

1

2

COUNCIL OF THE CITY OF PHILADELPHIA

3

COMMITTEE ON LICENSES AND INSPECTIONS

4

- - -

5

Room 400, City Hall
Philadelphia, Pennsylvania
Thursday, April 29, 2010
1:50 p.m.

6

7

- - -

8

9

PRESENT:

10 COUNCILWOMAN MARIA QUINONES-SANCHEZ, CHAIR

COUNCILMAN BILL GREEN

11 COUNCILMAN WILLIAM GREENLEE

COUNCILMAN CURTIS JONES, JR.

12 COUNCILMAN JACK KELLY

COUNCILWOMAN JOAN L. KRAJEWSKI

13 COUNCILWOMAN BLONDELL REYNOLDS BROWN

14

15 BILL 100158 - An ordinance amending Section
12-1109 of The Philadelphia Code, entitled
16 "Permits Required for Parades, Processions and
Assemblages," by conditioning the issuance of
17 such permits on the applicant's agreement to
reimburse the City for additional costs...

18

19

- - -

20

21

22

23

24

25

1

2

COUNCILWOMAN SANCHEZ: Good

3

afternoon. The Committee on Licenses and

4

Inspections will begin its hearing.

5

Will the Clerk read the title

6

of the bill.

7

THE CLERK: Bill 100158,

8

amending Section 12-1109 of The

9

Philadelphia Code, entitled "Permits

10

Required for Parades, Processions and

11

Assemblages," by conditioning the

12

issuance of such permits on the

13

applicant's agreement to reimburse the

14

City for additional costs the City incurs

15

as a result of the activity for which the

16

permit is issued, subject to the maximum

17

reimbursement amount; by making such

18

maximum reimbursement amount retroactive;

19

and by requiring refunds to persons who

20

reimbursed the City for costs in excess

21

of such maximum amount, all under certain

22

terms and conditions.

23

COUNCILWOMAN SANCHEZ: Thank

24

you very much.

25

I want to make note before we

1 4/29/10 - L&I - BILL 100158

2 get started in the public testimony and
3 the Administration comes in and testifies
4 that I want to thank all of the
5 volunteers, sponsors, community groups
6 who, year in and year out, provide
7 incredible events throughout our City in
8 celebration of whether it's the ethnic
9 parades or festivals that make, I
10 believe, Philadelphia the great city that
11 it is, and I want to thank all of them
12 for their time, their patience throughout
13 this process.

14 I also want to acknowledge the
15 Administration's willingness to work with
16 us on this. And while we can't come to
17 an agreement, a final agreement, this
18 Committee and this bill sponsor, myself
19 and Greenlee and all the others, continue
20 to be willing to work with the
21 Administration.

22 This bill is necessary in part
23 because what we've seen happen when the
24 Administration chose to institute this
25 new policy in 2009 was many important

1 4/29/10 - L&I - BILL 100158

2 events throughout our City be cancelled,
3 whether it was the Chinatown Dragon
4 Parade, the Lawncrest 4th of July,
5 Columbus Day Parade and others, and we
6 strongly believe that these events are
7 too important to Philadelphia and that
8 the City, despite our economic situation,
9 has to figure out a way we better support
10 these activities.

11 Many of these parades,
12 including the Greek Independence Day
13 Parade, were given bills of over 100
14 percent in police force, in overtime, and
15 we want to ensure that while the public
16 safety is an important issue as these
17 events take place, that these groups do
18 not shoulder the burden for what we
19 believe is some cost, that while the
20 Administration has shown us that they can
21 reduce it, there's still much room to be
22 worked out.

23 We look forward to the
24 Administration's presentation and a
25 thorough breakdown of what this

1 4/29/10 - L&I - BILL 100158

2 legislation will do as it relates to the
3 budget, because we are in the middle of a
4 budget season and we will be responsible
5 in ensuring that the money is in play to
6 support these activities.

7 Ultimately, the Administration
8 still has full control of the permit
9 issuance and they still have the power to
10 control their costs when they issue these
11 permits by continuing to work with the
12 festivals and the parade operators in
13 shorter routes, time of activities, and
14 we look forward to a continuing
15 discussion on that.

16 So with that, I'll call our
17 first witness, Deputy Mayor Everett
18 Gillison.

19 I will take note that the first
20 panel is JoAnna Otero Cruz, Ellen
21 Somekawa and Michael Blichacz. So they
22 should be ready to present after the
23 Administration.

24 Thank you.

25 (Witness approached witness

1 4/29/10 - L&I - BILL 100158

2 table.)

3 DEPUTY MAYOR GILLISON: Thank
4 you. Good afternoon, Councilwoman
5 Sanchez and members of the Licenses and
6 Inspections Committee. My name is
7 Everett Gillison and I am the Deputy
8 Mayor for Public Safety. Thank you for
9 the opportunity to appear before you
10 today on behalf of the Nutter
11 Administration to testify on Bill No.
12 100158. This bill provides that in order
13 to be granted a permit to hold a parade,
14 procession or assemblage, the event
15 organizer must agree to reimburse the
16 City for the additional costs associated
17 with the increase in public services
18 above those that would normally be
19 required in the absence of the activity
20 for which the permit is to be issued.
21 The bill further provides that regardless
22 of actual costs incurred by the City due
23 to the event for which the permit is
24 sought, the permit applicant shall only
25 be required to pay \$7,500 for parades and

1 4/29/10 - L&I - BILL 100158
2 \$5,000 for street festivals and
3 assemblages. Finally, the bill provides
4 that the City shall refund any amounts
5 received from any permit applicants that
6 are in excess of the maximum amounts
7 permitted.

8 The Nutter Administration
9 opposes adoption of this bill and
10 requests that the Committee table the
11 bill, as it would create a financially
12 untenable position for the City. During
13 the past several weeks and for several
14 weeks yet to come, much of this body's
15 work has been devoted to the City's
16 budget. We are all aware that the City
17 faces a \$150 million budget deficit for
18 Fiscal Year 2011. As we struggle to
19 close this deficit by seeking new sources
20 of revenue and making cuts, this proposed
21 bill would only contribute to the problem
22 and make matters worse.

23 With the implementation of a
24 new special events policy, the City only
25 charges event organizers for the

1 4/29/10 - L&I - BILL 100158

2 incremental costs associated with their
3 event. Incremental costs are those costs
4 related to services performed by City
5 employees who are brought in specifically
6 to work an event. Any services provided
7 by City employees while they are on their
8 regular working schedule will not be
9 billed to the event organizers. We
10 simply don't believe this legislation is
11 necessary.

12 Each year there are
13 approximately 500 parades, festivals and
14 special events that take place in all
15 parts of the City. Several are local
16 community events, but many are large
17 productions that attract thousands of
18 people to the Parkway, Penn's Landing,
19 the Art Museum area, South Street, the
20 River Drives and other popular locations.
21 In order to ensure that these events are
22 safe, successful and enjoyable for the
23 participants, the City provides a number
24 of resources. As public safety is a
25 paramount concern any time there is a

1 4/29/10 - L&I - BILL 100158

2 large gathering, such as a parade or
3 festival, the Police Department deploys
4 sufficient officers to patrol the event
5 as well as to provide for street
6 closures, traffic control and emergency
7 management. In fact, police represent
8 approximately 80 percent of the costs
9 billed to event organizers.

10 Additionally, the Fire
11 Department ensures that emergency medical
12 services are standing by ready to assist.
13 Employees from the Departments of
14 Recreation, Public Property and the
15 Division of Technology provide such
16 services as bleachers, power supplies,
17 staging, barricades, sound systems,
18 microphones and communication lines.
19 Licensing and Inspections and Health
20 Department employees ensure that vendors
21 are complying with all the relevant code
22 provisions. And, of course, large
23 contingents of Streets Department
24 employees are required to clean the
25 streets and remove the trash. These

1 4/29/10 - L&I - BILL 100158

2 services are not cheap.

3 For 2009, the actual cost of
4 over 500 parades, festivals and special
5 events that occurred in the City was
6 \$3,424,635. This was the amount actually
7 billed. Of that amount, \$2,081,614
8 represented overtime. To date, the City
9 has received -- this is cash in hand --
10 \$1,792,842, leaving an outstanding
11 balance of \$1,631,793. Event organizers
12 were able to work with us and pay their
13 fair share of the costs associated with
14 their events. The practice of paying for
15 the costs of City services is a departure
16 from the way business was done in the
17 past. It is important to note, however,
18 that the practice has not had a chilling
19 effect on special event celebrations in
20 the City, as the over 500 parades,
21 festivals and special events in 2009
22 demonstrate. And let's not forget the
23 change was necessitated by our precarious
24 financial position.

25 It is important to note that in

1 4/29/10 - L&I - BILL 100158
2 2009 our policy was to require event
3 organizers to pay the entire cost of City
4 services associated with their event. As
5 with any policy, once it was put into
6 place, we were able to identify problems
7 and work on ways to make improvements.
8 Our policy changed in 2010. It is now
9 the City's current policy to only charge
10 event organizers for the incremental
11 costs associated with their event. Any
12 services provided by City employees while
13 they are on their regular working
14 schedule are not billed to the event
15 organizers. Only those services that are
16 performed by employees who are brought in
17 specifically to work on an event will be
18 borne by the event organizers. We
19 believe this change is eminently fair and
20 more accurately reflects the true costs
21 to the City associated with special
22 events.

23 The terms of Bill 100158 will
24 only permit the City to recover \$7,500
25 for a parade and \$5,000 for other

1 4/29/10 - L&I - BILL 100158

2 festivals and assemblages. These amounts
3 are woefully inadequate when compared to
4 the incremental costs the City expends on
5 all but the smallest events. If the City
6 were limited by law in the amount we
7 could recoup for the provision of City
8 services for special events, we would
9 have to find ways to close these annual
10 deficits.

11 The Administration realizes
12 these events are important celebrations
13 of civic pride and that many of them are
14 longstanding traditions woven into our
15 community fabric. While our City may be
16 a culturally richer place for hosting
17 these events, if this bill were to pass,
18 we would also be financially poorer. We
19 should not be looking to pass legislation
20 that further jeopardizes the City's
21 fiscal health.

22 Lastly, I just wanted to state
23 that another of the -- I know that we've
24 had many discussions about this, but
25 another consideration I would ask this

1 4/29/10 - L&I - BILL 100158

2 Committee to look at is the fact that
3 there is no difference, if this bill were
4 to pass, in a large event and a small
5 event. So even when we were to have a
6 large event such as, let's just say, the
7 Mummers Parade, which actually this year
8 was billed somewhere around \$140,000 and,
9 of that, police costs of 132,000, this
10 bill would cap that cost at \$7,500, which
11 means that we would end up having a real
12 net loss to the City. I think that
13 financial considerations must be taken
14 into account.

15 And with that, I'll be glad to
16 answer any questions on behalf of the
17 Administration. I will also point out
18 that with me is Deputy Managing Director
19 Jazelle Jones, the City Representative
20 Melanie Johnson and Mechelle Sabb, who is
21 an Assistant Managing Director.

22 Thank you.

23 COUNCILWOMAN SANCHEZ: Thank
24 you, Deputy Mayor. I just again wanted
25 to clarify for the record that we will be

1 4/29/10 - L&I - BILL 100158
2 proposing an amendment to codify the
3 institution of a policy that would
4 require all of the operators to pay for
5 the issues you outlined here, which were
6 the Department of Rec, Public Property
7 and Division of Technology, where all
8 festival and parades would be required to
9 pay for services, bleachers, power
10 supplies, staging, barricades, sound
11 system, microphones, communication lines,
12 and that the only thing that is up for
13 dispute and we would codify is that they
14 should not be required to pay for police.

15 So I just wanted for the record
16 that the amendment that would be
17 presented today in the Committee changes
18 from the initial bill that was
19 introduced.

20 And I wanted to just for the
21 record, because I did not acknowledge,
22 that we have a quorum established. On my
23 far right, Councilwoman Krajewski, Joan
24 Krajewski, Councilman Jack Kelly,
25 Councilman Bill Greenlee, Councilman Bill

1 4/29/10 - L&I - BILL 100158

2 Green and the Chair of Recreation and
3 Cultural Affairs, Blondell Reynolds
4 Brown, who is here. So I just wanted to
5 put that for the record.

6 One of the things that you
7 mentioned in your testimony was that in
8 the cost billed in 2009 of 3.4 million, 2
9 million of that was in overtime. Can you
10 tell me how that changed in 2010?

11 DEPUTY MAYOR GILLISON: I can
12 give you the figures that we are able to
13 provide at this time. I do not have the
14 actual, and I have requested it as a
15 result of a meeting that we had before
16 this particular Committee meeting, but I
17 can tell you that in general, the -- as a
18 matter of fact, we actually, so that
19 we'll be able to work from the same
20 document, so if you have particular
21 questions, Ms. Jones will give each of
22 the Councilpeople the document so we can
23 refer to it together.

24 The various costs that we were
25 able to put out for the Mummers, St.

1 4/29/10 - L&I - BILL 100158
2 Patrick, Greek Independence, the Hoya
3 Chinese American Parade, we have the
4 total cost that we've been able to deal
5 with, as well as a breakdown, a color
6 breakdown, for both paid-in-full
7 agreement and balances due for the
8 various parades and festivals, which I
9 believe is the focus of your bill. We
10 have a total number of parades for 2009
11 of 12 parades and 17 festivals being the
12 total, which comes down to just a little
13 bit less than a million dollars covering
14 those matters, and we have this year, the
15 Mummers Parade went from a \$300,000 cost
16 down to about \$132,000. That shows the
17 effect of not only working together with
18 the event organizer in trying to
19 standardize as much of the cost as we
20 could, but also controlling and having
21 the effect on the policy that says that
22 these are the incremental costs going
23 forward. So we were able to realize,
24 just in that, almost a 50 percent savings
25 to the event organizer.

1 4/29/10 - L&I - BILL 100158

2 Similarly, with the St.
3 Patrick's Day Parade, in 2009 you see it
4 was 32,864. This year it came in at
5 \$22,000. So we, again, see as a result
6 of the policy a decrease in cost.

7 I think that these are going to
8 be the way that we are moving forward. I
9 want to stress that we work with event
10 organizers, and it is our hope that
11 whenever we can do parades on completely
12 straight time, that they will not even
13 have a charge at all if we're able to
14 seek redeployment to cover the total
15 needs of public safety for that
16 particular event. It is only when we --
17 and that is basically done on a
18 case-by-case basis. Usually 48 to 72
19 hours out, we end up getting an analysis
20 of what is needed and who is scheduled to
21 work and who is not, and we then adjust
22 our manpower accordingly.

23 So that's just part of what
24 we're doing and how we're doing it, but I
25 do not have an overtime cost that I can

1 4/29/10 - L&I - BILL 100158

2 tell you right now. I have that as a
3 request to our Revenue Department to
4 produce.

5 COUNCILWOMAN SANCHEZ: Just for
6 the purposes of the record, I think one
7 of the issues -- and we've talked about
8 this numerous times -- is that when the
9 policy was initially instituted, the
10 overtime costs were just out of control,
11 and our dispute around -- and
12 philosophically we disagree. As I've
13 said to you on the record, I don't think
14 people should have to pay for the public
15 safety piece of this. The overtime
16 costs, as you stipulate in your
17 presentation, were just out of control.

18 DEPUTY MAYOR GILLISON: Two
19 million dollars of the 3.4 million. In
20 general, \$2 million of that was overtime.
21 And I have to -- and, again,
22 Councilwoman, as I've said before, we
23 have put in as a result of many new
24 programs within the Police Department,
25 Commissioner Ramsey and I have worked to

1 4/29/10 - L&I - BILL 100158

2 make sure that we are justifying
3 overtime. The CJAB has worked with
4 courts in order to help control overtime
5 in that. We've seen almost a \$5 million,
6 I believe, savings, just because we are
7 now checking on everyone's availability
8 for court and getting them there at the
9 right time.

10 But the bottom line is is that
11 officers are brought in, they work and
12 they have -- their core function is to
13 protect and serve the community,
14 patrolling the community. The secondary
15 issue that we have is that we'll then
16 redeploy officers as they are needed for
17 various events.

18 We are down right now to an
19 authorized strength in the Police
20 Department of 6,674 officers. We do not
21 have the ability to have an 8,000-member
22 police force that gave us the flexibility
23 in the past to probably put everything on
24 straight time. That's just not the way
25 we're going. We are actually at a

1 4/29/10 - L&I - BILL 100158

2 strength, a size that permits the
3 Commissioner to do what he needs to do,
4 and I think that we're trying to be
5 sensitive not only to the community but
6 to the City as a whole in making sure
7 that public safety remains the number one
8 concern of this department.

9 COUNCILWOMAN SANCHEZ: Thank
10 you.

11 The Chair recognizes Councilman
12 Bill Green.

13 COUNCILMAN GREEN: Thank you,
14 Madam Chair.

15 Good afternoon.

16 DEPUTY MAYOR GILLISON: Good
17 afternoon.

18 COUNCILMAN GREEN: You mention
19 financial considerations. At every
20 hearing on an issue like this or during
21 department testimony, other times, I've
22 asked a simple question of the
23 Administration, what is the benefit,
24 dollar benefit, of all these events to
25 the City of Philadelphia in terms of

1 4/29/10 - L&I - BILL 100158

2 liquor-by-the-drink tax, sales tax, other
3 things that come in as a result of all
4 these events where lots of people
5 aggregate, lots of people celebrate, stay
6 in hotels, et cetera. Do we have that
7 number today?

8 DEPUTY MAYOR GILLISON: We do
9 not have that number, and I think that
10 that was something that we have
11 discussed, and we have discussed actually
12 having a third party perform that
13 particular function, but we do not have
14 that today.

15 COUNCILMAN GREEN: Right. And
16 so basically we've put in place a policy
17 that could hamper or kill these events or
18 slow them down or shrink them without
19 knowing what the economic impact is. In
20 other words, we've put in place a policy
21 without the necessary data to back it up.
22 That is the current Administration's
23 policy, and that is what currently the
24 Administration has done. I mean, you may
25 know what your costs are, but you don't

1 4/29/10 - L&I - BILL 100158

2 know what the benefit is to the City of
3 having all these great events.

4 DEPUTY MAYOR GILLISON: I will
5 agree with you.

6 COUNCILMAN GREEN: A
7 cost-benefit analysis was put in in the
8 1960s. The Kennedy Administration and
9 the guy who came from Ford, whose name I
10 can't remember, brought it into the
11 governmental sphere. I guess that's
12 McNamara; is that right?

13 DEPUTY MAYOR GILLISON: Robert
14 McNamara.

15 COUNCILMAN GREEN: Robert
16 McNamara, good Irishman. And so like to
17 even have this debate still two years
18 after the policy was put in place,
19 without knowing that data, I guess it's
20 frustrating to me that we don't know
21 that. I just want to ask you about a few
22 cities.

23 What is New York's fee for
24 parades or special events, New York
25 City's?

1 4/29/10 - L&I - BILL 100158

2 DEPUTY MAYOR GILLISON: I don't
3 know, but I would ask.

4 We do not have that
5 information, at least not right now.

6 COUNCILMAN GREEN: None.
7 How about Chicago?

8 DEPUTY MAYOR GILLISON: I don't
9 have any of the other sister cities.

10 COUNCILMAN GREEN: None. The
11 answer is none.

12 Dallas? Do you know what
13 Dallas's is?

14 DEPUTY MAYOR GILLISON: No.

15 COUNCILMAN GREEN: None.
16 Houston?

17 DEPUTY MAYOR GILLISON: No.

18 COUNCILMAN GREEN: None. New
19 Orleans, where they have a lot of events
20 and parades, and tourism is important to
21 them? None. None. No fees. We can
22 only find one major city with a fee,
23 Baltimore. Do you know what their fee
24 is?

25 DEPUTY MAYOR GILLISON: No, I

1 4/29/10 - L&I - BILL 100158

2 do not.

3 COUNCILMAN GREEN: It's \$1,000,
4 roughly.

5 So, you know, it doesn't seem
6 like this is sound policy. It's not
7 defensible. It's not something that is
8 encouraging people to come into our city
9 and have more events and bring more
10 people and stay in more hotels, et
11 cetera. And I've heard nothing in the
12 testimony other than a focus on the
13 City's finances, without any data about
14 how much the City's finances actually
15 benefit from having these events.

16 So I don't really -- I guess I
17 don't really have any questions. I just
18 wanted to make sure that that was all
19 clear for the record.

20 COUNCILWOMAN SANCHEZ: Thank
21 you.

22 The Chair recognizes Councilman
23 Bill Greenlee.

24 COUNCILMAN GREENLEE: Thank
25 you, Madam Chair.

1 4/29/10 - L&I - BILL 100158

2 Good afternoon, Mr. Gillison.

3 DEPUTY MAYOR GILLISON: Good
4 afternoon.

5 COUNCILMAN GREENLEE: Actually,
6 one of my questions is going to be
7 similar to Councilman Green's. Isn't --
8 and I think the Councilman was saying
9 sort of the same thing. Isn't it, when
10 you talk about the cost to the City,
11 misleading when you don't consider what
12 money is brought in through these events?
13 I mean, how --

14 DEPUTY MAYOR GILLISON: I don't
15 believe that it is misleading, only
16 because when we're doing budgets and we
17 have a situation -- I want to again
18 remind the Committee that the reason why
19 we are so concerned about what it costs
20 us is because we -- and I say "we,"
21 because that was a joint effort by
22 Council and this Administration -- to
23 meet a financial calamity, we ended up
24 having to justify how we end up
25 allocating funds in order to make sure

1 4/29/10 - L&I - BILL 100158

2 that we don't bankrupt ourselves, and
3 over the -- when we had to change what
4 had been the previous practice, not the
5 policy but the practice, we had to be
6 able to go into and answer the questions
7 of where is all the money going. And so
8 the focus has been to make sure that we
9 understand how to control our cost, and I
10 think that we have done not only a good
11 job, we've done an excellent job at
12 trying to control cost.

13 The by-product of doing that
14 has also meant that we have worked with
15 each of the parade organizers over the
16 last two years, and I don't think that
17 there is anyone that would be able to
18 testify that this Administration has not
19 been responsive and also sensitive to
20 their particular needs. I know that I am
21 usually in the room or at least around
22 the room when I hear the Deputy Managing
23 Director Ms. Jones as well as the City
24 Representative going and talking to
25 people and suggesting ways to economize.

1 4/29/10 - L&I - BILL 100158

2 And the reason why we have those
3 incentives that we're trying to put
4 forward is to make sure that we end up
5 being able to be supportive of the parade
6 but, at the same time, balancing what the
7 City can actually provide. So I think
8 that we're doing just what you're
9 suggesting.

10 COUNCILMAN GREENLEE: Well, I
11 don't know, though. And, look, obviously
12 we all understand the budget problems
13 here. We all know we got problems.
14 That's obviously agreed. But you use the
15 word "balancing." Don't you have to also
16 balance in what -- like if you talk about
17 the costs of the St. Patrick's Day
18 Parade -- I don't know why I picked that
19 out, but I'll pick that out -- don't you
20 also have to balance in what is brought
21 in to really what is the total cost? Do
22 you understand what I'm saying?

23 DEPUTY MAYOR GILLISON: I
24 understand the question.

25 COUNCILMAN GREENLEE: So if

1 4/29/10 - L&I - BILL 100158

2 you're saying, for example, the total
3 cost is \$22,000 for March 14th, 2010,
4 unless you consider that there would have
5 been a lot less people in Center City at
6 that time or around, like Councilman
7 Green said, going to restaurants and all
8 and just -- I think on St. Patrick's
9 Parade, one or two people have a few
10 beers. Okay? That's why I may have
11 picked that out. That total cost to the
12 City, isn't a lot of that made up by the
13 money that would not be there if the
14 parade was not there?

15 So that's what I mean by
16 "misleading." I don't mean anything
17 nefarious there. I think it just doesn't
18 give the true picture. It's almost like
19 the parade or all these events are taking
20 and not giving. I think there's giving
21 there, too.

22 DEPUTY MAYOR GILLISON: I
23 will -- as I've said and have maintained
24 before, when we are doing the
25 budgeting -- and I have agreed that the

1 4/29/10 - L&I - BILL 100158

2 City does need to and I believe that we
3 are trying to put together what the true
4 economic cost is and that to be able to
5 be fair, as both Councilman Green and as
6 you've just indicated, that perhaps we
7 need to do that and have a third party
8 that would end up coming in and get that
9 done. I think that what we will end up
10 having then is the other intangible costs
11 that people will say that we will need to
12 have some kind of delta for as well,
13 because it will be stated that a lot of
14 the parades, once the work is actually
15 done, they will say that the -- it will
16 be hard to quantify the financial, but we
17 will give a range. And then the range
18 will be given and they'll say, Well, the
19 City gets this indirectly through
20 different areas, but the intangible
21 costs.

22 All I'm trying to do in
23 budgeting -- and I'm a proponent of
24 honest budgeting -- is that where there
25 is a cost and it's a cost that is real --

1 4/29/10 - L&I - BILL 100158

2 this is not a made-up one, this is one
3 that is real and one that we are
4 measuring -- I think that we have to be
5 sensitive to the fact that when we change
6 how we pay fees or ask people to pay fees
7 for services that are being provided, I
8 don't think it's unreasonable. I don't
9 think it is unfair to ask people who want
10 an additional service to pay for it.

11 COUNCILMAN GREENLEE: Okay.

12 And I guess we're going to go back and
13 forth here, but I think, again, if you're
14 really going to give the total picture,
15 Mr. Gillison, I think you have to take
16 in -- let's face it, there would not be
17 as many people in Center City
18 Philadelphia at 1 o'clock in the
19 afternoon on March 14th, 2010 if the
20 parade was not there. So I think you got
21 to at least factor that in. And maybe
22 you can't get the exact cost because you
23 don't know exactly, but I can tell you,
24 the total cost to the City would have to
25 go down from 22,598 when you take in what

1 4/29/10 - L&I - BILL 100158

2 is given to the City that day in taxes.

3 DEPUTY MAYOR GILLISON: And I

4 think that you also have to remember

5 that -- let's be honest with that

6 particular analysis. Even if you were to

7 say that you were able to prove on a

8 one-to-one basis that 14,000 people came

9 into the City and 14,000 people paid a

10 dollar for a drink and we got an X number

11 percentage and, therefore, we should

12 actually capture that money in order to

13 see what the cost and maybe even offset

14 it against the parade cost, that money

15 that is currently being raised is going

16 into the General Fund as being used to

17 fund everything else. So you would

18 actually end up, if you were going to do

19 that kind of accounting, you would end up

20 taking that money away from the General

21 Fund and saying that that would still

22 cause a deficit. So your parade might

23 look nice, but the rest of the money

24 where that is going in the General Fund

25 would be in a deficit situation.

1 4/29/10 - L&I - BILL 100158

2 So you can't double count that.

3 So you can't double count that. I mean,
4 you have to be sensitive to it. That's
5 all I'm saying, you have to be sensitive
6 to it.

7 COUNCILMAN GREENLEE: I know,
8 but I guess you have to also be sensitive
9 that these parades and these events are
10 generating some income to the City, too.

11 DEPUTY MAYOR GILLISON: I
12 agree. I'm not saying that --

13 COUNCILMAN GREENLEE: And that
14 isn't really reflected when you say total
15 cost, but okay. We're not going to
16 agree.

17 Just one last general question.
18 Councilwoman Sanchez talked about this
19 amendment. Have you seen it?

20 DEPUTY MAYOR GILLISON: We
21 talked about it yesterday.

22 COUNCILMAN GREENLEE: Because
23 doesn't that make a big difference?

24 DEPUTY MAYOR GILLISON: I
25 haven't seen the amendment. I know we

1 4/29/10 - L&I - BILL 100158

2 spoke about it yesterday.

3 COUNCILMAN GREENLEE: Because
4 it would seem like taking out that -- I
5 mean, you talked a couple times in your
6 testimony about the limits of 7,500 and
7 5,000. I mean, this would seem like it,
8 again, depending on the event and how
9 much is done, it could bring in more
10 money to the -- these organizers have to
11 pay more money. So I don't think that
12 limit would exist anymore.

13 DEPUTY MAYOR GILLISON: Well,
14 again, I think that however you slice and
15 cut this, when you take out 80 percent of
16 the cost, if we -- 80 percent of these
17 costs are public safety related. So if
18 you take that away, yes, it will look
19 like -- you would end up getting 20
20 percent of the cost would then be tried
21 to be covered by the Councilwoman's
22 suggested fee structure.

23 COUNCILMAN GREENLEE: And 80
24 percent is overtime?

25 DEPUTY MAYOR GILLISON: The 80

1 4/29/10 - L&I - BILL 100158
2 percent is -- where we are now trying to
3 do it is overtime and any other
4 incremental cost, which is not going to
5 be that much. It's going to be primarily
6 overtime. So if you think about it,
7 we're going to end up with that 80
8 percent being taken out and not covered
9 by this. It has to be covered somewhere
10 else, and I am sure that I'm going to be
11 sitting at another -- a desk here again
12 talking about that the police overtime
13 remains high and we need to cut it, and
14 I'm going to ask -- I'd be glad to do it,
15 believe me. I take all suggestions, but
16 I don't think that I want to get to the
17 position where I was almost last year
18 where I was looking at having to close
19 things. I don't want to go there. I
20 mean, we have to pay for things that we
21 actually do, and public safety is of
22 paramount importance to me, it's of
23 paramount importance to the Mayor, and I
24 know it's of paramount importance to each
25 of you.

1 4/29/10 - L&I - BILL 100158

2 COUNCILMAN GREENLEE: Sure.

3 DEPUTY MAYOR GILLISON: So we
4 have to balance what we're doing and how
5 we're getting it done.

6 COUNCILMAN GREENLEE: Okay. I
7 guess it depends how we balance it, but I
8 hear you. Okay. Thank you.

9 Thank you, Madam Chair.

10 DEPUTY MAYOR GILLISON: Thank
11 you.

12 COUNCILWOMAN SANCHEZ: Thank
13 you.

14 The Chair recognizes Councilman
15 Kelly.

16 COUNCILMAN KELLY: Thank you,
17 Madam Chair.

18 Good afternoon, Deputy Mayor.

19 DEPUTY MAYOR GILLISON: Good
20 afternoon, Councilman.

21 COUNCILMAN KELLY: I just want
22 to follow up on the points that
23 Councilman Green and Councilman Greenlee
24 were just alluding to, and that's the
25 revenue, how much revenue comes in from

1 4/29/10 - L&I - BILL 100158

2 these parades. For instance, I know you
3 don't have the answer, but how much is
4 collected from the bar tax, for instance,
5 in the St. Patrick's Day Parade? That
6 would be a very interesting number. I
7 know this year it rained, but on a very
8 beautiful day, I'm sure that number could
9 be quite considerable.

10 But what I'm looking at is your
11 comparison between the parade and
12 festival costs of 2009 and 2010. I
13 notice that the numbers in 2010 have been
14 significantly reduced.

15 DEPUTY MAYOR GILLISON: Yes.

16 COUNCILMAN KELLY: If we go on
17 that assumption that most of these costs
18 will be reduced for all of the parades
19 and festivals, would you say that the
20 combined total could be approximately
21 somewhere around 800,000 instead of the
22 982,000?

23 DEPUTY MAYOR GILLISON: I
24 would --

25 COUNCILMAN KELLY: Would that

1 4/29/10 - L&I - BILL 100158

2 be reasonable?

3 DEPUTY MAYOR GILLISON: I agree
4 that it would probably be in that range.
5 I mean, we're looking -- obviously this
6 is a process and we're going forward. I
7 try my best every time costs come over
8 through the Special Events Committee and
9 with everything else, whenever the
10 number --

11 COUNCILMAN KELLY: I can see
12 this, that it has been reduced.

13 DEPUTY MAYOR GILLISON: I drive
14 that number down.

15 COUNCILMAN KELLY: Well, have
16 you or anyone from your Administration
17 been trying to seek out corporate
18 sponsors? Because if you look at this,
19 the total for all of these festivals and
20 the parades, I know 800,000 or 850,000
21 may seem like a lot of money, but when
22 you're talking about a budget of a
23 building almost, a corporate sponsor, if
24 you had 20 of them, for instance, at
25 \$40,000 a piece, could take care of the

1 4/29/10 - L&I - BILL 100158

2 whole thing, and it's a good marketing
3 tool for them because they can say they
4 sponsor this. And there's a lot of
5 corporations here, there's a lot of
6 unions, there's a lot of other things
7 that you can pick up at least some
8 support for this thing, and maybe we
9 won't have to charge a lot of these
10 organizations hardly anything if we did
11 this.

12 DEPUTY MAYOR GILLISON: I
13 wholeheartedly agree with your position,
14 Councilman, that we have to be creative.

15 COUNCILMAN KELLY: We have to
16 look at other ways. We have to be very
17 creative, and I think it's one of the
18 ways that -- being in the advertising
19 business in my prior life, you have to
20 really promote and you have to promote
21 your company and you have to do a lot of
22 different things. This is one way to do
23 it. Make it a Philadelphia company,
24 Tastykake. A lot of these people,
25 Comcast, they have the revenue and they

1 4/29/10 - L&I - BILL 100158

2 have the resources to do it, I think, but
3 it needs some push from the
4 Administration, I think, to get in
5 contact with them.

6 DEPUTY MAYOR GILLISON: I will
7 say that I know that we have one of the
8 best City Representatives that basically
9 does just that, and I'll ask Ms. Johnson
10 to help me with that particular one,
11 since I'm public safety and I'll stay in
12 my lane.

13 MS. JOHNSON: Good afternoon.

14 Councilman, your suggestion --

15 COUNCILWOMAN SANCHEZ: Identify
16 yourself for the record.

17 MS. JOHNSON: I'm so sorry.
18 I'm Melanie Johnson, City Representative.

19 Your suggestion is well taken.
20 When we first started doing the charging
21 for events in 2009, we basically looked
22 at what each one had to offer, sat down
23 and offered suggestions on marketing. I
24 did that through most of 2009 with all of
25 them. We actually had a plan at one

1 4/29/10 - L&I - BILL 100158

2 point to try and combine all of the
3 events so that we could try and market
4 them and get sponsorship.

5 The year 2009 was not good for
6 really raising money of any kind. It is
7 something that we are revisiting at this
8 point. But each event is different,
9 which is why thinking about lumping them
10 together might have helped, but that's a
11 process that can't be done immediately,
12 similar to not being able to give you an
13 economic study within a month.

14 So it's a process that we are
15 looking at through this year to see
16 whether or not it will have any
17 effectiveness in 2011.

18 COUNCILMAN KELLY: Yes. I
19 would like to see an umbrella type of
20 group that includes everyone and sort of
21 put -- and that way you can control it.
22 You can tell each one of these
23 organizations exactly how much support
24 they're going to get from this corporate
25 sponsor organization, if you want to call

1 4/29/10 - L&I - BILL 100158

2 it that.

3 MS. JOHNSON: We are looking
4 into that, yes. Absolutely.

5 Also, I have to point out that
6 each event is very different. What they
7 have to offer for corporate sponsor in
8 terms of multiple marketing opportunities
9 is also very different. So it will take
10 time, mostly this year, to see whether or
11 not that's a viable solution to some of
12 the problems that we're facing.

13 COUNCILMAN KELLY: This will
14 help us immensely and it will help the
15 organizers of these parades, I'm sure.

16 MS. JOHNSON: Absolutely.

17 COUNCILMAN KELLY: They're
18 looking for all the help they can get.

19 Thank you, Ms. Johnson, and
20 thank you, Mr. Gillison.

21 MS. JOHNSON: You're very
22 welcome.

23 DEPUTY MAYOR GILLISON: Thank
24 you.

25 COUNCILWOMAN SANCHEZ: The

1 4/29/10 - L&I - BILL 100158

2 Chair recognizes Councilwoman Krajewski.

3 COUNCILWOMAN KRAJEWSKI: Thank
4 you.

5 On the police overtime, what is
6 the amount that you have on police
7 overtime?

8 DEPUTY MAYOR GILLISON: Last
9 year I think it was budgeted at 25
10 million. This year I think we ended up
11 bringing it in somewhere around 20
12 million to -- so we had a \$5 million
13 decrease in overtime. We are hoping I
14 think this year, I think it is -- I don't
15 have my police budget with me, but I
16 believe it's somewhere around 20, is what
17 we're talking about doing for overtime,
18 and the Commissioner and I are trying to
19 even bring it in under that.

20 COUNCILWOMAN KRAJEWSKI: Well,
21 I don't know. I would think that maybe
22 if we could take maybe one or two
23 officers from each district and detail
24 them to the parade, wouldn't that save us
25 quite a bit?

1 4/29/10 - L&I - BILL 100158

2 DEPUTY MAYOR GILLISON: Well,
3 that's the redeployment strategy that
4 we're trying to utilize, and when we do
5 that, we are not charging for that. So
6 we're already taking that in. And,
7 again, I want to make sure that you're
8 aware, Councilwoman, that it is -- when
9 we have the 12 hottest districts, I try
10 not to move anyone from patrol from those
11 districts, because we need them to patrol
12 in that area to help keep the suppression
13 of the crime down. We are taking from
14 other districts sometimes to be able to
15 kind of redeploy to do it on straight
16 time so that we don't charge at all for
17 that particular officer.

18 COUNCILWOMAN KRAJEWSKI: Well,
19 I'm sure that it could be done, because
20 it's done in my area in the 15th
21 District. They take the police from the
22 upper end and put them all down the lower
23 end.

24 DEPUTY MAYOR GILLISON: That's
25 exactly right. That strategy is --

1 4/29/10 - L&I - BILL 100158

2 COUNCILWOMAN KRAJEWSKI: So I'm
3 sure that we could work something out on
4 the parades.

5 DEPUTY MAYOR GILLISON: But as
6 I said, we are doing that currently.
7 That's what we've done this year. We are
8 taking and redeploying officers.
9 Consistent with the needs of the
10 district, we're redeploying officers
11 first and not charging the event
12 organizer for that officer. It is only
13 when we are bringing officers in on
14 overtime that we are charging for
15 overtime. That's what we are currently
16 doing.

17 COUNCILWOMAN SANCHEZ: Just for
18 the record, that was in 2010. That was
19 not in 2009.

20 DEPUTY MAYOR GILLISON: That is
21 correct. That is absolutely correct.

22 COUNCILWOMAN KRAJEWSKI: All
23 right. Thank you.

24 COUNCILWOMAN SANCHEZ: I want
25 to recognize Councilman Jones, who joins

1 4/29/10 - L&I - BILL 100158

2 us, even though he's not on this

3 Committee. He has a question.

4 COUNCILMAN JONES: Thank you,

5 Madam Chair, for the courtesy. I'm not

6 on your Committee, and I'm thankful for

7 you affording me the opportunity to ask a

8 couple of questions. And, first, thank

9 you for bringing this to a head. It is

10 frustrating at times for us to look on

11 the news, whether it's the Dad Vail

12 Regatta that is in my district or the

13 bike race that runs through my district

14 or the marathon that runs through my

15 district by way of events, to be, you

16 know, teeter and tottering about whether

17 or not it's actually going to happen. So

18 I think this discussion and dialogue is

19 worthwhile, and I want to applaud you for

20 taking leadership on it.

21 My question would be a couple

22 of things, that I started this when the

23 City Representative gave her testimony

24 and wanted to pursue it a little bit now.

25 Have we given thought to in some cases,

1 4/29/10 - L&I - BILL 100158

2 not on all parades, because some of them
3 need to be in Center City and on main
4 venues, but some of the other parades,
5 there is a stretch of land within my
6 district that goes from the Please Touch
7 Museum to Mann Music Center. It's
8 Concourse Road east, Concourse Road west,
9 which is pretty much on the money a mile
10 each way. When we look at that, that
11 might be ten blocks, maybe two major
12 intersections. When we have
13 pre-determined routes like that, can't we
14 predict cost a little better? And I've
15 got to believe if there's one such
16 stretch in the Fourth District, wouldn't
17 there be one in the Seventh or two in the
18 Seventh and that we could pre-determine
19 and predict our cost and, therefore, have
20 a little more finite ability to determine
21 how much the cost should be? Is that in
22 your thinking at all?

23 DEPUTY MAYOR GILLISON:

24 Absolutely, and thank you very much,
25 Councilman, for your question. Not only

1 4/29/10 - L&I - BILL 100158

2 is that part of our thinking, we have sat
3 down with a lot of the event organizers.
4 We are looking at having a
5 pre-determined, what I would call the
6 recommended, ethnic parade route both in
7 Center City, but we also --

8 COUNCILMAN JONES: Not
9 demanded, but recommended?

10 DEPUTY MAYOR GILLISON:

11 Recommended. But what it will enable us
12 to do is have that fixed cost, that we
13 know because of this route this is the
14 cost. And we are able to then take that
15 and either keep it on the outside or on
16 the inside, and if you need something
17 more, obviously that's an additional
18 payment. But we're trying to actually
19 make it so that we would be able to have
20 that route and have it almost done for
21 close to nothing if we can get there.

22 And the other piece --

23 COUNCILMAN JONES: Close to
24 nothing? That's a good number.

25 DEPUTY MAYOR GILLISON: If we

1 4/29/10 - L&I - BILL 100158

2 can get there. If we can get there. But
3 the idea is is to try and look at this
4 route as a way of controlling cost.

5 We also are looking at -- and
6 we'll be working, and I hope to be able
7 to sit down and talk with you and other
8 District Councilpersons about the
9 recommended routes in your districts so
10 that we could then take your expertise
11 for your district and you could tell us
12 where you think a good parade route would
13 be, where you would basically -- and then
14 we would cost it out, get back to you,
15 and then we could actually publicize that
16 as a place.

17 In addition, we were looking at
18 festival sites within districts. For
19 example, if you have a rec center that's
20 a large enough space, perhaps we put up a
21 permanent staging facility.

22 COUNCILMAN JONES: Wait a
23 minute. Point of information.

24 COUNCILWOMAN SANCHEZ: Let's
25 put that on the record.

1 4/29/10 - L&I - BILL 100158

2 COUNCILMAN JONES: Wait a
3 minute. That idea, that is a
4 Councilwoman Sanchez idea. In fact, I
5 saw some of the mockups for the permanent
6 stages, and they are gorgeous. So that
7 wasn't an original idea. That's an idea
8 I Napstered, if you would, from
9 Councilwoman Sanchez.

10 DEPUTY MAYOR GILLISON: And as
11 I told -- as I had one of my many
12 conversations with Councilwoman Sanchez,
13 we are in agreement. I think that that's
14 how we get, by working together, to
15 understand the cost and understanding how
16 we control cost. I think that's the way
17 that we have to really go about doing
18 this, because we need the incentives for
19 everyone, police side, city side, but
20 also on the other side, for event side as
21 well, so that everyone has the same
22 understanding of how we are coming up
23 with not only the facts and the figures
24 but what we are trying to accomplish
25 here. I think those are things that we

1 4/29/10 - L&I - BILL 100158

2 can do. I do not believe that we need to
3 do this bill in order to get to that
4 discussion, though.

5 COUNCILMAN JONES: Well, I'm
6 encouraged and I'm glad the idea exchange
7 is occurring.

8 I do agree with my colleagues
9 in this respect, that I had an
10 opportunity to work or listen to Kofi
11 Asante, who for over a decade did the
12 African American Parade, which no longer
13 is in existence but is looking to be
14 reborn. But in that, he knew what the
15 value of his product was and he knew in
16 negotiations with the television
17 stations, who were even more keenly aware
18 of what the value of that parade was by
19 way of marketing, public relations,
20 product placement, advertising, and knew
21 that so well that he could quantify and
22 pretty much negotiate better the price by
23 which the sponsorship should be.

24 Now, a lot of our ethnic
25 festivals do that. They're volunteers.

1 4/29/10 - L&I - BILL 100158

2 Many of them have far greater expertise
3 than anyone in this room, because they do
4 it on a regular. But if we were to
5 assist them and work with them in
6 creating that price point, that -- and
7 I'm not picking on them, but Channel 6
8 understands clearly what the Thanksgiving
9 Parade means. And we're about to enter
10 into Welcome America. For those
11 professionals that do the back end of
12 marketing and advertising, to give us a
13 better sense of what that matrix was that
14 you talked about, Councilman, to
15 determine what the value of what we're
16 giving away.

17 The Dad Vail Regatta, which I
18 go back to, books out hotels in the
19 region. I mean, you can't get on City
20 Avenue and get a room. So there is a
21 value to it that we have to kind of
22 tinker with the economic model, but there
23 is a value that I think we're missing the
24 price point on. And I --

25 DEPUTY MAYOR GILLISON: I agree

1 4/29/10 - L&I - BILL 100158

2 with you, Councilman.

3 COUNCILMAN JONES: If we're
4 going to do that, I think this is a
5 worthwhile outcome of your hearing.

6 COUNCILWOMAN SANCHEZ: Yes. I
7 mean, I do want to put for the record
8 that the Administration has been working
9 around parade routes, and all of the
10 parade organizers have been extremely
11 cooperative in shortening routes,
12 changing hours, and I think what we're
13 talking about here is more of the cost
14 and the Administration's position that
15 there should be a dollar-for-dollar
16 exchange, and that's where the
17 disagreement is.

18 I think this discussion that's
19 been going on for months has taken us to
20 a place where I think we're going to get
21 a defined parade route that minimizes
22 cost, where I think we're going to come
23 up with a better policy around festivals
24 and those types of activities.

25 So I think we will get there,

1 4/29/10 - L&I - BILL 100158

2 and the issue at hand is until we get
3 there and the numbers get better, the
4 group should not shoulder that burden.
5 The burden should be on government to
6 provide that leadership and take care of
7 that.

8 COUNCILMAN JONES: Thank you
9 for the opportunity to give input, Madam
10 Chair.

11 COUNCILWOMAN SANCHEZ: I
12 appreciate it very much, my Council
13 colleague.

14 So if there's no other
15 questions, I want to get to our panels,
16 because they have been waiting for a year
17 for this hearing and they are here to be
18 heard.

19 Thank you, Deputy Mayor
20 Gillison.

21 DEPUTY MAYOR GILLISON: If I
22 may just one -- because I know that one
23 of the questions -- and I don't know
24 whether it was Councilman Kelly who
25 asked. It may have been Councilman

1 4/29/10 - L&I - BILL 100158

2 Greenlee, that it appears to me that
3 because the amendment still does not
4 allow for any cost at all to be passed on
5 for public safety, we're still in a
6 deficit situation. That's my reading of
7 the amendment, and I think that that's
8 consistent with --

9 COUNCILWOMAN SANCHEZ: We're in
10 absolute agreement.

11 DEPUTY MAYOR GILLISON: So it
12 is still a deficit situation for public
13 safety and we would not recoup any of the
14 millions that we would be losing.

15 So with that statement, I just
16 want to say thank you very much for this
17 opportunity.

18 COUNCILWOMAN SANCHEZ: We have
19 appropriations authority and we'll have
20 to take care of that. Absolutely.

21 Thank you.

22 DEPUTY MAYOR GILLISON: Thank
23 you very much for the opportunity. I
24 appreciate it. I'll look forward to
25 working with you in the future.

1 4/29/10 - L&I - BILL 100158

2 COUNCILWOMAN SANCHEZ: We will
3 continue to work on this. Thank you very
4 much, Deputy Mayor. I really appreciate
5 your team and all of its work on this
6 matter.

7 So the first panel, JoAnna
8 Otera Cruz, Ellen Somekawa and Michael
9 Blichacz. Blichacz. My apologies.
10 (Witnesses approached witness
11 table.)

12 COUNCILWOMAN SANCHEZ: Good
13 afternoon. Thank you so much for your
14 patience all year. You may proceed,
15 whoever wants to start first. Identify
16 yourself for the record.

17 MR. BLICHACZ: I'm Michael
18 Blichacz from the Polish American
19 Congress, Eastern Pennsylvania District,
20 and also head coordinator for the Ethnic
21 Americans United, which you did receive a
22 copy of the testimony. I'll be very
23 brief about that.

24 There are a few clarifications
25 that I would like to make for the record.

1 4/29/10 - L&I - BILL 100158

2 Number one, since the year 1990, every
3 ethnic parade and festival paid for all
4 of its -- whether it's barricades,
5 bleachers, audio systems, flags.
6 Whatever was rented from the City's
7 Department of Recreation was always paid
8 for by -- so there's no dispute in this
9 situation. Part of the problem came
10 about when we were given notice that we
11 would be billed overtime for police
12 officers.

13 Now, in the Pulaski Day Parade
14 and I know the St. Patrick's Parade and a
15 few of the others, for years, in my
16 20-plus-year involvement in the parade,
17 we always requested the Commissioner to
18 afford us any Polish Americans who were
19 on duty in the surrounding districts to
20 come and work the parade and also --
21 especially those with Polish-speaking
22 ability to be there with us. They did.
23 They were regular-duty officers that came
24 from five or six of the closest
25 surrounding districts. There was never

1 4/29/10 - L&I - BILL 100158

2 any difficulty in the situation. It was
3 always honored, because they thought that
4 it was culturally nice to do that. It
5 helped to bring the officers of Polish
6 heritage or Irish heritage or German
7 heritage to their event, and since they
8 are peaceful events, there was never any
9 problem. And in the Pulaski Day Parade,
10 I went -- I do attend all the parades,
11 working with the Ethnic Americans United,
12 and I do know that there is no reason for
13 an overage of police. These are very
14 peaceful, well-organized events. And in
15 the St. Patrick's Parade, the number of
16 police were low, because I walked the
17 entire parade route.

18 The Puerto Rican Day Parade,
19 the Pulaski Day Parade, the Greek
20 American Parade, I attend every one of
21 these events, so I know exactly what's
22 needed on the street. This is really a
23 gathering of pride. So people come with
24 pride, not with anything else in their
25 heart.

1 4/29/10 - L&I - BILL 100158

2 Also, when we talk about the
3 economic impact on the City of
4 Philadelphia, it's not just the day of
5 the parade. The people don't just show
6 up on that particular day and start
7 marching. The parade is a 365-day
8 venture. There are various fundraisers
9 to support local bands, to support
10 various organizations, to get buses. The
11 Pulaski Parade, we use 40 buses at, say,
12 approximately \$200. So that's an
13 economic benefit. There's some benefit
14 to the City on the rental of the buses.

15 All throughout the year we not
16 only come out on the parade, but we have
17 various fundraisers and organizations,
18 catering halls. Caterers are used. It's
19 a 365-day-a-year preparation for the
20 actual day. It's the rehearsal for the
21 big day itself. So, I mean, we're
22 bringing in big dollars.

23 Additionally, each of the
24 organizations does a tremendous amount of
25 publicity for the City of Philadelphia,

1 4/29/10 - L&I - BILL 100158

2 radio, television, Internet. It's
3 enormous, the economic impact, that helps
4 people know that our city is not only
5 receiving publicity regarding crime, but
6 it's also receiving positive publicity
7 that Philadelphia is a great mosaic and
8 that people want to continue that mosaic
9 through these parades. It adds to the
10 cultural life of the City, and that has
11 to be taken into consideration.

12 Additionally, many of the
13 parades are publicized and they're viewed
14 on TV, and there's constantly promos,
15 which allows people not only in
16 Philadelphia but the whole tri-state
17 area, the whole viewing area, to know
18 that this event is taking place, that
19 Philadelphia is a place to come to to
20 celebrate culture and pride.

21 For some time we've been
22 suggesting a special cultural promotion
23 fund, which I hope that would be able to
24 come about. I did hear the testimony of
25 our City Reps, and it would be great if

1 4/29/10 - L&I - BILL 100158

2 we could finalize something like that as
3 a Promote Philadelphia Fund.

4 I do have something which I'm
5 going to distribute with me today. It's
6 something that we do through our Polish
7 Museum on Walnut Street. We run a site,
8 which is absolutely the very best for the
9 City of Philadelphia.

10 Would you please give that out?

11 I appreciate it.

12 On that site, I ask that --
13 you've seen it on many occasions, but we
14 do promote all of our events. We do
15 promote the City of Philadelphia. We
16 have thousands upon thousands of people
17 who hit this site a month. It goes to
18 all of our area hotels. It goes to our
19 cultural events. I encourage you to
20 check that out.

21 Through this site alone, the
22 City generates enough money to fund all
23 of the ethnic parades, because it's
24 bringing positive publicity and bringing
25 people to the City of Philadelphia,

1 4/29/10 - L&I - BILL 100158

2 because they know it is a tourist and a
3 cultural destination.

4 And, finally, it was mentioned
5 that we have less police. I've been
6 around for 20-some years. Twenty years
7 ago we had mainly the men in blue. Today
8 we have the SEPTA Police, Housing
9 Authority Police, school police, all
10 complementing our police force. For 30
11 officers, which are used -- approximately
12 30 officers are used on the different
13 ethnic parades. I think that we have to
14 do something so that we do something
15 positive and we do something that will
16 end all negative publicity regarding our
17 parades and any other events taking place
18 in Philadelphia.

19 Councilwoman, I want to thank
20 you for your great work on this issue and
21 all of the Councilmembers, especially our
22 Councilwoman Joan Krajewski, who has been
23 a friend and supporter from the first day
24 she entered this Chamber. And, of
25 course, Bill Greenlee, I want to

1 4/29/10 - L&I - BILL 100158

2 compliment him, too. He's worked with
3 our organization for over 30 years as an
4 assistant to Councilman Cohen, and so he
5 knows us. He knows our social service
6 agency. He knows what we do. And
7 everything that we try to do for
8 Philadelphia and our communities at large
9 is one word, and it's "positive."

10 Thank you.

11 COUNCILWOMAN SANCHEZ: Thank
12 you so much. Thank you for your
13 leadership with the Ethnic Coalition. We
14 appreciate that.

15 MS. CRUZ: I'll go next. Good
16 afternoon, Madam Chair, Maria
17 Quinones-Sanchez, and Councilmembers. My
18 name is JoAnna Otera Cruz, the Executive
19 Director for Concilio, Council of
20 Spanish-Speaking Organization. Thank you
21 for the opportunity to present this
22 testimony today on ethnic parades
23 concerning the cost and City fees totals
24 and impact on local not-for-profit
25 community-based organizations.

1 4/29/10 - L&I - BILL 100158

2 Concilio, since its inception
3 in 1962, has been guided by its mission
4 to ensure that equitable, social,
5 educational, health and cultural services
6 are available and affordable to everyone.
7 Concilio operates 365 days a year
8 providing child and family social
9 services programs, such as foster care,
10 kinship programs, immunization, housing,
11 Let's Save Babies, summer youth work
12 programs, smoking cessation, parenting
13 and adoption.

14 Concilio also has the
15 responsibility and commitment to educate
16 our Latino community, especially its
17 youth, about its rich and historical
18 culture through our arts and public
19 community events, including Hispanic
20 Fiesta and the Puerto Rican Day Parade.
21 We have been organizing the Puerto Rican
22 Day Parade for the last 48 years and hope
23 to continue to do so unless detrimental
24 to the organization's financial
25 responsibilities and obligations.

1 4/29/10 - L&I - BILL 100158

2 Concilio is very aware of the
3 restrictions and difficulties the City
4 faces with today's budgetary issues.
5 However, the process by which all fees
6 and costs have been implemented has cost
7 Concilio and other not-for-profit
8 organizations a great financial loss.
9 Concilio's budget for the Puerto Rican
10 Day Parade in 2009 increased by 40
11 percent from its previous year as a
12 result of City fees, which were made --
13 we were made aware of just a few weeks
14 prior to our events, placing Concilio at
15 a disadvantage. For 2010, City fees
16 alone have increased by 38 percent.

As you are aware, arts and culture events such as Concilio's Puerto Rican Day Parade not only bring value to the cultural dignity and embraces diversity to our City of Brotherly Love, but also positively supports Philadelphia's economic growth.

24 Concilio will continue to
25 strategize and make modifications to cut

1 4/29/10 - L&I - BILL 100158

2 costs given our commitment to financial
3 responsibility and its community. In
4 addition, we ask Councilmembers to seek
5 for a reasonable and just solution to the
6 City fees incurred in 2009 and again this
7 year in 2010 that will ensure the
8 preservation of our traditions and
9 celebration of arts and cultural events.

10 Concilio is proud of its
11 minorities and the contributions they
12 make to the economic, political and
13 social activities to the City of
14 Philadelphia. Concilio counts on the
15 helping hands of volunteers who donate
16 their time to ensure the parade can come
17 to fruition. Concilio is a non-profit
18 organization who gets no monetary
19 benefits from this event, only the price
20 of preservation of our traditions.

21 Thank you for your time and
22 your vested interest in ensuring the arts
23 and cultural ethnic parades in the City
24 of Philadelphia continue to be of value
25 to the City of Philadelphia.

1 4/29/10 - L&I - BILL 100158

2 COUNCILWOMAN SANCHEZ: Thank
3 you.

4 MS. SOMEKAWA: Hello. I am
5 Ellen Somekawa, Executive Director of
6 Asian Americans United. I'd like to
7 thank the Councilpeople here for your
8 advocacy on this issue.

9 I'm here to speak about the
10 impact of the City services fees on small
11 festivals and parades. In 1995, AAU
12 created a festival that has become a
13 community tradition. Ours is a
14 home-grown festival. It's built on
15 volunteer labor and the contributions of
16 everyday people. With over 100 high
17 school volunteers, an adult coordinating
18 committee of 25 and over 130 artists who
19 come out to share the arts that are
20 seldom seen in our community, we have
21 built what has become the largest annual
22 gathering in Chinatown, the beloved
23 Mid-Autumn Festival.

24 We don't have large corporate
25 donors, but we do have restaurants that

1 4/29/10 - L&I - BILL 100158

2 donate hundreds of meals to feed our
3 volunteers throughout the day. We have
4 bakeries that donate moon cakes, tofu
5 shops that donate tofu and local
6 businesses who pitch in \$50, \$100 or what
7 they can afford.

8 The annual budget of our
9 organization is smaller than the budget
10 of many of the parades that are being
11 discussed today. For us, the added City
12 services fees creates a strain on our
13 ability to sustain our festival, and we
14 realize that we are lucky compared to the
15 other small festivals and parades that
16 have even less than we do.

17 Mid-Autumn Festival is a
18 traditional occasion for community and
19 family gathering for Chinese and
20 Vietnamese families in their homelands,
21 but there was no community celebration of
22 this event in Philadelphia until AAU
23 catalyzed a local version of this
24 tradition.

25 In feeling and in importance,

1 4/29/10 - L&I - BILL 100158

2 Mid-Autumn Festival is perhaps most like
3 our Thanksgiving. Here in the U.S. where
4 the Mid-Autumn Festival was just another
5 workday, families all but ignored this
6 holiday. In 1995, AAU volunteers met
7 with a group of immigrant youth in
8 Chinatown who expressed homesickness, a
9 sense of longing for the upcoming
10 Mid-Autumn Festival, a grieving that they
11 weren't together with their families.
12 For them, this also represented a chance
13 to publicly demonstrate cultural and
14 community pride in the face of everyday
15 racism and contempt.

16 The idea was borne then to
17 reclaim Mid-Autumn Festival in
18 Philadelphia's Chinatown. The youth
19 immediately began planning this festival
20 for the elderly, they said. Four weeks
21 later, these immigrant youth welcomed 400
22 people into a church parking lot, our
23 first festival. The festival has grown
24 every year, has moved out from a church
25 parking lot and onto the main street of

1 4/29/10 - L&I - BILL 100158

2 Chinatown, and now we have teenagers who
3 come and volunteer with us, who cannot
4 remember a time when there was not a
5 Mid-Autumn Festival.

6 Our festival motivates children
7 to learn folk arts. It supports folk
8 artists, who are given students who are
9 eager to learn, and it gives them a rare
10 opportunity to perform in a venue where
11 people understand what it is they're
12 doing. It creates a new generation of
13 leaders who come to believe and care
14 about something that's much larger than
15 themselves. It brings people from the
16 tri-state area who hunger for this
17 community gathering.

18 For our children to have roots,
19 for our families to have a feeling of
20 community and for our elderly to embrace
21 memories and discover the power of
22 passing on traditions, we must
23 continually fight for the time and the
24 space to celebrate.

25 Our small community festivals,

1 4/29/10 - L&I - BILL 100158

2 parades and public gatherings must be
3 safeguarded. They must be cherished as
4 much by our City officials as they are by
5 our communities.

6 I'd like to just add, perhaps
7 it goes without saying, that although I
8 think that the economic benefits that
9 Councilpeople have been asking about are
10 very important, it must not be overlooked
11 the more intangible benefits to the City,
12 that people's sense of commitment to a
13 place, that their sense of connection to
14 each other is part of what's going to be
15 important for revitalization of
16 Philadelphia and for this to be a strong
17 and healthy place to raise our families.

18 COUNCILWOMAN SANCHEZ: Thank
19 you.

20 I don't know if there any
21 questions for the panel.

22 (No response.)

23 COUNCILWOMAN SANCHEZ: Seeing
24 none, thank you so much again for your
25 time and all the work that you do.

1 4/29/10 - L&I - BILL 100158

2 Our next panel is Malcolm Lazen
3 from Equality Forum, Michael Bradley from
4 St. Patrick's Day Parade and Oshun Bumi
5 Fernandez from Odunde Festival.

6 (Witnesses approached witness
7 table.)

8 COUNCILWOMAN SANCHEZ: I'm
9 sorry. Please state your name for the
10 record and you could proceed with your
11 testimony. Thank you so much.

12 MR. BRADLEY: Michael J.
13 Bradley, Jr., Philadelphia St. Patrick's
14 Day Parade.

15 MS. FERNANDEZ: My name is
16 Oshun Bumi Fernandez. I'm CEO of Odunde,
17 Incorporated.

18 COUNCILWOMAN SANCHEZ: You can
19 proceed with your testimony, either one
20 of you.

21 MS. FERNANDEZ: When Odunde
22 first started -- my mother created Odunde
23 35 years ago -- she never thought that it
24 would grow to this magnitude. Back in
25 1975, my mother had an idea and \$100 and

1 4/29/10 - L&I - BILL 100158

2 she wanted -- the purpose of Odunde and
3 the focus of Odunde was to educate the
4 community, the tri-state area and the
5 country about the importance of African
6 and African American culture here in the
7 City of Philadelphia. Now as we sit here
8 in 2010, Odunde is celebrating our 35th
9 anniversary.

10 Odunde covers over 12 City
11 blocks. We have over 300 vendors and
12 arts and crafts entrepreneurs and food
13 vendors who come and to sell their wares.
14 We also have a \$25.2 million impact on
15 the City of Philadelphia. This number
16 was created -- I talked to Meryl Levitz
17 of GPTMC and she gave me an equation to
18 use, a multiplier to use depending on the
19 amount of people that attend Odunde.

20 The City services bill, as we
21 call it in my generation, is somewhat of
22 a stickup. That's what we feel like.
23 Instead of the City using a weapon, they
24 use an invoice.

25 We do understand that the City

1 4/29/10 - L&I - BILL 100158
2 of Philadelphia, like most
3 municipalities, are having financial
4 issues, but we as non-profits are having
5 a way bigger issue, and we think that --
6 we really want to work with the City of
7 Philadelphia to make this possible, and
8 we just feel that if we can come to some
9 type of compromise with the City of
10 Philadelphia and the different ethnic
11 groups -- we are a festival, so we're
12 much more different than a parade. We go
13 from 10:00 a.m. to 8:00 p.m. We are held
14 on the second Sunday in June, and we have
15 a whole week full of events.

16 So we're just asking
17 Philadelphia to work with us. Melanie
18 Johnson and Jazelle Jones have worked
19 with us, and they have been excellent in
20 helping Odunde be -- last year we didn't
21 know if Odunde was going to happen, but
22 Melanie Johnson and Jazelle Jones and
23 their staff said, We're going to work
24 with you, and they did. And I want to
25 thank also Mr. Clay Armbrister and Mayor

1 4/29/10 - L&I - BILL 100158

2 Nutter for working with us.

3 But we just think it's
4 imperative that these cultural
5 organizations, that these parades, that
6 these festivals continue, because not
7 only do we bring an economic impact to
8 the City of Philadelphia, we also bring a
9 sense of awareness.

10 Odunde is not just nationally
11 known. Odunde is internationally known.
12 We have people who come from different
13 countries, from different continents,
14 from the West Coast, from the East Coast
15 to attend Odunde, and all we're asking is
16 that the City of Philadelphia and the
17 City Council continue to support us like
18 they have in the past.

19 Thank you.

20 COUNCILWOMAN SANCHEZ: Thank
21 you. Thank you so much.

22 Mr. Bradley.

23 MR. BRADLEY: Thank you,
24 Chairman Sanchez, and thank you for all
25 your hard work, and I'd like to thank the

1 4/29/10 - L&I - BILL 100158

2 members of Council for being here today.

3 I would also like to echo your comments.

4 Melanie Johnson and Jazelle Jones have

5 been fantastic to work with. They've

6 been very fair. We don't always agree

7 with the policy that they have to

8 enforce, but they're very professional,

9 and I'd like to thank them for their

10 professionalism. They represent your

11 City well.

12 Our parade is 240 years old,

13 started in 1771. We bring bands from not

14 only all over this area, the Delaware

15 Valley, but also from the entire country

16 and Ireland as well. And I'd like to

17 quote Councilman Green, Where do we get

18 the benefit for bringing all this

19 business to the City of Philadelphia?

20 This policy in place now takes

21 no benefit of a cost-benefit analysis

22 into account. We're here all year long.

23 We're not just here one day of the year.

24 And I heard Deputy Mayor

25 Gillison, who I totally respect, testify

1 4/29/10 - L&I - BILL 100158

2 to a few things. He said that they would
3 like to table this motion because they've
4 had a few weeks to discuss this, but the
5 fact is we've been discussing this for
6 over 550 days. We've already had two
7 parades, and we're still discussing this.
8 The big catch seems to be this
9 incremental cost, and every time we have
10 a meeting, those costs come down and down
11 and down. We started out with costs of
12 \$50,000. Today we're at 22,000. It
13 seems to me the key is to have more
14 meetings and the costs come down.

15 The incremental cost is the big
16 hang-up, and that's like trying to catch
17 mercury in your hand at this point. I
18 heard a figure of \$20 million in police
19 overtime, but I believe the bulk of the
20 police overtime is really for officers to
21 testify in court, not just for parades.
22 I was told every policeman on our bill
23 was on overtime, yet when I talked to
24 them, they told me they were redeployed
25 from another area or they were on

1 4/29/10 - L&I - BILL 100158

2 straight time.

3 We were charged for meals for
4 the police, jeeps for police, tow truck
5 and operator, eight L&I inspectors in a
6 1.5 mile lineup, and all these costs were
7 eventually whittled down as we met. We
8 were charged for a podium and two
9 speakers, \$1,000. Trash, \$3,300, but yet
10 no trash bags, we have to bring our own
11 trash bags. Barricades that you already
12 own, you're charging double what a vendor
13 charges. And when I brought up the point
14 the porta-potties were double what the
15 porta-potty vendor that you were using
16 was -- they're supposed to be helping us
17 out -- they immediately cancelled that
18 policy and said they're no longer in the
19 porta-potty business. So the more --
20 they have worked with us. Our bleacher
21 costs came down from \$8,000 to \$2,000.
22 But it's just not enough at this point.

23 Councilman Greenlee said
24 there's a benefit on St. Patrick's Day,
25 the day of the parade, which was March

1 4/29/10 - L&I - BILL 100158

2 14th, but the fact is, we meet here all
3 year long. We're here all the time. We
4 park here. We use SEPTA. We go to
5 hotels. They do drink and they eat here.
6 I have over 250 groups are here, and they
7 spend an average of \$2,000 for that
8 parade, not counting what they spend all
9 year long. That's \$500,000 in benefit to
10 the City.

11 Nobody seems to want to take
12 into account what we bring in, but
13 there's some voodoo economics here and I
14 don't understand it. And I know that's a
15 cliche, but the fact that if there are
16 500 parades that was testified about
17 earlier, I have a hard time understanding
18 that number, because that means there's
19 almost one and a half every day in the
20 City of Philadelphia. Are we talking
21 about parades, major events like our
22 events or are we talking about block
23 parties? Because if there are 500
24 parades and you want to charge them
25 \$7,500 each like the original proposal

1 4/29/10 - L&I - BILL 100158

2 was in that bill, that comes out to \$3.75
3 million. Your problem is solved if the
4 cost is only \$3.4 million. So I think
5 we're really talking about the larger
6 parades.

7 We have a world-class city. We
8 want to have the Democratic National
9 Convention here. We want to have the
10 World Cup here. We'd love to have
11 Olympics here, but we can't supply trash
12 bags for parades. We're stepping over
13 millions of dollars of positive publicity
14 to pick up a penny. And all we want to
15 do is say, yes, we're part of this
16 community. Yes, we bring a benefit, and
17 please take that benefit into account.

18 Thank you.

19 COUNCILWOMAN SANCHEZ: Thank
20 you.

21 The Chair recognizes Councilman
22 Greenlee.

23 COUNCILMAN GREENLEE: Thank
24 you, Madam Chair.

25 Mr. Bradley, you quoted some

1 4/29/10 - L&I - BILL 100158

2 figures about what -- I think you said
3 total about \$500,000. Is that what you
4 said?

5 MR. BRADLEY: Yes.

6 COUNCILMAN GREENLEE: Maybe
7 you've already given it to us. I'd be
8 interested to see that, because that kind
9 of goes into what we, I think, were
10 saying about the benefit back to the
11 City. So if you could break those down
12 and maybe submit them to the Chair.

13 MR. BRADLEY: Sure. That's not
14 a benefit of who stays in hotels or
15 any -- I asked each group to come up with
16 a figure that they spend on the parade,
17 just on the parade, with their vehicles
18 and decorating. That alone figure is
19 almost \$500,000.

20 COUNCILMAN GREENLEE: Okay.

21 MR. BRADLEY: But it's very
22 difficult for a non-profit -- I'm a
23 volunteer and everyone on our Board is a
24 volunteer -- to come up with a
25 quantitative number, and I don't want to

1 4/29/10 - L&I - BILL 100158

2 exaggerate it, because then we're going
3 to look ridiculous.

4 COUNCILMAN GREENLEE: Well,
5 it's been exaggerated the other way, in
6 my opinion, but that's all right.

7 MR. BRADLEY: I also want to
8 thank all the members of the Irish
9 community who came here to support me.
10 Thank you.

11 COUNCILWOMAN SANCHEZ: Thank
12 you all, the volunteers.

13 The Chair recognizes
14 Councilwoman Blondell Reynolds Brown.

15 COUNCILWOMAN BROWN: Good
16 afternoon. Let me first thank you for
17 your testimony. History is very
18 important, and it always puts an issue in
19 context.

20 Secondly, thank you for at
21 least speaking to one issue we've been
22 trying to get our arms around, and that
23 is the economic impact. I do know that
24 GPTMC, the Greater Philadelphia Tourism
25 and Marketing Bureau, is in the business

1 4/29/10 - L&I - BILL 100158

2 of gathering information from hotels and
3 restaurants and the like. So to
4 Councilman Bill Greenlee's question, that
5 will be helpful for us as a committee,
6 because it drives the point that you all
7 are making.

8 And please give a huge
9 thank-you to your mother for her vision
10 of 35 years ago and to the magnitude to
11 which that festival has grown 35 years
12 later.

13 I thank you both for your
14 testimony.

15 COUNCILWOMAN SANCHEZ: Thank
16 you.

17 Thank you both. Thank you so
18 much again for all your volunteerism and
19 all your work.

20 Our final panel is Dante
21 Sanchez, Tracy Broyles and Michele
22 Gambino.

23 (Witnesses approached witness
24 table.)

25 COUNCILWOMAN SANCHEZ: So we

1 4/29/10 - L&I - BILL 100158

2 have Dante Sanchez and Tracy Broyles.

3 Please identify yourself for
4 the record and proceed with your
5 testimony.

6 MR. SANCHEZ: Ladies first.

7 COUNCILWOMAN SANCHEZ: Quite
8 the gentleman, Mr. Sanchez.

9 MS. BROYLES: Thank you.

10 COUNCILWOMAN SANCHEZ: You have
11 to speak into the microphone, so you
12 might want to get closer to it.

13 MS. BROYLES: I'm Tracy
14 Broyles. I'm the Executive Director of
15 Spiral Q Puppet Theatre. I thank you for
16 having us here today and for bringing
17 this issue to the floor.

18 Spiral Q is located in West
19 Philadelphia, and I've been the Director
20 there since 2004. For more than the last
21 12 years, Spiral Q has worked in
22 communities throughout Philadelphia
23 helping to produce public large and
24 small-scale festivals, parades and
25 pageants that celebrate the lives of

1 4/29/10 - L&I - BILL 100158

2 Philadelphia residents.

3 I came today to speak not only
4 as the Director of my organization, but
5 also as a concerned member of
6 Philadelphia's larger arts and culture
7 community. I'm here to ask you to
8 reconsider these ordinances that impose
9 fees on organizations and community
10 groups producing parades, festivals and
11 assemblages in the City's public spaces.
12 While I understand the concern regarding
13 the cost to the City for hosting such
14 events and wish to commend the Council
15 for your desire to avoid unmanageable
16 costs for small organizations and
17 community groups that produce them, I am
18 nonetheless worried that these ordinances
19 will create significant hardships or
20 barriers for many of the communities
21 within the City, specifically small arts
22 and culture organizations, low-income
23 communities and historically
24 disenfranchised communities.

25 My concern is centered around

1 4/29/10 - L&I - BILL 100158

2 the possibility that many of these
3 celebrations and other public gatherings,
4 especially those put on by the smallest
5 organizations in historically
6 disenfranchised communities, will become
7 unaffordable in light of the fees
8 required to hold such events. I want to
9 ensure that our City does not lose any of
10 its vibrant and vital public events in
11 the process of managing these costs.

12 To this end, I'd like to
13 discuss the potential implications this
14 legislation may have with regard
15 specifically to the City's civil
16 liberties and culture. We've talked a
17 lot about the economy. I have submitted
18 in my written testimony, and I can go
19 there if we need to.

20 As I know you are all aware,
21 the right to assemble is one of our most
22 important civil liberties and has had an
23 important place throughout Philadelphia's
24 history. Parades and festivals have
25 played a significant role throughout that

1 4/29/10 - L&I - BILL 100158

2 history. By imposing a fee on events
3 that assemble large groups of people in
4 public spaces, this ordinance could
5 potentially pose an impassable barrier to
6 the right to assemble for those who
7 cannot afford it.

8 In a recent decision, the
9 Supreme Court favored the free speech of
10 corporations over the free speech of
11 individuals. In a nation where the
12 voices of those with the fewest resources
13 are already being drowned out by those
14 with the most, our city should be doing
15 more to actively protect the free speech
16 of the smallest organizations and groups
17 of community members.

18 Philadelphia, the birth place
19 of our nation's Constitution, is famous
20 for valuing and practicing democracy. In
21 the Supreme Court decision that favored
22 the free speech of corporations, Justice
23 Anthony Kennedy wrote, If the First
24 Amendment has any force, it prohibits
25 government from fining citizens or

1 4/29/10 - L&I - BILL 100158

2 associations of citizens for simply
3 engaging in speech. But isn't that
4 exactly what this proposed ordinance is,
5 a fine for engaging in speech?

6 I ask you to reconsider these
7 ordinances and fees not only because they
8 pose a threat to the First Amendment
9 rights of Philadelphia citizens, but also
10 because it would invite expensive and
11 unnecessary litigation only to be
12 eventually struck down by a federal
13 court.

14 Parades, festivals -- I believe
15 it is imperative that we protect these
16 organizations not only for civil
17 liberties or for the economic hardships
18 that they would face, but also for the
19 crucial support that they provide to the
20 culture of underserved neighborhoods
21 throughout the City. Many of the events
22 held in underserved neighborhoods would
23 potentially be affected or cancelled,
24 because the parade fees serve multiple
25 purposes. Beside the economic benefits

1 4/29/10 - L&I - BILL 100158

2 these events provide, many of them
3 provide a space for community celebration
4 and collaboration to address some of the
5 most pressing issues facing their
6 neighborhoods, including drug abuse and
7 dependence, homelessness, unemployment,
8 poverty and violence, all of which
9 disproportionately impacts communities of
10 racial and ethnic minorities.

11 The loss of an important
12 cultural event for any one of these
13 groups would make it much more difficult
14 for these organizations seeking to unite
15 their communities in response to the
16 struggles they face and to celebrate
17 collectively their victories in
18 attempting to address those issues.

19 On a broader scale,
20 Philadelphians stand to lose many of the
21 crucial events that compose its diverse
22 cultural tapestry. If only those
23 organizations that can afford these fees
24 are allowed to produce events in public
25 spaces, the City will lose many of its

1 4/29/10 - L&I - BILL 100158

2 valuable sources of arts and culture.

3 The inaccessibility to large-scale events

4 created by high fees for City services

5 threatens to erase the smaller voices

6 that would make Philadelphia's cultural

7 sphere so impressive and diverse. My

8 concerns, then, are not solely based on

9 economic loss, but also on the potential

10 disappearance of some of the rarest and

11 most important aspects of our City's

12 culture from our larger cultural life.

13 COUNCILWOMAN SANCHEZ: Thank

14 you.

15 I just wanted to, first of all,

16 thank you. I know that we do the Norris

17 Square Parade. I'm looking forward to

18 this year's.

19 We have an amendment that takes

20 the fee structure off. It only requires

21 groups to pay for City services related

22 to staging and not public safety. So I

23 just wanted to clarify that for the

24 record. So the issue of imposing a fine

25 or a fee will be amended out of the bill.

1 4/29/10 - L&I - BILL 100158

2 MS. BROYLES: Could I speak to
3 that one?

4 COUNCILWOMAN SANCHEZ: Sure.

5 MS. BROYLES: One concern that
6 could be discussed that in today's street
7 climate, without sound equipment or
8 stages, people cannot be seen or heard.
9 So I mention that as -- there was a time
10 when that might have been a luxury to an
11 event's accessibility and visibility. At
12 these stages, I do recognize those
13 services can be rented from other
14 agencies, but those two pieces of the
15 puzzle are rather essential to the
16 visibility of many of the events that
17 I've witnessed.

18 COUNCILWOMAN SANCHEZ: Well
19 noted. Thank you so much.

20 Mr. Sanchez.

21 MR. SANCHEZ: My name is Danny
22 Delore, also known as Dante Sanchez,
23 which was my previous name before I
24 became a citizen. I represent the
25 Dominican Parade. I have the sad news to

1 4/29/10 - L&I - BILL 100158

2 tell you that last year we were not able
3 to have the Dominican Parade because the
4 City was asking the sum of \$34,000. That
5 is beside paying for the stage, the
6 sound, fences, portable potties, et
7 cetera, et cetera, et cetera.

8 The Dominican Parade is a tool
9 for marketing for the City or should be a
10 tool, because that day we move thousands
11 of people that buy things and pay for
12 services.

13 From the point of view of
14 health, it is the belief of the Dominican
15 Parade that the City should take care of
16 the health of the constituents. Health
17 is not just physical. It's also mental.

18 Personal identity is part of a
19 healthy mental health, and part of the
20 healthy personal identity is the cultural
21 identity. These parades promote the
22 cultural identity of the people who
23 participate in them. It is the belief
24 that the City should invest to protect
25 and to prevent the present anxiety and

1 4/29/10 - L&I - BILL 100158

2 other eases in people that can feel
3 confined barriers in the City.

4 We believe that the City should
5 invest in this festival, because we
6 create what is called the multiplier
7 factor of the dollars, when the dollars
8 go from one hand to another. We expect
9 the City to change the policy about the
10 fees.

11 COUNCILWOMAN SANCHEZ: Thank
12 you so much, Mr. Sanchez.

13 Thank you both.

14 Is anyone else here to testify?

15 (No response.)

16 COUNCILWOMAN SANCHEZ: That not
17 being the case, this concludes the public
18 hearing of the Committee of Licenses and
19 Inspection. We will now go to the public
20 meeting of the Committee.

21 The Chair recognizes Councilman
22 Greenlee for a motion on the amendment to
23 Bill 100158.

24 COUNCILMAN GREENLEE: Thank
25 you, Madam Chair. First, I note for the

1 4/29/10 - L&I - BILL 100158

2 record that in the proposed amendment
3 there is one change. In Section 3
4 towards the bottom of Page 2, it should
5 read "the City shall not charge any
6 person who receives a permit under this
7 Section for any public safety services
8 provided by the City." So we added the
9 word "safety." And with that, Madam
10 Chair, I move the amendment to Bill No.
11 100158.

12 (Duly seconded.)

13 COUNCILWOMAN SANCHEZ: All in
14 favor of the amendment to Bill 100158
15 signify by saying aye.

16 (Aye.)

17 COUNCILWOMAN SANCHEZ: Any
18 oppositions, any abstention?

19 (No response.)

20 COUNCILWOMAN SANCHEZ: Thank
21 you.

22 I recognize Councilman Green
23 for a motion on Bill 100158, as amended.

24 COUNCILMAN GREEN: I move that
25 Bill 100158, as amended, be reported from

1 4/29/10 - L&I - BILL 100158

2 this Committee with a favorable
3 recommendation and with a suspension of
4 the rules so that this may have its first
5 reading at our next session of Council.

6 (Duly seconded.)

7 COUNCILWOMAN SANCHEZ: All in
8 favor?

9 (Aye.)

10 COUNCILWOMAN SANCHEZ: Any
11 against?

12 (No response.)

13 COUNCILWOMAN SANCHEZ: Any
14 abstention?

15 (No response.)

16 COUNCILWOMAN SANCHEZ: Thank
17 you so much. The Committee on Licenses
18 and Inspections will now adjourn.

19 Thank you.

20 (Committee on Licenses and
21 Inspections adjourned at 3:20 p.m.)

22 - - -

23

24

25

1

2

CERTIFICATE

3

I HEREBY CERTIFY that the

4

proceedings, evidence and objections are

5

contained fully and accurately in the

6

stenographic notes taken by me upon the

7

foregoing matter on April 29, 2010, and that

8

this is a true and correct transcript of same.

9

10

11

12

13

14

15

MICHELE L. MURPHY

16

RPR-Notary Public

17

18

19

(The foregoing certification of this

20

transcript does not apply to any reproduction

21

of the same by any means, unless under the

22

direct control and/or supervision of the

23

certifying reporter.)

24

25

