

CLERK'S OFFICE  
**AMENDED AND APPROVED**  
Date: 1-6-04

Submitted by: Chair of the Assembly at the  
Request of the Mayor  
Prepared by: Department of Economic &  
Community Development  
For reading: December 16, 2003

ANCHORAGE, ALASKA  
AO No. 2003-168 As Amended

**AN ORDINANCE AMENDING ANCHORAGE MUNICIPAL CODE SECTION 10.45.050  
PERTAINING TO SURCHARGES ON EVENTS HELD IN GEORGE M. SULLIVAN  
SPORTS ARENA.**

THE ANCHORAGE ASSEMBLY ORDAINS:

**Section 1.** That Anchorage Municipal Code Section 10.45.050 is amended to read as follows  
(the remainder of the section is not affected and therefore not set out):

**10.45.050 Surcharge on admission charges to events held in George M. Sullivan  
Sports Arena.**

A. There is hereby imposed upon every person who pays an admission charge to any amusement, entertainment or event held in the George M. Sullivan Sports Arena for which a ticket is sold [FIRM BOOKING WAS MADE AFTER DECEMBER 31, 1985], a surcharge of \$0.50 [\$0.25] on tickets with a sales price of \$10.00 or less, and \$1.00 [\$0.50] on tickets with a sales price in excess of \$10.00. [EVERY PERSON RECEIVING AN ADMISSION CHARGE UPON WHICH A SURCHARGE IS IMPOSED UNDER THIS SECTION SHALL COLLECT THE AMOUNT OF SURCHARGE IMPOSED UPON THE PERSON PAYING AN ADMISSION CHARGE. THE SURCHARGE SHALL BE DEEMED TO BE HELD IN TRUST BY THE PERSON REQUIRED TO COLLECT THE SURCHARGE UNTIL REMITTED TO THE MUNICIPALITY AS PROVIDED BY REGULATION. THE SURCHARGE IMPOSED UNDER THIS SECTION SHALL BE COLLECTED AT THE TIME THE ADMISSION CHARGE IS PAID.]

B. In addition to the surcharge set forth in subsection A above, there is imposed upon every person who pays an admission charge to any professional sporting event held in George M. Sullivan Arena for which a ticket is sold a professional sports fee of \$0.50 on all tickets to said events. For purposes of this section, "professional sporting event" shall mean any event involving athletics or sports in which the participants in the events are professionals or compensated for performing in the event. These revenues shall be considered revenues of the George M. Sullivan Sports Arena.

C [A]. Every person receiving an admission charge upon which a surcharge is imposed under this section shall collect the amount of surcharge imposed upon the person paying an admission charge. The surcharge shall be deemed to be held in trust by the person required to collect the surcharge until remitted to the municipality as provided by regulation. The surcharge imposed under this section shall be

collected at the time the admission charge is paid.

D [B]. The director of the office of economic & community development [PROPERTY AND FACILITY MANAGEMENT] shall, subject to Section 6.30.060, be responsible for carrying out and enforcing the payment, collection and remittance of the surcharge imposed in this section.

E [C]. All funds collected under ~~this section~~ subsection A shall be considered miscellaneous revenues of the municipality, and not revenues of the George M. Sullivan Sports Arena.

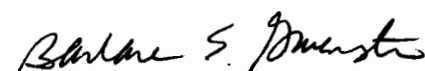
(AO No. 83-88; AO No. 86-36)

**Section 2.** This ordinance shall become effective immediately upon passage and approval by the Assembly.

PASSED AND APPROVED by the Anchorage Assembly this 6th day of January, 2004.

  
Chair of the Assembly

ATTEST:

  
Municipal Clerk

**MUNICIPALITY OF ANCHORAGE**  
**Summary of Economic Effects -- General Government**

AO Number: 2003-168

Title: Ordinance Amending Anchorage Municipal Code Section 10.45.050

Sponsor:

Preparing Agency: Office of Economic & Community Development

Others Impacted:

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**CHANGES IN EXPENDITURES AND REVENUES:**

(In Thousands of Dollars)

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	<u>FY03</u>	<u>FY04</u>	<u>FY05</u>	<u>FY06</u>	<u>FY07</u>
<b>Operating Expenditures</b>					
1000 Personal Services					
2000 Non-Labor					
3900 Contributions					
4000 Debt Service					
<b>TOTAL DIRECT COSTS:</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Add: 6000 Charges from Others					
Less: 7000 Charges to Others					
<b>FUNCTION COST:</b>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
<b>REVENUES:</b>		<b>\$ 170,000</b>			
<b>CAPITAL:</b>					
<b>POSITIONS: FT/PT and Temp</b>					

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**PUBLIC SECTOR ECONOMIC EFFECTS:**

Propose increasing the Municipal Surcharge to cover traffic related expenses at the Sullivan Arena from \$0.25 per ticket sold at \$10 or less and \$0.50 per ticket sold at \$10.01 or higher, to \$0.50 per ticket sold at \$10 or less and \$1 per ticket sold at \$10.01 or higher. This increase is projected to increase revenues by \$110,000 for 2004. The proposed professional sports fee of \$0.50 will be added to the price of each ticket sold to a professional sporting event. This fee is projected to increase revenues by \$60,000 for 2004.

**PRIVATE SECTOR ECONOMIC EFFECTS:**

The increased surcharge is needed to cover traffic management expenses at the Sullivan Arena. The proposed professional sports fee is a new surcharge and will be used as a revenue stream to the Municipality.



**MUNICIPALITY OF ANCHORAGE  
ASSEMBLY MEMORANDUM**

**No. AM 1009-2003**

**Meeting Date:** December 16, 2003

**FROM:** Mayor

**SUBJECT:** AN ORDINANCE AMENDING ANCHORAGE MUNICIPAL CODE  
CHAPTER 10.45.050 ENTITLED SURCHARGE ON ADMISSION  
CHARGES TO EVENTS HELD IN GEORGE M. SULLIVAN SPORTS  
ARENA.

The Office of Economic & Community Development is requesting the Anchorage Municipal Assembly amend Anchorage Municipal Code 10.45.050, Surcharge on Admission Charges to Events Held in George M. Sullivan Sports Arena, to increase revenues for the operation of the George M. Sullivan Sports Arena.

We recommend the proposed increase in the Municipal ticket surcharge to cover traffic related expenses at the Sullivan Arena. In an effort to reduce expenses, we have proposed three (3) tiered traffic control plans which will go into effect upon approval by the Traffic Department. Expected attendance at an event will dictate which traffic plan is used. Currently, there is only one traffic control plan in place which requires seven (7) APD officers to work each event. We also recommend increasing the parking fee from \$3 to \$5 per event effective January 1, 2004. A discount will be offered to vehicles with four (4) or more passengers. Free shuttle services will continue to be available for hockey games.

Also recommended is the proposed professional sports fee. This surcharge of \$0.50 per ticket shall apply to any professional athletics or sporting event in which the participants are professionals or compensated for performing in the event. While this fee will not affect every event/performance at the Sullivan Arena, the Municipality will be able to recover another portion of costs associated with the production and support of popular, well attended, professional events. The surcharge will improve the revenue stream to the Municipality and offset increasing operating costs at the Sullivan Arena.

**THE ADMINISTRATION RECOMMENDS APPROVAL OF THE ORDINANCE  
AMENDING ANCHORAGE MUNICIPAL CODE 10.45.050.**

Prepared by: Valerie Barkley, Contract Manager, Economic & Community Development  
Concur: Mary Jane Michael, Executive Director, Economic & Community Development  
Concur: Denis C. LeBlanc, Municipal Manager  
Respectfully submitted: Mark Begich, Mayor

**Content Information****Content ID :** 001376

Ordinance Amending AMC 10.45.050 Entitled Surcharge on  
**Title:** Admission Charges to Events Held in George M. Sullivan Sports  
 Arena

**Author:** abbottmk**Initiating Dept:** ECD**Keywords:** Ordinance AMC 10.45.050**Date Prepared:** 12/12/03 11:18 AM**Director Name:** Mary Jane Michael**Document Number:** AO 2003-168

**Assembly Meeting Date**  
**MM/DD/YY:** 12/16/03

**Public Hearing Date**  
**MM/DD/YY:** 01/06/04

2003 DEC 16 PM 3:24  
 H.D.A.  
 CLERK OF COURT

**Workflow History**

<u>Workflow Name</u>	<u>Action Date</u>	<u>Action</u>	<u>User</u>	<u>Security Group</u>	<u>Content ID</u>
AllOrdinanceWorkflow	12/12/03 11:27 AM	Checkin	barkleyva	Public	001376
ECD_SubWorkflow	12/15/03 9:25 AM	Approve	thomasm	Public	001376
OMB_SubWorkflow	12/15/03 10:12 AM	Approve	foutzrs	Public	001376
AllOrdinanceWorkflow	12/15/03 11:04 AM	Reject	fehlenrl	Public	001376
AllOrdinanceWorkflow	12/15/03 11:29 AM	Checkin	barkleyva	Public	001376
ECD_SubWorkflow	12/15/03 12:10 PM	Approve	thomasm	Public	001376
AllOrdinanceWorkflow	12/15/03 12:34 PM	Reject	foutzrs	Public	001376
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ECD_SubWorkflow	12/15/03 4:44 PM	Approve	thomasm	Public	001376
OMB_SubWorkflow	12/15/03 5:00 PM	Approve	foutzrs	Public	001376
Legal_SubWorkflow	12/15/03 5:11 PM	Approve	fehlenrl	Public	001376
MuniManager_SubWorkflow	12/16/03 1:15 PM	Approve	leblancdc	Public	001376
MuniMgrCoord_SubWorkflow	12/16/03 2:54 PM	Checkin	abbottmk	Public	001376

**LAI ON THE TABLE ITEM - INTRODUCTION**