



# City of Broken Arrow

## Request for Action

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**File #: 18-481, Version: 1**

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**Broken Arrow City Council  
Meeting of: 05-01-2018**

**Title:**

Approval of and authorization to execute a Promotional License on City Property allowing the Broken Arrow Chamber of Commerce to host the 2018 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 87th 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 Festival will begin at 8:00 a.m. on Monday, May 8, 2018 and continue until 4:00 p.m. Thursday, May 11<sup>th</sup>, 2018. This year, the Rooster Days festival is scheduled to open Thursday, May 11, 2018 at 4:00 p.m. and run through Sunday, May 14, 2018. The hours of operation for Thursday are from 4:00 p.m. to 11:00 p.m., Friday from 4:00 p.m. to 11:00 p.m., Saturday from 10:00 a.m. to 11:00 p.m. and Sunday from 12:00 p.m. to 6:00 p.m.

The Rooster Days Run/Walk will take place on Saturday May 13, 2018, beginning at 8:00 a.m. to 9:30 a.m. in downtown Broken Arrow followed by the annual Rooster Days Parade will take place on Saturday, May 13, 2018, at 10:00 a.m. to 12:00 noon in downtown Broken Arrow.

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.

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 Promotional License Agreement.

**Cost:** \$30,000 (based on costs from previous years)

**Funding Source:** General Fund

**Requested By:** Scott Esmond, Parks and Recreation Director

**Approved By:** Michael L. Spurgeon, City Manager

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

**Recommendation:**

Approve the Promotional License on City Property and authorize its execution.