking? If so, please explain.</b>	Yes. It's a half-marathon. There was ample road closure, traffic control, etc.
<b>12. Was any additional city equipment or resources required for the event?</b>	Blockades/cones for traffic control.
<b>13. Would your organization be willing to cover or share costs included in staffing and equipping the event?</b>	Yes

<b>Please explain your reasoning.</b>	We had to pay the costs to be able to host the race.
<b>14. Were any revisions required for the initial application submitted?</b>	The 2014 year, there was an issue with the route. The person hired (externally) to certify the route misunderstood how we were to cross Hall of Fame. We wanted to go under the HOF bridge, but he had us just cross HOF. Traffic did not want us doing that for safety reasons, but if we moved the course, it would add an additional .25 to the race thus making it not a half marathon. The city was wonderful and worked with us to cross HOF (mainly due to it being early early Sunday morning and traffic was light). We revised the certification for 2015 and it is now the way we initially envisioned.
<b>15. Please explain any suggested areas for improvement in the process. Be specific.</b>	In our first year/planning phase, we got a lot of push back and some lack of effort. We even had someone tell us they didn't honestly believe we would make the race happen when we met with them in the planning stages. After the foundation had been laid, the second year went off without a hitch. Rachel Janway was instrumental through both years as our advocate to the city. It honestly wouldn't have happened without her buy in and help.
<b>16. How frequently was your organization updated throughout the planning process?</b>	Weekly
<b>Would you have preferred to be more involved in the process? Please explain.</b>	I don't think we could have been any more involved.
<b>17. Were there any surprises or unexpected issues throughout the process, or during the event? Please explain.</b>	Just crossing HOF as mentioned in #14
<b>18. Please rank your overall special event planning experience (1 being confusing and difficult to 5 being exceptionally well)</b>	4
<b>19. Would an online form be more convenient? Please explain why.</b>	I'm not sure what all the form would entail. I think our situation was a little different as it was a half marathon which goes all over the city, versus a single location event. We had a lot of face to face meetings the initial year. I'm sure an online form would be easier as the event planners can sit down and work on the form at their convenience.

**20. Please give a brief, overall summary of the process.**

The first year included a lot of meetings and figuring out how it all works (like any event). Our second year went very smoothly. Having Rachel Janway as our liaison made everything very easy. She was just as instrumental as implementing the race as our Junior League members. That made the process smooth. She knew what needed to be done on the city side and was able to work with us from the client side. I think an event that will be large might need a liaison assigned to that if there are a lot of moving factors. Something more static and smaller could probably use a form.

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<b>Timestamp</b>	<b>3/6/2016 12:28</b>
<b>Organization</b>	Vacation Bible School
<b>Contact</b>	Sarah Dorman
<b>1. What type of event was your event?</b>	Vacation bible School
<b>2. What type of organization is your organization?</b>	Church
<b>3. For what reason did the event take place?</b>	Fellowship at our Church
<b>4. What methods were used for communication with the city throughout the process of planning the event?</b>	Turned in forms at proper location. Email, phone.
<b>Were there ever any instances where conflicting information was given, or there were inconsistencies?</b>	No.
<b>5. Was there one, central point of contact, or multiple city officials contacting your organization during the planning process?</b>	One office concerning road closings.
<b>6. If you have been part of planning multiple events, what have you learned along the way?</b>	
<b>7. How did you find/access the required application forms?</b>	Forms are online.
<b>8. Please rate the clarity of the required forms (1 being confusing and unclear to 10 being very clear)</b>	10
<b>9. Were any other permits required for your event?</b>	No.
<b>10. Were any costs covered by the organization, if any?</b>	There are no costs.
<b>11. Did the event require road closure, traffic control, or restricted parking? If so, please explain.</b>	The only requirement for our event was the road closings at our location. Our event takes place at church. Road closings provide safe crossing from church to school.
<b>12. Was any additional city equipment or resources required for the event?</b>	Just blockades for road closure.
<b>13. Would your organization be willing to cover or share costs included in staffing and equipping the event?</b>	
<b>Please explain your reasoning.</b>	n/a
<b>14. Were any revisions required for the initial application submitted?</b>	No.
<b>15. Please explain any suggested areas for improvement in the process. Be specific.</b>	n/a

<b>16. How frequently was your organization updated throughout the planning process?</b>	A couple of times.
<b>Would you have preferred to be more involved in the process? Please explain.</b>	n/a
<b>17. Were there any surprises or unexpected issues throughout the process, or during the event? Please explain.</b>	no.
<b>18. Please rank your overall special event planning experience (1 being confusing and difficult to 5 being exceptionally well)</b>	5
<b>19. Would an online form be more convenient? Please explain why.</b>	Forms can already be found online.
<b>20. Please give a brief, overall summary of the process.</b>	Closing of the road around the church and school are the only event process we have been through with the city. Things usually run very smoothly and we are grateful for the help of the City.

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# APPENDIX J – PROPOSED SPECIAL EVENT APPLICATION

Date Submitted: \_\_\_\_\_

## SPECIAL EVENT APPLICATION

A Special Event is a public or private celebration that involves the use of city streets, facilities, and/or services. It is presented by the private or public sector.

PLEASE NOTE: All Special Event Applications require the approval of the City Manager's Office prior to being held. This application must be fully completed and submitted to the City of Stillwater 30 days prior to the first day of the event. If the application is approved proof of insurance and other documents must be provided to the City of Stillwater no later than 5 days prior to the first day of the event. If all required items are not submitted, the event may not be held.

APPLICATION INFORMATION (Person/Group Responsible)	
Presenting Organization:	
Event Coordinator:	
Address:	City/State/Zip:
Home/Work Phone:	Cell:
Email:	
Website:	
EVENT INFORMATION	
Official Event Name:	
Event Date & Time:	
Location of Event:	
Event Type:	<input type="checkbox"/> Run/Walk <input type="checkbox"/> Block Party <input type="checkbox"/> Procession <input type="checkbox"/> Parade <input type="checkbox"/> March
	<input type="checkbox"/> Bike Race <input type="checkbox"/> Celebration <input type="checkbox"/> Carnival <input type="checkbox"/> Other (please explain)
Description of Event:	

EXPECTED ATTENDANCE					
Participants/Attendees:			Event Staff/Volunteers:		
SITE PLAN					
A site plan and traffic control plan are mandatory for all events. Please attach a <u>detailed</u> map of the site layout. This is to include: tents, stages, fencing, portable restrooms, trash containers, etc. If the event involves a followed route, please attach a highlighted route including: rest stops, crossings, signage, direction with arrows, amplification devices, etc.					
TRAFFIC CONTROL AND EVENT TIMES					
If the event is requesting a street closure please attach a map of proposed closure.					
Traffic Control			Event Times		
Time you need the streets/traffic monitored (include setup and cleanup times)			Time that you participants/attendees will be present		
Traffic Control	Date	Time	Event	Date	Time
Start:			Start:		
End:			End:		
Multiple Date Breakdown					
Date	Time Start	Time End	Date	Time Start	Time End





STILL PIONEERING

City of Stillwater, Oklahoma  
 723 S. Lewis St./P.O. Box 1449  
 Stillwater, OK 74076-1449

Office: 405.372.0025  
 Web: stillwater.org

ALCOHOL SALES AND CONSUMPTION			
Will alcoholic beverages be sold, served or consumed at the event?		Yes	No
Alcohol Vendor	Vendor:		
	Contact Person:	Work Phone:	
	Address:	City/State/Zip:	
	Email:		
<p>All alcohol vendors are required to have liability insurance, health department permit, Oklahoma sales tax permit and all applicable city, county and state permits. A copy must be on file with the event coordinator. Alcohol can only be served in a designated area that is cordoned off. No one under 21 years of age is allowed in the area.</p>			
<p>Restrictions apply in Stillwater where alcohol can be sold or consumed. Please refer to City Ordinance.</p>			
POLICE AND SECURITY			
<p>The City of Stillwater Police Department will determine the minimum number of officers needed for the event depending upon the anticipated needs. **Please note that police officers are not permitted to work security on any premises licensed as a tavern, mixed beverage establishment or retail package store and generally where alcoholic beverages are being consumed. ***Private security must be licensed by the State of Oklahoma.</p>			
Will you be hiring Private Security?		Yes	No
		Number of Guards:	
Security Company	Company:		
	Contact Person:	Work Phone:	
	Address:	City/State/Zip:	
	Email:		



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FIRE AND SAFETY		
All temporary fencing, barriers, and temporary structures must be detailed on the site plan and must be approved by the City of Stillwater Fire Department.		
Will temporary membrane structures be erected (tents, canopies)?	Yes	No
Will stages or other structures be erected? Yes No	Yes	No
Description/ Purpose of structures:		
Quantity and size of structures:		
LIABILITY INSURANCE REQUIREMENTS		
<p>The leasing or sponsoring organization must provide the City of Stillwater with proof of liability insurance. Liability insurance is required in the amount of \$25,000 for property loss per claimant arising out of a single act, accident or occurrence; \$1,000,00 (1 million) aggregate for any number of claims arising out of a single accident or occurrence; and \$125,000 per claim per claimant for bodily injury arising out of a single act, accident or occurrence. <i>Limits may increase for public events. Consult your written agreement with the City of Stillwater for insurance requirements.</i></p> <p>The City of Stillwater, Oklahoma, P.O. Box 1449, Stillwater, Oklahoma 74076 shall be named additional insured on the Comprehensive General Liability policy in amounts equal to the liability limits for political subdivisions set forth in the Oklahoma Governmental Tort Claims Act, 51 O.S. §151, <i>et seq.</i> Provided, however, this shall not preclude the organization from carrying insurance in amounts exceeding said liability limits so long as the City is not named as an additional insured in any amount in excess of said statutory liability limits.</p> <p>The period of coverage must include move-in and move-out days (where applicable), as well as the actual event period as set forth in your contract or agreement with the City.</p> <p><u>The Certificate of Insurance must be received by the City of Stillwater a minimum of 48 hours prior to the event.</u></p>		





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OTHER
Portable Restrooms – Required to provide a minimum of one (1) per one hundred (100) participants and one (1) is required to be handicapped accessible.
NOTES

Applicant will coordinate with applicable City Departments, state or federal agencies to obtain any necessary permits and approvals required for the proposed event and use of premises.

**RELEASE:** The undersigned agree that the City of Stillwater or any of its agents, agencies, boards or staff, shall be released from liability, claims or demands whatsoever in the event of any accident resulting directly or indirectly from their participation in the above stated event.

**ACKNOWLEDGEMENT:** I attest that this application is complete and accurate to the best of my knowledge. I understand that any inaccurate or incomplete information provided on this application may delay approval. I understand that I am under a continuing obligation to update any information supplied, and/or supply any new information as it becomes available. I understand that by submitting this application, I am agreeing to pay both the application fee and participate in the tiered recovery of costs system.

\_\_\_\_\_  
 Applicant Name

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Signature



STILL PIONEERING

City of Stillwater, Oklahoma  
 723 S. Lewis St./P.O. Box 1449  
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OFFICE USE ONLY				
Application Received:		Date:	By:	
Fees:		Payments:	Date	Amount
Application	\$			
Fire Department	\$			
Police Department	\$			
Traffic Control	\$			
Tiered Recovery Fee	\$			
Other	\$			
<b>TOTAL FEES DUE</b>	<b>\$</b>			
<b>DUE BY:</b>				



**STILL PIONEERING**

City of Stillwater, Oklahoma  
723 S. Lewis St./P.O. Box 1449  
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Reviewed By:	Modifications, Recommendations, and/or Concerns	Date
BID		
City Attorney		
Development Services		
Fire		
Operations		
Parks and Recreation		
Police		
Transportation / Engineering		
<b>Approved By:</b>		
City Manager		
<b>Notes:</b>		

# APPENDIX K – AVAILABLE LOCATIONS FOR SPECIAL EVENTS IN THE CITY OF STILLWATER

CITY OF <b>stillwater</b> Parks & Recreation (405) 747-8847 <b>Parks</b>		City of Stillwater Parks & Facilities Overview														Other Facilities					
		Shelter	Covered Picnic Tables	Uncovered Picnic Tables	Benches	Water & Electric	Grills	Wheelchair Accessible	Drinking Fountains	Public Restrooms	Playground	Flag Pole	Horseshoe Pit	Walking/Hiking Trail	Baseball/Softball Field		Tennis Court	Basketball Court	Soccer Field	Swimming Pool	Disc Golf
<b>Arrington Park</b> (3rd & Arrington)		X	X				X		X						X						
<b>Arrowhead Park</b> (Arrowhead Dr. & Kings St.)			X	X			X	X	X	X											
<b>Babcock Park</b> (19th Ave & Western)	1	X		X		X	X	X	X	X		X	3		X						
<b>Berry Park</b> (Berry & Maple)		X							X												
<b>Boomer Park</b> (Washington & Lakeview Rd)	4	X	X	X	X	X	X	X	X	X	X	X					X				Disc golf
<b>Centennial Plaza</b> (6th & Perkins)								X													
<b>Chris Salmon Plaza</b> (9th & Main)			X				X	X													
<b>Couch Park</b> E. 12th St(east of Perkins Rd)	2	X		X	X	X	X	X	X	X	X	X	3	4		X					Senior Center, Municipal Pool, Football field.
<b>Hoyt Grove (North Couch)</b> N.of Couch Park (E. 12th St)				X								X	X				X				
<b>Ingham Park</b> (West 4th & Ridge)				X			X	X	X												
<b>Myers Park</b> (9th & Willis)			X			X	X	X	X												
<b>Sanborn Park &amp; Lake</b> W. Airport Rd. (E. of Airport)							X	X			X	5									Fishing, ball fields
<b>Southern Woods Park</b> (12th & Ramsey)	2	X	2	X	X	X	X	X	X	X		3		X							
<b>Strickland Park</b> 313 N. Main (S.E. of Hall of Fame Rd)	1	4		X		X	X	X	X	X		4									Skate park
<b>Sunset Park</b> (8th & Washington)		X					X						4								
<b>Tower Park</b> (Walnut & University)			X											X							
<b>West Park</b> (400 S. Charles Dr. & 4th)		X				X	X		X		X										1/10th mile walking loop
<b>Whittenberg Park &amp; Lake</b> Richmond & US 177 (N. of Stillwater)						X	X	X				3									Fishing Located west of Lakeside Golf Course
<b>Lakes</b>																					
<b>Boomer Lake East</b> (Husband & Lakeview)	2	X	X	X		X	X	X	X	X	X										Gazebo, stocked for fishing
<b>Boomer Lake West</b> (Washington & Lakeview)	4	X	X	X	X	X	X	X	X	X	X	X					X				Wood deck, boat ramp, fishing
<b>Lake McMurtry East</b>	1		X	X	X	X			X		X										Boat ramp, bait shop, fishing, duck blinds
<b>Lake McMurtry West</b>	1		X	X	X	X			X		X										Dock, boat ramp, bait shop, duck blinds

## CITY OF STILLWATER PARKS & FACILITIES OVERVIEW (CONTINUED)

Facilities	
<b>Armory/Annex</b> Administrative Office 315 E. 9th Ave. ( Lowrey & 9th Ave.) (405) 747-8070	Conference room, 2 multi-purpose courts used for volleyball & basketball
<b>Community Center</b> 315 W. 8th Ave. (Duck & 8th Ave.) (405) 533-8433	16 versatile, well equipped rooms, 710-seat theater to local, regional and national performing groups. The public may also rent the facility for a variety of activities including special events, fund raisers, art shows, meetings, seminars, conferences, and private socials.
<b>City Municipal Pool</b> 800 E. 12 Ave (west of Couch park) (405) 747-8090	400,000-gallon pool, six 50-meter lanes, a 12ft diving well, 2 slides, a separate, gated wading pool for younger children, concessions with a shaded seating area.
<b>Lakeside Golf Course</b> 5201 N. Washington (N of Boomer Lake) (405) 372-3399 <a href="http://www.stillwatergolf.org">www.stillwatergolf.org</a>	Pro Shop, 18 hole, range, snack bar, Lakeside is annually named one of Golf Digest Magazine's "Best Places to Play".
<b>Multi Arts Center</b> 1001 S. Duck Street (Duck & 10th Ave.) (405) 533-8539	Gift Gallery, stained & hot glass, jewelry & metalshaping, clay & pottery, painting & drawing, textile & fiber arts, dark room & photography, kids classes, summer art camp.
<b>Senior Center</b> 1015 E. 12th Ave. (W. of Couch Park) (405) 747-8080	The Senior Activity Center is open to anyone ages 50 and older. It is an open recreation facility with a variety of activities offered daily. With a relaxed atmosphere and lots of friendly faces the Senior Activity Center is the perfect location to meet new friends and enjoy the day!
<b>Stillwater 500 (Motocross)</b> 6500 West 56th Street, Stillwater OK (405) 747-8070	500 acre park w/ 34 miles of trails <a href="http://www.stillwater500.com">www.stillwater500.com</a> (From HW 51, south on Country Club Rd. head west on 56th for about 1.8 miles)
 <span style="font-size: 24px; color: #0070C0;">follow us on</span> <span style="font-size: 36px; color: #0070C0;">twitter</span>	
 <span style="font-size: 24px; color: white;">JOIN US ON</span> <span style="font-size: 36px; color: white;">facebook</span>	
Rev.2Sept11	

DRAFT

# APPENDIX L – GUIDELINES FOR SPECIAL EVENT APPLICANT



City of Stillwater, Oklahoma  
723 S. Lewis St./P.O. Box 1449  
Stillwater, OK 74076-1449

Office: 405.372.0025  
Web: [stillwater.org](http://stillwater.org)

## Special Event Application Instructions

Contact: Rachel Janway, Recreation Supervisor  
Phone: (405) 533-8510  
E-mail: [rjanway@stillwater.org](mailto:rjanway@stillwater.org)

We are excited you have chosen the City of Stillwater to hold your special event and we are committed to making the application process as smooth and efficient as possible. The attached packet is for your use in preparing for, and conducting your event. Further, you need only submit the forms applicable to your event. The City of Stillwater Parks & Recreation Department acts as your single point of contact and we coordinate all of your approvals, saving time and ensuring smooth coordination with applicable city departments.

### Instructions:

- Initial application is due 30 days in advance of your event to start the process and reserve the requested facilities. All facilities are on a first come, first serve basis.
  - Additional documentation may be submitted at a later time or as requested.
  - No late applications will be accepted after 45 days before the event start.
- Applications may be submitted online to [rjanway@stillwater.org](mailto:rjanway@stillwater.org) or mail or deliver it to the City of Stillwater, 723 South Lewis, Stillwater Oklahoma, 74074.
- The Special Event Application must be completed in full.
  - A site plan and traffic control plan are mandatory for all events. Please provide a detailed map of the site layout. This is to include: tents, stages, fencing, portable restrooms, trash containers, etc. If the event involves a followed route, please attach a highlighted route including, rest stops, crossings, signage, direction with arrows, etc.
  - If the event is requesting a street closure please attach a map of proposed closure.
- Additional documentation may be requested after the application is submitted and reviewed by City Staff.

Typically applications will take up to 30 days to review and receive full approval. At any point during the application process you may contact Rachel Janway at (405) 533-8510 or [rjanway@stillwater.org](mailto:rjanway@stillwater.org) with any questions or concerns. Applicants will be notified of approval/denial 15 days prior to the start of the event.



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### City of Stillwater Special Event Application Process

**Process:** The application process begins when you submit to the City of Stillwater a completed Special Events Application. An application fee of \$50 will be expected upon submittal. Keep in mind that acceptance of your application should in no way be construed as final approval or confirmation of your request. Upon receipt, copies of the application are forwarded and reviewed by affected city departments. The Special Events Committee reviews the application for completeness and discusses the feasibility and impact of your event. During the initial application screening process, you will be allowed time to provide all pending documents (e.g. certificate of insurance, secondary permits, etc.)

**Responsibility:** The organizer has the responsibility to be aware of and comply with City Ordinances and Regulations. The City of Stillwater Police and Fire Departments may determine the number of police officers and licensed medical personnel to be onsite. If the prescribed number is not provided the City of Stillwater maintains the right to shut down any component of the event and/or provide additional public safety services that will be billed directly to the organizing agency. **The organizing agency will be responsible for any costs relating to public safety personnel and services, adequate cleanup, and/or damage occurred to city property and facilities due to the event**

**Late Applications:** Any application received after the 30 day deadline is established as a late application. The Special Event Committee will make reasonable accommodations if there is sufficient time for the City to make the necessary preparations for staff availability, public safety matters, etc. prior to the proposed date of the special event. An application received less than 30 days prior to the event will incur a late application fee of \$75.



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## City of Stillwater Special Event Guidelines

**Definition of a Special Event: a public or private celebration that involves the use of city streets, facilities, and/or services. It is presented by the private or public sector.**

### Street Closure:

1. Police are the **ONLY** authorized personnel who can direct traffic.
2. Barricades must be set and removed by authorized personnel. Hiring a barricade company is allowed, but all plans must be approved by the City of Stillwater Department of Transportation.
3. No parking is allowed in front of or near barricades.
4. Streets are not allowed to be closed without official approval by the City Manager.
5. City of Stillwater Personnel will place and remove all necessary Temporary Traffic Control. If Traffic Control Devices are not available a Traffic Control Plan (TCP) prepared and signed by either an ATSSA certified Traffic Control Supervisor or a registered Professional Engineer, licensed to practice in the State of Oklahoma. The TCP must be in compliance with MUTCD and approved by the Director of Transportation for the City of Stillwater.
6. If the event includes a road closure, business owners, residents, and affected parties must be notified a minimum of 48 hours prior to the event taking place.

### Permits and Licenses:

7. The serving and sale of food and beverage must comply with Payne County Health Department regulations and City of Stillwater permits. Event organizers must have a copy of all licenses and comply with all regulations.
8. Non-profit groups must provide a 501c3 tax identification number.
9. All secondary permits must be in order no later than 5 days prior to the event taking place.
10. Secondary permits include an alcohol permit and also a noise permit, which may be found in the document center on the City of Stillwater's website.
11. The certificate of insurance must be received by the City of Stillwater a minimum of 48 hours prior to the event taking place.



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**Fire and Safety:**

13. All areas (including decorations) are subject to inspection by the City of Stillwater Fire Department.
14. Tents and temporary structures are subject to approval/permitting and/or inspection by the City of Stillwater Fire Department.
15. All outdoor fires must be approved and permitted by the City of Stillwater Fire Department.
16. Fire Apparatus Access Roads shall have an unobstructed width of not less than 20 feet, exclusive of shoulders, except for approved security gates in accordance with section 503.6 and an unobstructed vertical clearance of not less than 13 feet 6 inches (International Fire Code 503.2.1).
17. Off-duty police may be hired as security for a special event. They are to be paid \$50 per hour, for a minimum of 2 hours. An off-duty police vehicle may be hired as an addition to an off-duty policeman, for a cost of \$10.
18. All off-duty police are bound by Standard Operating Procedure 330.
19. An off-duty police officer may not be hired as security if there is a licensed tavern, mixed beverage establishment, or retail package store on the premises.
20. An off-duty police officer may not be hired to work security at an event where alcoholic beverages are being consumed.
21. Private security must be licensed by the State of Oklahoma.

**General:**

22. Stakes shall not be driven in paving to secure any temporary banner, tent, and/or portable structure.
23. All litter must be secured in a container or dumpster.
24. Under no circumstances will paint, spray chalk or any other substance be applied to the street or any part of the right of way or public property. Any application of these markings will result in an immediate termination of your permit.
25. You must provide adequate cleanup during and after your event. Failure to provide these services will result in the City of Stillwater Waste Management providing the services and billing the event organizer at cost recovery rates for clean-up.



STILL PIONEERING

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**INSURANCE REQUIREMENTS  
PRESENT THIS TO YOUR INSURANCE AGENT**

The leasing or sponsoring organization must provide the City with a copy of liability insurance. Liability insurance required is \$25,000.00 for property loss per claimant arising out of a single act, accident or occurrence, \$1,000,000.00 (1 million) aggregate for any number of claims arising out of a single accident or occurrence and \$125,000.00 per claim per claimant for any other loss arising out of a single act, accident or occurrence.

The period of coverage must include move-in and move-out days (where applicable), as well as the actual event period as set forth in your contract.

The lessee must be named on the insurance policy and also the following should be shown on the policy the City of Stillwater, Stillwater City Commission, and all employees of the City of Stillwater.

**Certificates showing compliance with these requirements should be received a minimum of 48 hours prior to your event.**

# APPENDIX M – PROPOSED PROCESS FLOW CHART

