

Alcohol Event Cost Recovery Fee Analysis/Justification (2026)

The Alcohol Event Cost Recovery Fee is \$0.90 per person. Below is the explanation of the Alcohol Event Cost Recovery Fee calculation.

Estimated Additional Maintenance Costs Per Event with Alcohol

Category	Description	Estimated Cost
Pressure Washing	Spill cleanup (MSD: 3 hrs @ \$133.08/hr)	\$399.24
Landscape Damage	Plant material replacement	\$412.50
Excess Trash	Additional MSD staffing (4 hrs)	\$532.32
Restroom Supplies	Paper goods, soap, urinal supplies	\$113.88
Cleaning Supplies	Disinfectant and related materials	\$25.12
Irrigation Damage	Repairs (Excel: 4 hrs @ \$55/hr)	\$220.00
Additional Staffing	2 MSD staff (4 hrs each) general cleaning: gates, doors, bathroom stall doors, lighting checks, timers, etc.	\$1,064.64
Total Estimated Cost per Event		\$2,762.79

Future Capital Enhancements to Town Square Park to Support Events with Alcohol

Category	Description	Estimated Cost
Park Perimeter Fencing & Shade Structures	Future purchase and ongoing maintenance. Permanent fencing and shading for events with alcohol. Events with alcohol require fencing. Amount may be adjusted based on future actual costs.	\$500,000
Total Estimates		\$500,000

Assuming a 20-year useful life, these enhancements would have an annual cost of approximately \$25,000 per year. If the park were to host 10 events with alcohol annually, the cost recovery for these improvements would be approximately \$2,500 per event. Ten events per year are estimated, based on one event per month, excluding two months (June and December) reserved for maintenance.

Amounts collected for these future capital enhancements shall be accounted for and used solely for the design, permitting, construction, and related costs of the Park Perimeter Fencing & Shade Structures (and closely related perimeter-control improvements to support events with alcohol). The City will periodically review the projected number of events with alcohol and the actual costs of the improvements. The capital enhancement component of the Alcohol Event Cost Recovery Fee shall be adjusted as necessary to avoid material over-collection and shall cease once the improvements are fully funded or if another funding source is used.

When combining both estimated additional maintenance impacts and future capital enhancements, the total estimated cost associated with events that include alcohol service is:

- Maintenance Costs: \$2,762.79 per event
- Future Capital Enhancements: \$2,500.00 per event
\$5,262.79 total

If a flat rate were to be implemented, an approximate fee of \$5,262.79 per event would recover the estimated maintenance and infrastructure costs associated with hosting events that include alcohol service.

Per Person Calculation

The maximum capacity for large-scale events is approximately 7,000, with comfortable attendance of 6,000. Using the estimated total alcohol-related cost of \$5,262.79 per event and dividing by attendance of 6,000 results in a cost of approximately \$0.86 per person, rounded to \$0.90 per person. "Attendee" is defined as all event guests (ticketed, complimentary, VIP, etc.) of all ages; "attendee" does not include employees or vendors. The Alcohol Event Cost Recovery Fee is \$0.90 per person.

Event organizers are required to provide an estimated attendance prior to the event and a final attendance count within three (3) calendar days of the event. If final attendance differs materially from the estimated attendance, the City will reconcile the Alcohol Event Cost Recovery Fee based on the final attendance count and issue an invoice within ten (10) days of the event. The final invoice must be paid by the event organizer within thirty (30) calendar days of the event. Attendance may be verified using a ticketing report or other reasonable method approved by the City as part of the Special Event Permit process.