



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: May 1, 2023

Re: Authorizing a Special Event Operations Agreement with Shakespeare's Pizza Inc. for a 50th Birthday Celebration and Outdoor Concert.

Executive Summary

This resolution authorizes the operations agreement for the 50th Birthday Celebration of Shakespeare's Pizza on September 23, 2023 in downtown Columbia on Ninth Street from Locust Street to Elm Street, as well as a portion of Elm Street from Eighth Street to Tenth Street.

Discussion

Shakespeare's Pizza, Inc. has submitted a special event application for a 50th Birthday Celebration and outdoor concert. This event is a free and open to the public event with gates opening at approximately 4:00 p.m. and concluding at approximately 11:00 p.m. Attendance is estimated at 3,000 – 3,500.

The event includes the closure of South Ninth Street from Locust Street through the Elm Street intersection from 6:00 a.m. Saturday, September 23, 2023 until no later than 2:00 a.m. Sunday, September 24, 2023. There will be No Thru Traffic signage placed on Ninth at Locust Street, Ninth at the south side of the Elm Street intersection, on Elm Street at the intersection of Eighth Street and on Elm Street at the west side of the intersection of Tenth Street. All barricades to block the streets will be compliant with the Manual on Uniform Traffic Control Devices (MUTCD). The Street Closure Petition for this event contains more than enough approval signatures to meet the requirements of 51% (fifty-one percent) of Section 24-73(c) of the city code.

Shakespeare's Pizza Inc. has requested a waiver from the requirements of Section 16-185 of the City Code to allow possession and consumption of alcoholic beverages on Ninth Street from 4:00 p.m. until 10:30 p.m. and a temporary waiver of Section 16-258 of the City Code to allow amplified music from 4:00 p.m. until 11:00 p.m. on Saturday, September 23, 2023.

Per Section 24-73(b) of the City Code, an agreement must be executed between the City Manager and Organizer because of street closures and/or requirements of city services, equipment or support that is outside the ordinary course of business of the city.

The City Special Events Committee has worked closely with the Organizer to address all aspects of the application and the operations agreement to include the event footprint and street closure, the traffic plan, public safety plan, solid waste plan, alcohol plan, and insurance requirements. The City will continue to communicate with the Organizer prior to the start of the event to ensure all required plans are approved by the appropriate City staff and departments to ensure a safe and successful event for all involved.



Fiscal Impact

Short-Term Impact: a/a

Long-Term Impact: n/a

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Resilient Economy, Secondary Impact: Organizational Excellence, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

| Date | Action |
|------|--------|
| | n/a |

Suggested Council Action

Approval of the legislation.