



City of Broken Arrow

Request for Action

File #: 17-1955, Version: 1

**Broken Arrow City Council
Meeting of: March 21, 2017**

To: Mayor and City Council
From: Parks and Recreation Department
Title: Approval of and authorization to execute a Promotional License on City Property allowing the Broken Arrow Chamber of Commerce to host the 2017 Rooster Days Festival

Background:

As the Council is aware, Rooster Days began in the early 1930's. According to many sources, the Chamber of Commerce established a special day for farmers to bring their excess roosters to market. As rural electricity and the availability of refrigeration improved egg storage, the event transformed into an annual community event. Rooster Days celebrates its 86th anniversary this year.

The City of Broken Arrow plays an important role in the success of Rooster Days. The availability of City facilities is typically handled through a Promotional License. Setup for the event will begin at 8:00 a.m. on Monday, May 8, 2017 at 8:00 a.m. and continue until the event opens. This year, the Rooster Days festival is scheduled to open Thursday, May 11, 2017 at 4:00 p.m. and run through Sunday, May 14, 2017. The hours of operation for Thursday are from 4:00 p.m. to 11:00 p.m., Friday from 8:00 a.m. to 11:00 p.m., Saturday from 8:00 a.m. to 11:00 p.m. and Sunday from 8:00 a.m. to 11:00 p.m.

The annual Rooster Days Parade will take place on Saturday, May 13, 2017, at 10:00 a.m. in downtown Broken Arrow. The Rooster Days Run/Walk will take place on Saturday May 6, 2017, beginning at 8:00 a.m. at the Chisholm Trail Park.

There will be carnival rides at Central Park during Rooster Days. The Chamber will provide the City proof of insurance for the Chamber, carnival, vendors and independent arcades and rides not associated with the contracted carnival. The City of Broken Arrow will also be named as an additional insured. The License also provides for low-point beer sales and consumption within the fenced-in Festival area, with the exception of the Kids Zone. In accordance with state law, wineries and craft breweries may offer samples and purchase of items within a separate area. The Chamber is requesting that Main Street be closed from Mason Drive to just south of the Central Park Community Center for vendors.

As in years past, notification of the festival will be mailed to households in residential areas that bound Central Park. Two (2) parking passes will be mailed to each household for admittance into their neighborhood. Additional passes will be made available to residents requiring them. Staff recommends that the Council

approve the Promotional License Agreement.

Cost: \$30,000 (based on costs from previous years)
Prepared By: Vaunda Olivera, Community Event Manager
Reviewed By: Parks and Recreation
Development Services Department
Fire Department
General Services
Risk Management
Police Department
Streets and Stormwater Department
Assistance City Manager

Approved By: Michael Spurgeon, City Manager

Attachments: Promotional License Agreement
Map A - Rooster Days Festival Map
Map B - Rooster Days Run/Walk Route
Map C - Rooster Days Parade Map

Recommendation:

Approve the Promotional License on City Property for the 2017 Rooster Days Festival and authorize its execution.