

## MEMORANDUM

TO: Parks and Recreation Committee

FROM: BPI Team for Special Events

DATE: January 5, 2015

RE: Special Events Guidelines and Policy (SEGAP)

The Business Process Improvement (BPI) for Special Events was done to streamline the process and be more event friendly. Over the course of the year, the team met and came up with a Special Event Guidelines and Policy, revised the Application Form and criteria for waiving fees.

In addition, as part of this year's budget, the Mayor budgeted funds from room tax monies to cover the internal costs of special events qualifying for fees to be waived.

The BPI Team estimated that the current process can take an average of seven weeks to complete and the new process takes approximately two weeks, saving a total of five weeks. By streamlining the application and incorporating other necessary forms directly into the application, the paperwork for the event requester is reduced from a possible 8 pages to 4 pages.

Advantages to the new process include:

- Reduces time spent by administration
- Reduces paperwork for event requester by streamlining application
- Creates a defensible criteria for waiving fees
- Response time to special event requester is significantly reduced
- Documentation of projected and actual costs to the City
- Reduces action items on non-consent portion of Council agenda
- Reduces items on Standing Committee Agendas
- Approvals are obtained through an e-mail process making them paperless

Thank you. Any questions can be directed to any member of the team or we would be happy to meet with you.

BPI Team – Special Events:

City Attorney Kathleen McDaniel  
Deputy Clerk Deborah Neuser  
Business Manager Karen Dorow  
Operations Clerk II Sandy Ronski (Cemetery/Parks/Transit/Streets & San.)  
Admin Support Specialist Lisa Kuehn