



**CITY OF
MOUNT
DORA**

**510 N. Baker St.
Mount Dora, FL 32757
352-735-7126**

DATE: August 28, 2018

TO: Honorable Mayor and City Council Members

FROM: Robin R. Hayes, City Manager

SUBJECT: First Reading of Ordinance No. 2018-07, Entertainment District

Introduction:

This is a request for City Council to approve the first reading of Ordinance No. 2018-07, Entertainment District and hold hearing for second reading and adoption.

Call Up Item

Mayor Asks Attorney to Read Ordinance No. 2018-07 by Title Only

City Manager Background

Public Hearing

Discussion

Council Action

Discussion:

The sequence of events leading to the first reading of Ordinance No. 2018-07 are as follows:

City Council reviewed and discussed a sample ordinance related to a Downtown Entertainment District during the January 16, 2018 work session. Council members have since submitted red-line copies of the ordinance to the City Clerk as requested by the City Manager.

City Council further discussed the sample ordinance at the May 15, 2018 work session and requested staff to make recommended changes to the draft ordinance.

Staff prepared a presentation for the regularly scheduled meeting on June 5, 2018 addressing the red-lined ordinance and the potential impact of an Entertainment District on recreation, public safety, economic development and future planning, Attachment 2.

The City Council recommended continuance of the First Reading of Ordinance 2018-07 to the August 28, 2018 meeting and requested that staff request feedback from the Downtown Merchants.

On June 14, 2018 staff distributed an on-line survey to 112 Downtown Merchants. There were 52 responses to the survey. 60.8% were extremely interested in an Entertainment District, 11.8% were very interested, 9.8% were somewhat interested, 5.9% were not so interested, and 11.8% were not at all interested. Additional survey responses are included in Attachment 3.

On July 12, 2018 Staff facilitated a meeting with the Downtown merchants to discuss the results of the on-line survey. The comments of the merchants in attendance supported the results of the survey.

As part of the continued efforts to promote a viable and active downtown, the attached Code of Ordinances amendment provides for a new defined Downtown Entertainment District. A designated Entertainment District would encourage downtown growth, foster community cooperation, and encourage mutually sponsored events among the downtown merchants.

The boundary is generally described as: the northern boundary of those City blocks north side of Fifth Avenue, from McDonald Street to Baker Street; and those City blocks east of McDonald Street to CSX Rail Road right-of-way to Third Avenue following to Lake Dora, and those City blocks west of Baker Street to Charles Avenue.

This district is an overlay that will allow on-street alcoholic beverage consumption with certain restrictions on Thursday through Sunday between the hours of 10:00 am and 10:00 pm. Other provisions of the beverage ordinances are included (size of container, no glass, etc).

Budget Impact:

If the Entertainment District Ordinance is approved then consideration of additional staff may be necessary to patrol the area and keep it free from trash and debris. The initial cost of one new police officer at \$112,000/annually for the first full year (approximately \$62,000 for salaries and benefits and \$50,000 for equipping the individual) and one part-time parks staff member at \$20,285/annually.

Other possible expenses could include additional trash receptacles and more frequent street sweeping.

Funds have not been specifically appropriated for this purpose within the amended fiscal year 2017-18 budget. The positions have not been funded or considered as part of the FY 2018-19 budget.

Codification by the Municipal Code Corporation cost estimated at \$2,000 is funded under Account No. 001-5121-534-00-00.

Strategic Impact:

The Mount Dora Code of Ordinances provide regulations, procedures, and requirements for various activities that address all of the five Goals outlined in the 2017 Strategic Plan: Economic Development, Infrastructure, Fiscal, Growth Management, and Public Safety.

This Ordinance is intended to enhance economic development in coordination with public

safety.

Recommendation City Council approve the First Reading of Ordinance No. 2018-07.

Attachment(s):

1. Entertainment District Power Point
2. Entertainment District Survey

Prepared by:	Misty Sommer, Deputy City Clerk	
Reviewed by:	Vince Sandersfeld, Planning and Development Director	Approved - 07/25/2018
	Chris Carson, Special Events Coordinator	Approved - 07/25/2018
	Amy Jewell, Leisure Services Director	Approved - 08/13/2018
	John OGrady, Public Safety Director	Approved - 08/13/2018
	Jennifer Cockcroft, City Attorney	Approved - 08/21/2018
	Tom Klinker, Finance Director	Approved - 08/22/2018
	Gwen Johns, City Clerk	Approved - 08/22/2018
	Misty Sommer, Deputy City Clerk	Approved - 08/23/2018
	Robin Hayes, City Manager	Final Approval - 08/23/2018