



# 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 18, 2025

Re: Authorizing a Special Event Operations Agreement with MID-MISSOURI PRIDEFEST for the 2025 Mid-Missouri Pridefest.

## Executive Summary

This resolution authorizes the operations agreement for the Mid-Missouri PrideFest on October 4-5, 2025 and parade on October 5, 2025 in downtown Columbia. Because of the size and scope of the event and the requirement of city services and equipment, an agreement must be executed between the City Manager and event organizer and approved by City Council per Section 24-73(b) of the City Code.

## 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 Park at 1013 Park Avenue in downtown Columbia. This annual festival will take place on October 4, 2025 from 12:00 p.m. - 6:00 p.m. and October 5, 2025 from 7:00 a.m. - 1:00 p.m. This is a free event with estimated attendance of 4,000-5,000 per day.

The event footprint includes the closure of Park Avenue from Tenth Street to St. James Street; Orr Street from Park Avenue to E. Ash Street; and St. James Street from Park Avenue to E. Ash Street. The Operations Agreement includes the exclusion of the closed locations from the open container ordinance.

The event area includes locations both within and outside the "Downtown Area". For portions of the event located within the Downtown Area, Section 16-258.1 does not apply to sounds generated as part of the street closure. For portions of the event outside the Downtown Area, City Code Sections 16-176.1 (Peace Disturbance) and 16-258 (Loud Noise) remain applicable. In addition, the state law on peace disturbance (Section 574.010 RSMo) applies to the entire event area.

The PrideFest Parade will take place on Sunday, October 5<sup>th</sup> from 12:00 p.m. - 1:00 p.m. The parade begins at The Armory, 701 E. Ash Street, proceeds east to S. Ninth Street, south to E. Broadway, continues west to Fifth Street, then north on Fifth Street to E. Ash with traffic dispersing from this point. All barricades 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 to address all aspects of the event and has reviewed the festival layout, street closures, parking and traffic plans, emergency and public safety plans, food service and alcohol management plans, solid waste plan and insurance. The committee will continue to work with the organizers prior to the start of the event, including a walk-through inspection before gates



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

open on October 4, 2025, 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
08.19.2024	R151-24: Authorizing a special event operations agreement with MID-MISSOURI PRIDEFEST for the 2024 Mid-Missouri PrideFest outdoor festival and parade.
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.
09.06.2022	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.
08.19.2019	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.