Memorandum

DATE August 7, 2009

TO Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice-Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT Urban Rodeos Update

Attached is a briefing on the Office of Special Event's Urban Rodeo Update. On Tuesday, August 11, 2009 we will brief you on the status of the active Urban Rodeo and requests for Special Event permits for this type of activity.

Please contact me if you need additional information.

A. C. Gonzalez
Assistant City Manager

c: Mary K. Suhm, City Manager
Deborah Watkins, City Secretary
Tom Perkins, City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Forest Turner, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Dave Cook, Chief Financial Officer
Frank Poe, Director, Convention & Event Services
Helena Stevens-Thompson, Assistant to the City Manager
Urban Rodeos
UPDATE

Presented to the
Quality of Life Committee
August 11, 2009

Convention & Event Services - Office of Special Events
Purpose

- Review current status of Urban Rodeos
- Seek approval of a residential distance criteria for Urban Rodeo Guidelines
Current Rodeo Status

- **Rio Rodeo**
  - Remains active
  - Location and schedule
    - Walton Walker at Keenland
    - Weekly on Sunday – 2:00 P – 8:00 P

- **Temporada de Jaripeos Rodeo**
  - Postponed event due to heat and economy
  - Location and schedule
    - Plaza America Dallas at 2160 California Crossing
    - Two specific event dates – June 14 & 21
Current Rodeo Status

- **Silverado Rodeo**
  - Denied - property location close to residential
  - Location and schedule
    - 12205 Raven Road where I-20 and Hwy 175 intersect
    - Weekly on Saturday – 4:00 P – 10:00 P

- **2534 Royal Lane**
  - Denied - safety concerns and location adjacent to businesses
  - Location and schedule
    - 2534 Royal Lane
    - Weekly on Saturday
Venue Conditions

- Next few slides will provide visual information on Urban Rodeo Locations
  - Rio Rodeo
  - Temporado de Jaripeos Rodeo
  - Silverado Rodeo
  - 2534 Royal Lane
Rio Rodeo – ACTIVE
Pre-Event
Rio Rodeo – ACTIVE Event
Rio Rodeo – ACTIVE Event
Rio Rodeo – ACTIVE Event
Rio Rodeo – ACTIVE
Post-Event
Temporado de Jaripeos

Open venue with fencing

Client does a “buy-out” of all rooms at Delux Inn next door during events
Silverado Rodeo – DENIED

Rodeo Arena

Grandstand & Stage
Silverado Rodeo – DENIED

- Houses outside of gate entrance
- House next door to arena
2534 Royal Lane – DENIED

Arena & Bull Pen
2534 Royal Lane – DENIED

Businesses on all 4 sides of the arena

Warehouses on back side of arena
Recommendations
From March 2009 Briefing

- A rodeo will be limited to no more than 30 days per address per calendar year and no more than 10 consecutive days
- Implement a tear-down policy for special events in order to differentiate between a temporary event venue and a permanent event venue
- Rodeos will be required to be dismantled and cleaned within 48 hours of the closing of the event
- Provide General Authority to Convention and Event Services Director or designee to produce event specific guidelines to support the ordinance
  - OSE has produced Rodeo Guidelines
  - Currently being followed by the one rodeo being permitted
Recommendations March 2009 cont

- Event promoter is required to identify that they have an experienced or professional rodeo operations manager
- Hire a State of Texas licensed Veterinarian
- Ensure no children or spectators are climbing, standing or hanging on fence
- City of Dallas Animal Control is informed and copied on permit
Rodeo Guidelines Addition

- In our March 2009 briefing, we discussed the need to develop, as a part of the Special Events Urban Rodeo Guidelines, the following:
  - Distance criteria of a rodeo arena to a residential area
  - Proposing a minimum of 1500 feet
- We propose to add a distance criteria to the Urban Rodeo Guidelines
Rodeo Guidelines

Impact to Current Rodeo

- The only active Urban Rodeo is Rio Rodeo
- Rio Rodeo operates under the current OSE Permit guidelines:
  - Does not promote more than 30 rodeos per year – Rio Rodeo closes during the winter months
  - Operates under the Rodeo Guidelines, i.e., Veterinarian on-site, clean-up policy, Animal Control informed etc.
- OSE has reviewed Urban Rodeo guidelines with event promoters
Questions