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redmondoregon.gov

CITY COUNCIL

February 1, 2022
Virtual Meeting • www.redmondoregon.gov/CityCouncilLive

COUNCIL MEMBERS

George Endicott
Mayor

Jay Patrick
Council President

Krisanna Clark-Endicott
Councilor

Clifford Evelyn
Councilor

Ed Fitch
Councilor

Shannon Wedding
Councilor

Cat Zwicker
Councilor

FEBRUARY 1, 2022 | WORKSHOP AGENDA | 6:00 PM

I. CALL TO ORDER

II. PRESENTATIONS

A. Special Events/Street Closures Worksession #2

III. ADJOURN

Regular Council meetings are broadcast live on COTV11 – BendBroadband Channel 11 beginning at 6:00 p.m. on the 2nd and 4th Tuesdays of each month. Rebroadcasts are scheduled for the non-meeting Tuesdays at 6:00 p.m.

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CITY OF REDMOND

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STAFF REPORT

DATE: February 1, 2022
TO: Redmond City Council
THROUGH: Keith Witcosky, City Manager
FROM: Chuck Arnold, Economic Development/Urban Renewal Program Manager
SUBJECT: Special Events/Street Closures Worksession #2

Addresses Council Goal:
1. SUSTAIN OPERATIONS. Biii: Take continual steps to make City services more user/business friendly.
4. ECONOMIC DEVELOPMENT. C: Maintain Redmond's reputation as "the place to do business in Central Oregon".

Report in Brief:
City Council Worksession #2 to discuss the Policy which governs Special Events and associated street closures in downtown Redmond.

Background:
City Council originally had a worksession on this item on September 28, 2021. This second worksession reflects follow-up and additional community input that was received since that time.

The original worksession was conducted to discuss the 2014 policy governing the closure of 5th and 6th Streets for special events; to articulate the experiences of that policy over the intervening years; the changing environment in downtown; whether any changes or updates should occur.

The attached Policy Worksheet provides additional information.

Also attached are the responses to a survey that was conducted in late 2021.

Discussion:
See Policy Worksheet

Fiscal Impact:
N/A

Alternative Courses of Action:
No formal action requested. Direction to staff will be required to make any changes to the existing policy.

Recommendation / Suggested Motion:

Policy Issue Worksheet

Topic: Special Event/Street Closure Policy Worksession #2

Worksession Date: February 1, 2022.

Lead (City) Staff: Chuck Arnold, Jaclyn Abslag

Purpose: The purpose of this worksession is for City Council to review stakeholder feedback since your last worksession on this matter (9/28/2021) and to provide direction to staff on any potential changes in the policy which effects Special Events and Street Closures (particularly relating to 5th and 6th streets in downtown Redmond).

Project Objectives/Success Criteria:

- Discuss feedback from survey
- Determine whether the City Policy needs to change.
- Make decisions which provide the broadest benefit to downtown businesses while balancing the community benefit from events that use 5th and 6th.
- Special events continue to occur in the downtown and draw pedestrian traffic.

Following the Council's worksession in September 2021, City staff distributed a survey on special events and street closures to downtown stakeholders. The was done through websites as well as through the Redmond Chamber distribution channels.

The key takeaways were as follows:

- Largely supportive of special events, expressing there are just the right amount or even possibly too few events.
- Indicated a desire largely for street festivals, live music, and parades.
- The location for most events preferred by the majority of respondents is Sixth Street, however Centennial Park was considered more suitable by many for events with vendors.
- Around 60% showed interest in being involved in a further dialog or committee if formed.

Concerns expressed were:

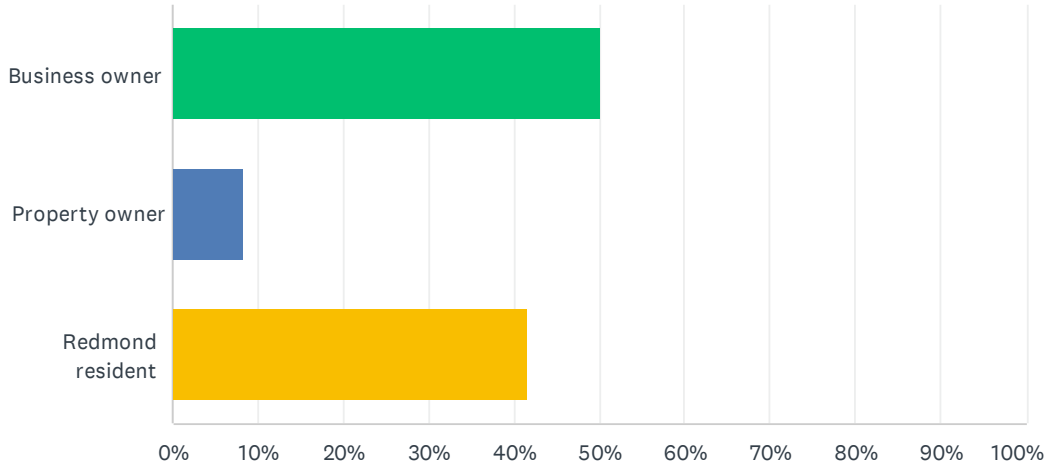
- Closing sections of the street to traffic/customers for extended periods of time without event activity.
- Communication and Awareness of Council Approval Ahead of Time – which is required in the existing policy (including opportunities for businesses to engage in the event, signage, door-to-door discussions, event schedules,) from event producers is not consistent, clear, and thorough (this area could be improved).

Previous Council Worksessions on this Topic:

September 28, 2021

Q1 Are you a downtown business owner, property owner or Redmond resident?

Answered: 24 Skipped: 0



ANSWER CHOICES	RESPONSES	
Business owner	50.00%	12
Property owner	8.33%	2
Redmond resident	41.67%	10
TOTAL		24

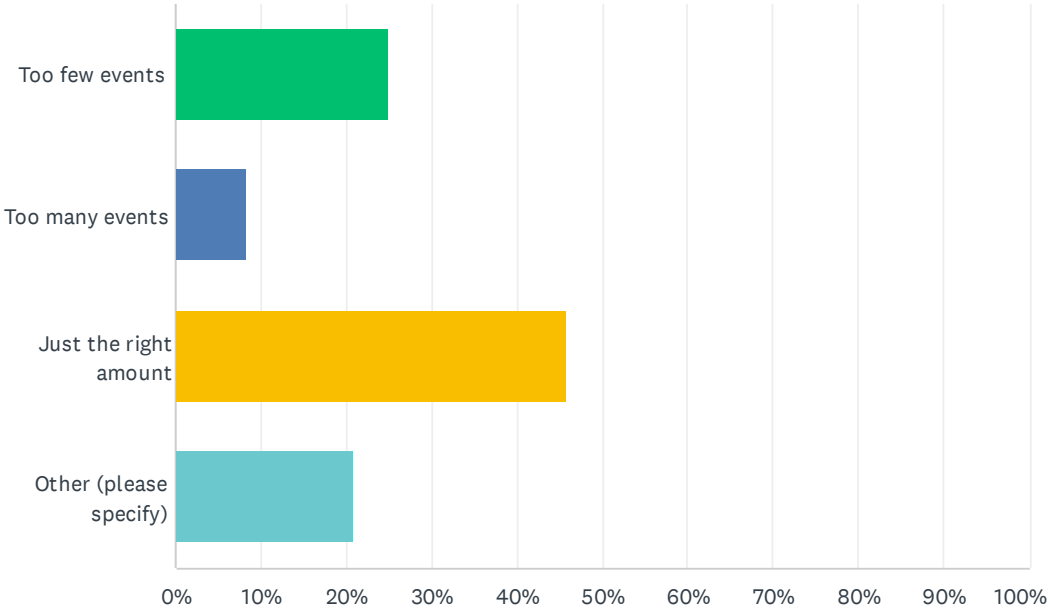
Q2 Business Owners: Which event and/or types of events have shown an increase in sales and/or exposure for your business?

Answered: 14 Skipped: 10

#	RESPONSES	DATE
1	Car Shows	1/12/2022 5:02 PM
2	Parades	1/11/2022 1:05 PM
3	Fall Festival Street Fair, Car Shows	1/10/2022 10:57 PM
4	None have shown a direct increase in business. Although it could be argued that there is more exposure.	1/10/2022 5:50 PM
5	parade's or holiday events if participating	1/10/2022 4:43 PM
6	The Valentine Event last year and the Holiday Open House.	1/10/2022 4:26 PM
7	I am a business owner, property owner, and Redmond resident, and local downtown events (especially on 5th & 6th Street) are fantastic for our Redmond community. From a business perspective, community events can only help local businesses, as those events are a draw to keep people in Redmond as well as bring people to Redmond.	1/10/2022 3:47 PM
8	Any time there is increased foot traffic, our exposure increases. Yet we have found that sales actually decrease substantially during both special events and parades.	12/17/2021 5:01 PM
9	Events that DO NOT CLOSE 6th street are advantageous.	12/16/2021 9:41 AM
10	I don't get any more or less customers during these events. I just think they are fun.	12/14/2021 11:44 AM
11	When I had my coffee shop in the downtown core area, I participated in the street events and benefited financially from the Redmond Street Festival, the Car Shows, and the parades.	12/13/2021 11:42 AM
12	N/A	12/13/2021 10:49 AM
13	Car shows at wild ride	12/9/2021 3:00 PM
14	Anything that brings foot traffic to 6th street	12/9/2021 10:56 AM

Q3 In your view, 5th or 6th Streets have....

Answered: 24 Skipped: 0

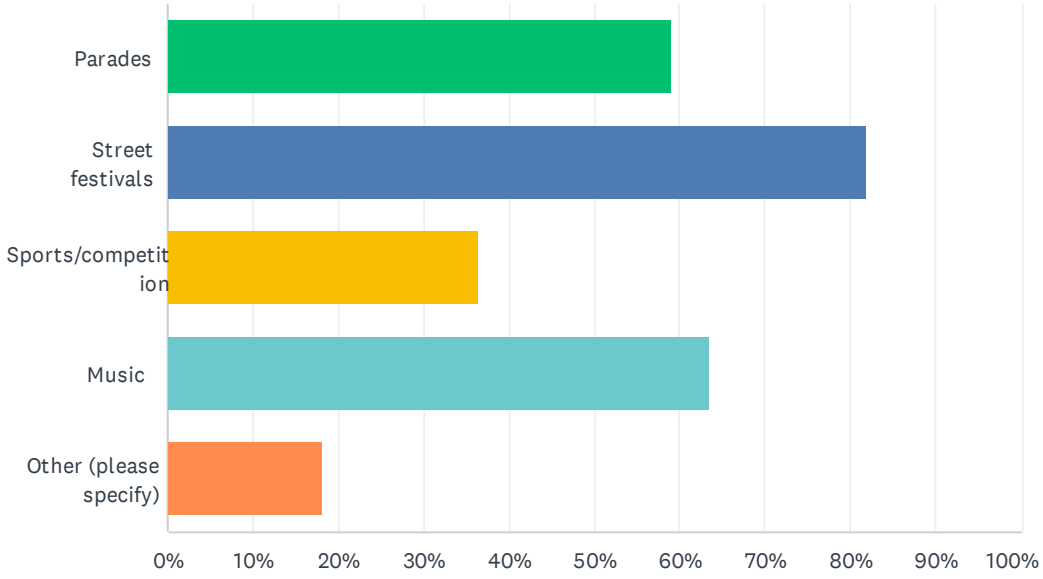


ANSWER CHOICES	RESPONSES	
Too few events	25.00%	6
Too many events	8.33%	2
Just the right amount	45.83%	11
Other (please specify)	20.83%	5
TOTAL		24

#	OTHER (PLEASE SPECIFY)	DATE
1	The # of events isnt really the issue, it is more the timing and dates that are an issue. Also, the quality of some events are very low and require a lot from business owners.	1/11/2022 8:37 AM
2	We are new enough to the downtown business arena that I don't feel I have enough experience for an educated opinion.	12/17/2021 5:01 PM
3	A good amount, but I wouldn't be opposed to more	12/13/2021 8:13 AM
4	bad events that are not thoughly evaluated before approval. Lack of city eyes to see what is really happening at them	12/9/2021 3:00 PM
5	I am open to more events, but I think a multi-month process to get a permit is not helpful to a potential event	12/9/2021 10:56 AM

Q4 What types of events do you want to see?

Answered: 22 Skipped: 2

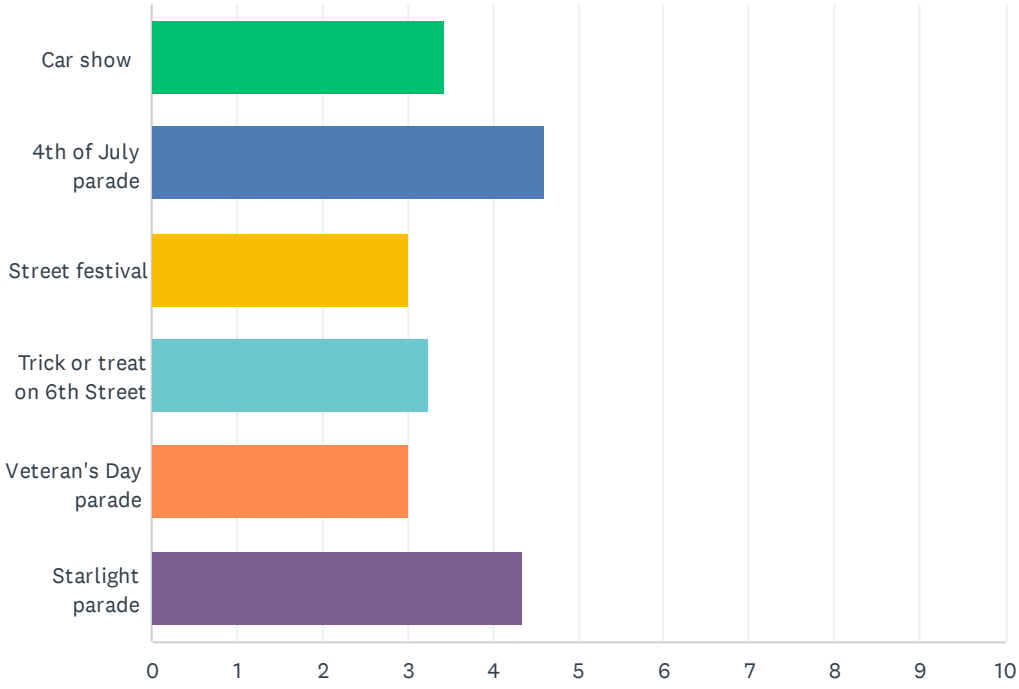


ANSWER CHOICES	RESPONSES	
Parades	59.09%	13
Street festivals	81.82%	18
Sports/competition	36.36%	8
Music	63.64%	14
Other (please specify)	18.18%	4
Total Respondents: 22		

#	OTHER (PLEASE SPECIFY)	DATE
1	Would love to see 6th St become a walking park with parking lots on each end starting at Black Butte and ending at Evergreen and having the one ways being North on 5th and South on 7th	1/10/2022 10:57 PM
2	Community social-cultural ethnic celebrations	12/13/2021 11:42 AM
3	only well organized and adveritised events that last all day, not keep roads closed and nothing happening after 4pm	12/9/2021 3:00 PM
4	None on 5th and 6th	12/9/2021 1:18 PM

Q5 There are a handful of events that have become annual Redmond traditions. Which of these events do you find to be the most valuable to 5th and/or 6th Streets? (list in order of importance to you with "1" being the most important)

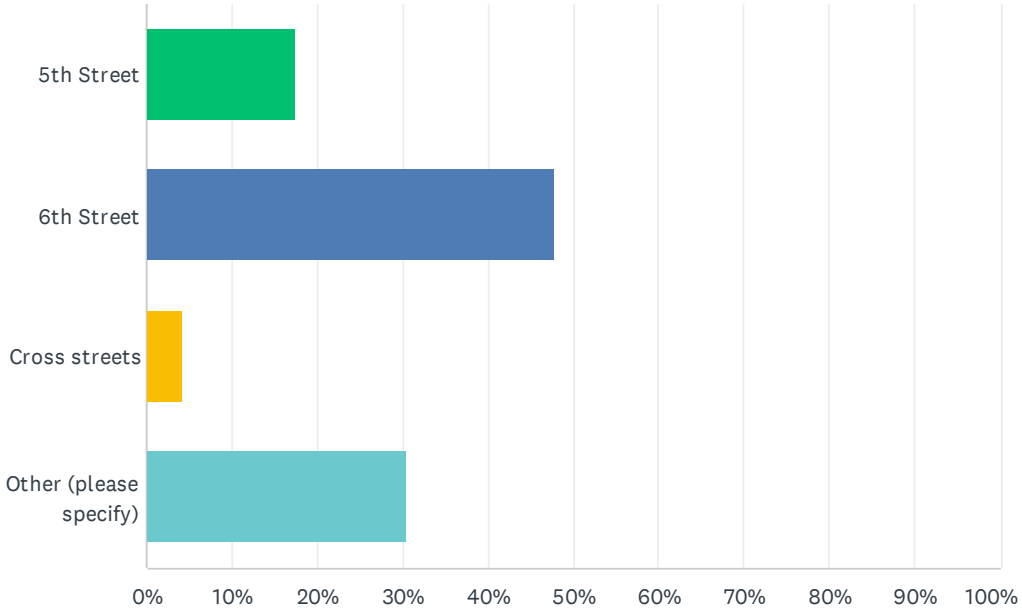
Answered: 22 Skipped: 2



	1	2	3	4	5	6	TOTAL	SCORE
Car show	9.52% 2	33.33% 7	9.52% 2	14.29% 3	4.76% 1	28.57% 6	21	3.43
4th of July parade	35.00% 7	25.00% 5	10.00% 2	25.00% 5	5.00% 1	0.00% 0	20	4.60
Street festival	10.00% 2	10.00% 2	20.00% 4	15.00% 3	20.00% 4	25.00% 5	20	3.00
Trick or treat on 6th Street	23.81% 5	4.76% 1	14.29% 3	9.52% 2	23.81% 5	23.81% 5	21	3.24
Veteran's Day parade	5.00% 1	5.00% 1	25.00% 5	25.00% 5	30.00% 6	10.00% 2	20	3.00
Starlight parade	25.00% 5	30.00% 6	20.00% 4	10.00% 2	10.00% 2	5.00% 1	20	4.35

Q6 Which street(s) do you prefer used for event closures and why?

Answered: 23 Skipped: 1



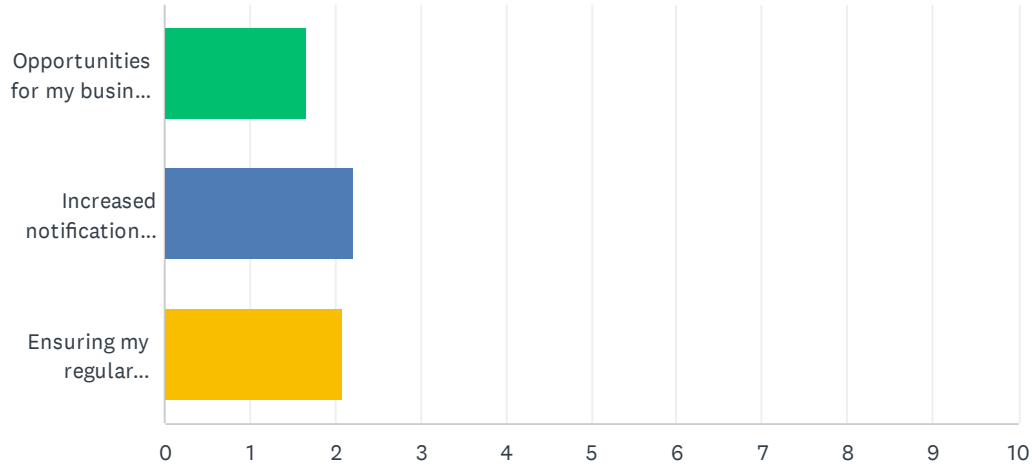
ANSWER CHOICES	RESPONSES	
5th Street	17.39%	4
6th Street	47.83%	11
Cross streets	4.35%	1
Other (please specify)	30.43%	7
TOTAL		23

#	WHY?	DATE
1	Better for traffic	1/12/2022 5:02 PM
2	Because it gives Businesses in downtown Redmond the most exposure	1/11/2022 1:05 PM
3	It is very challenging to close the street in front of all retailers and restaurants + take away our parking for most of the day.	1/11/2022 8:37 AM
4	7th St because it would allow for more parking	1/10/2022 10:57 PM
5	I think 7th street is ideal because of the adjoining park areas and doesn't interfere with business	1/10/2022 5:50 PM
6	its the main downtown road and if theres a event it does bring exposure to the business if planned right	1/10/2022 4:43 PM
7	I selected "cross streets" as depending on the event I understand how that would be more convenient if an event can be contained on cross streets. That said, utilizing 5th and/or 6th Streets for events both help highlight events and bring attention to the local downtown community. To answer this question accurately really should be dependent on understanding the event and what is required to make it a success.	1/10/2022 3:47 PM

8	6th Street is the main business street so allowing traffic is good. 5th Street is one off the main road, but affects businesses less.	1/10/2022 3:45 PM
9	It's time to protect the business hours and street parking of businesses on 6th street by NOT CLOSING the street during business hours.	12/16/2021 9:41 AM
10	My property faces 6th street and we have a great spot to watch from	12/14/2021 11:44 AM
11	SW Evergreen Ave/SW 7th St/SW 8th/SW 9th/SW Deschutes Ave.	12/13/2021 11:42 AM
12	I have heard strong opinions of each of the above. Being that I am not a business, I want to learn how this impacts them. As a resident I do like the look and feel of 6th St, but hate to think it causing harm to our small shops.	12/13/2021 10:49 AM
13	Most history/decorated/most small businesses for foot traffic	12/13/2021 8:13 AM
14	for events such as street festivals 7th street and around centennial park.	12/9/2021 3:00 PM
15	7th and 8th keep downtown open	12/9/2021 1:18 PM
16	most foot traffic near businesses	12/9/2021 12:23 PM
17	More business fronts. Closing more roads this year for 4th of July was a mess. Please don’t take parade all over town again. 6th st is enough.	12/9/2021 11:17 AM
18	Easy detours, and long-standing tradition of SW 6th St as the hub of downtown	12/9/2021 11:05 AM
19	It is the main thoroughfare and the most businesses	12/9/2021 10:56 AM
20	Creates a great atmosphere	12/9/2021 10:53 AM

Q7 When an event street closure is planned, what would you like to see or need help with? (list in order of importance to you with "1" being the most important)

Answered: 23 Skipped: 1



	1	2	3	TOTAL	SCORE
Opportunities for my business to participate and benefit	19.05% 4	28.57% 6	52.38% 11	21	1.67
Increased notification and communication about event details	43.48% 10	34.78% 8	21.74% 5	23	2.22
Ensuring my regular customers have access to my business	38.10% 8	33.33% 7	28.57% 6	21	2.10

Q8 Do you have any ideas to share for downtown events?

Answered: 15 Skipped: 9

#	RESPONSES	DATE
1	I run the car shows in Redmond and so far they have been very successful.	1/12/2022 5:02 PM
2	By event: Halloween Trick or Treat: this event is very expensive for downtown businesses and completely cuts off all business for us. We all stand outside our business to ensure 100s of children aren't inside our spaces. Our downtown association has discussed an alternative event that doesn't hand out endless bags of candy but is more of a street festival with music and games for kids. Ive heard many trick or treaters downtown say they take their kids to trick or trick on 6th to collect candy to pass out at their house. I think it is ridiculous to spend $600 on candy when people are turning around and passing it out for free. Starlight Parade: Love this event, just wish it wasn't on Small Business Saturday. We close an hour early for this event and lose an entire hour or business. Plus, the signs stating no parking are very confusing for customers. Charm Stroll: Participants of this event are quite demanding and will take more charms than people in their group. This event brings out people that are really looking for freebies--not ideal customers into our shops and restaurants. I think an alternative idea would be something that doesnt just pass out freebies to huge groups of people that take away from your actual customers on one of the busiest weekends of the year. The chamber should be responsible for putting people at the businesses to do this, so the business/owners can focus on the customers. We have had customers leave because the line to collect a charm or piece of candy was too long. That is lost sales. The chamber continues to roll these random events out without asking for any feedback from the businesses that it impacts.	1/11/2022 8:37 AM
3	If it is an event that brings customers to the businesses then use 6th St. But for parades they need to use 7th St so it doesn't hinder business and customers.	1/10/2022 10:57 PM
4	Make sure that they are apolitical and if for some reason they become that way … it would be nice if city leaders would publicly condemn such actions. Thanks	1/10/2022 5:50 PM
5	As my shop (The Shabbie Attic) is not in the main downtown area I don't get alot of business from these events. However when there is a "map" folks have to follow and I am listed I do get quite a bit of folks coming into my shop. I usually do my own events.	1/10/2022 4:26 PM
6	I would encourage the City of Redmond to continue to allow events in downtown Redmond, specifically on 5th & 6th Street. Certainly be selective as to the event and what is approved, but understand that having the right event that has been planned well/properly is good for business, good for the community, and good for all of Redmond and its future.	1/10/2022 3:47 PM
7	The more events, the better! It's great to see our downtown full of life and the businesses thrive. There is a TON of off-street parking off the "main" streets of 5th and 6th. I'm willing to walk a block to have fun events in downtown Redmond.	1/10/2022 3:45 PM
8	Increased and accurate communication about events and street closures would be incredibly helpful as a downtown business. Also, the signs that are put out for notification of upcoming street closures are often confusing (lack clear communication) and deter people from parking downtown well before necessary. For example, the signage for the recent Startlight Parade was put out 4 days before and had small writing for the actual date and time of street closure.	12/17/2021 5:01 PM
9	Our customers overwhelmingly support moving the parades and events OFF 6th street - when a closure of 6th street during business hours is required. Our customers have suggested events that require street closures be moved to Sundays or to 7th street.	12/16/2021 9:41 AM
10	Use Centennial Park for staging the Redmond Street Festival & Car Shows. Have vendors set up on SW Evergreen Ave/SW Deschutes Ave/SW 7th, SW 8th. Spectators & visitors park vehicle in the City Parking lot. 6th Street Closure should be reserved for parades only. Residents in the community look forward to the parades.	12/13/2021 11:42 AM
11	I would be open to seeing the street closure's be moved to either 5th or 7th St. I understand the impact to the businesses on 6th st and they feeling that they cannot operate and see no	12/13/2021 10:49 AM

	ROI. I would like to see a sale's study for the weeks/days of these events. Does it truly increase foot traffic? Does it help our businesses?	
12	None - Trick or Treat was madness this year, though. Maybe close down cross streets as well to pull some traffic off 6th?	12/13/2021 8:13 AM
13	They must be better, and more organized! Chuck, you know how Bend Runs their events! Fun in the Day, concerts at night, Big events with big promotion! The current events are not held with the intention of downtown businesses succeeding. They literally make us all suffer! Most the time lack of communication to downtown businesses, and lack of advertising is the problem. The event sponsors do not talk with the businesses to see how they can work together rather then work against each other. The street Festival is the WORST event! This year people were not aware of halloween trick or treating, or the starlight parade. The city falls short on helping to promote these events.	12/9/2021 3:00 PM
14	No	12/9/2021 1:18 PM
15	A route to get to and from the new parking area on Evergreen and 7th should be discussed. Typically there are barriers along the route and that is prime parking for attendees.	12/9/2021 10:56 AM

CITY OF REDMOND	
SPECIAL EVENTS	NUMBER: CD 101
EFFECTIVE DATE: MARCH 11, 2014	APPROVAL: CITY MANAGER

OVERVIEW

The City of Redmond values special events as a means of bringing people together to enrich lives and strengthen our community through commerce, arts, sports, culture and more.

A Special Event is an organized activity, such as a parade, race, street fair, athletic event, etc. that require the exclusive use of public right of ways or city-owned property.

The City of Redmond regulates these types of events to ensure the safety of the event participants and the general public, to mitigate the impact to the community in terms of traffic circulation and access to properties and businesses, and to minimize inconvenience to the general public, surrounding neighborhoods and disruption of public services.

PURPOSE

The purpose of this policy is to provide a framework for decision-making relative to the approval of street closures for special events.

Traditional Events (as referenced in City Code) which may use 5th and/or 6th and do not require approval from City Council to use/close these streets include:

4th of July Parade
Deschutes County Fair Parade
Veterans Day Parade
Holiday Parade
Redmond School District Noise Parades

This Policy was adopted by the City Council of Redmond, Oregon March 11, 2014.

SCOPE

This policy applies to all persons requesting the use of any public right-of-way for special events, except for those streets designated as festival streets in the Redmond City Code.

PROCEDURES

When considering the approval of a street closure for a special event, the City Council should host a public hearing and consider:

- Who benefits or is adversely impacted from the event – business frontage, general community, special event organizer.

- The opportunities/benefits (increased pedestrian traffic; increased exposure, etc.) and impacts (restricted or reduced access, etc.) to the general area where the event is being held.

- Whether or not there is another event with a scheduled street closure on the same street or in the same general area during the same month.

- If at all possible, avoid closing 5th or 6th streets more than twice a month; avoid closures on consecutive weekends; and aside from use of designated Festival Streets, avoid street closures which affect the same general area.

- The anticipated attendance of the event.

- Suggested minimum attendance for street closure durations are recommended per the following:

    - If the event is between 4 – 12 hours, then at least 500 people should be expected.

    - If the event is between 12 – 24 hours, then at least 1000 people should be expected.

    - If the event is greater than 24 hours, then at least 2500 people should be expected.

- Whether or not the event is for a non-profit organization or for a private commercial organization and the overall community benefit of the event.

- All permit requirements, in accordance with the City Manager's discretion, by the Redmond City Code have been met.

POLICY DISCUSSION #2

SPECIAL EVENTS & STREET CLOSURES DOWNTOWN

REDMOND CITY COUNCIL

FEBRUARY 1, 2022

SLIDE / 1

TOPICS

- **Policy History**
- **Current Policy / Closures**
- **Redmond Then & Now 2013 - 2021**
- **Lessons Learned / Emerging Issues**
- **Alternatives to 5th & 6th**
- **Potential Modifications**

Policy History

Adopted 2014

Input from:

- **Downtown Business Owners**
- **Council Member**
- **Redmond Chamber Director**
- **Redmond Area Parks & Rec Director**

2014 Policy

Purpose and Intent – Council Involvement and Stakeholder Awareness of Closures

- Clarify what events can close 5th/6th without Council action (4th of July, Veterans, Starlight parades)
- All other closures of 5th/6th require City Council hearing
- Evaluate closures with a strong emphasis around who benefits or may be adversely impacted.
- Limit closures to no more than two within a 30-day period.
- Increased responsibility on organizers (logistics and communication n advance of the Council action).

Redmond Then & Now 2013 - 2021

	2013	2021	% Change
Population	26,000	35,000	+ 35%
Daily Traffic-6th & Evergreen	7,303	12,866	+ 77%
Downtown Businesses	50	88	+ 76%
# Of Closures	8	6	- 25%

Lessons Learned / Emerging Issues

WHAT WORKS WELL:

- Large Event Space
- Visibility
- Bring People Downtown

IMPROVE:

- Event notification
- Business Involvement
- Access to businesses
- Council Approval Notification

ALTERNATIVES:

- Centennial Park
- Alleys
- East/West Streets
- Other Locations

ITEMS DISCUSSED:

Should either or both streets be de-emphasized for any events beyond the traditional parades (4th of July, Veteran's and the Starlight Parades)?

Should some east/west streets serving as connectors for 5th and 6th be closure venues?

Should any other events be added to the list of 'traditional' events (such as the Halloween/trick or treating event which is an annual closure currently requiring Council approval)?

*PROVIDE OPPORTUNITIES FOR STAKEHOLDER INPUT AT A FUTURE COUNCIL WORKSESSION.

QUESTIONS?