



STAFF REPORT

Board of Aldermen

A RESOLUTION APPROVING A SPECIAL EVENT PERMIT APPLICATION FOR BRANSON'S ADORATION PARADE.

DATE: SEPTEMBER 26, 2023

Initiated By: Planning and Development

Approved By: *Cathy Stepp*

Financial Impact: Other (See additional explanation under Detailed Analysis)

Community Plan 2030: C-6: Arts & Culture

FACTS:

An application for a Special Event Permit was received from Mr. Grant Sloan on behalf of the Branson/Lakes Area Chamber of Commerce for the 75th Annual Branson Adoration Parade and Lighting Ceremony (Exhibit 1). This year's event is proposed to be held Sunday, December 3, 2023 from 2:00 pm to 9:30 pm. Additionally, the applicant has proposed for the event setup to begin at 2:00 pm., and the event breakdown to be completed by at 9:00 pm on the same day.

This proposed event has been classified as a Level Three Event as the request includes the temporary closure S. Sycamore Street, Price Street, E. Long Street, Branson Landing Boulevard, Commercial Street, and E. College Street within the downtown area. The proposed route is the same route that has been successfully utilized the past several years. Additionally, the proposed event will be utilizing portions of the Branson Convention Center and Branson Landing properties (Exhibit 2).

The parade is expected to include horses, live music and entertainment, floats, local high school bands, and Santa Claus. The use of all terrain and low speed vehicles such as golf carts is expected. Sound equipment is proposed to be set up by city staff on the mainstage with sound amplification used from 5:30 pm to 7:30 pm. The event is expected to attract approximately a total of 4,000 participants and attendees to Branson's Historic Downtown.

Based on staff's review, the event's long history and successful record, and the multitude of high-level organizations involved in the event, Staff recommends approval of the request.

DETAILED ANALYSIS:

Staff has reviewed the request and anticipates \$12,485 for Police services and \$7,627 for Public Works services totaling to approximately \$20,112 in costs to assist with the proposed event. Per Branson Municipal Code Section 94-65(h) Responsibility for expenses incurred by the city, the Board of Aldermen reserve the option to hold the applicant responsible for any and all expenses incurred by the City to include any deposit or bond prior to the issuance of a special event permit.

BACKUP DOCUMENTATION:

Staff Report Exhibit 1- Departmental Comments