



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: August 19, 2024

Re: Authorizing a Special Event Operations Agreement with MID-MISSOURI PRIDEFEST for the 2024 Mid-MO PrideFest

Executive Summary

This resolution authorizes the operations agreement for the annual Mid-MO PrideFest on September 28 - 29, 2024 and parade on September 29, 2024 in downtown Columbia.

Discussion

MID-MISSOURI PRIDEFEST has submitted a special event application for an outdoor festival to be held on portions of Park Avenue, Orr Street and St. James Street, as well as in Rose Music Hall located at 1013 Park Avenue in downtown Columbia. The annual festival will be held on September 28, 2024 from 12:00 p.m. – 11:00 p.m. and on September 29, 2024 from 12:00 p.m. -10:00 p.m. This is a free event with an estimated attendance of 4,000 - 5,000 per day. The event footprint includes the closure of Park Avenue from 10th Street to St. Joseph Street; Orr Street from Park Avenue to E. Ash Street; and St. James Street from Park Avenue to E. Ash Street.

The PrideFest parade is Sunday, September 29, 2024 from 12:00 - 1:00 p.m. The parade will begin at The Armory, 701 E. Ash Street, and proceed east to S. Ninth Street, then south to E. Broadway and continue west to end at Fifth Street. Traffic will be dispersed north on Fifth Street. All barricades to block streets will be compliant with the Manual on Uniform Traffic Control Devices (MUTCD) and Columbia Police Department Policy.

The city's Special Events Committee has worked closely with the event organizers and has reviewed the event layout, street closures, parking & traffic plans, emergency & public safety plans, food service & alcohol management plans, the solid waste plan, and insurance.

The operations agreement includes the exclusion of the closed locations from the open container ordinance. The Event Area includes locations both within the "Downtown Area," as that term is defined in City Code Section 16-258.1, and outside the "Downtown Area". For the portion of the Event Area within the Downtown Area, Section 16-258.1 does not apply to sounds generated in connection with the street closure. City Code Sections 16-176.1 (Peace Disturbance) and 16-258 (Loud Noise) apply to the portions of the Event Area that are not in the Downtown Area. Additionally, the state law on peace disturbance (Section 574.010 RSMo) applies to the entire event.

The city's Special Events Committee will continue to work with the organizers prior to the start of the event, including a walk-through inspection to ensure all aspects of the Operations Agreement are met and approved by the appropriate city staff.



Fiscal Impact

Short-Term Impact: N/A

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Inclusive and Equitable Community, Secondary Impact: Safe Community, Tertiary Impact: Organizational Excellence

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Livable & Sustainable Communities, Tertiary Impact: Tertiary

Legislative History

Date	Action
08.21.2023	R116-23: Authorizing a special event operations agreement with MID-MISSOURI PRIDEFEST for the 2023 Mid-MO PrideFest outdoor festival on September 23-23, 2023 to be held on portions of Park Avenue, St. James Street and Orr Street.
9.6.2022	R129-22: Granting a temporary waiver from the requirements of Section 16-185 of the City Code to allow possession and consumption of alcoholic beverages and Section 19-258.1 of the City Code to allow amplified sound exceeding a distance of 300 feet from the area along a portion of Park Avenue between Tenth Street and St. James Street, and the area along a portion of Orr Street between Park Avenue to a point just north of the City's Fire Administration Building, on September 24 & 25 for the annual Mid-MO PrideFest event.
8.19.2019	R121-19: Granting a temporary waiver from the requirements of Section 16-185 of the City Code to allow possession and consumption of alcoholic beverages for the area along a portion of Park Avenue between Tenth Street and ST. James Street, and the area along a portion of Orr Street between Park Avenue and Ash Street, for the annual Mid-MO PrideFest.

Suggested Council Action

Approval of the legislation and execution of the Operations Agreement.