

NIGHTTIME ECONOMY



2017 GOALS

GOAL
Efficiently focus limited safety resources
STRATEGIES TO ACHIEVE GOALS
<ol style="list-style-type: none"> 1. Analyze the City's cost to manage and police the nighttime economy <ol style="list-style-type: none"> a. Work with I & P to identify data points relative to nightlife b. Analyze 311 & 911 call data c. Work with police, ems, fire, dpw, pli and other City Department to breakdown costs of addressing nightlife issues. 2. Understand the economic impact of the nighttime economy 3. Work with Fire Department and PLI to calculate occupancies of select nightlife/social nodes to know the potential numbers of people to patronize the area and safety resources required to manage it.
HOW SUCCESS WILL BE MEASURED
<ol style="list-style-type: none"> 1. Cost Analysis for policing will be conducted 2. Economic Impact Study will be initiated 3. Social venue occupancies will be calculated
GOAL
Contemporize policies so they are relevant to assure safety in dining and entertainment nodes and districts
STRATEGIES TO ACHIEVE GOALS
<ol style="list-style-type: none"> 1. Continue to identify: <ol style="list-style-type: none"> a. ordinances that are non-existent or weak in ability to address nightlife issues b. policy gaps that enable unwanted and unsafe activity. 2. Research model policies from other cities 3. Engage relevant City Departments to explore ideas and inform council of options for improvement
HOW SUCCESS WILL BE MEASURED
<ol style="list-style-type: none"> 1. Memos and white papers will outline policy details and potential solutions 2. Model policies will be compiled to assist council in making informed decisions 3. New or amended ordinances potentially introduced and or legislated



GOAL
Assist nightlife and socializing businesses to know how to keep citizens and patrons safe
STRATEGIES TO ACHIEVE GOALS
<ol style="list-style-type: none"> 1. Craft tools to inform food, beverage and entertainment businesses and improve business compliance <ol style="list-style-type: none"> a. Finalize and distribute Guide that compiles rules, regulations and requirements from various departments 2. Develop or connect businesses to specialized trainings for the industry , including: Responsible Alcohol Management, Food Safety, Responsible Hospitality Institute Webinars, Active Shooter, Bomb Threat Management, CPR & Heimlich, Door Security 3. Facilitate businesses getting connected with subject matter experts on specialties such as crowd behavior and sound management
HOW SUCCESS WILL BE MEASURED
<ol style="list-style-type: none"> 1. Guide will be completed and printed 2. A menu describing various trainings will be drafted
GOAL
Improve information delivery and access
STRATEGIES TO ACHIEVE GOALS
<ol style="list-style-type: none"> 1. Create a webpage for Sociable City to serve as a central portal for trainings and to communicate changes to regulations 2. Participation by Nighttime Economy Coordinator in small business resource fairs, community meetings, business district meetings, merchant meetings and relevant safety council meetings 3. Utilize networks and stakeholders to leverage scope of outreach
HOW SUCCESS WILL BE MEASURED
<ol style="list-style-type: none"> 1. Completed webpage 2. Links on City Departments and partners website to Sociable City webpage and Hospitality Business Resource Guide 3. Documentation of attendance and minutes from meetings with community and businesses 4. Track numbers of outreach materials distributed
GOAL
Test Pilot programs on Southside for future Citywide applications
STRATEGIES TO ACHIEVE GOALS
<ol style="list-style-type: none"> 1. Implement Parking Enhancement District pilot <ol style="list-style-type: none"> a. Work with Parking authority, Southside stakeholders and the City, including PBP to: b. Extend parking meter collection after 6pm c. Earmark revenues to pay for night safety and cleaning resources for Carson Street 2. Strategic Transportation Strategy <ol style="list-style-type: none"> a. Establish a night transit circulator to reduce traffic on Carson Street, as well as vehicle break-ins and assaults of persons returning to their cars
HOW SUCCESS WILL BE MEASURED
<ol style="list-style-type: none"> 1. Parking revenue will be collected 2. Entertainment policing unit will be funded from the revenue 3. Measure numbers of riders, break-ins and assaults

