

**WORK SESSION OF THE COMMON COUNCIL  
OF THE CITY OF EL MIRAGE  
EL MIRAGE CITY COUNCIL CHAMBERS  
10000 N. EL MIRAGE ROAD  
5:00 PM - TUESDAY, JUNE 4, 2019**

**Agenda**

1. **ROLL CALL**

Mayor Alexis Hermosillo

Councilmember Monica Dorcey

Councilmember Lynn Selby

Councilmember Donna Winston

Vice Mayor Roy Delgado

Councilmember Anita Norton

Councilmember David Shapera

2. **CALL TO ORDER**

3. **WORK SESSION PRESENTATION**

1. The City of El Mirage has long recognized that special events energize our community promoting inclusiveness, and by creating opportunities for residents to interact and celebrate. Events also place significant demands on staff and other City resources. Staff is seeking direction from Council on how to proceed with 2020 Special Events. (City Manager)

4. **ADJOURNMENT**

*Accommodations for Individuals with Disabilities -Alternative format materials, sign language interpretation, assistive listening devices or interpretation in languages other than English are available upon 72 hours advance notice through the Office of the City Clerk, 10000 N El Mirage Road, El Mirage, Arizona, (623) 876-2943, TDD (623)933-3258, or FAX (623) 876-4603. To the extent possible, additional reasonable accommodations will be made available within the time constraints of the request.*

**AFFIDAVIT OF POSTING - CITY COUNCIL MEETING OF JUNE 4, 2019**

I hereby certify that this agenda was posted by 2:00 p.m. on May 29, 2019 at the following locations: 1) the City of El Mirage Exterior Bulletin Board at 10000 N. El Mirage Road, and 2) the City of El Mirage website at [www.elmirageaz.gov](http://www.elmirageaz.gov).

  
Sharon Antes, City Clerk



**REQUEST FOR COUNCIL ACTION**

<p><b>DATE SUBMITTED:</b> 05/23/2019</p>	<p><b>SUBJECT:</b> The City of El Mirage has long recognized that special events energize our community promoting inclusiveness, and by creating opportunities for residents to interact and celebrate. Events also place significant demands on staff and other City resources. Staff is seeking direction from Council on how to proceed with 2020 Special Events. (City Manager)</p>
<p><b>DATE ACTION REQUESTED:</b> 06/04/2019</p>	

<p><b>TO:</b> Mayor and Council</p>
<p><b>FROM:</b> Crystal Dyches, City Manager</p>

**SUBJECT:**

The City of El Mirage has long recognized that special events energize our community promoting inclusiveness, and by creating opportunities for residents to interact and celebrate. Events also place significant demands on staff and other City resources. Staff is seeking direction from Council on how to proceed with 2020 Special Events. (City Manager)

**BACKGROUND:**

Last December, Staff was asked to evaluate Special Events programming and to make the events more "self-sustaining." With this directive, a City Council work session was scheduled on February 19, 2019 to review Special Events.

At the worksession, "Councilmembers provided input in this discussion which resulted in a consensus that Council needed more information in order to provide clear direction. Council concerns centered on cost of the events, the possible need to charge attendees for some aspects of the events, engaging school bands as a possible event, cost breakdowns to include cost of personnel, researching other cities' events with a similar population (30 - 40K), increasing participation from local businesses, conducting a resident survey, and attempting to identify the number of local residents versus non-residents who attend, and increasing community pride..."(excerpt from the January 19, 2019, City Council Work Session Minutes). Staff has compiled this information in the attached memo.

In 2019, the City has or will sponsor the following seven events:

- February - Public Safety Day
- March - El Mirage Community Appreciation Day
- April - Spring Faire
- September - Fiesta de la Gente (Party for the People)
- October - Fall Festival
- November - Salute to Veteran's 5K Run
- December - Winterfest and Holiday Parade

*Do you want to the City to continue planning and sponsoring special events in El Mirage? If so, how many and what type of City-sponsored events would you like to include in 2020?*

Currently, staff seeks sponsors to assist with the costs of the events. The events are open to the public at no charge (except for vendor items).

*Questions: What aspects of the events should remain sponsored by the City and provided at no cost to residents? Conversely, what aspects of the events should be paid for by participants?*

*Question: Should staff explore alternative funding mechanisms, such as increased business/organization sponsorships to offset the costs of the events?*

I have received feedback that the post-event reports do not accurately reflect the true costs of holding the events.

*Question: What changes (if any) would you like reflected in the post-event reports?*

I was asked to encourage have more community involvement and volunteers in planning and executing the events.

*Question: In what areas would you like to see residents and volunteers utilized for special events?*

*Finally, are there any other aspects of Special Events not identified above that you would like to see changed?*

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**Attachments**

Memo - Special Events

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## MEMORANDUM

**TO:** CITY MANAGER J. CRYSTAL DYCHES

**FROM:** AMBER WAKEMAN, DEPUTY DIR. OF INTERGOVERNMENTAL & PUBLIC RELATIONS  
JEFFREY ANDERSON, SPECIAL EVENTS COORDINATOR

**SUBJECT:** WEEKLY UPDATE

**DATE:** MAY 23, 2019

Staff has prepared the information below, as requested during the February 19, 2019 Council Work Session, on special events.

City Survey: The following cities were contacted in our special event survey based on similar population size.

- Apache Junction (pop 40,538)
- Bullhead City (pop 40,252)
- Florence (pop 26,074)
- Kingman (pop 29,472)
- Marana (pop 44,792)
- Prescott City (pop 42,731)
- Prescott Valley (pop 44,466)
- Queen Creek (pop 39,184)
- San Luis (pop 32,446)

The survey included the following questions:

- Number of staff that work on special events?
- Number of City-sponsored events?
- Budget per event or annually?
- Do cities charge admission or per attraction?
- How much income do you make? Is income a factor in special events?
- Are other Department costs reimbursed by a special events fund?
- Do you have Title 1 schools in your City?

**Table I: Survey results**

<b>CITY</b>	<b># OF STAFF IN DEPARTMENT</b>	<b># OF EVENTS</b>	<b>BUDGET</b>	<b>DO YOU CHARGE?</b>	<b>INCOME</b>	<b>ARE OUTSIDE STAFF COSTS FACTORED IN</b>	<b>ARE YOU A TITLE 1 CITY?</b>
<b>Apache Junction</b>	6 Staff 4 Rec Assistants	Sponsors 4, Partners on 10	\$4K/Event	No	Not a Factor, Community Enhancement	Each Department Pays Own Costs At Events	4 Schools
<b>Bullhead City</b>	1 Staff 2-10 Part Time	Sponsors 8, Partners on 7	\$5- 15K/Event	No, Unless Tourist Event With Prize Money	Try To Break Even	Each Department Pays Own Costs At Events	5 Schools
<b>Florence</b>	5 Full Time Staff 10 Part Time	Sponsors 8	\$150,000	No	Staff Did Not Have Access	Each Department Pays Own Costs At Events	11 Schools
<b>Kingman</b>	2 Staff That Only Process Permits	All Are Outside Sponsored	0	Outside Groups Sometimes	Not Relevant	Outside Sponsor Pays Own Costs At Events	2 Schools
<b>Marana</b>	2 Staff City Committee meets bi-weekly	Sponsors 4	\$182,000	No, \$1 A Ride At Fall Carnival	\$25,000 Income Last Year	Each Department Pays Own Costs At Events	5 Schools
<b>Prescott City</b>	1 Staff 15 on Dept. Committee	Sponsors 2, Partners on 15	\$10K/Event	No, Outside Groups Sometimes	Not a Factor, Community Enhancement	Each Department Pays Own Costs At Events	4 Schools
<b>Prescott Valley</b>	3 Full Time 3 Others That Assist at Events	Sponsors 10-15, Partners on Others	\$150,000	No, Some By Outside Vendors	Not a Factor, Community Enhancement	Each Department Pays Own Costs At Events	4 Schools
<b>Queen Creek</b>	3 Staff 14 Part Time	Sponsors 3	\$80,000	No Admission, Yes Inflatables	\$60,000 Income Last Year	Fire No, MCSO Yes , Public Works Yes	2 Schools
<b>San Luis</b>	7 Divisions 50 Staff	Sponsors 20	\$150,000	No, At 4th of July \$1 For Zipline Wristband	Not a Factor, Community Enhancement	Each Department Pays Own Costs At Events	9 Schools
<b>El Mirage</b>	1 Full Time	Sponsors 8	\$80,000	No	Not a Factor, Community Enhancement	Each Department Pays Own Costs At Events	5 Schools

<b>El Mirage - Special Events Vendors</b>	<b>Number</b>	<b>Percentage of total</b>
El Mirage Residents	41	28%
Craft/Jewelry Vendors	25	17%
Food Vendors	24	16%
Repeat Vendors (More Than One Event)	94	65%
Average # of Vendors Per Event	37	
<b>Total Vendor Participation 2018-19</b>	<b>144</b>	

#### **Spring Faire - Wal-Mart Prize Giveaway Results**

El Mirage Residents	203	69%
Surprise Residents	48	16%
Phoenix Residents	20	7%
Other	24	8%
Total	295	

#### **Estimated Staff Costs for Police, Fire and Public Works participation**

Police	\$9,131.50	(\$1,304 Per Event)
Fire	\$980.69	(\$140 Per Event)
Public Works Set Up	\$6,188.00	(\$884 Per Event)
Public Works At Event	\$9,282.00	(\$1,326 Per Event)

*\*Queen Creek is the only City surveyed that Charges Events for Sheriff and Public Works costs.*