

## **Business Impact Estimate**

**To:** Mayor and City Council  
**From:** Kevin McKeown, City Clerk  
**Date:** February 10, 2026  
**Re:** Proposed Ordinance Related to Business Promotions

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### **Summary of the Proposed Ordinance**

The proposed ordinance increases the frequency and duration of special events (business promotions) on private property.

### **Estimate of Direct Economic Impact of the Proposed Ordinance on Private, For-Profit Businesses**

Based on the potential increase to the frequency and duration of special events, business that hold special events may pay additional application fees for the additional time granted for business promotions.

### **Good Faith Estimate of Number of Businesses Likely to Be Impacted by the Proposed Ordinance**

Any business within the City of Melbourne that applies for a special activity permit for events, including business promotions, on private property.