

Policy 7.2.18 Special Events

POLICY PURPOSE:

The purpose of this policy is to consolidate and clarify the City's special event goals, policies and procedures

POLICY STATEMENT:

The City of Sunnyvale recognizes the social, cultural, and economic enrichment that special events bring to Sunnyvale. Special events foster a unique sense of place, build a sense of community, provide an enjoyable quality of life for community members, and contribute to the local economy by attracting visitors and shoppers. The City is committed to encouraging privately sponsored special events while providing for the protection of residents, visitors and event participants. It is the intent of the City to protect the quality of life of its residents and provide careful stewardship of City resources by establishing:

- The least restrictive and most reasonable manner of regulation to maximize the benefits and minimize the burdens of special events;
- Streamlined event application and approval processes;
- Policies and regulations that allow for the advance planning and management of City personnel and resources.

I. Definitions

Special Event -- a program or set of activities that is unique or out-of-the norm in nature, requires significant effort to plan and implement, and may require City permits or utilize City resources. Special events include, but are not limited to: parades, festivals, street fairs, sidewalk sales, outdoor music concerts, block parties, athletic events such as runs, walkathons, bicycle races, etc.

Community Event – a special event which is open to the public and typically expects a large turnout from Sunnyvale community members.

Fundraiser – an event that solicits funds from attendees either through direct ticket sales or asking for a donation. Also includes a subcommittee or sub-organization of the sponsoring organization asking for funds in the form of raffle tickets, silent auction bids or items of similar intent.

Event Owner – The organization submitting the event application and that will be responsible for the event.

Event Sponsor – Organizations which and/or individuals who provide resources for an event in exchange for publicity or recognition in an event's promotional materials and activities.

II. Events Conducted by Parties Other than the City

The City is committed to a very high standard of customer service and seeks to provide clear and streamlined event procedures and regulations, including timely responses to event-related inquiries.

A. Special Event Procedures

- 1) All persons who wish to initiate a special event requiring City permits or resources must utilize the City's Special Event Application, which shall be reviewed and approved or denied administratively by the city manager (or his/her designee). The City shall inform the applicant in writing of approval, or the grounds for denial, or the conditions of approval.
- 2) Event owners must comply with all event permit requirements, City codes and ordinances. Applicants must provide evidence of compliance with any required permits from outside agencies (e.g., health department, liquor license, etc.), proof of required insurance, hold harmless agreements and any other documents identified in the application procedure.

B. Fees for City Services

Except as noted in Paragraph C below, the City does not provide in-kind services or fee reductions for events conducted by other agencies. All event costs, including those for City services, facility rentals and permitting fees, must be paid by the agency conducting the event. All fees shall be charged in compliance with the City's current fee schedule. Fees include but are not limited to:

- i. Permit fees. All fees required must be paid prior to issuance of a permit. The permit will be issued when the applicant has agreed in writing to comply with the terms and conditions of the permit, and all other conditions have been met.
- ii. Salary costs for Public Safety officers and other City personnel who facilitate or monitor the event.
- iii. Costs for use of City equipment such as barricades, cones, etc.
- iv. Deposit for clean-up costs associated with permitted sale of food and beverages, erection of structures, or use of refreshments or aid stations (refundable if no clean-up or damage to City property is incurred)
- v. Facility rental fees.
- vi. Fees for use of City banner sites.

C. City Participation in Events

If invited by the event owner, and as resources permit and deemed appropriate by the City, the City may participate in an event at no charge to the organization conducting the event (e.g. providing a fire engine or a booth about City services).

D. Community Event Grant Program

The City may fund community events through this program, subject to the following criteria:

- i. Council will establish a subcommittee to review grant applications and allocate grant funding. Subcommittee membership will be by mayoral appointment;
- ii. Beginning in Fiscal Year 2011/12, a Community Event Grant application will not be funded if the applicant owes a debt to the City;
- iii. Applicants for Community Event Grant funding must submit a marketing plan with the application to include the type of advertisements to be used; where they will be placed; and if the applicant wishes to use KSUN in their marketing. Furthermore, post-event evaluation must be provided to the City, reporting what advertising/marketing was conducted and its frequency. The applicant must include a copy of any billing for ads and a tear-sheet or other copy of the advertisements;
- iv. Use of Community Event Grant program awards will not be allowed for fundraising events;
- v. Grant funding is not intended to be an ongoing funding source for an event; each year each application needs to be evaluated; funding in one year is not a guarantee of future funding. Grant application forms and post-event evaluation forms must include a four-year event sustainability plan;
- vi. The City will not waive any fees; grant awards may be used to cover any cost, including City costs payable to the City;
- vii. The grant application form will include language that the subcommittee may request an interview with the applicant.

III. City's Role Regarding Community Associations Forming to Provide Events

Consistent with the City's commitment to leveraging resources through community partnerships, as appropriate and upon invitation, the Office of the City Manager will explore participating in the formation of community associations, or other non profit entities, dedicated to supporting or managing a City-wide community event.

IV. City-provided Special Events

A. To the extent that economic conditions and the City's resources allow, Sunnyvale provides the following annual, community-wide special events: State of the City Celebration, Hands on the Arts, Health and Safety Fair, 4th of July Celebration, and National Night Out.

B. Volunteer support and sponsorship by other organizations and businesses encourage community participation, provide recognition, and lower event costs. All event sponsors providing in-kind service contributions or donations valued at \$100 or more receive recognition in event publicity materials.

COUNCIL POLICY MANUAL

C. Corporate citizenship plays an important role in community life and refers to the active participation of local businesses in community affairs. Businesses are encouraged to sponsor events that enrich the lives of residents. The City facilitates and provides opportunities for event sponsorships through publication and distribution of sponsorship opportunities including the contribution of funds, time, materials and expertise.

(Adopted: RTC 06-090 (3/28/2006); Amended: RTC: 10-234 (9/14/2010); Council action 2/15/2011; Council action 3/29/2011))

Lead Department: Office of the City Manager