

Special Events

CITY OF PACIFIC GROVE

CITY COUNCIL

JANUARY 17, 2018

Background

Current Policy has special events noted as Class I or Class II Events

- Class I events require exclusive use of City Property with major support

Class I has two categories:

- Traditional
 - Require City support but includes waiver of all event fees
- Fundraising
 - City supported but full cost recovery

Class II

- Limited support needed but full cost recovery

Discussion

Reclassify special events into two categories: Subsidized and Non-Subsidized to streamline and make events more transparent

Subsidized events will be all events requiring City subsidy, regardless of the level or prior classification (Traditional Event)

Non-Subsidized events would be any/all events where FULL cost recovery for all services and property is received

- Class II events will fall into this category

Discussion con't

Subsidized events: 2018/19 Calendar has 9 events

- Subsidized events cost City \$27,000 in staffing cost
- No rental fees collected for Parks and Facilities

Non- Subsidized events: 2018/19 Calendar has 13 events

- Non-Subsidized events yield \$25,000
- This included collection of fees for all City Services including park and rental fees

Recreation Board can evaluate in the future

Car Auction at the Golf Course is listed on the Calendar: Contract and approval to be brought before Council at a future meeting

Current Policies

Policy 400-4: Fees, Charges and Cost Recovery

- A Special Events Section is noted within this Policy:
 - For Profit: Market; at Least 100% Cost
 - Non Profit: 100% of Cost
 - Events designated as “traditional” by City Council: No Charge

Current Policies Con't

Policy 900-1: Special Events

- Intent is to provide guidance for the conduct of special events, to ensure balance between number and scope of events with the ability of the City neighborhoods and facilities to adequately handle such events
- Policy breakdowns and discusses types of special events: required information, permit conditions, how the events are classified, and the scheduling of the events

Staff to update Policy to reflect Subsidized and Non-Subsidized events

- Updates will include changes to the classifications
- Specific Language about amplification
- Event naming (noting Pacific Grove in the event title)
- Business license requirements

Recommendation

1. Approval Special Events reclassification creating two new categories: Subsidized and Non-Subsidized
2. Approve the Special Events Calendar for Fiscal Year 2018/19
3. Direct Staff to update policies 400-4 Fees, Charges and Cost Recovery and 900-1 Special Events, and return to City Council for review and approval

Questions