



**DENVER**  
THE MILE HIGH CITY

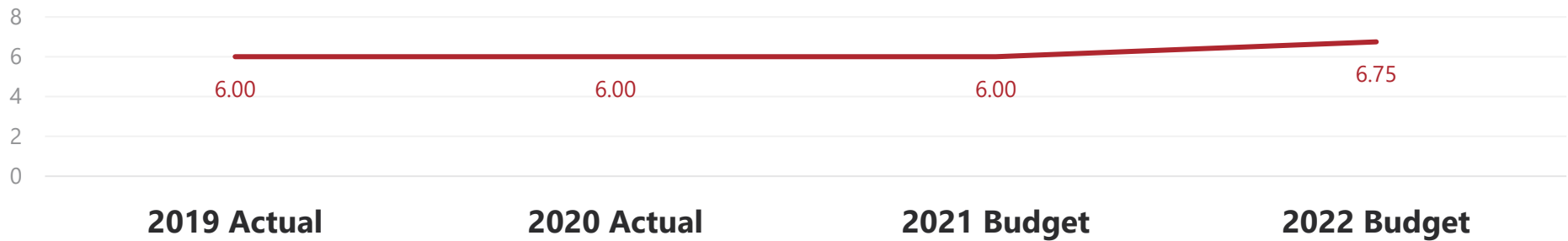
# Office of Special Events

## 2022 Budget

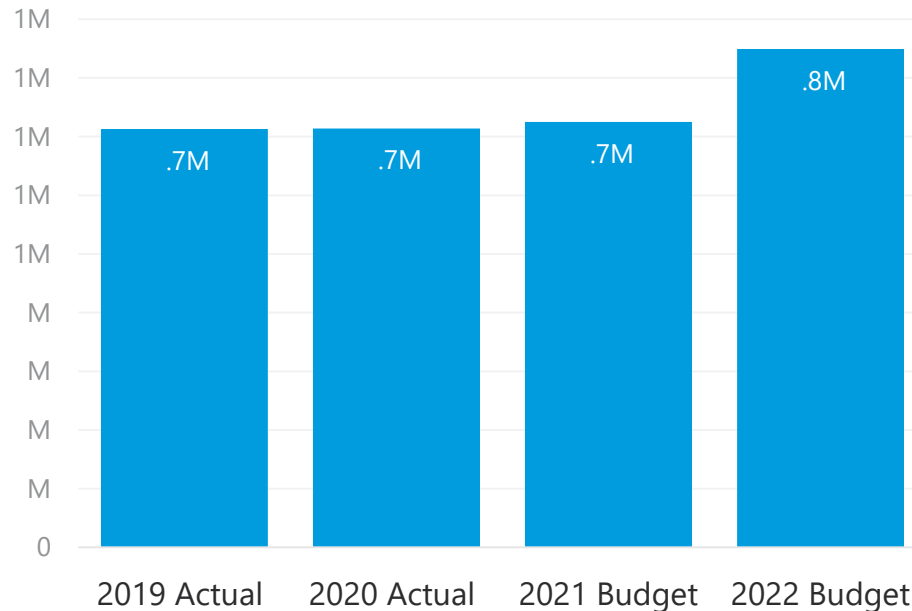
*To offer unparalleled customer experience and tangible department efficiencies by implementing and coordinating a comprehensive citywide event workflow as the City's guiding agency for special events.*

# Agencywide General Fund Expenditures & FTE Changes

## Total FTE



## Total Expenses



## Key Equity Accomplishments

**Individualized Service:** Sharply focused on providing “above-and-beyond” customer service to event organizers, city agencies, and all Denver communities.

**Process Navigation:** Actively facilitates the navigation of City processes and requirements.

**Community Engagement:** Proactively engages with community members including but not limited to registered neighborhood organizations (RNOs), business improvement districts (BIDs), churches, schools, and community centers to educate constituents and minimize event impacts.

**Resources and Access:** Deliver accessible resources to facilitate understanding and utilization

- Online application system
- New Special Event Planning Guide (Spanish translation in 2021)

## Key Equity Work

**Eliminate Barriers:** Identify OSE application discount criteria for community events.

**Diversify engagement:** Engage a diverse audience of event organizers and community members as advisors for policy and process changes. Invest in translation services to increase access and engagement.

**Education:** Deliver accessible educational opportunities and resources in an effort to support more diverse community events.

**Recruiting and hiring:** Work with OHR partners to actively recruit diverse OSE staff to reflect the community we serve.

# Agency Total General Fund Expansions



**Total \$82,348**

- Personnel \$80,200
- Services & Supplies \$300
- Capital Equipment \$1,200
- Internal Services \$648

Personnel Expenditures	FTE	Complimentary Services & Supplies
\$80,200	0.75 - Limited	\$2,148

For New Event Permitting Specialist

The addition of new Event Permitting Specialist will allow the agency the needed bandwidth to:

- Maintain high level of service delivery
- Respond to increasing demand and complexity of events and films
- Dedicate more time to Equity and Diversity Plan
- Improved access and enhance community engagement

## City Council Priorities

### Budget Priority 1:

- Community engagement, community navigator and translation services
- Capacity building for community organizations and nonprofits, assistance and recovery



# 2022 American Rescue Plan Act Funding

Approved Restoration/Supplemental Services Change Request (title and brief description)	2022 Amount
Reinstate Office Supplies Budget	\$ 3,000
Reinstate Technology Supplies & Equipment Budget	\$ 2,000
<b>Total</b>	<b>\$ 5,000</b>

## ARPA Budget Equity Summary

*Technology investment in automation and user-friendly navigation allows for reallocation of staff hours and resources to individualized support, outreach efforts, equity work and access.*

Process navigation for event -- citywide requirements and coordination

Process navigation for film productions -- citywide requirements and coordination

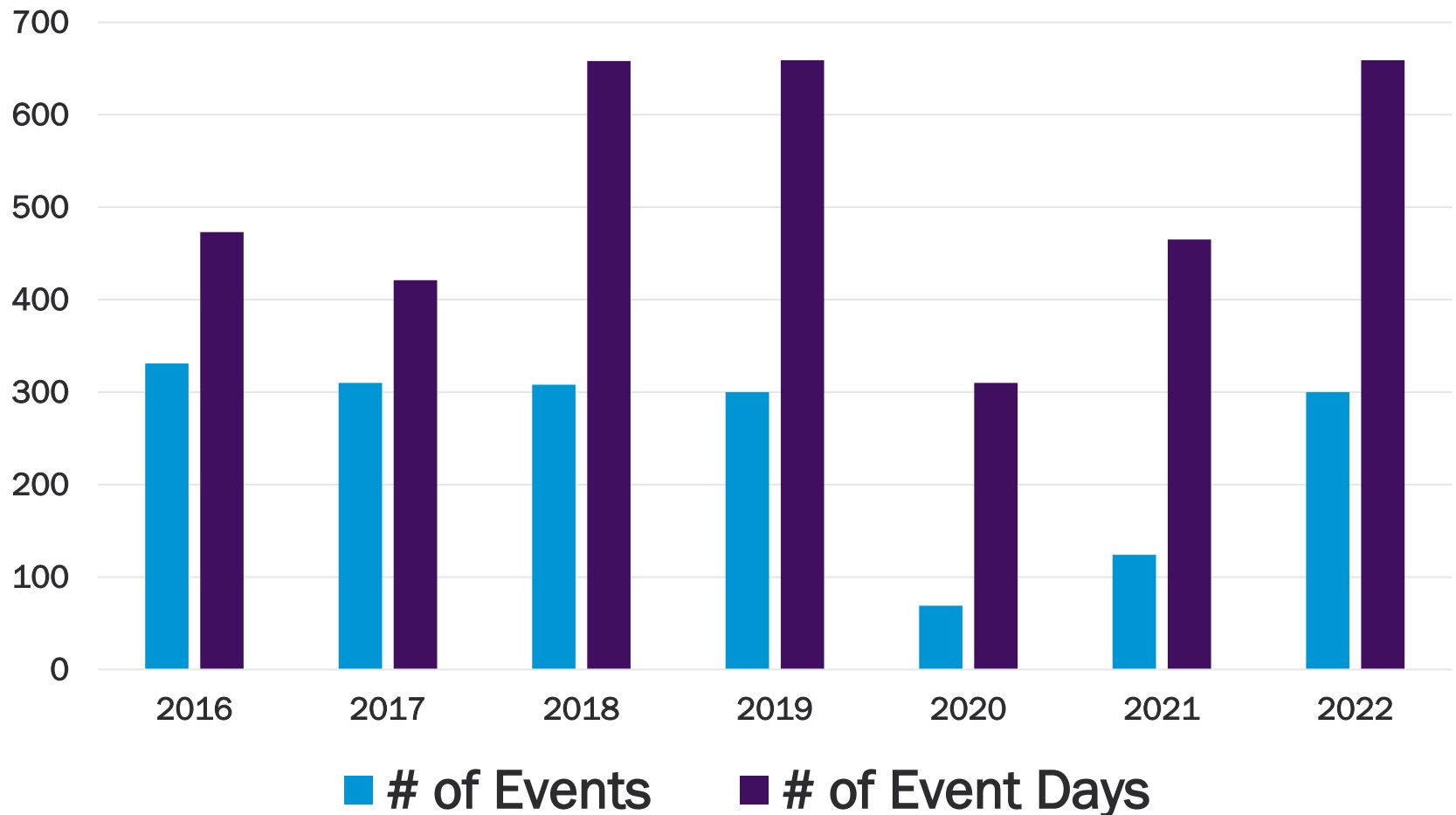
Outreach and Engagement; internal notifications, newsletters, event organizers email updates, event calendar, community communications

Education; Annual Event Forum, Safety Workshop, Lunch and Learns, Event Planning Guide

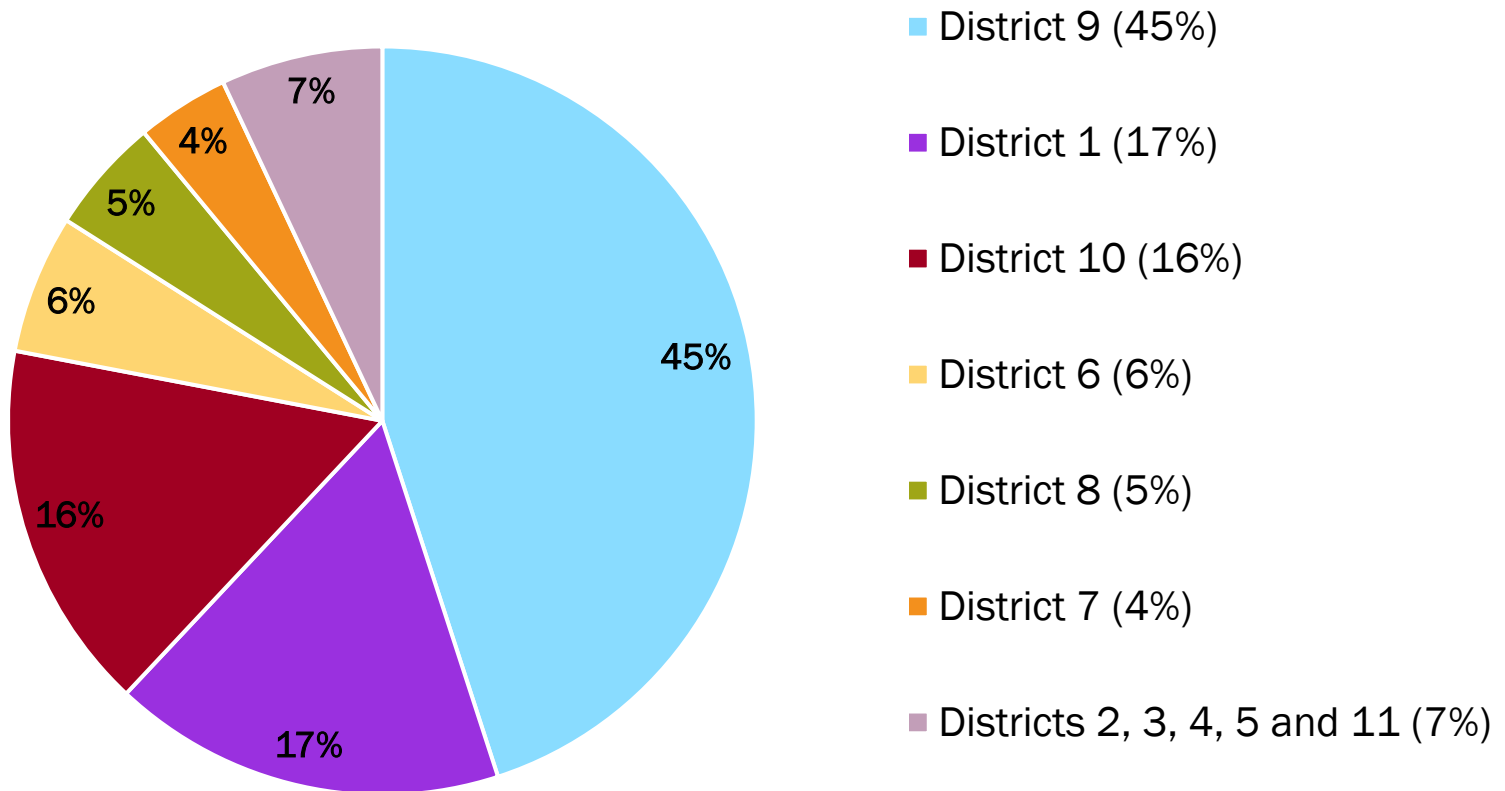
Citywide Policy and Process Workgroups; Eg: street closure fees, parks alcohol policy, Common Consumption Areas, Bannock St. etc.

Event Bids and Coordination; local, regional, national, and international





# Percentage of Events by City Council District



## Policy and Procedures

- Community notification
- Emergency action plans for event safety
- Created a more equitable process for all events
- Drone use in filming
- Evolving creative formats, offerings, and footprints
- Ongoing education and compliance for public health orders and safety requirements

## Increased Demand

- Expanding engagement with events on private property
- Volume and events complexity of 1st Amendment activities
- Number of requests for bids to host national/international large-scale events

- Coordinate with 21 different agencies on processes and requirements as the city's subject matter experts on events
- Identify and facilitate discussion and resolution around potential policy conflicts
- Coordinate city-wide communications and problem solving with external partners on events.

*Thank you! Questions?*

