

# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

April 14, 2015

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**To:** Community Activities and Cultural Commissioners  
**From:** Paul Tomasi, Police Commander  
**Subject:** Review proposed 2015 Concours on the Avenue event and make recommendations to the City Council regarding said event

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**ANALYSIS/DISCUSSION:** The following City policies are in place to guide staff who facilitate special events within the City, and to assist the Community Activities and Cultural Commission in making recommendations to the City Council regarding those events:

- City Policy C95-06: Short-Term Use of Public Spaces and Municipal Buildings for Special Events (Attachment A)
- City Council Policy C12-02: Event Fee Waivers (Attachment B)
- City of Carmel-by-the-Sea Policy/Procedure C89-45: Establishing a Policy on Temporary Street Closures for Residential and Community Events (Attachment C)

Motor Club Events, LLC; Event Organizer Douglas Freedman, has submitted a Special Event Permit application to hold the 9<sup>th</sup> Annual Concours on the Avenue on Tuesday, August 11, 2015. The following items will be requested by the event organizer or representative for the Concours on the Avenue at the May 5<sup>th</sup>, 2015 City Council meeting:

- Permission to close Junipero Avenue for the event, which is required per policy C89-45.
- A waiver of all fees - both eligible and ineligible as per policy C12-02 - associated with the event in the amount of \$29,514.65.
- Permission to erect five to six tents; specifically three at the intersection of Dolores & Ocean Avenue and two or three in Devendorf Park. The use of tents requires City Council approval per Municipal Code 12.32.060.

Some issues for consideration by the commission regarding the fee waiver request include the following:

- There are specific costs associated to events that per City Council Policy C12-02 are deemed both eligible and ineligible for a fee waiver. Ineligible includes: Permit Processing Fees, Damage Deposits, Tent Inspection, Trash and Restroom Fees, and Overtime for Personnel.
- The requested fee waiver is for \$29,514 for both eligible and ineligible fees. The total dollar amount for all fee waivers budgeted by the City Council for a fiscal year is \$27,500. At its last meeting, the CA&CC recommended to Council a fee waiver in the

amount of \$1072 for the Chamber of Commerce Concours Café, which Council authorized at its April 6, 2015 meeting.

- The City Council receives other requests for fee waivers and this year granted a \$5000 waiver of fees to the Carmel Art Festival.
- The Council's adopted Fee Waiver Policy states that the applicant will provide "Past financial statements since inception of event." The event is going into its 9<sup>th</sup> year. The applicant has provided its past two years of financial information as well as anticipated financial information for 2015.
- The fee waiver application requests both the anticipated amount or percentage of contributions and the name of the organization where the contributions are being made. The Concours on the Avenue has presented a total amount of donations for the past eight years, as well as the recipient.
- A written survey of businesses and/or residents affected by the event indicating their acceptance of the proposed event.

A checklist (Attachment A) has been developed using Policy C12-02, "Event Fee Waivers", to help the CA&CC in its consideration of the fee waiver request.

In addition to making a recommendation to the City Council regarding the fee waiver request, there are other details of the Special Event Permit application about which the commission may want to make recommendations:

- The event application requests use of Devendorf Park for three days. At the recommendation of Street Supervisor, Time Wood, who is responsible for the park, the park should have at least one day between events. There is an approved Permit Application for an event on Thursday. What recommendation does the Commission make to the Council on the number of days the Park should be used by The Concours on the Avenue?
- The explanation at the bottom of the eighth page of the application – labeled "Carmel Projected Sign Map" - states that the event organizer wishes to place approximately 50 signs, approximately 12 flags of varying sizes, and approximately 8 signs for a "brand partner" in locations throughout the event. The application also indicates that the event will again apply for banners on Ocean Avenue. COTA applied for, and received, 10 double sided banner poles in 2014, which is 20 banners total. Cumulatively, this totals approximately 90 signs, banners etc. in the event area. The attached site map does give a general location for the placement of most signs, however, it is not specific as to location, size, and type. There are pictures attached to the application of possible sign types; however, these are not the exact signs, and the actual signs may vary from what is shown in the application. The following are possible options that the commission may wish to consider with regard to a recommendation to Council:
  1. Recommend approval of the proposed signage request
  2. Recommend that the event organizer go before the Planning Commission to secure approval for the proposed signage
  3. Recommend either no signage, or a reduced number of signs



4. Recommend that the City Council make a decision on the proposed signage

- Page 7, number 7 states that "Devendorf Park will utilized for brand partnership presentation. The use of the park is detailed in the permit application; however, the setup pertaining to the use of the park was not identified with the use of a site map. The Commission may wish to suggest that the event organizer delivers to the City Council an actual plan detailing exactly how the park will be used.

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**ATTACHMENTS:**

- Attachment A: Event Fee Waivers checklist P. 55
- Attachment B: City Policy C95-06, Short-term Use of Public Spaces and Municipal Buildings for Special Events pp. 56-57
- Attachment C: City Council Policy C12-02, Event Fee Waivers pp. 58-63
- Attachment D: City of Carmel-by-the-Sea Policy/Procedure C89-45: Establishing a Policy on Temporary Street Closures for Residential and Community Events pp. 64
- Attachment E: 2015 Concours on the Avenue Special Event Permit Application pp. 65-84
- Attachment F: Documentation required for a fee waiver as per City Council Policy C12- 02, as submitted by event organizer pp. 85- 87
- Attachment G: Estimated 2015 Concours on the Avenue fees pp. 88- 89
- Attachment H: Photographs of signs from last year's COTA event pp. 90 - 93

# ATTACHMENT A

## DOCUMENTATION REQUIRED WITH WAIVER REQUEST - COTA

	YES	NO
Detailed scope of the event	X	
Proposed budget for the event	X	
Anticipated economic impact to the City and community	X	
Anticipated positive and negative impacts of the event on the community	X	
What charitable contributions will be made (if any), either directly or indirectly, to the community?	X	
What is the anticipated amount or percentage of the contribution(s) and to what organization(s) will it be made?		X
Written survey of businesses and/or residents affected by the event indicating their acceptance of the proposed event.		X

## ADDITIONAL DOCUMENTATION REQUIRED FOR ESTABLISHED EVENTS THAT HAVE RECEIVED FEE WAIVERS

	YES	NO
Past financial statements since inception of event. *		X
Documentation showing actual charitable contributions to organizations within the 93921 zip code area since inception of event.	X	

\* Last 2 years provided

## GUIDELINES

	YES	NO
The number of years for which an organization will be eligible for ongoing waivers of fees for the same event shall be no more than three years from the inception of the event		9 <sup>th</sup> year
Charitable contributions will be made to charitable organizations within the 93921 zip code area	X	
The total dollar amount of fee waivers authorized each fiscal year shall not exceed \$27,500		
The City shall waive no more than \$5,000 in fees for a special event	Request for \$18,347	
Priority will be given to organizations that provide educational and/or community programs and events that are open to the general public free of charge	X	



CITY COUNCIL POLICY C12-02  
EVENT FEE WAIVERS  
Revised July 1, 2014

- I. Purpose
- II. Community Event Fees
- III. Application Process
- IV. Documentation Required with Waiver Request
- V. Additional Documentation Required for Established Events
- VI. Guidelines

I. Purpose

The City supports and encourages events that have a significant economic, charitable, or community benefit. The City will consider waiving certain fees in order to promote the City and special events. The City is regularly being approached to waive fees for Community Events. This policy is designed to outline the process and criteria for the submittal, and review by Council, of fee waiver requests.

II. Community Event Fees

Fees eligible for Waivers:

- Special Event Permit Fee
- Fees associated with street closures
- Fees associated with events on the beach or at City Parks
- Parking stall fees

Fees not eligible for Waivers:

- Grant writing expenses
- Damage deposits
- Overtime costs for City personnel
- Costs for personnel with which the City contracts in order to facilitate the event

III. Application Process

- An applicant shall submit in writing a request for a fee waiver to the Community Activities Director
- All special event fee waiver requests will first be considered by the Community Activities and Cultural Commission (CA&CC) at a regularly scheduled meeting.
  - a. In the case of requests for fee waivers for new events - or established events that have previously received a waiver of fees and are within the three-year window outlined in the Guidelines below - the Community Activities and Cultural Commission may make a formal request to the City Administrator to waive eligible fees up to \$5000 instead of securing Council approval
  - b. Requests for fee waivers from events going into their fourth year or more must come to the City Council after being reviewed by the Community Activities and Cultural Commission.
- The City Administrator shall be given authority to apply this policy for waivers up to \$5000

# ATTACHMENT B

- Staff or the applicant can appeal a waiver request to the City Council.
- Events proposed for co-sponsorship must be placed on a City Council agenda

## IV. Documentation Required With Waiver Request

- Detailed scope of the event
- Proposed budget for the event
- Anticipated economic impact to the City and community
- Anticipated positive and negative impacts of the event on the community
- What charitable contributions will be made (if any), either directly or indirectly, to the community? What is the anticipated amount or percentage of the contribution(s) and to what organization(s) will it be made?
- Written survey of businesses and/or residents affected by the event indicating their acceptance of the proposed event

## V. Additional Documentation Required for Established Events That Have Received Fee Waivers

- Past financial statements since inception of event
- Documentation showing actual charitable contributions to organizations within the 93921 zip code area since inception of event

## VI. Guidelines

- The number of years for which an organization will be eligible for ongoing waivers of fees for the same event shall be no more than three years from the inception of the event
- Charitable contributions will be made to charitable organizations within the 93921 zip code area
- The total dollar amount of fee waivers authorized each fiscal year shall not exceed \$27,500
- The City shall waive no more than \$5,000 in fees for a special event
- Priority will be given to organizations that provide educational and/or community programs and events that are open to the general public free of charge



POLICY NO. C95-06

SHORT-TERM USE OF PUBLIC SPACES AND  
MUNICIPAL BUILDINGS FOR SPECIAL EVENTS

GENERAL:

The City of Carmel-by-the-Sea provides for the short-term use of municipal facilities and public property by groups and individuals. Facilities and public properties will be made available at no fee if the event is sponsored or cosponsored by the City. Co-sponsorship with community groups shall be determined on a case-by-case basis by the City Council. Activities may be conducted in or on municipal facilities and public property subject to the permit process and criteria established herein. This policy also applies to the following:

1. Support Group as designated by the City Council which are also regulated by Policy No C89-45.
2. The use of Library facilities, Vista Lobos and Sunset Center, which are also governed by adopted policy.

EVENTS REQUIRING PERMITS

Conditions that require a formal permit for use of public property in the City of Carmel-by-the-Sea are those that include any of the following:

1. A request for the exclusive use of any portion of any City property to the exclusion of the general public; or
2. Any request that involves the support of any commercial enterprise, e.g. caterer, porta-potties, etc.; or
3. A request that involves sound equipment greater than a 12 volt system; or
4. Any request that involves the erection of any structure, e.g. stage, tents, etc.; or
5. Any request that involves special outside or City support, e.g. traffic control, traffic cones, barricades, signage, extra trash pick up, etc.; or
6. Any request that involves a gathering or assemblage of more than 50 people; or
7. Any request that involves the use of any internal combustion engine, e.g. gas generator; or
8. Any request for exemption from current City codes, rules, regulations, restrictions, and policies governing activities on City property.

# ATTACHMENT C

## PERMIT PROCESS

On forms provided by the City, a common activity group or individual may make application to the City to hold a special event using public property. Applications are to be submitted at least sixty (60) days in advance of the event and be evaluated by a staff committee, which shall forward its recommendation to the City Administrator for action. The decision of the City Administrator is appealable to the City Council. The application may be approved, denied, or approved with conditions. The staff committee membership is as follows:

- \* Risk Manager – Chairman
- \* Fire Chief
- \* Police Chief
- \* Principal Planner

The committee may be expanded at the discretion of its chairman by enlisting the aid of other City personnel. For example, if the proposed use would occupy a park, the Forest, Parks and Beach Director would be part of the committee.

If the proposed use is deemed, by the committee, to potentially impact a certain segment of the community or the general public's well being, the committee shall provide public notice and an opportunity for comment prior to making its recommendation.

For annual or continuing events (e.g. Surfabout) the permit would be renewable. However, following each event, the staff committee would evaluate the activity and determine if permit conditions should be amended before the next renewal.

For events subject to special City permits (e.g., use permits) or subject to environmental review, the staff committee would make its recommendations to the appropriate City decision-making body. All environmental reviews would be forwarded to the Planning Commission.

### PERMIT CONSIDERATION REVIEW GUIDELINES:

In reviewing permits, the Committee would consider the following issues (and may add new issues raised by the particular application):

- ❖ "staging" requirements (space, special equipment, etc.)
- ❖ parking
- ❖ street closures
- ❖ noise
- ❖ lights
- ❖ vehicles (trucks/number of vehicles)
- ❖ season of year/time of day/duration of activity
- ❖ conflicts with other events
- ❖ advertising and signage
- ❖ sale of merchandise
- ❖ General Plan consistency



# ATTACHMENT C

In reviewing permits, the Committee shall neither discriminate nor infringe on rights related to free speech, protected classes or other Constitutional issues. If such issues arise, the City Attorney would be consulted. The Committee may determine that public notice to the surrounding neighborhood is required prior to reaching a decision. In such cases, the applicant shall be responsible for distributing such notice.

## MERCHANDISE AND ALCOHOLIC BEVERAGES:

There is no distinction between "direct sales" and "sale by donation". Table I hereof shall be used as a guide to determine where such sales would be appropriate. In all cases where alcohol is sold or distributed, the operator must have all of the appropriate licenses, permits and insurance coverage.

Authorization to sell merchandise or food/beverages at locations outside the commercial district and outside a fixed place of business are usually prohibited by the Zoning Code, the Business License Code or the General Plan. Granting a permit under this Policy must therefore be limited to special events that are of limited duration, within a defined space and consistent with Table I.

## COMPETING INTERESTS:

The Chief of Police will maintain a calendar to schedule events at specific sites. This is intended to avoid overlapping requests for a scarce resource. The following ranked priority list shall be used as a guide by the Committee in resolving conflicts among competing interests:

1. Contractual obligations (leases, etc.)
2. City Council, Commission, or department activities
3. City-sponsored or cosponsored events
4. Permit renewals for annual events
5. Events to raise funds for City programs
6. New-events – nonprofit organizations
7. New events – for profit organizations

## RESOLVING CONFLICTS:

If two or more events are proposed within the same priority at the same time and place, the committee shall use the following criteria for making a recommendation on which event to approve:

- Local organization vs. regional or outside organization
- Impacts of the event on the community
- Date of application
- Ease of rescheduling to another time or place

COST RECOVERY:

The City shall not bear financial burdens created by private, short-term use of public spaces unless there is a direct connection to the City through sponsorship or fund-raising. Through permit review, the staff committee will estimate direct costs (labor, equipment and material) for Police, Fire, ambulance, trash, portable toilets, Forest and Beach, Recreation, Public Works and Administration. Permit applications will be billed for actual staff hours, equipment, and associated costs.

Fees are established for the use of certain City facilities by Resolution of the City Council. These fees, which are included in City Policy No. C90-01 and Resolution No. 94-106, shall apply to short-term use for special events.

Exceptions: Cost recovery will not be required for City-sponsored events (e.g., Halloween parade, Parkfest, tree-lighting). Cost recovery will not be required for fund-raising events where at least 80% of the funds raised will be donated to an approved City program.

INSURANCE REQUIREMENTS

The City of Carmel-by-the-Sea will obtain insurance liability coverage for up to thirty-five events at public facilities per year. In determining the allocation of the thirty-five community events, first priority will be given to organizations based within Carmel-by-the-Sea, followed by those based within the greater Carmel area (Sphere of Influence), the Monterey Peninsula and Monterey County.

The determination as to whether or not a waiver of the insurance liability coverage shall apply to a requesting party is left to the responsibility and judgment of the City staff. If thirty-five events have been held under the insurance waiver or, at the determination of City staff, the event should not receive a waiver because of the type of activity, then the group using a municipal facility shall maintain proof of insurance liability coverage for one million dollars (\$1,000,000) and shall name the City, its public officials, and its employees as additional insureds on the insurance policy certificate. In no event will the City's insurance waiver of thirty-five community events per year include an event at which alcoholic beverages are to be served, unless such events has been sanctioned by the City Council.

CRITERIA FOR WAIVER OF INSURANCE REQUIREMENTS

In order for an applicant to receive a waiver of the insurance requirements, the following criteria shall be met:

1. The event to be held in a municipal facility and/or on public property must be primarily a public service to the community and without a commercial objective. The event shall be primarily educational vs. primarily commercial, and will not be for obvious commercial gain.



# ATTACHMENT C

2. The event shall be open to the general public.
3. Events shall take the form of meetings, speeches, discussions, forums, etc. No event which involves extensive physical exertion or activity will be issued a waiver.
4. The event must be a one-time special event or not part of an ongoing series of activities.
5. No admission charge, fee or donation shall be assessed for the general public's participation at the event.
6. No alcoholic beverages shall be served in conjunction with the event except as specified above.

## INSURANCE WAIVER APPLICATION PROCESS

All request for a waiver of liability insurance must be made on a City "Liability Insurance Waiver" form and submitted to the Assistant City Administrator, who shall review all requests and determine whether the application complies with the guidelines and criteria of this Policy. The request for waiver shall then be submitted to the City Administrator for approval and/or a determination to forward the waiver application to the City Council. If the application is to be reviewed and determined by the City Council, the Council's action shall be approved via the adoption of Resolution. The City reserves the right to deny the waiver of liability insurance for any event or activity that, in the City's opinion, poses health, safety or insurance risks.

For insurance requirements related to alcohol, see Policy No. C89-17.

TABLE I

MERCHANDISE, FOOD AND ALCOHOLIC BEVERAGES IN PUBLIC PLACES AND/OR MUNICIPAL BUILDINGS

Municipal Location	Merchandise	Food	Alcohol *
Carmel Beach	No	No	No
Del Mar Parking Lot	No	No	No
Parks:			
Improved (P-2) (Forest Hill Park, Devendorf and Piccadilly)	Yes	Yes	No
Natural (P-1) (Mission Trail Nature Preserve and Carmel Beach)	No	No	No
Sunset Center Facilities Complex:			
Sunset Center	Yes	Yes	Yes
Scout House	No	Yes	Yes
Cottages	Yes	Yes	No
Forest Theater	No	Yes	Yes
Vista Lobos	No	Yes	Yes
City Facilities:			
Indoor	Yes	Yes	Yes
Outdoor	Yes	Yes	No
Commercial Streets and Parking Lots	Yes	Yes	No
Residential Streets and Parking Lots	No	No	No

\* Alcohol: Permittee must have a license for sales and distribution.



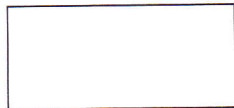
CITY OF CARMEL-BY-THE-SEA

POLICY/PROCEDURE NO. C89-45

ESTABLISHING A POLICY ON TEMPORARY STREET CLOSURES  
FOR RESIDENTIAL AND COMMUNITY EVENTS

The City of Carmel-by-the-Sea currently has a "Special Event Permit". This permit is issued by the Police Department for events, such as parades, occurring in the commercial districts. In order to have a consistent application of City policy for special events, whether occurring in the residential or the commercial districts, the City Council does establish the following policy:

1. For all special events, such as parades, neighborhood block parties and other activities, an applicant shall submit a completed application for a "Special Event Permit" to the Chief of Police.
2. The Chief of Police shall route the request to the City Administrator, Fire Department, Department of Public Works, Monterey/Salinas Transit, and any other agency or organization which might be affected by the closure.
3. If, in the opinion of the Chief of Police, there would be no major impact in the concerned area, the permit will be approved.
4. Permits will not be issued for such thoroughfares as San Antonio Street, Junipero Avenue, Carpenter, Santa Lucia, or the bus/truck route. Depending upon the type of event and/or its location, the City Administrator may require that the City's usual insurance policies be applicable.
5. If the permit is approved, the Chief of Police shall notify the City Administrator in writing so that such notification can be forwarded to the City Council.
6. A denial of an application shall be appealable to the City Council.



CITY OF CARMEL-BY-THE-SEA  
COMMUNITY SERVICES  
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**SPECIAL EVENT PERMIT**

**TYPE OF EVENT**

Race  Parade  Festival  Film Permit  Fundraiser  **Other: Car Show**

**EVENT TITLE:** 9<sup>th</sup> ANNUAL CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE

**DATE OF REQUEST:** January 30, 2015

**DATE/TIME OF EVENT:** Tuesday, August 11, 2015 8:30 a.m.

**STAGING TIME:** 8:30 a.m. – 11:00 a.m.

**SET-UP TIME:** 4:00 a.m. (Stage area construction to begin at midnight on 8/10/15 at Ocean & Lincoln)

**TEAR-DOWN TIME:** Completed by 9:00 p.m.

**SPONSOR:** Various, on-going negotiations

**CONTACT PERSON:** Douglas S. Freedman

**TELEPHONE/CELL PHONE/FAX:** P: 404/237.2633/C: 404/805.1650/F: 404/237.2644

**EMAIL:** [douglasfreedman@msn.com](mailto:douglasfreedman@msn.com)

**ADDRESS:** 2575 Peachtree Rd., NE, Suite 305, Atlanta, GA 30305

**DAY OF EVENT CONTACT PERSON:** Doug Freedman

**TELEPHONE/CELL PHONE:** P: 404/237.2633 C: 404/805.1650

**EVENT LOCATION:** Ocean Avenue, Junipero to Monte Verde East and West bound lanes (including parking), Mission, Dolores, San Carlos, Lincoln from Ocean to 6<sup>th</sup> and Dolores and Lincoln from Ocean to 7<sup>th</sup> until 9:00 P.M., or when all cars have left the venue, whichever comes first; San Carlos to 8<sup>th</sup> until 11:00 A.M. Based on applications accepted we will use a portion of San Carlos and Mission to the entrance of Red Eagle Alley.

**ESTIMATED ATTENDANCE:** 10,000+

**ADMISSION:** No-Charge-Open to the public

**NOT-for-PROFIT ORGANIZATION \ ID Number:** CARMEL FOUNDATION/20-837775



**SPONSOR EQUIPMENT:** In progress: Tricord Tradeshow Services, Glastonbury, Inc.

**PARKING STALLS:** *(signs posted 48hrs in advance):*

- All parking stalls on the north side of Ocean Avenue between Junipero and Monte Verde (B)
- All parking stalls on the south side of Ocean Avenue between Junipero and Monte Verde (B)
- All parking stalls on the north side of 6<sup>th</sup> between Junipero and Monte Verde
- All parking stalls on both sides of Junipero between 6<sup>th</sup> and Ocean Avenues (MST)
- All parking stalls on Mission Street between Ocean and 6<sup>th</sup> Avenue
- All parking stalls on Mission Street between Ocean Avenue and 7<sup>th</sup>
- All parking stalls on San Carlos between Ocean Avenue and 6<sup>th</sup> Avenue
- All parking stalls on San Carlos between 8<sup>th</sup> & 10<sup>th</sup> Avenue (6am-Noon only 8/11/15)
- All parking stalls on San Carlos between Ocean Avenue and 7<sup>th</sup>
- All parking stalls on San Carlos between 7<sup>th</sup> and 8<sup>th</sup> 6AM-Noon
- All parking stalls on Dolores Street between Ocean Avenue and 6<sup>th</sup>
- All parking stalls on Dolores between Ocean and 7<sup>th</sup> (B)
- All parking stalls on Lincoln between Ocean and 6<sup>th</sup>
- All parking stalls on Lincoln between Ocean and 7<sup>th</sup> (B)
- All parking stalls on the North Side of 7<sup>th</sup> between Junipero and Monte Verde
- All parking stalls on Monte Verde between Ocean and 6<sup>th</sup> (for MST)
- All parking stalls east side of Casanova between Ocean and 7<sup>th</sup> (for MST)
- Designated Handicap Parking will be on E/S Junipero between Ocean and 7<sup>th</sup>
- S/B center isle Junipero btwn 3<sup>rd</sup> & 4<sup>th</sup> (For Doug's trucks)
- Any No Parking Signs, barricades inside the event will be removed by 8:00am

**STREET CLOSURES**

- Mission Street between 6<sup>th</sup> and Ocean Avenue
- Mission Street between Ocean Avenue and 7<sup>th</sup>  
(Access will remain to Well Fargo parking lot and the Carmel Plaza parking garage during event)
- W/B Ocean Avenue from Junipero Avenue to Monte Verde
- E/B Ocean Avenue from Junipero Avenue to Monte Verde
- San Carlos between Ocean Avenue and 7<sup>th</sup> **BARRICADE AT WELLS FARGO BANK**
  - (Access will remain to Well Fargo parking lot and the Carmel Plaza parking garage during event)
- San Carlos between 6<sup>th</sup> and Ocean Avenues
- Dolores Street between Ocean Avenues and 7<sup>th</sup>
- Dolores Street between 6<sup>th</sup> and Ocean Avenues
- Lincoln between Ocean and 7<sup>th</sup>
- Lincoln between 6<sup>th</sup> and Ocean

# ATTACHMENT E

**CITY PERSONNEL / EQUIPMENT:** A two (2) hour minimum is used in order to place equipment at their locations prior to the event, brief city personnel and handle any delays or changes in the original plan once the event starts.

## **I. Police Personnel / Equipment**

**This event requires a number of City staff to provide traffic control, security, movement of barricades and response to calls for service related to the event. This event requires the following personnel assigned to the event above and beyond normal staffing.**

6 Police Officers for a total of 58 hours (assigned to event)  
2 Community Service Officers or Police Services Officers for a total of 12 hours (assigned to event)

The costs associated to the use of City staff will be included in the fees section of the permit.

## **II. Public Works Personnel / Equipment**

4 Public Works/Forestry for a total of 32 hours (Already on duty and assigned to event)

## **III. Planning and Building:**

**Personnel:** Sponsor has banners for center medians. Carmel contracts to have banners installed and removed prior to and after the event. Event Coordinator will contact the Planning and Building Department to arrange approval, placement and removal of the banners, signs and make payment directly to them for this service.

**CONDITIONS OF APPROVAL:** Approval contingent upon submittal of appropriate insurance coverage and payment of fees stipulated by the City of Carmel-by-the-Sea (Policy C89-45, C89-47, C95-06). Proof of insurance required 30 days prior to event.

1. **Business License Required:** Any event requiring the support of professional or service business must insure that each business obtain a City Business License.

### **2. Insurance Policy:**

- Required as stated: Organizer/Organization to be named as additional insured:**
  - Insurance will be for a minimum of \$1,000,000 in liability coverage. Proof of insurance required 30 days prior to event date.
  - Co-sponsored by City Council (support groups only)
  - Other conditions as required:

### **3. Fees:**

- Required as stated: City Staff overtime as listed above and listed in fee section of permit application.** Fees are required 30 days prior to event.



□ **Required as stated: Devendorf Park three days usage (Monday, Tuesday, and Wednesday).**

- The use of Devendorf Park will include two to three tents set up by a sponsor. There will be automobiles on display in the park along with various signage. The use of the park will be limited to showcasing vehicles only. There will be no sales of vehicles, or any other items taking place. The vehicles on display will be placed in a manner so not to disrupt the lawn, trees, benches or memorials in the park. A deposit will be left by the sponsor as defined in the fee section to cover any damages done by any activity deemed the responsibility of the event coordinator to include any additional items brought into the park not identified in this application. The event coordinator is responsible for the security of items in the park at all times during the permitted usage of the park.

**4. Other conditions as required:**

- Prior notification of event to affected area (**commercial district**)
- Traffic Plan (**See Attached Police Operations Plan**)
- Parking Plan (**See Attached Parking Plan**)
  - Disability Access/Designated Parking (**Junipero in front of Carmel Pres. Church**)
- Waste Management Plan

Event organizer will provide their own dumpster and personnel to clean during the event and immediately after the conclusion of the event. The trash plan includes: The use of Tricord Trade Show Services (Larry Bell, 738 Neeson Road, (831) 883-8600 Marina California)

Two personnel hired by the event coordinator responsible for picking up and emptying trash during the event. Trash will be hauled away from the event with the use of a pick-up truck provided by Tricord. The event coordinator agrees to maintain control of trash throughout the event and ensure proper clean-up of area immediately following the conclusion of the event. The event coordinator agrees to be the primary contact for Tricord should there be a need to coordinate additional trash collection during the event. In addition, four (3yd) dumpster will need to be supplied for the removal of trash from the event. These dumpsters will be placed outside the immediate event area and used throughout the event for immediate removal of trash.

- Event organizer to maintain public restrooms facilities-  
Event Organizer will provide at a minimum 15 portable public restroom facilities (five of which will be ADA complaint) and five hand washing stations. City staff will assist with planning the appropriate location of the facilities by working with the event coordinator. Event coordinator has agreed to hire contracted cleaner, Jennifer Atwell to maintain the City restrooms in both cleanliness and supplies located at Devendorf Park, Lincoln and Sixth and Picadilly Park.

4. Other conditions as required: (Continued)

- **Styro-foam cups, plates, or any type of food or liquid containers made of styro-foam is not allowed.**
- As per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited from use at any business, restaurant, corporate or individual special event.

**GENERAL COMMENTS:** (please describe event in detail)

The Ninth Annual Concours-on-the-Avenue scheduled for Tuesday, August 11, 2015, will feature European Classics (such as vintage German, French or British automobiles) and Classic American Muscle Cars. The vehicles will be displayed on both sides of Ocean Avenue, allowing for pedestrian viewing of the vehicles. Ocean Avenue will require certain street closures to allow for the parking of the vehicles and pedestrian traffic. The road closures needed include; Ocean Avenue between Junipero and Monte Verde; Mission, Dolores, San Carlos, and Lincoln between Sixth and Ocean and Dolores and Lincoln between Ocean and 7th. The show cars will be staged on San Carlos between 8:00 AM and 11:00 AM and then systematically parked within the venue. The parking of the vehicles on Ocean Avenue will involve parking the vehicles side by side along the curblin at 60 degree angles. The vehicles will be parked in a single row allowing for emergency traffic along the center median lane of traffic (referred to as the #3 lane of traffic). An awards pavilion will be located at the intersection of Ocean Avenue and Lincoln Avenue. (See attached diagram). The event will be free and open to the public to benefit the Carmel Foundation. Off-site parking for trucks and trailers, will be provided by the event organizer. A total of two security guards will be on duty at Junipero & Ocean as well as at Monte Verde & Ocean during the course of the event.

Expenses incurred by Carmel-by-the-Sea due to any number of event related issues will be reimbursed by event organizer. Event organizer will be seeking sponsorship to assist in defraying the cost of the event however event organizer will abide by all Carmel-by-the-Sea rules and regulations governing signage and corporate sponsorship. No food or beverages will be sold within the venue. Time line for the day will be provided closer to the event, it will include set-up, tear down, judging times and award presentations. Event organizer with The Carmel Foundation will notified all businesses in the commercial district of the event in the days leading up to the event.

The event will include the following:

1. Closure of East and West bound Ocean Avenue from Junipero to Monte Verde. Closure of Mission, Dolores, San Carlos and Lincoln between 6<sup>th</sup> and Ocean and Dolores and Lincoln between Ocean and 7th. Each of the event streets will be shut down from 4:00AM the morning of the event until Midnight. The official event hours would be 8:30 AM to 6:00PM. Access for emergency vehicles will be maintained via Ocean Avenue throughout the venue. The #3 lane (closest to the center median) will be open in both directions throughout the event. There will be clear intersections for emergency vehicles to pass through the event at Junipero and Monte Verde. The perimeter of the event will be blocked by temporary barricades that can be moved easily by event staff of emergency personnel should it be required.



➤ **Approved by City Council Resolution**

2. Event Merchandise. The organizer may or may not be selling event programs and posters at the event. **Policy C95-06** allows the sale of event merchandise.
3. Audio system speakers will be located in Lincoln, Dolores, San Carlos and Mission intersections with Ocean Avenue and can be operated together or independently. A sound system will be utilized in the venue for the purpose of announcements, background music, National Anthem, awards presentation and staff will work with police officers assigned to the interior of the event monitoring the volume throughout the day and adjust if necessary.
4. Event signage will be located at various intersection corners throughout the event location. The signs are intended to be the same as in previous years, consisting of Meter boards 3.2 feet wide and six feet high standing up in bases. There will be no lights, balloons or streamers attached to the signs.

The type of signage for this event is not a part of the general plan of the City, however the event requires this type of signage to enhance the sponsorship and overall quality of the event.

See attached Sign Map, which describes and depicts numbers and locations of signs for event.

Possible midpoint signage may occur by sponsor. It is anticipated to have sponsor signage on each corner of the interior of the event. The total number of signs placed on corners or street area within the event shall not exceed 50. The number of signs and banners in Devendorf Park shall not exceed 12.

5. Temporary awards pavilion will be located at the intersection of Lincoln and Ocean. The awards pavilion will be utilized for announcements and awards presentations. (See attached diagram of awards location). A smaller staging center will potentially be located in the intersection of Mission and Ocean for further commentary and announcement on displayed vehicles. This staging area will consist of an elevated platform to display selected cars, a podium and a microphone for the speaker.
6. A three tent display area will be created by an event sponsor at the intersection of Dolores & Ocean. Coordination with the fire department will take place for the inspection of the tents prior to the event and the tents will not be secured to the ground by the use of stakes or any other device that may damage the roadway.

7. Devendorf Park will be utilized for brand partnership presentation.  
Permit Park for use Monday, Tuesday and Wednesday August 10,11,12  
Erect a 20' x 40' tent and outfit with general furnishings  
Erect a 10' x 10' tent for general storage



# ATTACHMENTS E

Tents will use water barrels and or weights for tie downs not stakes

Display six vehicles and two motorcycles

Twelve signs of various types (no lights, balloons or streamers)

Set up time will not begin before 4:00 am on 8/10/15. Breakdown of the park, including removal of all event items and cleaning will be completed by 8:00 pm on Wednesday 8/12/15. Any tents placed in the park and event will need to be inspected by the fire department prior to use. This can be arranged through the Monterey Fire Department via the Community Activities Department.

8. Event headquarters, information will be set up at Cypress Inn on Lincoln & 7<sup>th</sup>. This will be contained to a small area within the Cypress Inn.
9. Handicap Parking will be provided on E/S Junipero between Ocean and 7<sup>th</sup>. Designated parking signs will be posted the morning of the event. The parking area will extend from the corner of Ocean Avenue south to Seventh Ave.
10. Temporary closure of San Carlos between Ocean and Eighth to stage the cars before entry into the venue. Vehicles will be arriving at about 0830 hours. Vehicles will enter the venue from the south and use San Carlos Street to stage. Vehicles will be checking in at San Carlos & 8<sup>th</sup>. They will then stage on San Carlos between 7<sup>th</sup> & 8<sup>th</sup>. Periodically, the vehicles will be sent to San Carlos and Ocean where they will be guided to their respective stall on Ocean Avenue
11. Fires Extinguishers as well as kitty litter (in case of spills) will be available during the event.
12. Designated delivery loading zones will be coordinated through the CPD.
  - **Approved:** Administrative approval, pending receipt of insurance and payment of fees.

ATTACHMENT E

NOTIFICATIONS

Date      Revision  
Advised Date

- CHIEF OF POLICE
- CARMEL FIRE DEPARTMENT
- DEPARTMENT OF PUBLIC WORKS
- FOREST AND BEACH
- PLANNING AND BUILDING
- RISK MANAGER
- CITY COUNCIL READ BOARD

- OUTSIDE AGENCIES
- MONTEREY SALINAS TRANSIT (MST)
- WASTE-MANAGEMENT (WM)

APPROVED BY:

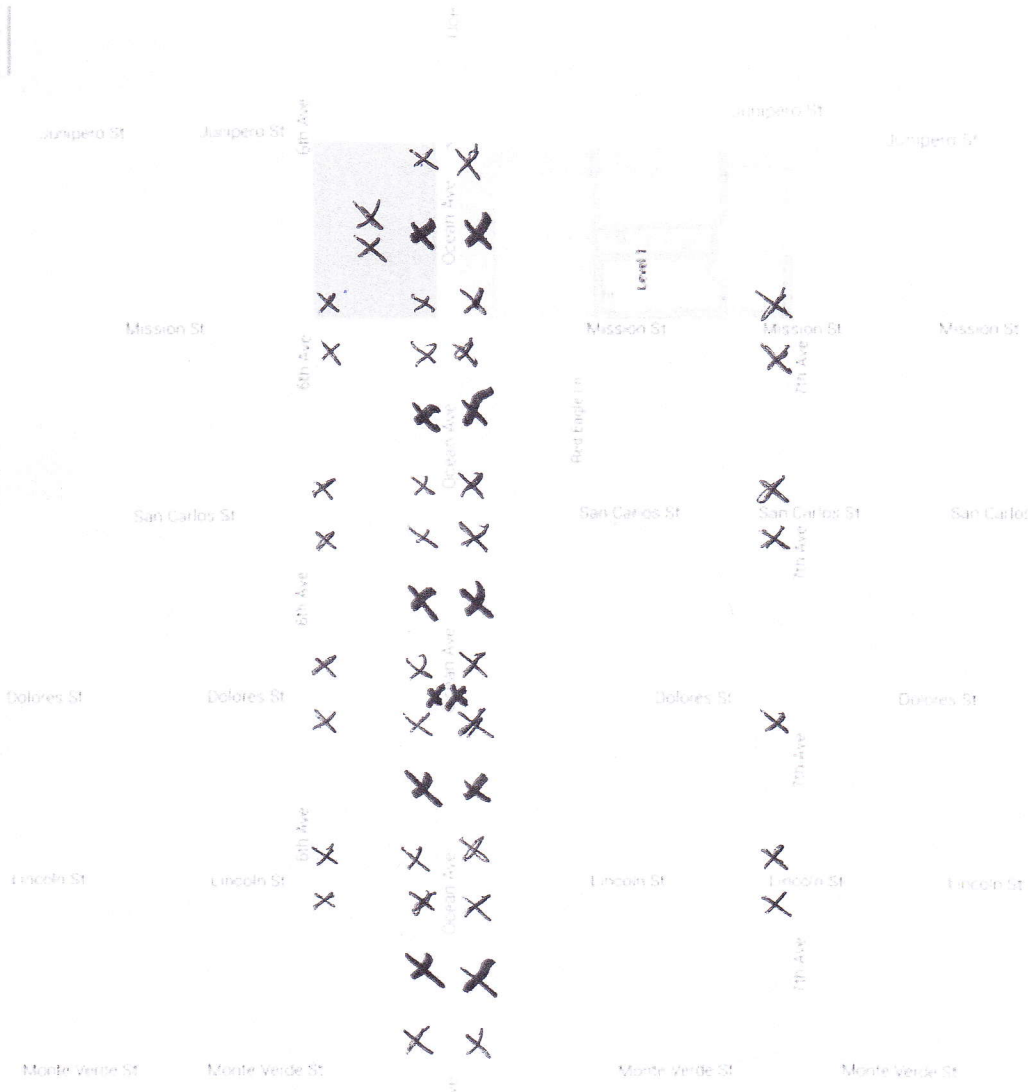
\_\_\_\_\_ Date: \_\_\_\_\_  
 Janet Bombard, *Director of Community Activities*

I \_\_\_\_\_ have read and agreed to comply with all conditions of this permit:  
 Douglas S. Freedman

\_\_\_\_\_ Date: \_\_\_\_\_  
 Douglas S. Freedman, *Event Organizer for Motor Club Events, LLC, its President*

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CARMEL PROJECTED SIGN MAP



**X == 40 signs on street corners, see map**

**X == up to 10 signs mid-block (5 north and 5 south) Monte Verde to Junipero**

**XX == up to a variety of 12 flags of varying sizes but to human scale or smaller in Devendorf actual plan will depend on who is assigned that space**

**XX == if brand partner is approved for Dolores and Ocean, 6-8 signs at the intersection**





ATTACHMENT E

CITY OF CARMEL BY THE SEA  
DEPARTMENT OF COMMUNITY PLANNING AND BUILDING

APPLICATION FOR BANNERS ON PUBLIC PROPERTY  
SIGNS

Date 3/3/15  
Application # BA \_\_\_\_\_

Organization MOTOR CLUB EVENTS LLC  
Contact Person: DOUG FREEDMAN  
Phone 404-237-2633 Email INFO@CARMELCONCOURS.COM  
Mailing Address 2575 PEACHTREE RD. NE, SUITE 305  
City, State, Zip ATLANTA, GA, 30305

Name of Event: CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE OCEAN PRESENTATIONS  
Date(s) of the Event: AVR. TUESDAY, AUG 11, 2015; AUG 10 & 12 IN DEVENDORE PARK  
Requested ~~banner~~ <sup>SIGN</sup> display dates<sup>1</sup>: \_\_\_\_\_  
Install AUG 11 EXCEPT (Pursuant to Policy C95-07, no more than 7 days prior to event) DEVENDORE ~~START~~ AUG 10  
Remove AUG 11 EXCEPT (Pursuant to Policy C95-07, no more than 3 days following the event) DEVENDORE REMOVE AUG 12  
Total number of days displayed<sup>2</sup>: OCEAN AVE 1 / DEVENDORE 3

Description of Banners<sup>3</sup> (Applicant to provide banner description of design, size, and material. Note, vinyl material is prohibited pursuant to Policy C95-07, which is attached to this application. Include a rendering or color photograph of the proposed banner. Refer to the diagram on the third page of Policy C95-07 for additional guidance.)

THERE ARE NO SUBSTANTIVE CHANGES TO THIS  
YEARS' SIGNAGE. SEE ATTACHED PHOTOS. LARGEST  
WILL BE METER BOARDS 3.2' WIDE X 6' HIGH SET IN  
BASES ON SIDEWALKS. THOSE IN DEVENDORE WILL  
BE HUMAN SCALE OR SMALLER DEPENDING ON  
DISPLAY DESIGNER.

Notes:

- <sup>1</sup> Requested dates subject to sharing with other events requesting banner space during the same time period (see Policy C95-07).
- <sup>2</sup> Total number of approved days for display subject to approval by the Department of Community Planning and Building.
- <sup>3</sup> An application will not be approved without a banner description and rendering or photo.

# ATTACHMENT E

Desired number and location of banners:

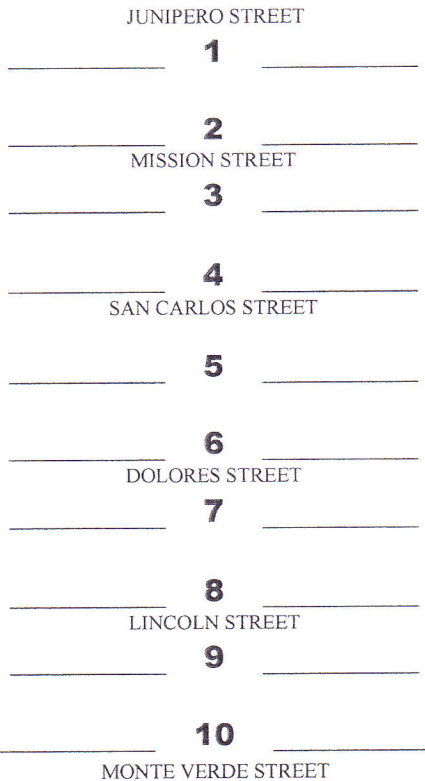
	<u>SIGNS</u> Poles with Single Banners	Poles with <u>Double Banners</u>
Ocean Avenue <sup>4</sup>	SEE <u>ATT'D</u>	<u>MAP &amp; PHOTOS</u>
Sunset Center	<u>N/A</u>	_____
Devendorf Park	<u>N/A</u> YES	<u>N/A</u>
Harrison Memorial Library (library-sponsored events)	<u>N/A</u>	<u>N/A</u>
Other (specify): _____	<u>N/A</u>	<u>N/A</u>

## Ocean Avenue Display Diagram Banner Pole Locations

(Indicate ("X") for each requested street intersection banner location in the Ocean Avenue median.)



SEE ATT'D MAP FOR SIGNS



Carmel Plaza

(Numbers indicate stanchion number.)

By signing this application, the applicant acknowledges receipt of a copy of the City's Policy C95-07, "Banners on Public Property" (attached) as a component of this application as well as the Specifications of Work (below), and agrees to abide by all the terms and conditions set forth therein.

Notes:  
<sup>4</sup> Applicant must complete Ocean Avenue Display Diagram of this application.



ATTACHMENT E

Douglas Freedman

Signature of Representative

DOUGLAS FREEDMAN

Printed Name and Title

PRINCIPAL

Apr 3, 2015

Date

*For City Use Only*

Staff Review:                      Approved \_\_\_\_\_      To PC \_\_\_\_\_      Date \_\_\_\_\_

CA & CC Review:                      Approved \_\_\_\_\_      Denied \_\_\_\_\_      Date \_\_\_\_\_

Authorized Dates:                      Install \_\_\_\_\_                      Remove \_\_\_\_\_

Conditions: \_\_\_\_\_

\_\_\_\_\_

SPECIFICATIONS OF WORK

1. The applicant must deliver the banners to the installation contractor at least five (5) days prior to installation. The current installation contractor is:

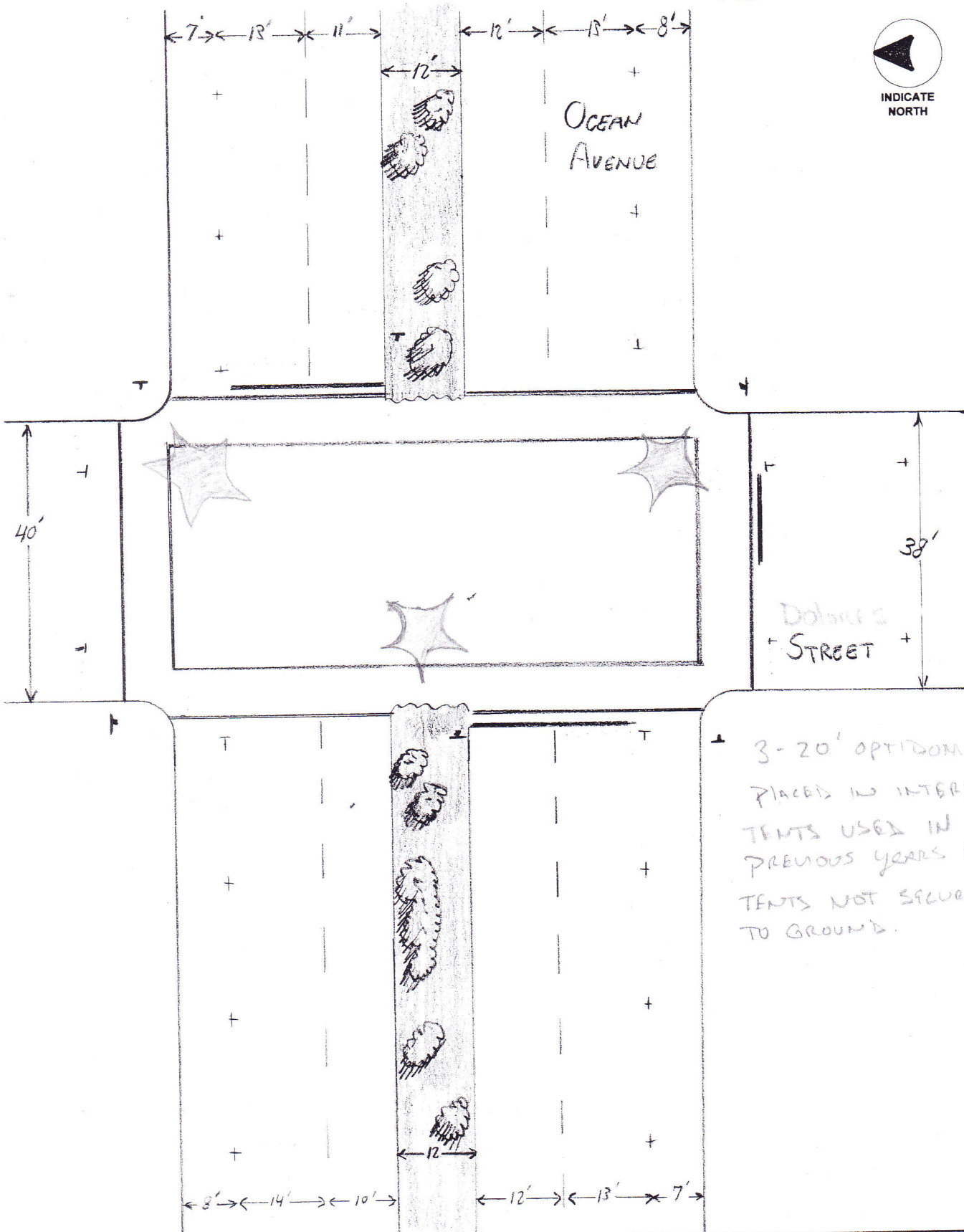
Trucksis Enterprises  
 2700 Garden Road G2  
 Monterey, CA 93940

2. The installation contractor will be responsible for installing the banners per City requirements.
3. The contractor will also be responsible for removing the banners on the established removal date, or within 72 hours of the designated day of the event (last day for multiple-day events).
4. The applicant has five (5) days after the event to pick up the banners from the installation contractor. After five (5) days, the contractor shall not be responsible should the banners be lost, damaged, stolen, or discarded, and a rental storage fee of \$12 a week is applied.
5. Neither the City nor the City's installation contractor is responsible for any loss, theft, damage, or vandalism of banners displayed on City property.

SITE MAP OF DOLORES & OCEAN  
 INTERSECTION

DATE OF COLLISION (MO. DAY YEAR)	TIME (2400)	NCIC #	OFFICER I.D.	NUMBER
----------------------------------	-------------	--------	--------------	--------

ALL MEASUREMENTS ARE APPROXIMATE AND NOT TO SCALE UNLESS STATED (SCALE = 1" = 20')



3-20' OPTIDOME TENTS  
 PLACED IN INTERSECTION  
 TENTS USED IN  
 PREVIOUS YEARS EVENT.  
 TENTS NOT SECURED  
 TO GROUND.

PREPARED BY	I.D. NUMBER	MO. DAY YEAR	REVIEWER'S NAME	MO. DAY YEAR
-------------	-------------	--------------	-----------------	--------------



# Optidome

## TENTS & CANOPIES

Add beauty and elegance to any venue with the graceful arches and unique shape of the Optidome. The freestanding Optidome is ideal for temporary outdoor events. Create a traveling branding environment with customized graphics and company logos.

- Quality Workmanship
- Numerous Sizes
- Eye-Catching
- Durable & Long Lasting
- Replaceable Graphic

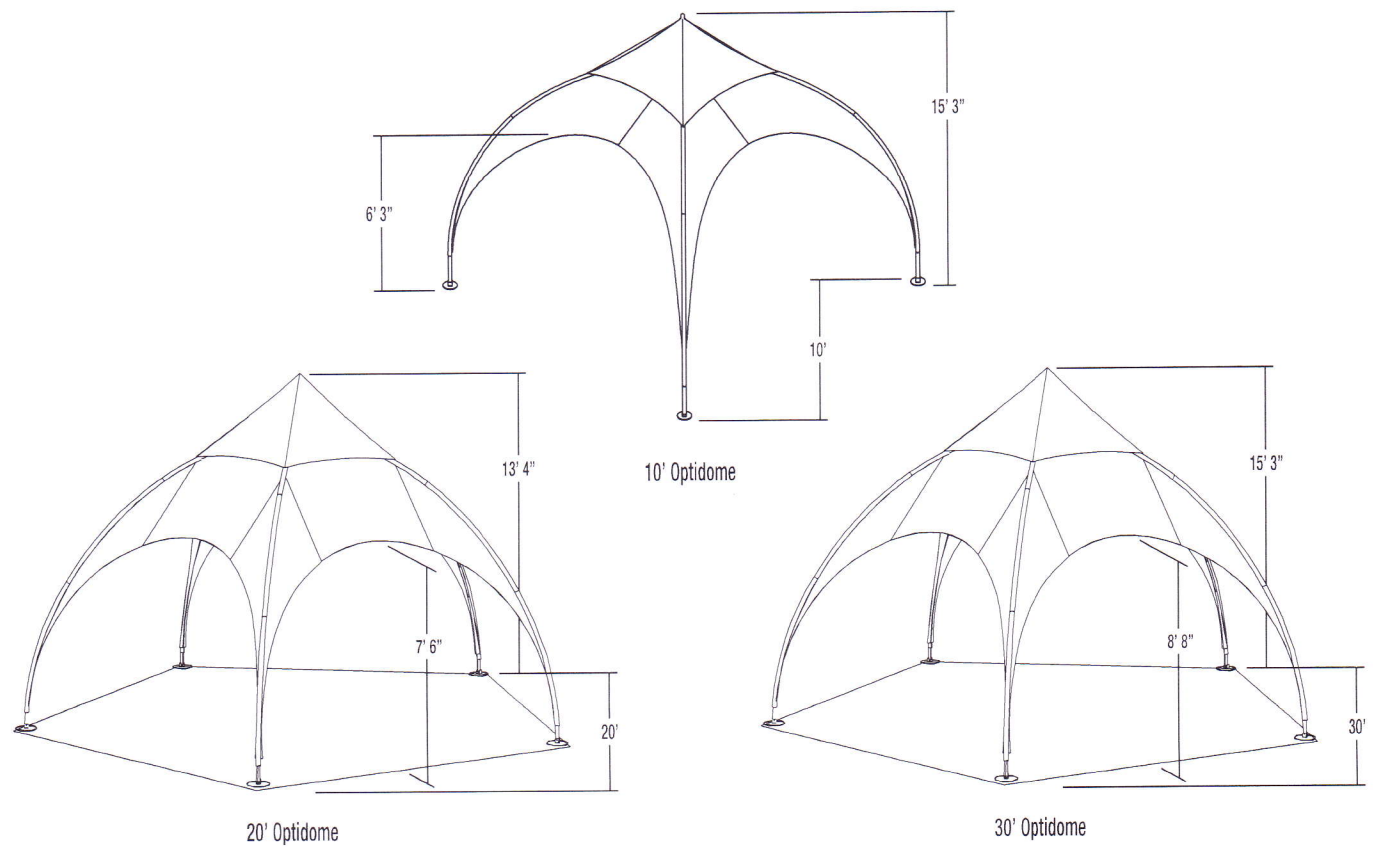


ACCESSORIES

Visors

Zip-in Walls

### SIZES



Warranty period is one year from date of purchase. Note: Refer to templates for art layout.

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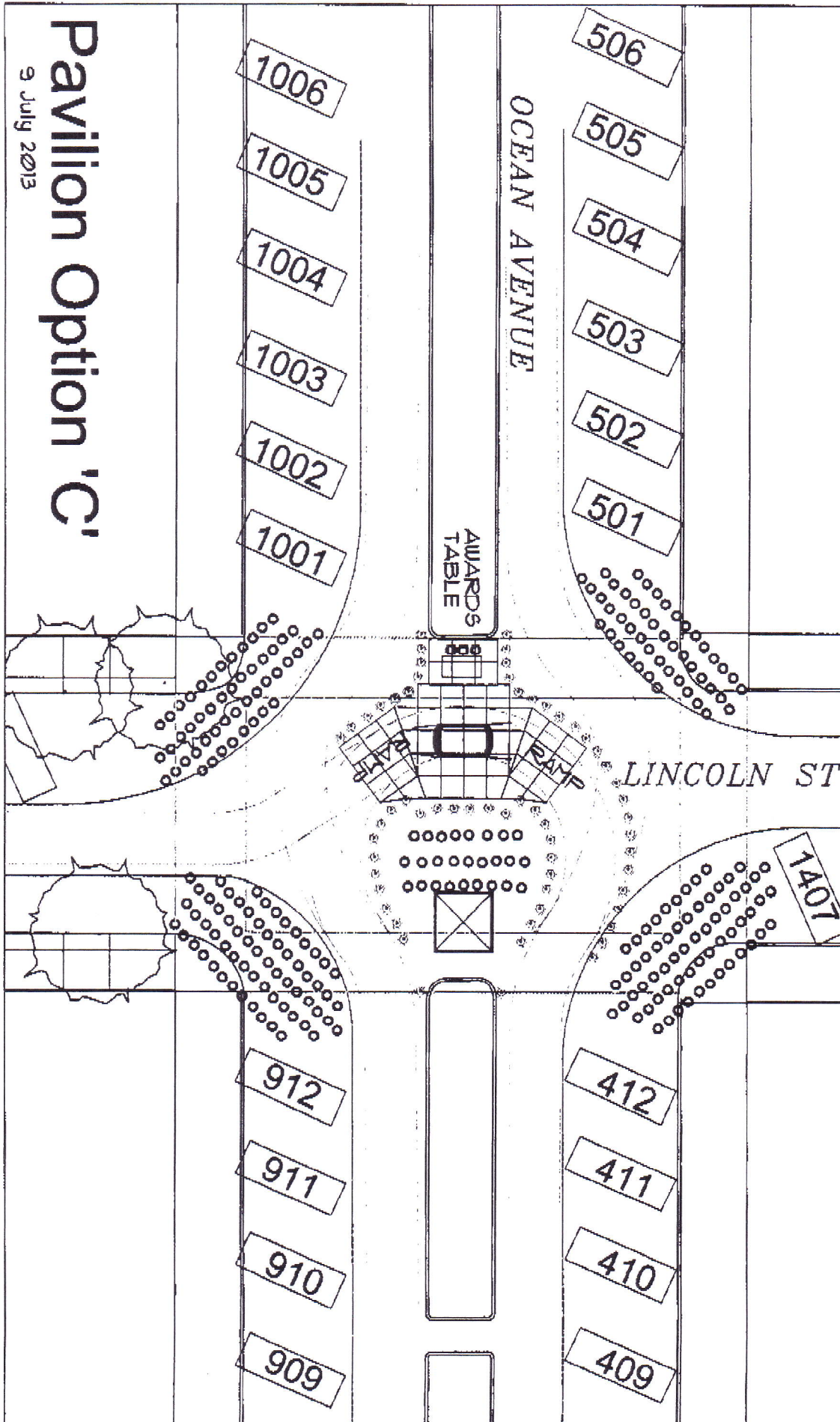




ATTACHMENT E









CARMEL-BY-THE-SEA  
CONCOURS ON THE AVENUE  
Tuesday, August 11, 2015

SOPHISTICATION WITH A DASH OF FUN  
AUTHENTICITY, ORIGINALITY, PRESERVATION  
IN A WELCOMING ATMOSPHERE

**MULTI-MARQUES 1940-1973**

- American Luxury
- American Sport
- Continental and Europe Sport
- American Family Favorites
- Hot Rod
- Muscle Car
- Historic Race
- Italian Sport
- Micro Car
- Motorcycle
- British Sport
- British and European Luxury
- British, European & Japanese Family Favorites

**PORSCHE 1948-1989**

- 356 Pre-A/356A Speedster
- 356 Pre-A Coupe and Cabriolet
- 356A Coupe, Cabriolet and Convertible "D"
- 356B Coupe and Cabriolet
- 356C Coupe and Cabriolet
- 911 Short Wheel Base (1964-1968)
- Early 912 (1966-1969)
- 911 (1969-1973)
- 912E (1976)
- 911 Carrera 1973 RS and US Carrera (1974-1975)
- 911 Carrera 3.2 Coupe, Targa, Speedster (1984-1989)
- 914
- Non-production Race Car

**FERRARI 1947-1989**

- 166, 195, 212, 250
- 340, 342, 375
- Speciale, SA, SF, 365 California
- 275
- 330/365 GTC
- 365 GTB/4
- 365 GTC/4
- 2+2
- 206/246
- Flat 12
- 308/328
- Non-production Race Car
- Limited Production Road Car

\*All classes, whether listed or not, are subject to addition, modification or deletion.

**MAJOR AWARDS**

**THE DENNIS A. LEVETT BEST OF SHOW AWARD**

For the entry that is the unanimous choice of the Chief Class Judges (selected from the First in Class winners)

**THE TOM AND VIRGINIA JENNARO FERRARI CUP**

For the Ferrari selected by the Chief Class Judges

**THE BRUCE ANDERSON PORSCHE CUP**

For the Porsche selected by the Chief Class Judges

**THE JOHN C. KERBY-MILLER AMERICAN EXCELLENCE AWARD**

For the automobile that best represents the era when American cars turned heads around the world

**THE CHRISTIE L. MILLER BRITISH CUP**

For the automobile that best represents post-World War II British excellence

**THE ROBERT J. RICHARDS CONTINENTAL CUP**

For the automobile that best represents post-World War II Continental excellence

**THE CHAMBER OF COMMERCE TRANS ATLANTIC PACIFIC CUP**

For the entry that best represents speed whether in a straight line, around a track or on the street

**THE CARMEL FOUNDATION AWARD**

For the automobile that might be seen in period on Scenic Road with the driver showing visitors the sights

**THE BARRY RILLIET LAGUNA SECA AWARD**

For the vehicle that best represents the spirit of Laguna Seca

**THE MICHAEL T. LYNCH AWARD**

For the entry that best represents excellence in engineering

**THE SUE McCLOUD MAYOR'S CUP**

For the individual that best represents the spirit of motoring and of CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE

**THE MICHAEL FURMAN ARTIST'S CHOICE AWARD**

For the entry that exudes design and aesthetic excellence that satisfy an artist's eye

**THE ROBERT "CHARLIE" MAST AUTOMOTIVE MAGAZINE AWARD**

For the entry that a magazine would most like to describe for its readership

**THE STEVE J. RANA PRESERVATION AWARD**

For the entry that is the very essence of originality and authenticity surviving through the years without ever having been restored

**THE MICHAEL G. TILLSON III RADNOR HUNT CUP**

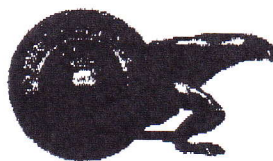
For the entry that has been sympathetically restored

**THE SAM GARRETT OCEAN AVENUE MOTOR CLUB AWARD**

For the entry that best represents the hard-to-define fun factor

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## APPLICATION FOR ENTRY INFORMATION

### THE CARMEL FOUNDATION

Motor Club Events, LLC, and CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE appreciate your support of our benefiting organization, The Carmel Foundation. The Foundation is a membership organization with over 3,000 members over 55 years of age. Charitable donations enable the Foundation to fulfill its vision to assist local seniors on the Monterey Peninsula. Incorporated as a non-profit organization in 1950, the Foundation's mission statement is "to provide a place for seniors to gather and enjoy a variety of activities and services in an environment of respect and camaraderie". As there is no government funding, the Foundation is supported solely by the generosity of friends.

### ENTRY POLICIES

The call for entries will be followed by a review, acceptance and confirmation process by the Entry Selection Committee. Classes may be combined, divided or deleted subject to the accepted entries. Entries for Display only are welcome. All classes will close no later than June 1 of the event year. The Entry Selection Committee reserves the right to decline any entry. A recent 4 x 6 inch color original photograph (no color copies or discs) must accompany each entry. All entries will be notified of acceptance or declination.

No "For Sale" or other signage, displays or illustrations will be allowed on or near the entry except that which will be provided by the event organizer. Entries must be driven onto the event venue and in place no later than 11:00 a.m. of the event day. Entries must be accompanied by their owner or presenter during judging. No entry may be removed from the event venue prior to the conclusion of the major awards presentation.

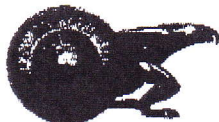
**JUDGING POLICIES:** The intention of CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE is to exhibit the authenticity, originality and preservation of each marque. Judging will be focused on that authenticity, originality and preservation.

1. The owner or officially accepted presenter must accompany the entry during judging.
2. The categories of evaluation are Exterior, Interior and Engine/Chassis. Only factory options or dealer-installed options (with documentation) will be considered as original.
3. The Chief Class Judge will be responsible for introductions, Final Class Decisions and the submission of Results.
4. Each entry commences with a perfect score of 100 points. The same judge(s) will evaluate all entries in a given class. Deductions of 0-5 points will be made as deemed appropriate by the judge(s). First Place requires 95 points or above, and Second Place requires 90 points or above. Only First In Class winners will be eligible for the Best Of Show Award. Judged entries are eligible for Major and Class Awards. Display entries are eligible for Major Awards except the Best Of Show Award.
5. Each entry is required to be fully operational and fully assembled. All parts (i.e. tops, bumpers, wheels, etc.) are to be attached in the original position. Judges will not handle or operate the entry. Judges may sit inside the entry for interior evaluation. The demonstration of equipment and component functions (windows, lights, radios, air conditioning, etc.) will be done by the owner/presenter.
6. Proper instrument evaluation will be judged while the engine is idling. Any malfunction may be corrected by the owner/presenter within fifteen minutes of judging completion.
7. Convertibles will be judged with the top up and secured. Removable roof panels must be in place. Any original tools, manuals and pouches (including authorized reprints) should be available.
8. Modifications required by Federal Law and safety items (seat belts, mirrors, exhaust, etc.) are acceptable if they do not detract from the original appearance of the entry.
9. Replacement components such as tires, spark plugs, battery, etc. must conform to the original profile. Tires must be fitted to the original rims. The spare tire must match unless it is an original special item.
10. Confirming documentation should be provided for any entry with unique or extraordinary characteristics.

### DEADLINE

All applications for entry in CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE must be received by June 1 of the event year. Each entry must be accompanied by a recent original 4 x 6 inch color photograph (no color copies or discs). Photographs will not be returned. All entries are subject to approval by the Entry Selection Committee. Application acceptance or declination will follow the closing date. Please mail your application(s) and check(s) (made out to Motor Club Events, LLC) to:





# APPLICATION FOR ENTRY

### TELL US ABOUT YOURSELF:

NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ CELL: \_\_\_\_\_

### TELL US WHO WILL PRESENT YOUR ENTRY TO THE JUDGES:

NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ CELL: \_\_\_\_\_

### MAKE YOUR CHECK PAYABLE TO MOTOR CLUB EVENTS, LLC

Send with a recent original 4 x 6 inch color photograph (no color copies or discs) to the address below. Return this page only. Use separate application forms and write separate checks for each application. All entries will be considered, however preference will be given to entries not shown in any prior CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE.

\$250.00 or greater TOTAL \$ \_\_\_\_\_ This application must be submitted by June 1 of the event year.

\$250.00 or greater entry fee. Please consider providing an amount greater than the standard fee. Monies received above the entry fee will be considered a donation to The Carmel Foundation, a non-profit that provides meaningful senior services including low-income housing, meal delivery to those homebound, free medical equipment loans, and over 50 classes weekly. Your additional donation will be forwarded to The Carmel Foundation and a confirmation letter will be sent to you. If your entry is not accepted, the total entry fee including any additional donation will be refunded. Sorry-there are no refunds once an Application for Entry has been accepted.

### TELL US ABOUT YOUR ENTRY:

CLASS: \_\_\_\_\_ MAKE: \_\_\_\_\_ YEAR: \_\_\_\_\_  
 MODEL: \_\_\_\_\_ BODY STYLE: \_\_\_\_\_ CHASSIS ID #: \_\_\_\_\_ ENGINE #: \_\_\_\_\_  
 EXTERIOR COLOR: \_\_\_\_\_ INTERIOR COLOR: \_\_\_\_\_

- Is your entry?  ORIGINAL or  RESTORED
- Is the Engine/Drive Train?  ORIGINAL or  MODIFIED
- Is the Body Work?  ORIGINAL or  MODIFIED
- Is the Chassis/Frame?  ORIGINAL or  MODIFIED
- Is your entry to be?  JUDGED\* or for  DISPLAY\* only

SIGNIFICANT HISTORY

\*Entries may be changed from "Judged" to "Display", but may not be changed from "Display" to "Judged".

### I presented this entry at the CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE in:

- 2007  2008  2009  2010  2011  2012  2013  2014

### PUBLICITY RELEASE

As a condition of application for entry acceptance owner and/or presenter agree to permit Motor Club Events, LLC, CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE, CARMEL-BY-THE-SEA OCEAN AVENUE MOTOR CLUB, The Carmel Foundation, the City of Carmel-by-the-Sea and all their owners, employees, judges, contestants, volunteers and representatives the use of their name, voice and/or likeness for news, publicity and feature use including radio, television, and printed media, and in connection with advertising and purposes of trade. He/She/They further stipulate that no prior agreement with a sponsor or any other party is in conflict with this agreement.

### RELEASE OF LIABILITY

The undersigned hereby submits this application for entry to the CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE. In consideration of the acceptance by the Entry Selection Committee, the undersigned, on behalf of himself and all his participants, exhibitors and guests in CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE and related events, does hereby release Motor Club Events, LLC, CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE, CARMEL-BY-THE-SEA Ocean Avenue Motor Club, The Carmel Foundation, the City of Carmel-by-the-Sea, and all their owners, employees, judges, contestants, volunteers and representatives from any liability arising from said events. Acceptance of this application for entry creates a contract between Motor Club Events, LLC and the entrant guaranteeing that the entrant or his representative will abide by the policies established by the event organizer, and that the owner or his representative will not remove the entered car or motorcycle until the award ceremonies have been completed.

Signature of owner: \_\_\_\_\_ Printed name of owner: \_\_\_\_\_ Date: \_\_\_\_\_

### SECURITY

Secured parking, on a "first come, first served" basis, will be provided from 6:00 p.m. on the Sunday prior to the event until the day after the event, Wednesday, until 9.00am.

Mail Application for Entry and your check to:  
 Motor Club Events, LLC, 2575 Peachtree Road, NE, Suite 305, Atlanta, Georgia 30305 Tel: 404-237-2633  
[www.carmelconcours.com](http://www.carmelconcours.com) info@carmelconcours.com

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ATTACHMENT F

To: Mayor Jason Burnett, Victoria Beach, Steve Dallas, Carrie Theis, Ken Talmage

From: Doug and Genie Freedman

Re: Fee Waiver Request

Date: 3 April 2015

CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE was born with simple ideas...

1. Generate a quality event for one and all... Economic Development
2. Build awareness of and for The Carmel Foundation.
3. Promote contributions in dollars for The Carmel Foundation.
4. Present the event on an underutilized day and connect the dots between the pre-reunion and reunion weekends thereby generating an important linkup of ten days and not just a long weekend as existed before the advent of the Concours on the Avenue event in Carmel.

Mission accomplished...

1. Increased occupancy to at least 90% Monday, Tuesday and Wednesday of Car Week for City inns/hotels AND brought in exactly the type of guest the City is seeking.
2. Kept Carmel restaurants full.
3. Generated serious levels of awareness and dollars for The Carmel Foundation.
4. Created an important linkup of ten connected event days.
5. Increased retail shop business was also at the heart of a simple idea.
6. Worked with Carmel and/or Monterey and/or California businesses as a given from day one.

The message that has been sent around the world about Carmel-by-the-Sea has come from our own personal efforts to not make it about us... instead to make it about everything and everyone else... We have given in every way.

Sincerely,

Doug and Genie Freedman

85



# ATTACHMENT F

## Event Fee Waiver Application

CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE 9<sup>th</sup> event year

Contact: Doug Freedman  
404.805.1650  
Motor Club Events, LLC  
2575 Peachtree Rd. NE, Suite 305  
Atlanta, GA 30305

### 1. Detailed Scope of Event

See application for special event permit where all detail is provided

### 2. Proposed budget for 2015

See spread sheet

### Anticipated Positive and Negative Impacts on the Community

1. Positive public relations message sent out to the world that is not quantifiable for Carmel (value untold thousands)
2. Positive halo effect for Carmel that is not quantifiable (value untold thousands)

### What Charitable Contributions Will Be Made:

CONCOURS ON THE AVENUE linkup with The Carmel Foundation that has built awareness and major contributions for eight consecutive years since before the first event year in 2007. This is a very successful two way street relationship that works for both The Carmel Foundation and CONCOURS ON THE AVENUE.

### Past Financial Statements for the past 3 years:

See spread sheet

### Charitable Contributions to Organizations Within the 93921 Zip Code Area since Inception of Event:

The Carmel Foundation is the sole non-profit partner and has received \$260,719.93 since 2007 as a result of Carmel-by-the-Sea CONCOURS ON THE AVENUE.



# ATTACHMENT F

## CARMEL-BY-THE-SEA CONOURS ON THE AVENUE

REVENUE	2015 Budget	2014 Actual	2013 Actual
Ticket Sales	none	none	none
Application for Entry Fees	\$ 62,500.00	\$ 57,325.00	\$ 53,000.00
Brand Partnerships	\$ 75,500.00	\$ 72,500.00	\$ 17,260.00
Patrons	\$ 3,000.00	\$ 2,741.77	\$ -
<b>TOTAL REVENUE</b>	<b>\$ 141,000.00</b>	<b>\$ 132,566.77</b>	<b>\$ 70,260.00</b>

EXPENSES	2015	2014	2013
Awards	\$ 7,200.00	\$ 7,194.00	\$ 4,466.96
Golf Carts, Special Parking Lot, Security	\$ 7,750.00	\$ 7,721.00	\$ 7,721.00
Windshield Placards	\$ 7,200.00	\$ 7,168.00	\$ 6,816.00
Judge Gear	\$ 900.00	\$ 900.00	\$ -
Commission to Brand Partnership	\$ 2,000.00	\$ 2,000.00	\$ 1,200.00
Convention Service*	\$ 39,000.00	\$ 38,766.00	\$ 28,811.02
Hotel - Event Team Inc (F&B)	\$ 20,700.00	\$ 20,630.00	\$ 28,728.91
City Park Restroom Maintenance, Street Cleaning / Janitorial	\$ 900.00	\$ 900.00	\$ 770.00
Bank Fees	\$ 100.00	\$ 90.00	\$ 90.00
Office Supplies	\$ 170.00	\$ 168.00	\$ 403.66
Bicycle Bells	\$ 85.00	\$ 81.00	\$ -
Credentials	\$ 1,900.00	\$ 1,897.00	\$ 6,415.20
Onsite Computer	\$ 1,500.00	\$ 1,475.00	\$ -
Flowers for Awards Pavilion	\$ 6,500.00	\$ 6,500.00	\$ 7,500.00
Back Office Support (at Event)	\$ 3,750.00	\$ 3,750.00	\$ -
Architectural Expense	\$ 940.00	\$ 940.00	\$ -
Website, Domains, Etc.	\$ 2,700.00	\$ 2,647.00	\$ 3,645.18
Advertising	\$ -	\$ -	\$ 5,500.00
Event Pins	\$ 950.00	\$ 933.00	\$ 929.55
Carmel PD Overtime	\$ 1,888.00	\$ 1,888.00	\$ 2,320.00
Additional Security	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
Misc. Cash / Gratuity	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Accounting / Tax Prep	\$ 600.00	\$ 600.00	\$ 1,600.00
Audio Visual	\$ 20,900.00	\$ 20,843.00	\$ 22,270.00
Carmel Business License	\$ 130.00	\$ 127.00	\$ 122.69
Insurance	\$ 2,060.00	\$ 2,055.00	\$ 2,050.00
Chamber of Commerce Membership	\$ 410.00	\$ 405.00	\$ 395.00
Survey	\$ -	\$ 3,800.00	\$ -
Rental Car, Airline Tickets, Misc.	\$ 5,710.00	\$ 5,708.00	\$ 4,717.93
Judges, Volunteers, Staging Team Hospitality	\$ 7,000.00	\$ 7,000.00	\$ -
Gifts for Judges	\$ 3,000.00	\$ 3,000.00	\$ -
Gifts for Entrants	\$ 2,000.00	\$ 2,000.00	\$ 1,981.14
Volunteer & Judge Hats	\$ -	\$ -	\$ -
Pre-Event and Event F&B Hospitality	\$ 7,300.00	\$ 7,283.00	\$ 7,004.61
Consulting / Legal Services	\$ -	\$ -	\$ -
Shipping	\$ -	\$ -	\$ 158.93
Labor	\$ -	\$ -	\$ -
<b>TOTAL EXPENSES</b>	<b>\$ 157,743.00</b>	<b>\$ 160,969.00</b>	<b>\$ 148,117.78</b>

Please note that never has any value for principals or any back office cost or home base been included.

\*Construct awards pavilion, rental chairs, refuse handling, street layout, garbage can set up, storage and delivery of event supplies, misc.

Estimated Fees for Concurs on the Avenue 2015	Eligible for a Fee Waiver	Not Eligible for a Waiver
Special Event Processing Fee (non Refundable)		\$155.00
Devendorf/Street Damage Deposits (350/200). Refundable if no damage found		\$550.00
Block closures (\$365 per block) 18 blocks	\$ 6,570.00	
Sound Permit	\$ 27.00	
Barricades (30) at \$65 each	\$ 1,950.00	
No Parking Signs (250) @ \$3.00 each	\$ 750.00	
A-Frames (10) @ \$25.00 each	\$ 250.00	
Tent inspection Fees (5 Tents)-from Mry Fire Dept. (estimate)		\$750.00
3-yard dumpsters (\$87 each) 4 needed*		\$174.00
Portable toilets (one unit: 2 deluxe & one ADA, plus handwashing station). \$671.06 / unit. 5 units.*		\$1,676.65
Devendorf Park Rental from August 10 at 8 a.m. to August 12 at 6 p.m. (total 32 hours)		
Devendorf Rental for first four hours is \$400	\$ 400.00	
Devendorf Rental after first four hours = \$300 per hour thereafter	\$ 8,400.00	
PD overtime: 6 officers, total 58 hours, \$119/hr		\$6,902.00
PD overtime: 2 Community Svcs Officer/Parking Svcs Officer, total 12 hours, \$80/hr		\$960.00
<b>TOTAL</b>	<b>\$ 18,347.00</b>	<b>\$11,167.65</b>

\*City will split costs of dumpsters and portable restrooms with COTA. 50% reduction in COTA costs reflected above.

<b>Total COTA Event Fees: 29,514.65</b>
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Additional Concurs on the Avenue event costs incurred by the City	
50% of portable Restrooms	\$1,676.65
50% of dumpsters	\$174.00
10 parking stalls for portable restrooms	\$2,000.00
4 parking stalls for dumpsters	\$800.00
Public Works regular staff/ hours allocated to event, 4 staff, 8 hrs each, @\$53	\$1,696.00
Community Activities staff comp time: 3 hours @ \$34/hr	\$102.00

# ATTACHMENT 9

Community Activities staff regular hours allocated to event: 3 hours @\$34/hr, 2 hours @ \$51/hr	\$102.00
<b>TOTAL</b>	<b>\$6,550.65</b>



ATTACHMENT H



ATTACHMENT H





ATTACHMENT II

SELECT SECTOR  
**SPDRs**  
Exchange Traded Funds (ETFs)









## Janet Bombard

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**From:** Barbara Livingston <green.gardens@att.net>  
**Sent:** Thursday, April 09, 2015 4:20 PM  
**To:** Janet Bombard  
**Subject:** CCAC meeting

Dear CCAC members,

Thank you for the valuable work you have done and are doing with regards to fees, waicvers and other items related to special events. Your report, read to the city council on Monday was excellent. I have the following observations which I presented that night.

1. To what makes a quality event, I would add: One that is fully funded
2. To what event organizers should do with their p[rofits, I would change to: A Profits realized from the event should first be used to pay back the city for waivers and expenses associated with event and remainder given to non-profit in Carmel.

This would make it certain that taxpayers do not subsidize the event. If the city wanted to grant funds to the non-profit it could

do that on its own. So all expenses and fees, waived by the city, must be returned. This will satisfy taxpayers.

3. It is important to ascertain the carrying capacity of CBTS - how to do that? Start with number of hotel rooms, number of restaurants seats, number of cars entering our village. Councilmember Beach suggested laying those "hose" monitors across the major entrances into

the village to count the number of cars on a busy event day. Anothe wayu to determine carrying capacigty is to count the number of parking spaces available. With some streets restricted to parking on one side only a shortage of available spaces will be dramatically increased. Even adding 500 spaces at the Mission will not help that much.

5. Your report said that lastyear, 1500-2000 visitors attended Tuesday and Thursday of Car Week. This year, it is reported, that we should expect 5000. Council is looking forward to the anticipated revenues from tsuch a large crowd, but I have to point out that a. there are not thast manuy hotel rooms or b. that many restaurant seats to accommodate such a drowd. Esstntially these

5000 visitors will be housed and fed at other cities on the Monterey Peninsujla. So the huge influx of visitors who will choke out

streets will not leave here spending any money. We know that the retail shops suffer from lack of customers during these busy days.

Thank you for your important work and for considering my comments which represent the thin king of the Board of the Carmel Residents Association.

Barbara

Again, please forgive the many typing errors. Deciphering ths email will be challenging.

Barbara Livingston  
P.O.Box 6025  
Carmel, CA 93921  
E. green.gardens@att.net  
P. 831.626.1610

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## Janet Bombard

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**From:** Barbara Livingston <green.gardens@att.net>  
**Sent:** Monday, March 23, 2015 2:52 PM  
**To:** Janet Bombard  
**Cc:** Jason Burnett; Carrie Theis; Doug Schmitz; Steve Dallas Council; Victoria Beach Council; Ken Talmage Council  
**Subject:** CCAC mmeeting Tuesday

Hi Janet. Would you please forward this email to the e members of the CCAC for me, please.

Dear CCAC members,

I am emailing with regard to page 24 of your agenda packet for tomorrow's meeting. It references Mr. Friedman's desire to use Devendorf Park for a 3 day marketing venture. Our public parks and open spaces are not to be used for commercial purposes. Perhaps one day would be permissible, but certainly no more than that.

Also I understand that Mr. Friedman is seeking waivers from the fee structure which you and the city council have imposed on persons or groups who wish to use our public spaces. We have a policy in place which should be upheld.

Thank you for considering my thoughts.

Barbara

Please excuse typing errors

Barbara Livingston  
P.O.Box 6025  
Carmel, CA 93921  
E. green.gardens@att.net  
P. 831.626.1610