

AGENDA
SPECIAL MEETING
COMMUNITY ACTIVITIES AND CULTURAL COMMISSION
CARMEL-BY-THE-SEA

Special Meeting
City Hall Council Chambers
East side of Monte Verde
between Ocean & 7th

Friday
April 15, 2016
11:30 a.m.

Bobby Richards, Chair
Judy Refuerzo, Vice Chair
Dona Jett
Grace Lee
Stacy Meheen

Call to Order and Roll Call

Pledge of Allegiance

Appearances

Thank you for attending the meeting. Anyone wishing to address the Commission on matters not on the agenda, but within the jurisdiction of the Commission, may do so now. Please state the matter on which you wish to speak. Matters not appearing on the Commission's agenda will not receive action at this meeting but may be referred to staff for a future meeting. Presentations will be limited to three minutes, or as established by the Commission. Persons are not required to give their name or address, but it is helpful for speakers to state their name in order that the Secretary may identify them.

Orders of Business

1. Consider a request for a waiver of special event permit fees for the Concours on the Avenue and forward a recommendation to the City Council (page 1-52)
2. Consider a request for a waiver of special event permit fees for the Pebble Beach Tour d'Elegance and forward a recommendation to the City Council (page 53-74)
3. Receive ad hoc committee report, review and discuss draft Special Event Policy, and forward a recommendation to the City Council (page 75-99)

Old Business

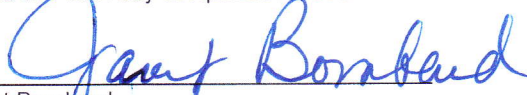
4. Review and discuss CA&CC plans for a cultural event in Devendorf Park to be held in conjunction with 2016 Centennial celebrations, provide direction as necessary. (no page)

Adjournment

AFFIDAVIT OF POSTING

I, Janet Bombard, Library and Community Activities Director for the City of Carmel-by-the-Sea, DO HEREBY CERTIFY, under penalty of perjury under the laws of the State of California, that the foregoing notice was posted at the Carmel-by-the-Sea City Hall bulletin board, posted at the Harrison Memorial Library on Ocean and Lincoln Avenues and the Carmel Post Office and distributed to members of the media on April 13, 2016.

Dated this 13th day of April 2016, at the hour of 9:00 a.m.



Janet Bombard
Library and Community Activities Director

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

April 8, 2016

To: Community Activities and Cultural Commissioners
From: Janet Bombard, Library and Community Activities Director
Margi Perotti, Community Activities Coordinator
Subject: Review event and consider a request for a waiver of fees associated with the Concours on the Avenue event

EXECUTIVE SUMMARY: Tuesday, August 16, 2016 will mark the 10th year of the Concours on the Avenue event.

The estimated fees for the event are \$29,903.00, of which the event organizer is proposing to pay \$9,000.00.

ANALYSIS/DISCUSSION: The event continues to grow in popularity since its inception in 2007. The attendance in 2007 was expected to be 7,500 and currently the attendance is 11,000 plus spectators.

The event will be similar to last year including the use of Devendorf Park. The event includes the use of Ocean Avenue; Junipero to Monte Verde - East and West bound lanes (including parking); Mission; Dolores; San Carlos; Lincoln from Ocean to 6th, and Dolores and Lincoln from Ocean to 7th until 9:00 P.M., or when all cars have left the venue; San Carlos to 8th until 11:00 A.M.; and a portion of San Carlos and Mission to the entrance of Red Eagle Alley. In addition, the parking spaces on the west side of the center island on Junipero between 3rd and 4th Avenues are used for event trucks and the south side of 6th between Lincoln and Monte Verde are used for golf carts.

Signage in the park and throughout the event will be the similar to last year and used for "brand partnership presentation".

As in past years, the awards pavilion will be located at Lincoln and Ocean. The pavilion features a stage, audio system, and spectator seating. In addition, a smaller staging area was approved in the intersection of Mission Street and Ocean Avenue, consisting of an elevated platform to display cars, a podium, and a microphone for the speaker. The event organizer did not use this staging area in 2015.

83

1

Per City policy C95-06, Cost Recovery section, "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 fundraising." The policy further states that "the staff committee will estimate direct costs 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, these are considered non-eligible fees". The City tracked overtime hours for Police, Public Works and Community activities staff in 2015 and calculated this cost for the day as \$8,430.00.

In order to comply with City codes and policies, staff is proposing that the event organizer reduce the subsidy of public funding and assume responsibility of the \$29,903.00 in fees associated to the event.

The event organizer has requested and received a waiver of fees every year since the inception of the event in 2007. He is again requesting a waiver of the 2016 Concours on the Avenue event fees in the amount of \$20,903.00. The total Council Discretionary Fund budget for fee waivers is \$27,500, and if this request is granted would leave \$6,597.00 available for the remainder of FY 2016/17 for other event organizers requesting fee waivers.

The Community Activities and Cultural Commission has reduced the subsidy to other event organizers and has asked them to find ways to reduce the subsidy for public funds for their event.

The Commission has three options to consider:

- 1) The Commission can recommend to City Council that the Policy should be applied and no fees would be waived due to ineligibility;
- 2) Make a recommendation that no more than \$5,000.00 in fees be waived per the policy, which the event organizer may appeal to the City Council for additional fee waivers;
- 3) The Commission can choose not to apply policy and make a recommendation to the City Council to subsidize the event. If this option is chosen, staff would recommend the event organizer pay for all overtime staff hours (considered non-eligible fees) in the amount of \$8,400 and a minimum of half of the eligible fees in the amount of \$10,451.50. The City would then subsidize the remaining unpaid fees in the amount of \$10,451.50.

824

2

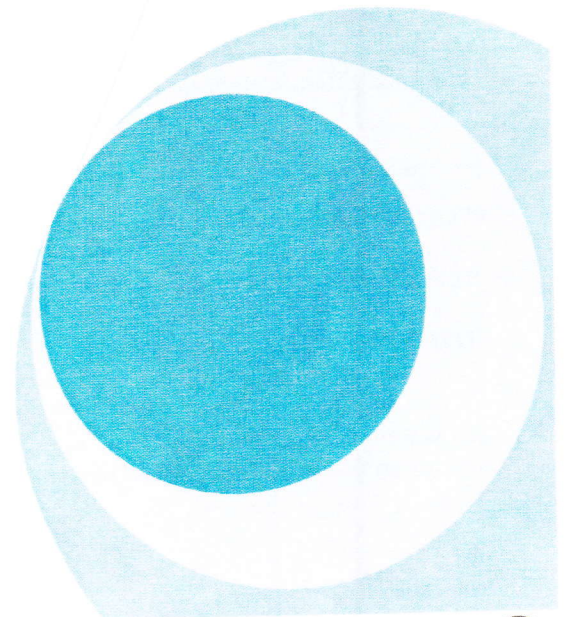
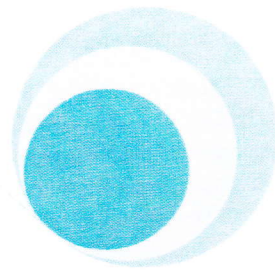
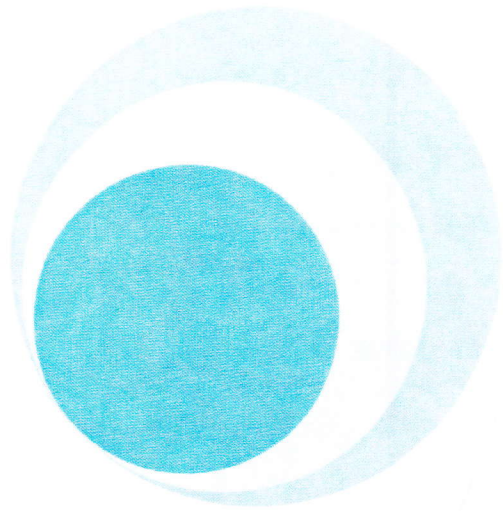
ATTACHMENTS:

- Attachment A: 2016 Concours on the Avenue Special Event Permit Application
- Attachment B: Partial list of documentation required for a fee waiver as per City Council Policy C12- 02 as submitted by event organizer
- Attachment C: Estimated 2016 fees for Concours on the Avenue
- Attachment D: City Policy C95-06, Short-term Use of Public Spaces and Municipal Buildings for Special Events
- Attachment E: City Council Policy C12-02, Event Fee Waivers

85

3

DRAFT #1
Submitted 1/11/16



Special Event Application

Non-Beach Events

Community Activities Department
6/16/2015

86

4

EVENT DESCRIPTION

DATE OF REQUEST: January 7, 2016

DATE OF EVENT: Tuesday, August 16, 2016

EVENT ORGANIZER: Motor Club Events, LLC

EVENT TYPE: Athletics/Recreation Parade/Procession/March
 Exhibits/Art Other: Concours d'Elegance
 Festival/Celebration

EVENT TITLE: 10TH ANNUAL CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE

EVENT DESCRIPTION

Be as specific and detailed as possible. Include ALL equipment to be utilized for the event, including tents, tables, chairs, sound equipment, props, generators, etc. Attach additional information on a separate page if needed.

The Tenth Annual CBTS CONCOURS ON THE AVENUE scheduled for Tuesday, August 16, 2016 will feature European Classics (such as German, French or British automobiles) and Class 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 for the vehicles and pedestrian traffic. The event cars will be staged on San Carlos between 8:00am - 11:00am and then systematically staged within the venue. The staging 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 staged 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. The event will be open to the public for viewing to benefit The Carmel Foundation. Off-site parking for trucks and trailers will be provided by the 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. Timeline for the day will be provided closer to the event and will include set-up, tear down, judging times and awards presentations. Event organizer with The Carmel Foundation will notify all businesses in the commercial district of the event in the days leading to the event. *Please see attached sheet at end.*

Is this an annual event? Yes No How many years have you been holding this event? 9 previous

Total Anticipated Attendance: 10,000+

APPLICANT AND SERVICE PROVIDER INFORMATION

EVENT APPLICANT NAME: Doug Freedman

ADDRESS: 2575 PEACHTREE ROAD, NE, SUITE 305, ATLANTA, GA 30305

TELEPHONE: DAY: 404-237-2633 EVENING: CELL: 404-805-1650 FAX: 404-237-2644

List all professional event organizers, event service providers, or commercial fund-raisers hired by you that are authorized to work on your behalf to plan, produce and/or manage your event. Attach additional names and

86 A

3

City of Carmel-by-the-Sea Special Event Permit Application
information on a separate page if needed. Note: Any person, firm or business conducting or carrying on any type of
business within the City must have a City of Carmel-by-the-Sea business license.

1. SERVICE PROVIDER NAME: Tri Cord Tradeshow Services

ADDRESS: 738 NEESON ROAD, MARINA, CA 93933

TELEPHONE: DAY: 831-883-8600 EVENING: CELL: FAX:

CITY OF CARMEL-BY-THE-SEA BUSINESS LICENSE NUMBER: _____

2. SERVICE PROVIDER NAME: Glastonbury Inc. (Audio Visual)

ADDRESS: 495 ELDER AVENUE, SAND CITY, CA 93955

TELEPHONE DAY: 831-641-0880 EVENING: CELL: FAX:

CITY OF CARMEL-BY-THE-SEA BUSINESS LICENSE NUMBER: _____

3. SERVICE PROVIDER NAME: National Parking & Valet

ADDRESS: 201-D CALLE DEL OAKS, DEL REY OAKS, CA 93940

TELEPHONE DAY: 831-646-0426 EVENING: CELL: FAX:

CITY OF CARMEL-BY-THE-SEA BUSINESS LICENSE NUMBER: _____

4. SERVICE PROVIDER NAME: Proserve Facilities Services Hector Marquez

ADDRESS: 557 BRUNKEN AVENUE, SUITE G, SALINAS, CA 93901

TELEPHONE DAY: 831-424-2136 EVENING: CELL: FAX:

CITY OF CARMEL-BY-THE-SEA BUSINESS LICENSE NUMBER: _____

SPECIAL EVENT LOCATION

SPECIAL EVENT LOCATION

Please be as specific and detailed as possible. Include street names, intersections, parks, and/or any other pertinent directional details. (You may continue on next page.)

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

The road closures needed include Ocean Avenue between Junipero and Monte Verde; Mission, Dolores, San Carlos and Lincoln between Sixth and Ocean and Mission, San Carlos, Dolores and Lincoln between Ocean and Seventh.

Street Closures:

- Mission between 6th and Ocean Avenue



SPECIAL EVENT LOCATION CONTINUED

- Mission Street between Ocean Avenue and 7th (Access will remain to Wells 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 7th **BARRICADE AT WELLS FARGO BANK** (Access will remain to Wells Fargo parking lot and the Carmel Plaza parking garage during event)
- San Carlos between 6th and Ocean Avenues
- Dolores Street between Ocean Avenues and 7th
- Dolores Street between 6th and Ocean Avenues
- Lincoln between Ocean and 7th
- Lincoln between 6th and Ocean

Devendorf Park will be used for brand partnership presentation on Tuesday, August 16. Erect an approx. 20'x40' tent and outfit with general furnishings. Erect an approx. 10'x10' tent for general storage. Tents will use water barrels and/or weights for tie downs (not stakes). Display seven vehicles and two motorcycles. Twelve signs of various types (no lights, balloons or streamers), included in total number of signs. Set up time will not begin 12:00 am on 8/16/16. Breakdown of the park, including removal of all event items and cleaning will be completed by 9:00 pm on Tuesday 8/16/16. 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.

EVENT SCHEDULE / TIMELINE

SCHEDULE

	Date	From (Include AM/PM)	To (Include AM/PM)	Number of Hours
Set up / Load in				
Time of event	Tuesday, 8/16/16	12:00 AM		
Take down/ Load out	Tuesday, 8/16/16		9:00 PM	
TOTAL HOURS REQUIRED				

NARRATIVE TIMELINE

Please provide a narrative timeline of your event. Attach additional information on a separate page if needed.

ADMISSION – please explain

Will this event require admission, entry or participation fees? Yes No

If so, please list any and ALL required admission, entry or participation fees, including sponsorship fee

There is no charge for the spectators. This event is open to the public. Vehicle entrants pay an Application for Entry fee.

57A



SITE PLAN/ ROUTE MAP

Use the map(s) at the end of this application to indicate the site plan(s) and/or route map(s) of your event. Include the following information in your site plan / route:

- ✓ An outline of the entire event venue, including the names of all streets, intersections, or areas that are part of the venue. If the event involves a moving route of any kind, indicate the direction of travel and all street or lane closures.
- ✓ The location of all fencing, barriers and/or barricades. Indicate any removable fencing for emergency areas.
- ✓ The provisions for minimum twenty foot (20') emergency access lanes throughout the event venue.
- ✓ The location of all portable restrooms, including accessible portable restrooms. Note: portable toilets are not permitted on Scenic Avenue or the beach.
- ✓ The location of all stages, platforms, scaffolding, bleachers, grandstands, canopies, tents, booths, cooking areas, trash containers and dumpsters, and other temporary structures. Note: portable toilets are not permitted on Scenic Avenue or the beach.
- ✓ A detail or close-up of a food booth or cooking area configuration, including booth identification of all vendors cooking with flammable gases or barbecue grills.
- ✓ Generator locations and/or source of electricity. Note: generators are not permitted on the beach or Scenic Ave.
- ✓ Placement of vehicles and/or trailers.
- ✓ Exit locations for outdoor events that are fenced and/or locations within tents and tent structures.
- ✓ The location of first aid facilities and ambulances if applicable.
- ✓ Identification of all event component that meet accessibility standards.
- ✓ Attach additional detailed map information on separate page(s) as necessary.

RESERVING PARKING STALLS

Use the map at the end of this application to mark the location of the parking stall(s) you wish to reserve. Please Note: parking stalls on Scenic Avenue and in the Del Mar parking lot cannot be reserved. Parking stalls cannot be reserved on Tuesday and Thursday of Car Week.

Please indicate specifically how the parking stall(s) will be used. Required information must include, but is not limited to, the following: how many stalls, the number of days the reservation will cover, whether the stalls will be for private or public use, start and end times each day, how many cars are expected to use the space(s), etc.

Signs to be posted 48 hours in advance. All parking stalls in the following locations:

On the north side of Ocean Avenue between Junipero and Monte Verde (B), on the south side of Ocean Avenue between Junipero and Monte Verde (B), on the north side of 6th between Junipero and Monte Verde, on both sides of Junipero between 6th and Ocean Avenues (MST), on Mission Street between Ocean and 6th Avenue, on Mission between Ocean Avenue and 7th, on San Carlos between Ocean Avenue and 6th Avenue, on San Carlos between 8th & 10th Avenue (6am-noon only 8/16/16), San Carlos between Ocean Avenue and 7th, San Carlos between 7th and 8th (6am - noon), Dolores Street between Ocean Avenue and 6th, Dolores between Ocean and 7th (B), Lincoln between Ocean and 6th, Lincoln between Ocean and 7th (B), north side of 7th between Junipero and Monte Verde, Monte Verde between Ocean and 6th (for MST), east side of Casanova between Ocean & 7th (for MST), designed handicap parking will be on E/S Junipero between Ocean and 7th, S/B center isle Junipero between 3rd and 4th (for Doug's trucks). Any No Parking signs, barricades inside the event will be removed by 8:00 am. Two parking stalls on the south side of 6th between Lincoln and Monte Verde - behind the Pine Inn for golf carts only at the corner of Lincoln and 6th the first two spaces. On the South side east and west corners of 6th at Lincoln, Dolores San Carlos and Mission

Yes No Will you be erecting any structures (stanchions, etc.) or placing any objects such as carpeting in the road? If yes, a temporary encroachment permit - which will be issued to in conjunction with your special event permit - will be necessary. Attach a copy of a site plan detailing all structures/objects and their placement to this document.

8

No Will you be using a valet service to manage parking in the reserved stalls? If yes, please provide the required information on page 5 and attach a copy of the valet parking plan to this document.

Company name: Motor Club Events, LLC Telephone number: O 404.237.2633 C 404.805.1650

Address: 2575 Peachtree Road NE, Suite 305 City: Atlanta
State: GA Zip: 3

SECURITY PLAN

If applicable, have you hired a licensed professional security company to develop and manage your event's security plan? Yes No

Security Organization: Uretsky

Address:

Telephone: Day: Evening: Cell: Fax:

Private Patrol Operator License #

Attach a copy of the security company's valid Private Patrol Operator's License issued by the State of California to your application.

A total of two security guards will be on duty at Junipero and Ocean as well as Monte Verde and Ocean during the course of the event.

MEDICAL PLAN

If applicable, have you hired a licensed professional emergency medical services provider to develop and manage your event's medical plan? Yes No

Medical Services Provider Name: Monica Nathan

Address:

Telephone: Day: Evening: 831.373.3610 Cell: 831.601.7469
Fax:

Please describe your medical plan. Include your communications plan, the number, certification levels (MD, RD, Paramedic, EMT) and types of resources that will be at your event and the manner in which they will be managed and deployed. Include location(s), hours of setup, and dismantle of medical aid areas. You may attach the plan to this application if necessary.

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ACCESSIBILITY PLAN

This checklist is intended to serve as a planning guideline and may not be inclusive of all City, County, State and Federal access requirements. You may attach more detailed information if necessary.

Yes No Will there be an accessible Clear Path of Travel throughout your event venue? Please describe:

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).

Yes No Have you developed a Disabled parking and/or Transportation Plan (including the use of shuttle services) for your event? If yes, please describe:

Handicap parking will be provided on E/S Junipero between Ocean and 7th. 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 Avenue.

Yes No Will a minimum of 10% of portable rest rooms at your event be accessible? If no, indicate why. Please describe your accessible portable restroom plan:

The event coordinator has agreed to hire contracted cleaner, Proserve Hector Marquez to maintain the City restrooms in both cleanliness and supplies located at Devendorf Park, Lincoln and Sixth and Picadilly Park.

Yes No Will all signage be placed so pedestrian flow will not obstruct its visibility? (Note: all event signage must be approved by the City Planning Department.) Please describe:

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 6 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 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. Midpoint signage may occur by sponsor. It is anticipated to have sponsor signage on each corner of the interior of the event and at optidomes placed in the intersections of Mission, San Carlos and Dolores. The total number of signs placed on corners or street area within the event shall not exceed 62. This includes banners in Devendorf Park. This number does not include the banners placed on poles on the center island s by Tri-Cord.

Yes No If an information center is provided at your event will customer services representatives be available to assist disabled individuals? If yes, please describe:

Yes No If all areas of your event venue cannot be made accessible will maps, programs, or information be made available to show the location of accessible rest rooms, parking, drinking fountains, and first aid stations? Please describe

At the center of the event, an information booth will provide visitors with the locations of the above mentioned items. Each block on the event footprint will also have a volunteer Class Host that is trained and outfitted with a binder that has maps enabling them to best answer any questions relating to the locations of services noted above.

Yes No Will your event involve the use of a parking and/or shuttle plan? If yes, please describe (or provide an attachment of your plan).

SAFETY EQUIPMENT

Yes No Will your event involve the use of traffic safety equipment? If yes, please list all equipment.

Fire extinguishers as well as kitty litter (in case of spills) will be available during the event.

Equipment Company Name:

Address:

Telephone: Day	Evening:	Cell:	Fax:
Equipment Setup:	Date:	Time:	<input type="checkbox"/> AM <input type="checkbox"/> PM
Equipment Pickup:	Date:	Time:	<input type="checkbox"/> AM <input type="checkbox"/> PM

AMPLIFIED SOUND AND/OR ENTERTAINMENT

Yes No Are there any amplified sound and/or musical entertainment features related to your event? If yes, complete the following information or provide an attachment listing all band/performers, type of broadcast or type of music, sound check and performance schedule.

Number of Stages: One temporary awards pavilion (see below)

Location of Stage(s): At the intersection of Lincoln and Ocean

Number of Performers / Bands: n/a (add singing of anthem, closing God Bless America)

Performer(s)/Band name(s), type of broadcast, and/or music type(s): The awards pavilion will be utilized for announcements and awards presentations. 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 microphone for the speaker.

89A

11

Yes No Will sound checks be conducted prior to the event?

If yes, start time: 7:30 AM PM Finish time: 5:30 AM PM

n/a

Yes No Will sound amplification be used?

If yes, start time: 8:30 AM PM Finish time: 5:30 AM PM

Yes No Do you plan to have a patron dance component to either live or recorded music at your event?

If yes, please describe:

Please describe the sound equipment that will be used for your event. Include how the sound equipment will be used, location(s) of the sound equipment and how the equipment will be powered:

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 by request to event organizer

ALCOHOL

Yes No Does your event involve the use of alcoholic beverages?

If yes, then please check all that apply:

- Free/Host Alcohol
- Alcohol Sales
- Host and Sale Alcohol
- Beer
- Beer and Wine
- Beer, Wine and Distilled Spirits

Please describe your security plan to ensure the safe sales or distribution of alcohol at your event:

FOOD CONCESSIONS OR PREPARATION

Yes No Does your event include food concession and/or preparation areas? If yes, please describe how food will be served and/or prepared:

Yes No Do you intend to cook food in the event area? If yes, please specify method(s) and all equipment that will be used:

MERCHANDISE

Yes No Will items or services be sold at your event? If yes, attach a complete list of vendors and describe the items or services they will be providing:

The organizer may or may not be selling event programs and posters at the event. Policy C95-06 allows the sale of event merchandise.

PORTABLE REST ROOMS

Yes No Do you plan to provide portable rest room facilities at your event? *Note: the City reserves the right to require portable restrooms at any event. The number and type will be determined by City Staff*

If No: Please explain:

If Yes: Proposed total number of portable toilets: _____

Number of ADA accessible portable toilets: _____

Portable Restroom Company Name:

Address:

Telephone: Day: _____ Evening: _____ Cell: _____ Fax: _____

Equipment Setup: Date: _____ Time: _____ AM PM

Equipment Pickup: Date: _____ Time: _____ AM PM

70 A

13

SANITATION AND RECYCLING

Describe your plan for cleanup and removal of recyclable goods, waste and garbage during and after your event. Include the number of dumpsters, trash cans, recycling containers, and a plan for waste stream diversion. *The City reserves the right to require portable restrooms at any event. The number and type will be determined by City*
Per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited at any sp
Additionally, cups, plates, or any type of food or liquid containers made of styrofoam are not permitted.

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. 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 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 (3 yd) dumpsters 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.

Location(s) of dumpsters, trash cans, recycling containers:

Sanitation Company Name: TriCord Trade Showw Services

Address: 738 Neeson Road, Marina, CA

Telephone: Day: 831-883-8600 Evening: Fax:

Equipment Setup: Date: Time: AM PM

Equipment Pickup: Date: Time: AM PM

MITIGATION OF IMPACT

Yes No Have you met with the residents, businesses, places of worship, schools and other entities that may be directly impacted by your event? If yes, please attach a complete list of these entities. If no, please explain:

Designated delivery loading zones will be coordinated through the CPD.

Yes No Do you have a sample of the notice that you propose to distribute two weeks prior to your event? If yes, please attach. If no, please explain:

/a

14

INSURANCE REQUIREMENTS

The City of Carmel-by-the-Sea requires liability coverage for One Million Dollars (\$1,000,000) or more. ALL property and locations that are to be utilized / insured must be listed and reflect the City's interest in the insured property. The policy must read as follows: The City of Carmel-by-the-Sea, its public officials, officers, agents, and employees are names as additionally insured in respect to <EVENT> on <DATE>. This information is typed in the "Description of Operations/Locations/Vehicles/Exclusions Added by Endorsement/Special Provisions. A separate, "Additionally Insured" endorsement page, with the same wording as above, is also required. If applicable, Proof of Workers Compensation is also required. The policy must specify commencement and expiration dates for coverage of the event. NAME/ADDRESS OF INSURED must read: City of Carmel-by-the-Sea, PO Box CC, Carmel, CA 93921. The name of the insurance company writing the policy, policy number, address, phone and fax must be included. The Insurance Company must be a company doing business in California and must be rated A+ or better. The rating of the company must be attached to the Certificate of Liability/Additionally insured Endorsement.

Please attach a copy of your proof of insurance to this document. Insurance certificate matching all previous years provided no less than 30 days prior to event.

REQUEST FOR WAIVER OF EVENT FEES

Yes No Do you intend to request a waiver of event fees? If yes, please answer the following questions:

Yes No Is the Event Organizer/Applicant a commercial entity?

Yes NoX Is the Event Organizer/Applicant a bona fide tax exempt, nonprofit entity? If yes, attach a copy of your IRS 501(C) tax exemption letter providing proof and certifying your current tax exempt, non-profit status.

Yes NoX Are patron admission, entry, sponsorship or participation fees required? If yes, please provide amounts:

\$250.00 per Application for Entry accepted

Yes No Are vendor fees required? If yes, please provide amounts:

\$ Estimated gross receipts including ticket, entry, vendor, product and sponsorship sales from this event. Please explain in detail how this amount was computed:

\$ Estimated expenses for this event. Please explain in detail how this amount was computed:

\$ What is the projected distribution or net dollar amount the Event Organizer/Applicant will receive from this event? Please explain in detail how this amount was computed:

91A

15

The following additional required documentation must be attached to this document:

- Proposed budget for the event
- Anticipated economic impact on 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 93921 zip code area? 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

Additional required documentation for established events that have previously 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

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

REGULATIONS AND GUIDELINES THAT PERTAIN TO SPECIAL EVENTS

The following regulations pertain to ALL Special Events:

1. Applications for a Special Event permit must be submitted at least sixty (60) days in advance of the event.
2. Per City Policy C95-06, conditions that require a Special Event permit for use of public property include the following:
 - A request for the private use of any portion of City property to the exclusion of the general public
 - Any request that involves the support of any commercial enterprise
 - A request that involves sound equipment greater than a 12 volt system
 - Any request that involves special outside or City support, including – but not limited to - traffic control, traffic cones, city equipment or staffing, signage, barricades, portable restrooms, etc.
 - Any request that involves the erection of any structure, including –but not limited to- stage, tents, arches, etc.
 - Any request that involves a gathering or assemblage of 50 or more people
 - Any request that involves the use of any internal combustion engine (gas generators, etc.)
 - Any request for exemption from current City codes, rules, regulations, restrictions, and policies governing activities on city property
3. Per CMC Section 5.04.020 any event using the support of any professional or business services must ensure that each service either has, or obtains, a City Business License.
4. Cost recovery for events that involve City staff support will be charged as follows:
 - Public Works Department personnel and/or outside contract labor: a two (2) hour minimum will be charged 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.
 - Police Department: Mandatory two Police Officers Security/Traffic Control; four hour minimumStaffing levels will be determined by City staff.
5. All new proposed events – and recurring events for which there have been substantive changes - will be reviewed by the Community Activities and Cultural Commission at a regular meeting.
5. Requests for exemption from current City codes, rules, regulations, restrictions, and policies governing activities on

- city property – after being reviewed by the Community Activities and Cultural Commission at a regular meeting – must be authorized by the City Council at a regular meeting.
6. Per City Policy C12-02 all requests for fee waivers must be reviewed by the Community Activities and Cultural Commission at a regular meeting. Requests for fee waivers from events going into their fourth year or more must go to the City Council after being reviewed by the Community Activities and Cultural Commission.
 7. Per CMC Chapter 9.20 it is unlawful for any person to drink any alcoholic beverage in or upon any public street, right-of-way, alley, park; any publicly used exterior grounds of a service station or parking lot; any school or school ground; any public assembly hall or auditorium; any municipal chambers, post office or library. Special Event permit requests which involve the consumption of alcohol must go before the City Council at a regularly scheduled meeting.
 8. Per CMC Chapter 17.40 signs and displays, including those which are visible from exterior areas accessible to pedestrians and which are flashing, self-illuminated, neon, phosphorescent, glossy, incorporate internal lights or movement or that include strings of small lights around doors or windows are prohibited. Also prohibited are exterior signs, displays, or other installations that include balloons, streamers, and other notice-attracting appendages.
 9. Per CMC 12.08.030 any event or request for a parking stall requiring any structural additions, structural displays and/or the professional set up or personal set-up of such structures, may require an Encroachment Permit and prior inspection. This includes, but is not limited to, erected structures, carpets, tents, arches, stanchions, displayed structures, etc.
 10. Per CMC Chapter 8.74 the use of single-use carryout plastic bags is prohibited from use at any business, restaurant, corporate or individual special event.
 11. Per CMC Section 86.020 cups, plates, or any type of food or liquid containers made of styrofoam are not permitted.
 12. Live music and sound production equipment are allowed in parks and on the beach between the hours of 9:00 a.m. and 10:00 p.m. for the private entertainment of people within a range of 25 feet from such equipment, and amplified only to the degree suitable for the enjoyment of people within a range of 25 feet.

CURRENT FEE SCHEDULE

Special Event Non-refundable Processing Fee	\$155
Sound Permit	\$ 27 per day
Film Permit	\$266 per day
Beach Permit	\$400 per day
Refundable Damage Deposit (Beach)	\$200
Devendorf Park (first four hours)	\$401
Devendorf Park (after first four hours)	\$300 per hour
Refundable Damage Deposit	\$351
A-Frames	\$25 each per day
Barricades	\$65 each per day
Traffic Cones	\$3 each per day
NO PARKING signs	\$3 each
Street Closure	\$365 per day (no charge for neighborhood functions)
Parking Stall	\$100 per stall per day
Parking Stall during Car Week, PGA Golf Events, & Last 2 Weeks in December	\$200 per stall per day
Valet Service - private events (2 stall minimum)	\$200 per stall per day

92A

17

Encroachment Permit

\$95.35

AFFIDAVIT OF APPLICANT(S)

Note: This AFFIDAVIT OF APPLICANT(S) must be signed by all parties, including applicant(s) and all service providers (including, but not limited to, any and all caterers, event planners, and contractors/vendors that will provide support services for and/or at the event).

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and that I have read, understand and agree to abide by the rules and regulations governing the proposed Special Event under the Carmel-by-the-Sea Municipal Code. I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Administrator or the City Administrator's designee. I agree to comply with any other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the conduct of the Event. I agree to abide by these rules, and further certify that I, on behalf of the Host Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the Event to the City of Carmel-by-the-Sea. *I understand that submitting this application acts as a request, not a guarantee.*

1.

Print Name of Event Organizer/Applicant

Signature

Date

2.

Print Name of Service Provider

Business Name

Signature

Date

3.

Print Name of Service Provider

Business Name

Signature

Date

4.

Print Name of Service Provider

Business Name

Signature

Date

If necessary, attach additional signature pages to this document.



93A

19

Thank you for completing your Special Event Permit Application. Before submitting your application, please review the checklist below to ensure that you have completed and attached all necessary information that pertains to your event.

As applicable to your request, have you:

- Signed and dated your application?
- Attached your event site plan?
- Attached your event security plan?
- Provided a copy of your security company's Private Patrol Operator's License?
- Attached your event parking and/or valet and/or shuttle plan(s)?
- Attached a complete schedule for the event, including an entertainment list if applicable?

- Provided samples of letters that will be distributed to impacted residents, businesses, and other entities?
- Provided copies of City of Carmel-by-the-Sea business or "in and about" licenses for all of the vendors you will be using for your event?
- Attached proof of insurance for your event?
- Attached a copy of your event medical plan?
- Attached any additional permits (County, State, Federal) that may be required to hold your event?
- If you are requesting a waiver of event fees, have you attached all required documentation?

EMAIL YOUR COMPLETED APPLICATION TO:

mmperotti@ci.carmel.ca.us and jbombard@ci.carmel.ca.us
Questions: Call 831-620-2020

OR

SEND YOUR COMPLETED APPLICATION TO:

Community Activities Department
PO Box CC
Carmel, CA 93921
Attn: Margi Perotti and Janet Bombard

Additional comments regarding event description:

The event will include:

Closure of East and West bound Ocean Avenue from Junipero to Monte Verde. Closure of Mission, Dolores, San Carlos and Lincoln between 6th and Ocean and portions of Mission, San Carlos, 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.

Temporary closure of San Carlos between Ocean and 8th to stage the vehicles 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 & 8th. They will then stage on San Carlos between 7th and 8th. Periodically, the vehicles will be sent to San Carlos and Ocean where they will be guided to their respective location on Ocean Avenue.

A three tent display area will be created by the event organizer in each of the intersections of Dolores and Ocean. San Carlos and Ocean and Mission and 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 other device that may damage the roadway.

Event headquarters, information will be set up at Cypress Inn on Lincoln and 7th. This will be contained to a small area within the Cypress Inn.

Fee Waiver Request

Date: 29 February 2016

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,

Motor Club Events, LLC
Doug and Genie Freedman

95

22

Fee Waiver Request

CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE 10th 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 entry and special event permit application where all detail is provided

2. Proposed budget for 2016

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 nine 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 4 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 \$289,902.93 since 2007 as a result of Carmel-by-the-Sea CONCOURS ON THE AVENUE.

96

23

REVENUE	2016 Budget	2015 Actual	2014 Actual	2013 Actual
Ticket Sales	none	none	none	none
Application for Entry Fees	\$ 52,500.00	\$ 51,250.00	\$ 57,325.00	\$ 53,000.00
Brand Partnerships	\$ 133,250.00	\$ 133,250.00	\$ 72,500.00	\$ 17,260.00
Patrons		\$ -	\$ 2,741.77	\$ -
TOTAL REVENUE	\$ 185,750.00	\$ 184,500.00	\$ 132,566.77	\$ 70,260.00

EXPENSES	2016	2015	2014	2013
Awards	\$ 8,000.00	\$ 7,967.74	\$ 7,194.00	\$ 4,466.96
Golf Carts, Special Parking Lot, Security, Convoy	\$ 8,600.00	\$ 8,562.00	\$ 7,721.00	\$ 7,721.00
Windshield Placards	\$ 7,500.00	\$ 7,512.00	\$ 7,168.00	\$ 6,816.00
Judge and Volunteer Gear	\$ 900.00	\$ 900.00	\$ 900.00	\$ -
Commission to Brand Partnership	\$ 2,500.00	\$ 2,500.00	\$ 2,000.00	\$ 1,200.00
Convention / Trade Show Services*	\$ 70,000.00	\$ 68,248.36	\$ 38,766.00	\$ 28,811.02
Hotel - Event Team Inc (F&B)	\$ 25,000.00	\$ 24,136.71	\$ 20,630.00	\$ 28,728.91
City Park Restroom Maintenance, Street Cleaning / Janitorial	\$ 2,700.00	\$ 2,700.91	\$ 900.00	\$ 770.00
Bank Fees	\$ 75.00	\$ 60.00	\$ 90.00	\$ 90.00
Office Supplies	\$ 170.00	\$ 167.96	\$ 168.00	\$ 403.66
Bicycle Bells	\$ 85.00	\$ -	\$ 81.00	\$ -
Credentials	\$ 2,100.00	\$ 2,031.04	\$ 1,897.00	\$ 6,415.20
Onsite Computer	\$ -	\$ -	\$ 1,475.00	\$ -
Flowers for Awards Pavilion	\$ 2,500.00	\$ 1,180.00	\$ 6,500.00	\$ 7,500.00
Back Office Support at Event (Bob)	\$ 1,000.00	\$ -	\$ 3,750.00	\$ -
Architectural Expense	\$ 1,500.00	\$ 1,138.00	\$ 940.00	\$ -
Website, Domains, Etc.	\$ 2,000.00	\$ 2,055.32	\$ 2,647.00	\$ 3,645.18
Advertising or Photography	\$ 750.00	\$ 750.00	\$ -	\$ 5,500.00
Event Pins	\$ 1,000.00	\$ 935.14	\$ 933.00	\$ 929.55
Carmel PD Overtime and or Special Event Permit	\$ 9,000.00	\$ 9,000.00	\$ 1,888.00	\$ 2,320.00
Additional Security	\$ 1,500.00	\$ 1,575.00	\$ 1,500.00	\$ 1,500.00
Misc. Cash / Gratuity	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Accounting / Tax Prep	\$ 900.00	\$ 850.00	\$ 600.00	\$ 1,600.00
Audio Visual	\$ 25,000.00	\$ 23,556.00	\$ 20,843.00	\$ 22,270.00
Carmel Business License	\$ 250.00	\$ 185.21	\$ 127.00	\$ 122.69
Insurance	\$ 2,500.00	\$ 2,055.00	\$ 2,055.00	\$ 2,050.00
Chamber of Commerce Membership	\$ 410.00	\$ 410.00	\$ 405.00	\$ 395.00
Survey	\$ 5,000.00	\$ 4,751.00	\$ 3,800.00	\$ -
Rental Car, Airline Tickets, Misc.	\$ 5,000.00	\$ 3,296.22	\$ 5,708.00	\$ 4,717.93
Judges, Volunteers, Staging Team Hospitality	\$ -	\$ -	\$ 7,000.00	\$ -
Gifts for Judges	\$ 3,500.00	\$ 2,625.00	\$ 3,000.00	\$ -
Gifts for Entrants	\$ -	\$ -	\$ 2,000.00	\$ 1,981.14
Volunteer & Judge Hats	\$ -	\$ -	\$ -	\$ -
Pre-Event and Event F&B Hospitality	\$ 3,500.00	\$ 3,320.61	\$ 7,283.00	\$ 7,004.61
Consulting / Legal Services	\$ 500.00	\$ 100.00	\$ -	\$ -
Shipping	\$ 600.00	\$ 594.00	\$ -	\$ 158.93
Labor	\$ -	\$ -	\$ -	\$ -
Sub-TOTAL EXPENSE	\$ 195,040.00	\$ 184,163.22	\$ 160,969.00	\$ 148,117.78

Additional Expense Projected for 2016

Recycle Plan	\$ 3,293.00
Porta-Potties 5 ADA and 8 Regular	\$ 2,000.00
FreemanXP Sponsorship Gen (not related to Freedman)	\$ 28,000.00
TOTAL EXPENSE	\$ 228,333.00
GAIN / LOSS	<42,583.00>

Zero value for principals, back office or home base cost included

* Construct awards pavilion, Rental chairs, Refuse handling, Street layout, Garbage can setup, Optidomes, Storage and delivery of event supplies, Misc..

97

24



The Carmel Foundation

March 1, 2016

To Whom it May Concern:

Since 2007, The Carmel Foundation has been the non-profit beneficiary of CONCOURS ON THE AVENUE. From 2007 through 2015, CONCOURS ON THE AVENUE in concert with The Carmel Foundation has generated \$289,902.93 in financial support of programming and services for seniors in our community. Of that total, \$29,183 was generated in 2015.

Attached please find the three page Application for Entry. As noted, each applicant is required to pay a minimum of \$250 as an entry fee. Individual entrants are encouraged to give above the \$250 minimum in support The Carmel Foundation. Any fees over the \$250 required minimum are collected by CONCOURS ON THE AVENUE and are forwarded to The Carmel Foundation. Each year, numerous individuals have chosen to provide this additional financial support.

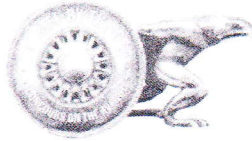
Through the years, a number of individuals associated with CONCOURS ON THE AVENUE have also sent donations directly to The Carmel Foundation. Inroads and relationships between those involved with CONCOURS ON THE AVENUE and the Foundation have been established beyond the event itself.

Please feel free to contact me with any questions.

Sincerely,

Jill Sheffield
President/CEO

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CARMEL-BY-THE-SEA
CONCOURS ON THE AVENUE
Tuesday, August 16, 2016

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.

AWARDS OF DISTINCTION

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 JENARO 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 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

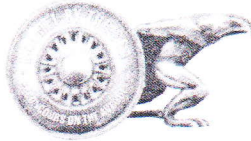
THE MICHAEL G. HILLSON III RADNOR HUNT CUP
For the entry that has been sympathetically restored

THE SAM GARRETT OCEAN AVENUE MOTOR CLUB AWARD
For the entry that best represents the hard-to-define fun factor

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

99

26



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 added, combined, divided or deleted subject to the accepted entries. Entries for Display only are welcome. All classes will close no later than April 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 awards of distinction 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 any Award of Distinction and Class Awards. Display entries are eligible for any Award of Distinction 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 April 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:

100

27



APPLICATION FOR ENTRY

TELL US ABOUT YOURSELF:

NAME: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____
 PHONE: _____
 CELL: _____

TELL US WHO WILL PRESENT YOUR ENTRY TO THE JUDGES:

NAME: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____
 PHONE: _____
 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 April 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 2015

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: _____

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.

101

28

Margi Perotti

From: Jill Sheffield [jsheffield@carmelfoundation.org]
Sent: Thursday, April 07, 2016 4:52 PM
To: Margi Perotti
Subject: FW: Concours on the Avenue Fee Waiver Request
Attachments: survey.pdf

-----Original Message-----

From: Jill Sheffield
Sent: Thursday, April 07, 2016 3:47 PM
To: 'imperotti@ci.carmel.ca.us'
Cc: Chip Rerig (crerig@ci.carmel.ca.us); Douglas Freedman (douglasfreedman@msn.com)
Subject: Concours on the Avenue Fee Waiver Request

Margi,

Here is the information I owe you:

-- Attached is the survey
-- The amount we have budgeted for this year's event is \$9,000, which is equal to the fees paid last year. We would appreciate your consideration of using the same figure for our 2016 event.

If you have any further questions, please don't hesitate to call me.

Jill

Jill Sheffield
President/CEO
The Carmel Foundation
SE Corner 8th & Lincoln
P.O. Box 1050
Carmel, CA 93921

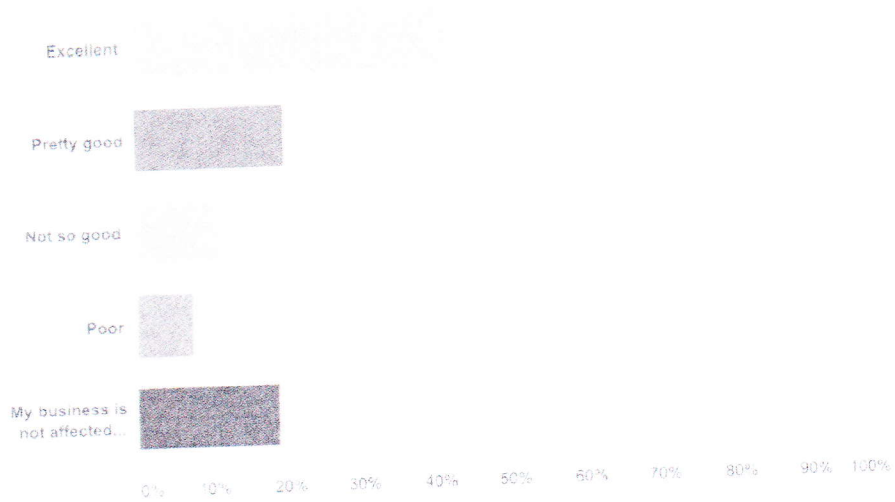
831.620.8700 direct line
jsheffield@carmelfoundation.org

102

29

Tell Us What You Think

Q1: Could you take a moment to give us your thoughts about the events of car week 2015? Please describe how your business was during August 10-16.



Answer Choices	Responses	Count
Excellent	42.69%	75
Pretty good	19.38%	34
Not so good	11.11%	19
Poor	7.60%	13
My business is not affected by this event	18.71%	32
Total		171

Q2: Please give us your comments to explain the rating above.

#	Responses	Date
1	We have the same guests that return each year.	9/8/2015 10:08 PM
2	Many clients expressed the gratitude in having the meters removed.	9/8/2015 5:54 PM
3	We do roofing & solar. Installed solar project in Carmel in time for car party, but don't expect local referrals from it. Perhaps locals at large were distracted from home improvements at this time.	9/8/2015 4:43 PM
4	These world-class events bring clientele, as well as events, as well as positive media coverage, and positive + visual social-media coverage to us.	9/8/2015 3:39 PM

114 103

30

Tell Us What You Think

5	getting a little too crowded	9/8/2015 3:29 PM
6	Some stores/restaurants experienced higher sales than LY others did not.	9/9/2015 11:39 AM
7	The best I have attended thus far in USA	9/8/2015 11:29 AM
8	Even though there were a lot of people in town, not many were going into retail stores and ocean. It seemed that the restaurants did well, but I'm not certain about other small shops like mine.	9/8/2015 11:20 AM
9	Clients in from out of town	9/8/2015 10:37 AM
10	This year it was a struggle to get 100% occupancy especially on Sunday	9/8/2015 10:15 AM
11	Volume of sales was the best ever for Car Week	9/8/2015 10:12 AM
12	People that were here for the Car events did not come into the gallery for art	9/8/2015 9:37 AM
13	No interruptions	9/8/2015 9:36 AM
14	hotel full every nite	9/8/2015 8:07 AM
15	Not so many people buying. Mainly just looking around.	9/8/2015 7:20 AM
16	My business may get affected by this event in the future. Once it will be better established.	9/7/2015 8:25 PM
17	Full occupancy	9/7/2015 6:18 PM
18	The inn was full all week. The people that come for this week's events love it and appreciate what the town of Carmel offers	9/7/2015 5:46 PM
19	No downtown business.	9/7/2015 5:32 PM
20	Very few people actually came into the showroom given how many people were on the streets.	9/7/2015 5:06 PM
21	No one buying art	9/7/2015 4:59 PM
22	We are in the real estate business. Most visitors to car week are there to see the cars and not to buy real estate. Sometimes they return at a later date to consider buying real estate.	9/7/2015 4:58 PM
23	Always the best week of the year	9/7/2015 4:56 PM
24	We had to do some lesser rate on a late cancel that we were able to fill, but not at the rack rate. Otherwise it would have been excellent	9/7/2015 4:44 PM
25	Outstanding event.	9/7/2015 4:32 PM
26	Our business was not affected, since we are located in Salinas. I'm sure the event was great for businesses located in Carmel though!	9/7/2015 4:30 PM
27	The people who attend car week are not people who want to go wine tasting, and I think all of the tasting rooms suffer during this time	9/7/2015 4:28 PM
28	This is a great week for us. We are always full and people seem to like to spend.	9/7/2015 4:27 PM
29	My clients (locals) are inconvenienced by the traffic	9/7/2015 4:24 PM
30	better control than last year	9/7/2015 4:23 PM
31	regular guest and we've added a few for the Carmel Concours	9/7/2015 4:23 PM
32	We have found from previous years that "car people" are not really our art buyers. We did have one good sale that the client was here for the car show. This is a first for us.	9/7/2015 4:19 PM
33	We rely primarily on locals, who stay away from Carmel during the event.	9/7/2015 4:13 PM
34	Met new prospect in town looking for real estate	9/7/2015 4:10 PM
35	Not as good as last year	9/7/2015 4:10 PM
36	Not as good as last year.	9/7/2015 4:09 PM
37	Volume up	9/7/2015 4:09 PM
38	This week may have begun our August slowdown, but sales remained very strong for the entire week.	9/7/2015 4:05 PM
39	My business is not visitor oriented	9/7/2015 3:58 PM
40	Not fully booked	9/7/2015 3:57 PM

2/14

104

31

Tell Us What You Think

41	Realtor. With Coldwell Banker. Made great contacts at events. I am a car person and this is my favorite event.	8/7/2015 3:30 PM
42	Big online week	8/7/2015 3:24 PM
43	The tour bus traffic we normally get during the summer is absent during that week.	8/2/2015 12:56 PM
44	Sold out Thursday thru Sunday. Wednesday had 1 left unsold.	8/1/2015 8:00 PM
45	The Hotel Business. We were jammed.	8/1/2015 5:08 PM
46	We were a few rooms short of selling out Monday, Tuesday, and Wed. Overall busy as usual.	8/1/2015 4:58 PM
47	Well organized, well attended and fun.	8/1/2015 1:02 PM
48	The Tuesday Event has grown too big for a downtown venue. It literally closes down the entire town.	8/31/2015 2:52 PM
49	This week of the events sales were strong - Sunday the day of the big event sales were BELOW our average Sunday.	8/31/2015 12:10 PM
50	Town was packed!	8/31/2015 10:50 AM
51	booked the usual suspects...new business hard to find...Carmel and Monterey hotels using scab transportation companies from out of the area at reduced rates...NOT COMMUNITY MINDED...	8/31/2015 8:58 AM
52	As expected, very busy.	8/30/2015 3:52 PM
53	We traditionally have the same guests, which makes it a very fun week for all.	8/29/2015 5:25 PM
54	In real estate it is a benefit when lots of visitors come to town.	8/29/2015 2:04 PM
55	I actually schedule around this event. I either complete work early and deliver it to them prior to the event. I do not schedule client appointments during this week. Too difficult to predict traffic and be on time.	8/28/2015 8:05 PM
56	Car events attract all the business. Nobody interested in anything else.	8/28/2015 2:35 PM
57	Full occupancy Wed through Sun.	8/28/2015 1:58 PM
58	always full every year.	8/28/2015 12:01 PM
59	We find very few to no extra guests coming in during the Car Show.	8/28/2015 11:00 AM
60	Our business tends to have a local customer following. Locals know not to go out during car week due to the excessive traffic. Our business picked up AFTER car week with visitors that stayed in the area after the events ended and local came back out of hiding.	8/28/2015 9:47 AM
61	weekly sales figures were around 10% over 2014.	8/28/2015 8:40 AM
62	Numbers down from last year. Less cars out on Ocean Ave Tuesday. With Cannery Row now in the mix, I feel a lot of people went there.	8/27/2015 5:08 PM
63	It seemed a few more people came in, but many more complained about traffic and lack of parking and stayed away.	8/27/2015 4:00 PM
64	our customers are mostly local so we feel a small slow down in volume during car week, but the customers during car week spend more and make up for the volume.	8/27/2015 2:28 PM
65	We manage vacation rental homes--we were full!	8/27/2015 2:10 PM
66	I'm a teacher, so car week does not really affect me (except for the added traffic, of course).	8/27/2015 1:55 PM
67	Being a local bank, we don't cater to visitors.	8/27/2015 1:48 PM
68	Traffic was bad, patients did not want to schedule appts.	8/27/2015 1:30 PM
69	we had a great day on Thursday and we were grateful for the Concours Cafe.	8/27/2015 1:14 PM
70	We still had events.	8/27/2015 1:08 PM
71	The focus was on cars, cars, cars.	8/27/2015 12:11 PM
72	As usual we where booked and had happy guests.	8/27/2015 11:44 AM
73	We had two good sales from car week attendees.	8/27/2015 11:26 AM
74	Unfortunately my business isn't so good most of the time.	8/27/2015 11:16 AM
75	We were completely sold out from Aug. 8th thru the 16th so we were busier than last year. Car Week highlights Carmel is a wonderful way and brings the type of guest who stay in the inns and have money to spend in town.	8/27/2015 11:11 AM
76	It was better last year, maybe due to the economy. Also store visitors were many but not buyers.	8/27/2015 10:04 AM

3114 105

32

Tell Us What You Think

77	Very organized, went very well this year 2015.	8/27/2015 9:42 AM
78	Our lodge was sold out and the restaurant was busy all week.	8/27/2015 9:40 AM
79	Lots of people on Ocean but our business is on 6th. We had some walk-in but hardly any purchases.	8/27/2015 9:24 AM
80	We had many visitors stop by the church during the week and received some anonymous donations.	8/27/2015 8:58 AM
81	We count on locals who go the events or hide at home or leave town.	8/27/2015 8:55 AM
82	Sales were up, crowds were big and respectful. Traffic was reasonable.	8/27/2015 8:52 AM
83	Hot weather affected business negatively.	8/27/2015 8:37 AM
84	1-the weather was conducive to driving or visiting the beach 2-so many car events with blocked traffic that went for miles.	8/27/2015 12:20 AM
85	Traditionally our business is very slow during Concours and AT&T. Visitors are at the multiple events and not browsing the shops. Almost none of our sales were from Concours attendees. We gave out 400 special lasting cards to Concours attendees as a treat and not one was redeemed. The normal visitors don't come during Concours week due to the exorbitant hotel prices which also slows business.	8/26/2015 11:53 PM
86	All the locals stay home. All the "normal people" can't afford a room (\$600 and a 2 night min) at Carmel Mission Inn. All the car people want to be seen in expensive places.	8/26/2015 10:43 PM
87	I was out of town.	8/26/2015 7:07 PM
88	Loved both Concours on the Avenue and the Tour d'Elegance. We and our guests walked in for both events. However, we are very disappointed that the PG Rally went in the other direction this year. That's a big miss!	8/26/2015 6:40 PM
89	I work for Pebble Beach Company.	8/26/2015 6:29 PM
90	We had the lowest traffic and sales for the week all year. Tuesday we had 5 people all day. Thursday just as few. The visitors were too involved in events. We averaged a \$14.99 sale per day. Many businesses were complaining and had no sales.	8/26/2015 6:10 PM
91	Best car week ever.	8/26/2015 5:14 PM
92	do not own a business in Carmel. I think the business was excellent as I live in Carmel.	8/26/2015 6:12 PM
93	plus the upscale demographic was perfect.	8/26/2015 5:04 PM
94	it was busy outside not as much inside.	8/26/2015 5:04 PM
95	Completely booked.	8/26/2015 5:01 PM
96	Quality of clientele.	8/26/2015 4:52 PM
97	Retired & not a business owner.	8/26/2015 4:49 PM
98	N/A	8/26/2015 4:45 PM
99	Business would probably be great that week anyway since it's the last big week of summer. Since we sell ladies' items the predominantly male events could be a hindrance.	8/26/2015 4:44 PM
100	Hard to move due to road traffic.	8/26/2015 4:27 PM
101	My work is at the places of business of my clients. Due to the extremely high traffic, it was extremely difficult to be able to make appointments or get to my clients, but fortunately it was only a few days and everyone local understood the problems associated with the events.	8/26/2015 4:25 PM
102	This is a male oriented crowd. not our people. If women find the store they bring a man with them who spends the whole time bored out of his skull and fighting.	8/26/2015 4:24 PM
103	??	8/26/2015 4:23 PM
104	Loved Cars on the Avenue. It was a busy week and the crowds can be frustrating but it's such a fun boost to the economy here and really puts Carmel and PB on the map to get all the other fantastic press we get the rest of the year.	8/26/2015 4:18 PM
105	White Car week did not bring in lots of visitors the visitors that came in did buy.	8/26/2015 4:18 PM
106	After 25 yrs in this location, Crt. of Fountains, I have had little or no business during the concours wk. However, I like the car show. And hope it stays on.	8/26/2015 4:02 PM
107	People come to the area to buy cars not homes.	8/26/2015 4:02 PM

4714 106

33

Tell Us What You Think

108	We're always busy at the beginning of the school year. Car Week does not really impact our business directly.	8/26/2015 3:20 PM
109	They here for discourse, not my tours.	8/26/2015 3:54 PM
110	I am with Carmel Magazine.	8/26/2015 3:53 PM
111	It just seemed like everyone was enjoying themselves. Workers and attendees.	8/26/2015 3:53 PM
112	Our business was better than pretty good but not up to excellent.	8/26/2015 3:52 PM
113	Huge boost to our economy that cannot be replicated by any other event.	8/26/2015 3:49 PM
114	We'll run events enjoyed by all. When the papers reported that \$5.3 million was coming in during the week, how could we complain? It is because of such round revenues that we enjoy the quality of life that we do - the wonderful restaurants, shops and cultural activities.	8/26/2015 3:36 PM
115	Full house each and every night.	8/26/2015 3:38 PM
116	Our gallery always supports Car Week. We have a car related show but do not expect a lot for the show or Car Week. Usually we do very well after all the events are over. However, this year August was a poor month for us.	8/26/2015 3:26 PM
117	Customers avoid coming to Carmel to shop during Car week. There is no parking and heavy traffic. Retail is effected terribly with loss of business.	8/26/2015 3:26 PM
118	I do not have a storefront that would be impacted.	8/26/2015 3:26 PM
119	The Concours on the Ave and the Thursday event brought thousands of people to our door, we made contact with several, it was a great couple of days!	8/26/2015 3:19 PM
120	Traffic getting to Monterey from Carmel.	8/26/2015 3:18 PM
121	was not busy during hours of the events, but had customers on the off hours.	8/26/2015 3:17 PM
122	Not as good as previous years.	8/26/2015 3:17 PM
123	Not my clientele.	8/26/2015 3:12 PM
124	Full occupancy and some of the best revenue in the restaurant for the entire year.	8/26/2015 3:12 PM
125	People do not seem to be purchasing as much now as they used to when they come into town for the big events.	8/26/2015 3:11 PM
126	Located in Monterey.	8/26/2015 3:11 PM
127	I insure valuable cars for people.	8/26/2015 3:10 PM
128	Lodging Property - Same guests each year - A nice break from the summer guests - quality guests who spend money while they are here.	8/26/2015 3:09 PM
129	Felt like a busier year.	8/26/2015 3:09 PM
130	We had an increase of attendance from visitors to car week.	8/26/2015 3:08 PM
131	Our magazines were picked up in record time.	8/26/2015 3:07 PM
132	My business is on Junipero st and that streets parking was taken away while the cars were on ocean ave. I had a lot of complaints and people no show up for their appointments because they couldn't find parking.	8/26/2015 3:06 PM
133	better than 2007 levels which was the best so far.	8/26/2015 3:06 PM
134	We had the opportunity to sell tickets to our event during car week. It was hugely successful.	8/26/2015 3:04 PM

Q3 Looking at the big picture, do you think it is good for Carmel-by-the-Sea to have so many people in town for car week events? Which of these ideas most closely represents how you feel?

5714 107

34

Tell Us What You Think



Answer Choices	Responses
It was a great week!	61.76% 105
I didn't do much business but I know visitors will be back because that they had a great experience.	10.00% 17
The event is great for the inns & restaurants but not for my business.	25.88% 44
I don't like the events because of traffic and parking.	9.41% 16
Other, please specify	10.00% 17

Total Respondents: 170

#	Other, please specify	Date
1	Due to photos + social media, benefits extend Beyond just the event-days themselves	9/8/2015 3:39 PM
2	It is hard to differentiate yet.	9/7/2015 9:25 PM
3	Great week for inns/restaurants. \$\$, tough for locals	9/7/2015 4:44 PM
4	Also, I think car week discourages people from visiting Carmel, who are not into cars.	9/7/2015 4:28 PM
5	As long as it is only one special week out of the year!	9/7/2015 4:27 PM
6	does not impact our business, just makes traffic difficult and locals seemed to be unhappy with difficulties more this year than every	9/7/2015 3:54 PM
7	smaller event was better	8/31/2015 2:52 PM
8	It is a fun event and traffic event management NEEDS to be PRIORITY ONE going forward. I know communities are looking for more business; however, visitors are grumbling that if any more events that jam traffic to the point of not moving and they will start to reduce their stay or stay away altogether... communities need to coordinate with each other as to when they are holding their events and where to better control traffic flow during peak events!	8/31/2015 8:58 AM
9	I volunteer for the tour as it gives me a chance to be helpful to our visitors.	8/28/2015 6:05 PM
10	we always want to do better and since we are new we expect repeat customers next year	8/27/2015 1:14 PM
11	Great Exposure, dirty bathrooms, create this week only flyers for walkers to hand out all week	8/26/2015 6:10 PM
12	The reduced parking is too much and too long. Signage should come down immediately after the events. Tuesday event needs to get with it and pack up QUICKLY	8/26/2015 4:44 PM

6+14 108

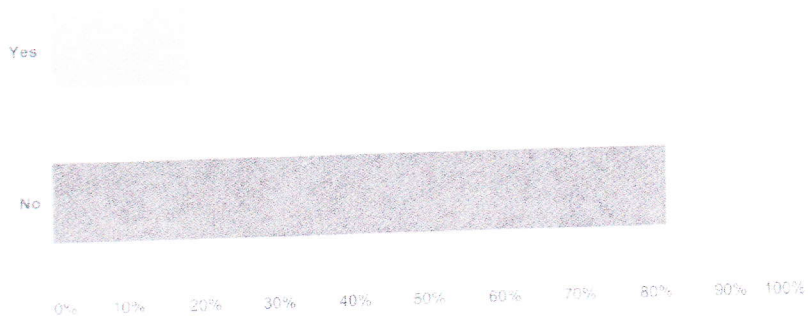
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Tell Us What You Think

13	This is our most prosperous 10 days of the year.	8/26/2015 3:52 PM
14	Retail suffers	8/28/2015 3:26 PM
15	Great week of course but getting harder to handle	8/26/2015 3:17 PM
16	hard on residents I think, parking traffic etc.	8/28/2015 3:10 PM
17	My guests bought shoes, apparel and jewelry.	8/28/2015 3:09 PM

Q4 If your business is downtown, did you or your employees take advantage of the August 11 & 13 free employee shuttles from the Carmel Mission?

August 11, 2015 3:09 PM



Answer Choices	Responses	
Yes	18.40%	23
No	81.60%	102
Total		125

#	Comment	Date
1	n/a	9/8/2015 4:43 PM
2	I was elsewhere in the area during those times, then on foot	9/8/2015 3:39 PM
3	N/A - business at Ryan Ranch	9/8/2015 10:37 AM
4	We have our own parking	9/8/2015 9:37 AM
5	N/a	9/7/2015 4:19 PM
6	NA	9/7/2015 3:58 PM
7	Na	9/7/2015 3:57 PM
8	Would Coldwell Banker reactors on Juniper and ocean be able to take advantage of that transportation?	9/7/2015 3:30 PM
9	n/a	8/31/2015 8:58 AM
10	not sure if anyone used it, my husband helped our staff with drop offs	8/30/2015 3:52 PM
11	Not all of them	8/28/2015 11:31 PM
12	n/a	8/28/2015 9:47 AM

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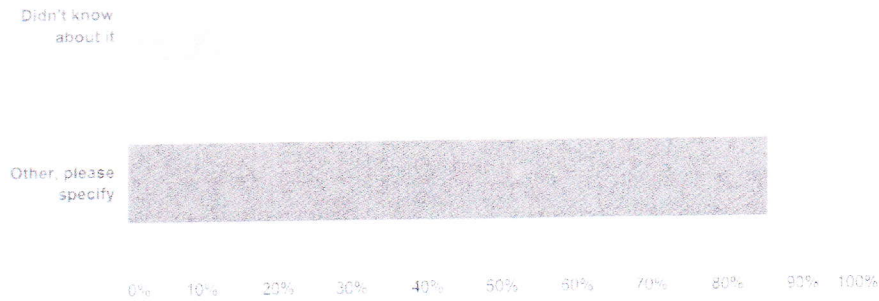
Tell Us What You Think

13	We have ample on-site parking for employees	8/27/2015 1:48 PM
14	not downtown option not available - data will be wrong	8/27/2015 1:38 PM
15	we used it in ten AM but we are open late so we did our own shuttling after hours	8/27/2015 1:14 PM
16	Business is out in the valley	8/27/2015 9:40 AM
17	Not downtown	8/28/2015 10:43 PM
18	No shuttle or parking available when attempted never went back didn't run late enough to use (8pm)	8/28/2015 6:10 PM
19	6 o'clock did not work for our business - open later	8/26/2015 6:37 PM
20	We tried to, but the lot was full	8/26/2015 6:14 PM
21	We have no employees and I park at the Carmel Plaza.	8/26/2015 4:52 PM
22	NA	8/26/2015 4:49 PM
23	N/A	8/26/2015 4:45 PM
24	not applicable	8/26/2015 4:24 PM
25	No need. We have underground parking.	8/26/2015 4:18 PM
26	Operating my studio alone. I cannot afford to go to P.B.	8/26/2015 4:02 PM
27	n/a	8/26/2015 3:53 PM
28	Our only comment is that we stay open during this time until 7:30 then close out which takes another 30 minutes. We sent one person to get their car so they could drive us back to ours or one person did not park there	8/26/2015 3:52 PM
29	a couple did	8/26/2015 3:38 PM
30	All of us live in Carmel and can walk or use our parking space in the 5th & Dolores Street garage	8/26/2015 3:26 PM
31	Very inconvenient for me. My business is on the other side of downtown	8/26/2015 3:26 PM
32	Not in town	8/26/2015 3:26 PM
33	not down town - we are in Big Sur	8/26/2015 3:25 PM
34	not sure	8/26/2015 3:19 PM
35	I NEVER park inside the shopping district	8/26/2015 3:11 PM
36	The sunset center lot should be as it was permit and pay	8/26/2015 3:10 PM
37	We have parking	8/26/2015 3:09 PM
38	n/a	8/26/2015 3:09 PM
39	No need	8/26/2015 3:07 PM
40	N/A	8/26/2015 3:04 PM

Q5 If not, why not?

(Required)

Tell Us What You Think



Answer Choices	Responses	
Didn't know about it	14.58%	14
Other, please specify	85.42%	82
Total		96

#	Other, please specify	Date
1	they elected to not participate	9/8/2015 11:29 AM
2	We provide parking for most of our associates	9/8/2015 10:12 AM
3	We have our own parking	9/8/2015 9:37 AM
4	not needed	9/7/2015 9:58 PM
5	Wasn't needed	9/7/2015 7:29 PM
6	Not necessary	9/7/2015 6:18 PM
7	We have offstreet parking and many of them take the bus.	9/7/2015 5:46 PM
8	No downtown business	9/7/2015 5:32 PM
9	not required	9/7/2015 5:05 PM
10	Ease of access necessary	9/7/2015 4:56 PM
11	Didn't need it.	9/7/2015 4:38 PM
12	We are not located in Carmel	9/7/2015 4:30 PM
13	Not relevant to our visitors.	9/7/2015 4:28 PM
14	It was a great idea, however, we are a hotel and the timing did not work for our shifts	9/7/2015 4:27 PM
15	We have parking garage in building	9/7/2015 4:19 PM
16	We have employee parking	9/7/2015 4:19 PM
17	Can't use it	9/7/2015 4:09 PM
18	NA	9/7/2015 3:50 PM
19	not in town	9/7/2015 3:57 PM
20	We found other means of getting to work or found parking nearby.	9/1/2015 4:58 PM
21	I live in town and walk to work	8/31/2015 2:52 PM
22	Some of live close to where we work, so we walked. we also arranged for rides/drop off and pick up	8/29/2015 5:25 PM
23	Not useful in my business	8/29/2015 2:04 PM
24	I live one block out of Carmel by the sea	8/28/2015 6:05 PM

38

Tell Us What You Think

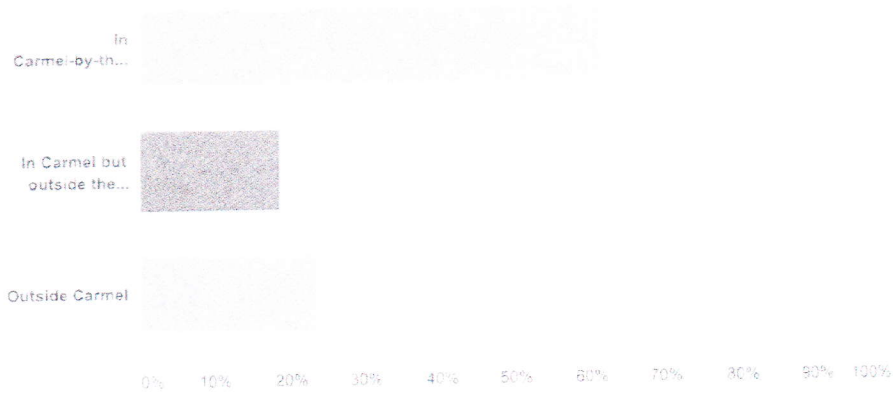
25	We have onsite parking	8/28/2015 1:59 PM
26	no need to	8/28/2015 11:00 AM
27	na	8/28/2015 9:47 AM
28	business is outside Carmel By The Sea	8/28/2015 8:40 AM
29	we have parking	8/27/2015 9:46 PM
30	too far away and time consuming	8/27/2015 4:00 PM
31	have private parking	8/27/2015 2:26 PM
32	We have our own parking for staff and clients	8/27/2015 1:46 PM
33	Business is not downtown	8/27/2015 1:06 PM
34	had a parking garage space available to me	8/27/2015 12:11 PM
35	We had our own parking	8/27/2015 11:44 AM
36	walked to work	8/27/2015 11:26 AM
37	parked at a friend's house instead.	8/27/2015 11:16 AM
38	Many of my employees took the bus & I am fortunate to have off-street parking	8/27/2015 11:11 AM
39	Walked	8/27/2015 9:25 AM
40	Prefer to just walk farther.	8/27/2015 9:24 AM
41	We walked to work.	8/27/2015 8:58 AM
42	we have our own parking	8/27/2015 8:56 AM
43	Didn't need to.	8/27/2015 8:52 AM
44	Live in town	8/27/2015 8:37 AM
45	they found parking in employee zones	8/27/2015 6:16 AM
46	Employees prefer to park in the no limit areas closer to the store	8/27/2015 12:20 AM
47	We were on vacation	8/26/2015 7:07 PM
48	onsite parking at Pebble Beach	8/26/2015 6:29 PM
49	Attempted once, no shuttle or parking in site had to be on time, didn't run late enough for schedule (8pm) too far to walk back had to transport merchandise in vehicle	8/26/2015 6:10 PM
50	was able to make other plans because i had a place to leave my car and get a ride, also, i was concerned that i would not be able to make the 6 o'clock time frame	8/26/2015 5:37 PM
51	We tried, but the lot was full. Good idea, though	8/26/2015 5:14 PM
52	they're stubborn!	8/26/2015 5:04 PM
53	Had other arrangements	8/26/2015 5:04 PM
54	Our business is more in residential areas	8/26/2015 5:01 PM
55	We have no employees and I park at the Carmel Plaza.	8/26/2015 4:52 PM
56	NA	8/26/2015 4:49 PM
57	Have our own parking	8/26/2015 4:44 PM
58	I have no employees, and I live downtown, so I have an underground parking space.	8/26/2015 4:25 PM
59	We don't need it	8/26/2015 4:24 PM
60	they are all independent contractors so they come and go	8/26/2015 4:16 PM
61	No need.	8/26/2015 4:16 PM
62	need the shuttle to operate longer hours	8/26/2015 4:00 PM
63	work from home	8/26/2015 3:53 PM

Tell Us What You Think

64	Had to be onsite prior to 8am and left after 6pm	8/26/2015 3:33 PM
65	Same comment as #4.	8/26/2015 3:26 PM
66	refer to quest on #4 response	8/26/2015 3:26 PM
67	Not in town	8/26/2015 3:26 PM
68	not down town	8/26/2015 3:25 PM
69	we are not in downtown but we recommended the shuttle to everyone	8/26/2015 3:25 PM
70	I walk to work no employees	8/26/2015 3:17 PM
71	Parked and walked	8/26/2015 3:17 PM
72	Parked at Sunset Center	8/26/2015 3:12 PM
73	I was able to find parking in the residential area	8/26/2015 3:11 PM
74	I would have had to travel further to get to the Mission. Easier to park in the neighborhoods and walk.	8/26/2015 3:11 PM
75	Located in Monterey	8/26/2015 3:10 PM
76	not helpful	8/26/2015 3:09 PM
77	We have parking	8/26/2015 3:09 PM
78	n/a	8/26/2015 3:09 PM
79	Our business is in Salinas	8/26/2015 3:08 PM
80	didn't need	8/26/2015 3:07 PM
81	Does not run late enough	8/26/2015 3:04 PM
82	n/a	8/26/2015 3:02 PM

Q6 Where is the primary address of your business?

Answered: 187 (54.48%)



Answer Choices	Responses	Count
In Carmel-by-the-Sea	61.08%	102
In Carmel but outside the one-square-mile city	18.56%	31
Outside Carmel	23.35%	34

113

40

Tell Us What You Think

Total Respondents: 167

Q7 If you are in Carmel-by-the-Sea, where is your business?

Asked 100 respondents

On a street where cars w...



No cars were displayed on...



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Answer Choices

On a street where cars were displayed

No cars were displayed on my street

Responses

43.75% 49

58.04% 65

Total Respondents: 112

Q8 What best describes your primary line of business?

Asked 100 respondents

Tell Us What You Think



Answer Choices	Responses	
Accommodations/lodging	20.12%	34
Retail & shopping centers	13.02%	22
Art gallery	8.88%	15
Performing arts/attractions	2.96%	5
Food & beverage	16.57%	28
Consumer services (banking, insurance, real estate, title insurance, etc)	8.88%	15
Professional services (legal, accounting)	4.73%	8
Wedding and special event services	2.37%	4
Medical or health/fitness professional	1.78%	3
Non-profit	10.06%	17
Media	3.55%	6
Other, Please Specify	17.75%	30

Total Respondents: 169

Tell Us What You Think

#	Other, Please Specify	Date
1	construction roofing & solar	9/8/2015 4:43 PM
2	Real Estate	9/8/2015 3:39 PM
3	government services	9/8/2015 11:25 AM
4	For Question #7- Our street parking was blocked off for Emergency Vehicles	9/6/2015 9:37 AM
5	Education Arts and Design	9/7/2015 9:25 PM
6	Home Management	9/7/2015 5:32 PM
7	Real Estate	9/7/2015 4:38 PM
8	Small Business Assistance	9/7/2015 4:30 PM
9	Wine tasting	9/7/2015 4:28 PM
10	Personal services	9/7/2015 4:24 PM
11	Bottled water	9/7/2015 4:09 PM
12	or	9/7/2015 3:30 PM
13	Concierge	9/7/2015 3:24 PM
14	tourism	9/7/2015 9:29 AM
15	transportation limousines	8/31/2015 8:58 AM
16	Personal Property appraiser	8/28/2015 6:05 PM
17	Winery and Tasting Room	8/28/2015 8:40 AM
18	Education	8/27/2015 1:55 PM
19	Golf	8/27/2015 9:40 AM
20	Church	8/27/2015 8:58 AM
21	packing and shipping	8/27/2015 8:55 AM
22	NA	8/26/2015 4:49 PM
23	Real Estate Sales	8/26/2015 4:27 PM
24	Bike shop	8/26/2015 4:21 PM
25	Wine Tasting room	8/26/2015 4:15 PM
26	Tour guide	8/26/2015 3:54 PM
27	Public	8/26/2015 3:31 PM
28	Specialty Bridal Boutique in a Courtyard	8/26/2015 3:26 PM
29	Property/Estate Management	8/26/2015 3:26 PM
30	Real Estate	8/26/2015 3:19 PM

Estimated Fees for Concours on the Avenue 2016		waivable: Y/N
Special Event Processing Fee (non Refundable)	\$ -	N
Devendorf Deposit	\$ 351.00	Y
Block closures (\$365 per block) 20 blocks	\$ 7,300.00	Y
Sound Permit	\$ 27.00	Y
Barricades (30) at \$65 each	\$ 1,950.00	Y
No Parking Signs (250) @ \$3.00 each	\$ 325.00	Y
A-Frames (10) @ \$25.00 each	\$ 250.00	Y
Delineators (\$10 each)	\$1,000.00	Y
Portable toilets (one unit= 2 deluxe & one ADA toilet with hand sanitizer \$671.06/unit) 6 units needed for 11,000 + people at a minimal	\$ 1,469.00	Y
Devendorf Park Rental from August 16 @ 12:00 a.m. to August 16 at 9:00 pm (total 21 hrs)		
** Devendorf Rental for 1st four hours is \$401	\$ 401.00	Yes
** Devendorf Rental after four hours \$300 per hour X 17 hours	\$ 8,400.00	Yes
PW/FB/BM Regular overtime all staff 14 hours	\$910.00	N
Community Activities overtime staff hours (2 staff x 4 hrs ea day of 8 x \$65)	\$ 520.00	N
PD Overtime hours	\$ 7,000.00	N
Eligible for fee waiver: 21,473.00/not eligible: \$8,430.00	\$ 29,903.00	
Recommended Placement of Toilets		
Park Branch Library Parking lot 2 - ADA/4 regular		
San Carlos north of 8th - 1 - ADA Only (\$125)		
1st Murphy Park 2 ADA and 4 regular		
* 1 ADA and 2 regs at Larson Field (City Pd)		

117

44

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

118

45

- 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

119

fb

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.

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

1.2 /

48

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.

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.

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

April 8, 2016

To: Community Activities and Cultural Commissioners

From: Janet Bombard, Library and Community Activities Director
Margi Perotti, Community Activities Coordinator

Subject: Review event and consider a request for a waiver of fees associated with the Pebble Beach Tour d'Elegance

EXECUTIVE SUMMARY: Thursday, August 18, 2016 will mark the 19th year of the Pebble Beach Tour d'Elegance.

This is the first year the Pebble Beach Tour d'Elegance has requested a fee waiver. Estimated fees for the event are \$15,910.00, of which the event organizer is requesting a fee waiver of \$5,000.00.

ANALYSIS/DISCUSSION: The Pebble Beach Tour d'Elegance event has been popular for the last 19 years and as such continues to grow. The event organizer estimates attendance to be around 5,000 plus.

The event is similar each year. The Tour arrives on Ocean Avenue in between 11:00 a.m. and 12:00 p.m. Cars are parked on Ocean Avenue from Junipero to Monte Verde for spectators to enjoy, while drivers and support staff enjoy a 2-3 hour luncheon catered by the Pebble Beach Company in Devendorf Park. Light jazz is provided as background music in the park during the event.

The street closes down around 9:00 a.m. and reopens at approximately 2:30 p.m. when the cars depart towards Pebble Beach through the Carmel Gate.

Information signs are placed in the intersection of Ocean and Mission and Ocean and Dolores Streets.

Per City policy C95-06, Cost Recovery section, "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 fundraising." The policy further states that "the staff committee will estimate direct costs 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, these are considered non-eligible fees". The City tracked overtime hours for Police, Public Works and Community activities staff in 2015 and calculated this cost for the day as \$6,902.00.

126

53

This is the first year the event organizer is requesting a waiver of fees. The total Council Discretionary Fund budget for fee waivers is \$27,500. The event organizer is asking the Commission to recommend waving \$5,000 in event fees.

The Community Activities and Cultural Commission has reduced the subsidy to other event organizers and has asked them to find ways to reduce the subsidy for public funds for their event.

The Commission has three options to consider:

- 1) The Commission can recommend to City Council that the Policy should be applied and no fees would be waived due to ineligibility;
- 2) The Commission can recommend that no more than \$5,000.00 in fees be waived per the policy, which the event organizer may appeal to the City Council for additional fee waivers;
- 3) The Commission can choose not to apply policy and recommend the City Council subsidize the event. If this option is chosen, staff would recommend the event organizer pay for all overtime staff hours (considered non-eligible fees) in the amount of \$6,912.00 and a minimum of half of the eligible fees in the amount of \$4,499.00. The City would then subsidize the remaining unpaid fees in the amount of \$4,499.00.

ATTACHMENTS:

- Attachment A: 2016 Pebble Beach Tour d'Elegance Special Event Permit Application
- Attachment B: Partial list of documentation required for a fee waiver as per City Council Policy C12- 02 as submitted by event organizer
- Attachment C: Estimated 2016 fees for Concours on the Avenue
- Attachment D: City Policy C95-06, Short-term Use of Public Spaces and Municipal Buildings for Special Events
- Attachment E: City Council Policy C12-02, Event Fee Waivers

Pebble Beach Tour



SPECIAL EVENT PERMIT
APPLICATION

128

55

EVENT DESCRIPTION

Event Title: **Pebble Beach Tour d'Elegance**

Date of Event: **August 18, 2016 (Thursday)**

Event Organizer: **Sean Jacobs - Tour Director**

Date of Request: **1/5/2016**

Type of Event:

- Art/Exhibits
- Parade/Procession
- Run/Walk
- Car Show
- Festival/Celebration
- Other _____

Describe the event. Be as specific and detailed as possible. Include all equipment to be utilized for the event, including tents, tables, chairs, sound equipment, props generators, etc.:

Parade of approximately 160 cars entering Ocean Ave around 11:00am-12:00pm, parked for approximately 2-3 hours while participants enjoy catered lunch in Devendorf Park. Spectators are able to attend for free and enjoy up close and personal look at some of the most historic and rarest vintage and classic cars in the world. Tents / tables / chairs / and sound equipment to be limited to setup in the park, with the exception of possibly 2-3 tables with umbrellas to be staged in the intersection of Ocean Ave. for "info tables." Signage/banners to be installed a few days prior to the event. Pebble Beach Catering to supply all equipment and prep-stations for the lunch taking place in the park. Pebble Beach Concours to provide all volunteers stages in and around the park, and along Ocean Ave. The event will conclude at approximately 2:30pm, after all participating cars leave at one time through the Carmel gate to The Pebble Beach Lodge.

Is this an annual event? Yes ___ How many years have you held this event? 18 years

Total anticipated attendance: Participants - Approx. 160-175 cars / Spectators - Approx. 5,000+

APPLICANT AND SERVICE PROVIDER INFORMATION

Applicant Name: **Pebble Beach Concours d'Elegance**

Address: **200 Clock Tower Place, Suite 205-A Carmel, CA 93923**

Telephone/Cell/Fax: **Office: 622.1700 Cell: 408.685.8704 Fax: 622.9100**

List all professional event organizers, event service providers, etc., hired by you that are authorized to work on your behalf to plan, produce and/or manage your event. Attach additional names and information on a separate page if needed. Note: Any person, firm or business conducting or carrying on any type of business within the City must have a City of Carmel-by-the-Sea business license.

Service Provider: **Pebble Beach Company Catering**

Address: **1700 17-Mile Dr. Pebble Beach CA 93953**

Telephone/Cell/Fax: **574.5606**

Business License #: **PBC will provide**

Service Provider:

Address:

129

56

Telephone/Cell/Fax:

Business License #:

City of Carmel-by-the-Sea Special Event Permit Application

SPECIAL EVENT LOCATION(S)

Describe the proposed location(s) of your event. Be as specific and detailed as possible. Include street names, intersections, parks, and/or any other pertinent directional details.

Parking of Pebble Beach Tour participant cars (approximately 180 cars) on Ocean Ave. from Junipero to Monte Verde, both North & South sides. The use of Devendorf Park for a seated/catered lunch from approx. 11:00am-2:00pm.

EVENT SCHEDULE / TIMELINE

	Date	From (Include AM/PM)	To (Include AM/PM)	Number of Hours
Set up / Load in	8/18/16	7:00AM	11:00AM	4
Time of event	8/18/16	11:00AM	2:30PM	2 ½
Take down/ Load out	8/18/16	2:30PM	3:30PM	1

Will this event require admission, entry, participation or sponsorship fees? No spectator fee / admission to participate as a driver is by invitation only

If so, please list ALL required admission, entry, participation and sponsorship fees:

SITE PLAN / ROUTE MAP - 2016 Tour d'Elegance Map attached, 2015 Tour route also attached. Updated 2016 route will be provided when complete (minimal changes expected from 2015 version)

Attach a Site Plan and/or Route Map to this application. Include the following information:

- An outline of the entire event venue, including the names of all streets, intersections, or areas that are part of the venue. If the event involves a moving route of any kind, indicate the direction of travel and all street or lane closures.
- The location of all fencing, barriers and/or barricades. Indicate any removable fencing for emergency areas.
- The provisions for minimum twenty foot (20') emergency access lanes throughout the event venue.
- The location of all portable restrooms, including accessible portable restrooms. Note: portable toilets are not permitted on Scenic Avenue or the beach.
- The location of all stages, platforms, scaffolding, bleachers, grandstands, canopies, tents, booths, cooking areas, trash containers and dumpsters, and other temporary structures.
- A detail or close-up of a food booth or cooking area configuration, including booth identification of all vendors cooking with flammable gases or barbecue grills.
- Generator locations and/or source of electricity. Note: generators are not permitted on the beach or Scenic Avenue
- Placement of vehicles and/or trailers.
- Exit locations for outdoor events that are fenced and/or locations within tents and tent structures.
- The location of first aid facilities and ambulances if applicable.
- Identification of all event components that meet accessibility standards.

RESERVING PARKING STALLS

List the exact location(s) of – and how many parking stall(s) - you wish to reserve. Please Note: parking stalls on Scenic Avenue and in the Del Mar parking lot cannot be reserved. Parking stalls on Ocean Avenue cannot be reserved on Tuesday and Thursday of Car Week. Parking stalls may not be used for the purpose of offering test drives.

- All parking stalls on the north side of Ocean Avenue between Junipero Avenue and Monte Verde

130

57

- All parking stalls on the south side of Ocean Avenue between Junipero Avenue and Monte Verde
- All parking stalls on 6th between Junipero Avenue and Mission Street
- **All parking stalls on the east and west side of Junipero Avenue between 6th and Ocean**

Avenues for MST Bus Zones.

- All parking stalls on the east and west sides of Mission Street between Ocean and 6th Avenue
- All parking stalls on the east side of Mission Street between Ocean Avenue and 7th Avenue (*for support cars only*)
- All parking stalls on the east and west side of San Carlos between Ocean Avenue and 6th
- All parking stalls on the east side of San Carlos between Ocean Avenue and 7th Avenue
- All parking stalls on the north side of 6th between San Carlos and Lincoln (CFD request)
- All parking stalls on the west side of Dolores Street between Ocean Avenue and 6th Avenue
- All parking stalls on the east side of Dolores Street between Ocean Avenue and 7th Avenue
- All parking stalls on Monte Verde between 6th and Ocean Avenue
- All parking stalls east side of Carmelo between Ocean and 7th Avenue (for MST)
- All parking stalls east side of Casanova between Ocean and 7th Avenue
- Designated Handicap Parking will be on ES Junipero between Ocean and 7th Avenue
- West side Monte Verde between 5th & Ocean 7 AM – 3 PM

What dates do you wish to reserve the stall(s)? August 18, 2016
 Will the stalls be for public or private use? No
 Start and end times each day: 10:00AM / 3:00PM
 How many cars are expected to use the space(s)? Approx. 160-175
 (Continued on next page)

City of Carmel-by-the-Sea Special Event Permit Application

Will you be erecting any structures (stanchions, etc.) or placing any objects such as carpeting in the road? 2 "INFO signs" in the intersection of Ocean & Mission st and Ocean & Dolores st.

If yes, per Carmel Municipal Code 12.08.030, a temporary encroachment permit, which will be issued in conjunction with your special event permit, is required. Describe in detail all structures/objects and their placement in the road:

Will you be using a valet service to manage parking in the reserved stalls? No / Team of trained volunteers
 If yes, provide the following information and attach a copy of the valet parking plan to this document:

Service Provider: N/A

Address:

Telephone/Cell/Fax:

Business License #:

SECURITY PLAN

Have you hired a licensed professional security company to develop and manage your event's security? No
 If so, please provide the following information:

Service Provider:

Address:

131

58

Telephone/Cell/Fax: _____

Business License # _____

Private Patrol Operator # _____

Please describe your security plan including crowd control, internal security and venue safety, or attach the plan to this application:

MEDICAL PLAN

Do you have a medical plan for your event? _____

Describe your medical plan. Include the communications plan, the number and certification levels (MD, RD, Paramedic, EMT), and types of resources that will be at your event and the manner in which they will be managed and deployed. Include location(s), hours of setup and dismantle of medical aid areas.

Have you hired a licensed professional emergency medical services provider to develop and manage your event's medical plan? If so, please provide the following information:

Service Provider: _____

Address: _____

Telephone/Cell/Fax: _____

Business License #: _____

City of Camel-by-the-Sea Special Event Permit Application

ACCESSIBILITY PLAN

This list is intended to serve as a planning guideline and may not be inclusive of all City, County, State and Federal access requirements. You may attach more detailed information if necessary.

1. Will there be an accessible Clear Path of Travel throughout your event venue? Please describe:

Yes, we will provide a large cadres of volunteers to clear road and safety zones for emergency vehicle access and spectator safety

2. Have you developed a Disabled parking and/or Transportation Plan for your event? If yes, please describe: No

3. Will a minimum of 10% of portable rest rooms at your event be accessible? If no, indicate why. Please describe your accessible portable restroom plan:

4. Will all signage be placed so pedestrian flow will not obstruct its visibility? Please describe. Note: all event signage must be approved by the City Planning Department before your Special Event permit is issued.

Yes – signage will only include banners to be hung, and 2-3 large "info" signs

5. If an information center is provided at your event will customer services representatives be available to assist disabled individuals? Please describe:

Yes, info tables will be available and easily accessible

6. If all areas of your event venue cannot be made accessible will maps, programs, or information be made available to show the location of accessible rest rooms, parking, drinking fountains, and first aid stations? Please describe.

AMPLIFIED SOUND AND/ OR ENTERTAINMENT

Are there any amplified sound and/or musical entertainment features related to your event? If yes, complete the following information:

Number of Stages: No Stage
Location of Stage(s): N/A

Number of Performers / Bands: 1 performer
Performer(s)/Band name(s), type of broadcast, and/or music type(s): Jazz

Will sound amplification be used? .
Do you plan to have a patron dance component to either live or recorded music at your event? If yes, please describe:

Please describe the sound equipment that will be used for your event. Include how the sound equipment will be used, location(s) of the sound equipment and how the equipment will be powered:

The performer will set up inside of Devendorf Park, a full list of equipment may be provided once performer has been confirmed. We limit the amount of equipment and setup time needed.

ALCOHOL

Does your event involve the use of alcoholic beverages? If yes, then please check all that apply: No

Free / Host Alcohol ____ Alcohol Sales ____ Host and Sale Alcohol ____ Beer ____
Beer and Wine ____ Beer, Wine and Distilled Spirits ____

Describe your security plan to ensure the safe sales or distribution of alcohol at your event:

PARKING/SHUTTLE PLAN

Will your event involve the use of a parking and/or shuttle plan? If yes, please describe (or provide an attachment of your plan).

City of Carmel-by-the-Sea Special Event Permit Application

FOOD CONCESSIONS / PREPARATION

Does your event include food concession and/or preparation areas? If yes, please describe how food will be served and/or prepared:

Do you intend to cook food in the event area? If yes, please specify method(s) and all equipment that will be used:

PORTABLE RESTROOMS

The City reserves the right to require portable restrooms at any event. The number and type will be determined by City Staff.

Do you plan to provide porta

5
133

60

If Yes: Proposed total number of portable toilets
Number of ADA accessible portable toilets:

Restroom Provider:

Address:

Telephone/Cell/Fax:

Business License #:

Equipment Setup: Date: Time: Equipment Pickup: Date: Time:

SANITATION AND RECYCLING

Describe your plan for cleanup and removal of recyclable goods, waste and garbage during and after your event. Include the number of dumpsters, trash cans, recycling containers, and a plan for waste stream diversion. Per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited at any special event. Additionally, cups, plates, or any type of food or liquid containers made of styrofoam are not permitted.

Location(s) of dumpsters, trash cans, recycling containers:

Waste Provider:

Address:

Telephone/Cell/Fax:

Business License #:

Equipment Setup: Date: Time: Equipment Pickup: Date: Time:

MITIGATION OF IMPACT

Have you met with and/or notified the residents, businesses and other entities that may be directly impacted by your event? If yes, please attach a complete list of these entities. If no, please explain:

Attach a sample of the notice that you propose to distribute to this application.

City of Carmel-by-the-Sea Special Event Permit Application

INSURANCE REQUIREMENTS

The City of Carmel-by-the-Sea requires liability coverage for One Million Dollars (\$1,000,000) or more. ALL property and locations that are to be utilized / insured must be listed and reflect the City's interest in the insured property. The policy must read as follows: The City of Carmel-by-the-Sea, its public officials, officers, agents, and employees are names as additionally insured in respect to <EVENT> on <DATE>. This information is typed in the "Description of Operations/Locations/Vehicles/Exclusions Added by Endorsement/Special Provisions. A separate, "Additionally Insured" endorsement page, with the same wording as above, is also required. If applicable, Proof of Workers Compensation is also required. The policy must specify commencement and expiration dates for coverage of the event. NAME/ADDRESS OF INSURED must read: City of Carmel-by-the-Sea, PO Box CC, Carmel, CA 93921. The name of the insurance company writing the policy, policy number, address, phone and fax must be included. The Insurance Company must be a company doing business in California and must be rated A+ or better. The rating of the company must be attached to the Certificate of Liability/Additionally insured Endorsement.

AFFIDAVIT OF APPLICANT(S)


6
134

61

Note: This AFFIDAVIT OF APPLICANT(S) must be signed by all parties, including applicant(s) and all service providers (including, but not limited to, any and all caterers, event planners, and contractors/vendors that will provide support services for and/or at the event).

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and that I have read, understand and agree to abide by the rules and regulations governing the proposed Special Event under the Carmel-by-the-Sea Municipal Code. I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Administrator or the City Administrator's designee. I agree to comply with any other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the conduct of the Event. I agree to abide by these rules, and further certify that I, on behalf of the Host Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the Event to the City of Carmel-by-the-Sea. *I understand that submitting this application acts as a request, not a guarantee.*

1 Sean Jacobs – Pebble Beach Tour d'Elegance Director

Print Name of Event Organizer/Applicant _____
Signature  _____ Date 3/1/16

2 _____
Print Name of Service Provider

Business Name: _____
Signature _____ Date _____

3 _____
Print Name of Service Provider

Business Name: _____
Signature _____ Date _____

4 _____
Print Name of Service Provider

Business Name: _____
Signature _____ Date _____

EMAIL YOUR COMPLETED APPLICATION TO: mmperotti@ci.carmel.ca.us and jbombard@ci.carmel.ca.us

OR

SEND YOUR COMPLETED APPLICATION TO: Community Activities Department
PO Box CC Carmel, CA 93921
Attn: Margi Perotti and Janet Bombard

Questions: Call 831-620-2020

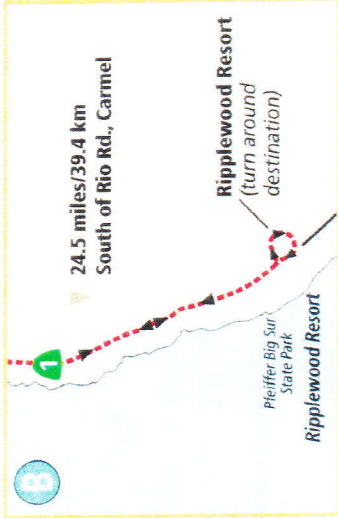
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62



PEBBLE BEACH TOUR D'ELEGANCE

AUGUST 18, 2016



PRESENTED BY



Mercedes-Benz

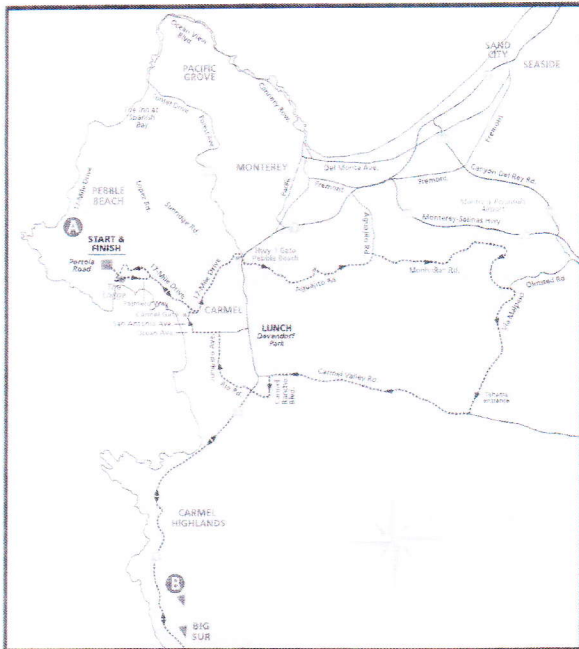


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136

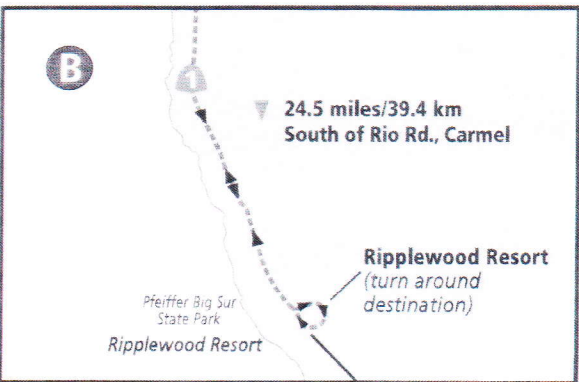
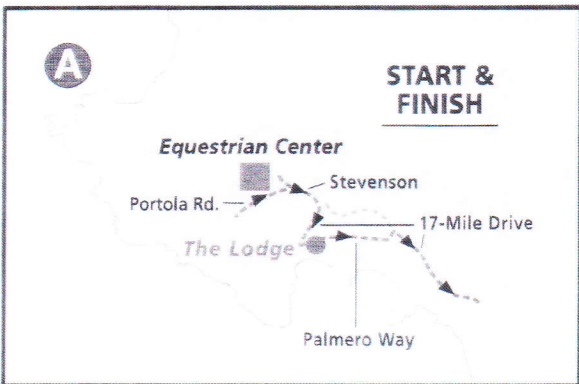
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PEBBLE BEACH
CONCOURS D'ELEGANCE

Tour Schedule

THURSDAY, AUGUST 13, 2015



- 7:00 a.m. Cars begin to line up along Portola Road near the Equestrian Center.
- 8:00 a.m. Departure in groups escorted by the California Highway Patrol (CHP).
- 9:00 a.m. Groups begin arrival at Tehama Monterra properties.
- 11:30 a.m. Luncheon Buffet begins at Devendorf Park in Downtown Carmel.
- 1:30 p.m. Drivers and guests return to your cars.
- 2:15 p.m. Departure from Carmel to Portola Road in Pebble Beach.
- 2:30-3:00 p.m. Champagne Toast at Credit Suisse tent, Portola Road.
Times are approximate.

Departure Point:
Equestrian Center Pebble Beach – Portola Road – Between Equestrian Center and Pebble Beach Golf Academy. *Note: Zero out odometer at stop sign before departing Portola Road.*

- Check Point:**
- | <u>M</u> | <u>Km</u> | |
|----------|-----------|--|
| 0.0 | 0.0 | Exit start area, through Gate ↗ veer right. |
| 0.1 | 0.3 | ↶ Turn Right at first street on Right (Ondulado Road – Watch for Flagmen). |
| 0.2 | 0.3 | ↶ Turn Left at first street onto Stevenson Drive. |
| 0.5 | 0.8 | ↶ Turn Left onto Alva Lane. |
| 0.6 | 0.9 | ↶ Turn Left at The Lodge gate and pass in front of The Lodge at Pebble Beach. |
| 1.2 | 1.9 | At the intersection, ↷ turn Right onto 17-Mile Drive. Follow the double yellow lines with red stripe indicating the 17-Mile Drive. |
| 2.2 | 3.5 | When you come to a fork in the road ↵ veer Left to the Pebble Beach Main Gate (Highway 1 Gate). |
| 3.6 | 5.7 | Exit the Pebble Beach Main Gate. |

137

64

M Km

- 3.7 5.9 ↪ Turn Left in the direction of Highway 68.
↪ Turn Right immediately thereafter at the signal onto Highway 68. You will be crossing over Highway 1.
- 3.9 6.2 ↪ Turn Left on to Aguajito Road. The California Highway Patrol will direct you. Do not go onto the freeway!!

Caution road narrows.

- 4.8 7.7 ↪ Bear Left at Y, Loma Alto and Aguajito Road, continue on Aguajito.

WATCH BRAKES, STEEP DOWN HILL

- 5.3 8.5 ↪ Take **SHARP RIGHT** turn at Viejo and Aguajito. Again stay on Aguajito.
- 6.4 10.2 ↪ Turn Right onto Monhollan. (*Watch for Flagmen*) Monhollan becomes Olmsted.
- 8.0 12.8 ↪ Turn Right on Via Malpaso.
- 8.5 13.6 Pass thru Gate to Monterra.
- 9.5 15.2 Restroom Stop on the Tehama Monterra property. Follow the directions of the volunteers in order to park your car. This is a brief 10 minute rest stop.

THIS IS A 10 MINUTE REST & BATHROOM STOP, Restrooms available.

- 9.7 15.6 After you return to your cars, continue on Via Malpaso. ↪ Veer Right at Guard House – just before entrance to Tehama Golf Club—and pass through the gate on the Right. The road becomes Tehama.
- 12.1 19.4 ↪ Turn Right onto Carmel Valley Road.
- 15.4 24.7 At third stop light, ↪ turn Left onto Carmel Rancho Boulevard. (Sign says Carmel Knolls Drive.) (Watch for flagmen, CHP will control intersection.)
- 15.5 24.9 ↪ Turn Right at T-junction onto Rio Road. Continue through two traffic lights – get into the left turn lane.
- 15.7 25.2 At the third traffic light turn ↪ Left onto Highway 1 heading south to Big Sur.
- 28.9 46.5 Pass over the famous Bixby Bridge.
- 34.6 55.6 Pass by Point Sur Naval Station.
- 40.2 64.7 ↪ Left turn into Ripplewood Resort parking area. This is your destination to turn around for return to Carmel-by-the-Sea. Volunteers will direct you with the aid of the California Highway Patrol.

Restrooms are available if needed.

M Km

- 40.4 65.0 Exit Ripplewood Resort. ↪ Right onto Highway 1 North toward Carmel.
- 66.4 106.8 At the first signal light ↪ turn Left onto Rio Road. (**Shortly thereafter you will be asked to pull over and form a group for a parade line into Carmel-by-the-Sea.**) There will be a parade lane, a form-up lane. (Watch for Carmel Police and CHP to direct you.).
- 67.1 108.0 At Stop sign ↪ veer soft Right onto Junipero.
- 68.1 109.6 At Fourth Stop Sign ↪ turn Left onto Ocean Avenue and park where directed for lunch – lunch is served at Devendorf Park.

Bring your Tour credential for entry into the park. Please do not leave purses or valuables in your car.
- 68.5 110.2 After lunch continue down Ocean Avenue to San Antonio. ↪ Turn Right onto San Antonio. (You will be asked to form-up in groups.)
- 68.8 110.7 At Stop Sign ↪ turn Left and continue through to Pebble Beach Gate. You are now on Carmel Way.
- 68.9 110.9 Proceed on Carmel Way and ↪ veer Left at fork in the road. **STEEP HILL, KEEP REVS UP.**

Continue through Stop Sign. ↪ Turn Left onto 17-Mile Drive.
- 69.3 111.5 Return to **EQUESTRIAN CENTER/FINISH LINE.**

**Total Mileage/Kilometers:
M – 69.3 / Km – 111.5**

Congratulations!

We invite you to join us at the Credit Suisse tent on Portola Road for a glass of champagne to celebrate completing the 2015 Tour d'Elegance where you will find your participation ribbon and photo

EMERGENCY SERVICES NUMBERS

Hagerty Assistance Trucks: 1-877-922-3394

**Antique Auto Restoration:
Randy Reed, 831-233-4555
Toni Reed, 831-238-0961**

**Pebble Beach Concours Office:
831-622-1700**

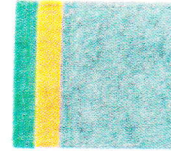
In an Emergency: Dial 911

138

65

Pebble Beach Concours d'Elegance

200 Clock Tower Place, suite 205-A, Carmel Ca. 93923
Pebblebeachconcours.net
831.622.1700



March 30, 2016

Margi Perotti
Community Activities Coordinator
City of Carmel-by-the-Sea
mperotti@ci.carmel.ca.us

Dear Margi,

On behalf of the Pebble Beach Concours d'Elegance, I wish to submit our request for a fee waiver, up to \$5,000, for the 2016 Pebble Beach Tour d'Elegance, taking place on Thursday, August 18th, 2016 in downtown Carmel-by-the-Sea.

Entering its 19th year, The Tour d'Elegance has enjoyed a long and beneficial partnership with the City of Carmel. We believe our year-round promotion of the City of Carmel to our large group of affluent participants, along with their presence downtown during the day of the event itself, is a strong value add to the local economy.

We appreciate all of the efforts made by the City of Carmel-by-the-Sea, Carmel Police Department, and Carmel City Parks & Recreation department to ensure the success of The Tour d'Elegance over the years, and we look forward to working with all parties once again in 2016.

Best regards,

Sean Jacobs

Pebble Beach Tour d'Elegance Director

sjacobs@pebblebeachconcours.net

831.622.1700



139

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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

118

67

- 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

119

68

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.

120

69

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

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

127

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.

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.

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

April 12, 2016

To: Community Activities and Cultural Commissioners
From: Janet Bombard, Community Activities Director
Subject: Review and discuss draft Special Event Policy, provide direction/recommendation to City Council as necessary

SUMMARY:

In September 2015, Mayor Jason Burnett appointed an ad hoc Event Policy and Event Fee Waiver Policy Review Committee, and charged it with reviewing the current outdated (and sometimes conflicting) policies governing events and fees, and creating an updated, comprehensive policy in their place. The ad hoc committee consisted of Carolyn Hardy, Jim Emery, Jon Wolfe, Dick Stiles, Bob Mulford, Monta Potter and Ken White. City staff support to the committee was provided by Paul Tomasi and Janet Bombard.

In addition to the basic charge, the mayor asked the committee to address the following issues:

- Develop standard criteria for the approval of special events
- Ensure that special event fee waivers, if continued, fit within the budget set by the City Council. Consider ways in which the special event and fee waiver policies might advance the ethics, character and strategic goals of the community
- Find ways to encourage events during the non-peak tourism months

The ad hoc committee employed a variety of methods to fulfill its charge, including:

- Reviewing, combining and incorporating still-relevant sections of existing City event and fee waiver policies into the new document
- Reviewing other cities' special event policies
- Review of existing statutes that pertain to special events (alcohol and health permits, for example)
- Securing an opinion from the City's insurance carrier as to desired levels and necessary types of coverage for events

With respect to the issue of fee waivers, the committee was of the opinion that a means of encouraging and helping special events should be retained; however, the ad hoc committee determined that limited funding of special events should be limited to the first three years of an event only and that no City funding should be allocated to any event going into its fourth year or more.

A 2008 9th District United States Court of Appeals decision (Long Beach Area Peace Network vs. City of Long Beach) affects the way in which municipal funds may be allocated to special events.

The Court of Appeals found that allowing a City Council the discretion to fund or waive permit fees without specified criteria for making fee waiver decisions afforded the Council the opportunity to

potentially engage in content-based discrimination, for making such a decision allows "the exercise of unbridled discretion" and is therefore unconstitutional.

In April, 2015, the Monterey City Council adopted an ordinance, based on the Court of Appeals finding, regarding city special events and fee waivers. In accordance with the decision, the City of Monterey identified specific criteria for the funding of special events. It also adopted a grant type process for awarding those funds. The ad hoc committee reviewed the City of Monterey ordinance, and is proposing a similar process for allocating funding to new City special events (see pages 10 – 12 of the draft policy).

The ad hoc committee also discussed the fact that the adoption of the new policy could affect events that have received fee waivers for a number of years. The commission could make a recommendation to the City Council that the slate be wiped clean regarding the provision in the policy stating that the number of years for which an organization will be eligible for city support shall be no more than three years from the inception of the event, and that all existing events will be eligible for three more years before that particular provision kicks in.

City Attorney Don Freeman reviewed the draft policy, and met with both City staff and the Ad Hoc Committee to provide suggestions and clarification.

Staff wishes to thank the ad hoc Event Policy and Event Fee Waiver Policy Review Committee for the many hours and hard work its members put into the drafting of the attached proposed Special Event Policy. Special thanks go to ad hoc committee member Carolyn Hardy for volunteering to undertake the onerous task of creating the first draft of the policy and overseeing it through its many revisions, and participating in additional meetings with both staff and the City Attorney.

ATTACHMENTS:

Attachment 1: Draft Special Events Policy, Revision 12

Attachment 2: Letter from Mayor Jason Burnett to ad hoc committee

76

City of Carmel-by-the-Sea **SPECIAL EVENTS**

REVISION 12

POLICY

Library and Community Activities Director
Community Activities Department
Carmel-by-the-Sea, CA 93921
(831) 624-1366



7/7

SPECIAL EVENTS POLICY C16-___
TABLE OF CONTENTS

GENERAL	
Introduction	4
Purpose	4
Previous Policies	4
CRITERIA FOR EVALUATING AND SCHEDULING SPECIAL EVENTS	4
Community Benefits	4
Community Impacts	4
Criteria for Event Evaluation	4
Events that Require A Permit	5
City Support Groups	5
FACILITY USE	5
City Wide Facilities Use	5
Table 1: Use of Municipal Facilities and Public Properties for Special Events	6
PERMIT PROCESS	6
Staff Committee	7
Staff Committee Review of Application	7
Criteria for Review of Application	7
Public Notification	8
Notification Process	8
Competing Interests	9
Resolving Conflicts	9
Application Approval / Denial Notification	9
Appeals Process	9
Revocation of Permit	10
Cost Recovery	10
SPECIAL EVENT SUPPORT PROGRAM	10
Type of Events for Support Program	10
Eligibility Criteria	10
Ineligibility	11
Qualification Criteria	11
Evaluation Measures	11
Granting Process & Selection Committee	12
Funding Levels	12
Funding	12
Other Requirements	12
EVENT DETAILS	13
Permits	13
Alcohol	13
Crowd Management / Event Security / Traffic Control	13
Street Closures	13
Parades / Walks / Runs / Race Guidelines	14
Insurance Requirements	14
Amplified Sound	15
Logistics and Cleanup	15

78

Merchandise and Alcoholic Beverages	15
Table 2: Sales of Merchandise, Food and Alcoholic Beverages In Public Places and/or Municipal Buildings	16
Food Permit / Food Booth Requirements	16
Tent and Canopy Requirements	17
Street Banner / Sign Requirements	17
Electrical Requirements	17
Air Jumpers ("Jump" Houses)	17
DEFINITIONS	17
REQUIRED TIMELINE	20
Table 3: Required Timeline	20

19

SPECIAL EVENTS POLICY Policy No. C16-___

GENERAL

INTRODUCTION

The City of Carmel-by-the-Sea supports and encourages events that have a significant economic, charitable, or community benefit while maintaining the values and unique character of the village.

PURPOSE

The purpose of this policy is to provide guidelines, processes, and regulations for special events that will protect public property and provide safety for participants and residents, and will strike an appropriate balance between the benefits of organized events and their associated impacts on the community and on the environment.

PREVIOUS POLICIES RESCINDED

This policy incorporates relevant information contained in previously adopted City policies pertaining to events and eliminates conflicting policies. For those reasons, the following policies are to be rescinded by City Council resolution: C89-45, C90-01, C95-06 and C12-02.

CRITERIA FOR EVALUATING AND SCHEDULING SPECIAL EVENTS

Careful consideration will be made for each event being held in the City of Carmel-by-the-Sea taking into consideration the following:

COMMUNITY BENEFITS

Special events can create a sense of community by, among other things:

- Providing a social gathering place for residents and visitors.
- Establishing and maintaining local traditions.
- Enhancing and supporting the unique village character and residential values.
- Showcasing talents of local artists.
- Providing cultural, educational and recreational enrichment.
- Enhancing the local economy and the City's reputation as a world-renowned destination.
- Providing funding opportunities for local community-serving, non-profit organizations.

COMMUNITY IMPACTS

Special events can impact the community by, among other things:

- Adding to traffic congestion and exacerbating parking problems.
- Impinging on use of public spaces for passive enjoyment by area residents.
- Having a negative impact on the health and appearance of public landscaping and on the condition of public buildings and property.
- Adding direct and indirect expenses to the City budget for maintenance of public facilities.
- Adding direct and indirect expenses to City operations by diverting staff resources away from other high priority work programs and projects.

CRITERIA FOR EVENT EVALUATION

The City of Carmel-by-the-Sea has the responsibility for determining whether or not any applicant shall be entitled to hold a special event. The City shall take into account the effect

the proposed special event will have upon the community and the environment as defined in the purpose. The City will also consider:

- Whether any inconvenience that the general public may suffer is outweighed by the potential benefit to the community as a whole.
- Whether the holding of the special event as planned would create an undue burden upon the resources of the City.
- The safety of the proposed event.
- The frequency of the same or similar event(s).
- Whether the requested event date coincides with peak tourism periods.
- Whether an event is held during the off-season (typically during periods from November through March).

EVENTS THAT REQUIRE A PERMIT

A formal permit is required for use of public property in the City of Carmel-by-the-Sea for any of the following conditions:

- Exclusive use of any portion of any City property to the exclusion of the general public. (CMC Chapter 17.70 Definition of "Temporary Event")
- Support of any commercial enterprise, e.g., caterer, portable restrooms, etc.
- Sound equipment use requiring greater than a 12-volt system. (CMC Chapter 8, 56.085)
- Erection of any structure, e.g., stage, tents, etc. (CMC Chapter 12, Section 32.060)
- Any request that involves special outside or City support, e.g., traffic control, traffic cones, barricades, signage, extra trash pickup, etc.
- Any request that involves the use of a stationary internal combustion engine, e.g., gas generator.
- A gathering or assemblage of 50 people or more.

Any request for exception from current City codes, rules, regulations, restrictions and policies governing activities on City property requires City Council authorization.

CITY SUPPORT GROUPS

This policy does not apply to City support groups as designated by the City Council and defined in the City's Support Groups Policy. Requests for use of public facilities by City support groups shall be in compliance with the Support Groups Policy C89-47 dated September 21, 1989 (adopted in Resolution No. 89-121) and revised from time to time thereafter.

FACILITY USE

CITY WIDE FACILITIES USE

The City of Carmel-by-the-Sea provides for the use of municipal facilities and public property for city and community groups as set forth in Table 1. Facilities and public properties will be made available at no fee if the event is held by an official City Support Group and/or co-sponsored by the City of Carmel-by-the-Sea. Privately-sponsored group activities may use municipal facilities and public property as listed in Table 1, subject to acceptance of the established criteria and regulations, scheduling and staffing availability, and fees as set forth in this policy.

TABLE 1
USE OF MUNICIPAL FACILITIES AND
PUBLIC PROPERTIES FOR SPECIAL EVENTS

FACILITY	AVAILABLE FOR USE BY	RESERVATION INFORMATION	FEES
INDOOR SPACES:			
POLICE, FIRE, PUBLIC WORKS, FOREST & BEACH BUILDINGS	Departmental operations only.		N/A
CITY HALL Council Chambers Conference Room	City departments, special public agency meetings.	Call City Hall 620-2000	NONE
HARRISON MEMORIAL LIBRARY Reading Room Park Branch Youth Services	Educational, cultural, historical, departmental uses only, in accordance with Library Board Policy.	Call Library Director 624-1366	NONE
Park Branch Local History	Departmental uses only, in accordance with Library Board Policy.		
VISTA LOBOS / J O LUMBERYARD COMMUNITY MEETING ROOM	City departments, individuals, community-based organizations, special public agency meetings, educational, cultural events.	Call Community Activities Department 620-2020	FEES VARY
FOREST THEATER	Community-based organizations, educational, cultural events.	Call Community Activities Department 620-2020	FEES VARY
OUTDOOR SPACES:			
DEVENDORF PARK	City departments, educational and cultural events	Community Activities Department 620-2020	FEES VARY
FOREST HILL PARK CARMEL BEACH	City departments, individuals, community-based organizations, special public agency meetings, educational, cultural events.	Community Activities Department 620-2020	FEES VARY

PERMIT PROCESS

On forms provided by the City, a group or individual may make application to hold a special event using public property. Applications for small-scale or special events are to be submitted at least 90 days in advance of the event and evaluated by the Staff Committee. For large-scale events drawing 7,500 people or more, applications must be submitted at least 180 days in advance.

The City is not obligated to accept applications submitted less than 90 days in advance. Special Event Permit applications may not be submitted more than one year in advance of the date of the proposed event. The application may be approved, denied, or approved with conditions by the Staff Committee. Following action by the Staff Committee, the application may be reviewed and/or approved by the Community Activities & Cultural Commission and/or the City Council.

STAFF COMMITTEE

The composition of the Staff Committee includes the following: Community Activities staff, Public Works Superintendent, Police Department staff, Planning Department staff, and Risk Manager. The Staff Committee may be expanded or contracted by enlisting the aid of other City personnel, as determined by event location or other pertinent criteria.

STAFF COMMITTEE REVIEW OF APPLICATION

The Event Organizer will be required to attend a pre-event meeting with the Staff Committee as referenced in the "Required Timeline", Attachment 1.

If the proposed use is deemed by the Staff Committee to potentially impact the community or the general public's wellbeing, the Event Organizer shall provide public notice. For annual or continuing events, the Staff Committee shall decide – taking into consideration factors such as size, complexity, significant or substantive changes, etc. – whether public noticing will be required in subsequent years.

For annual or continuing events the permit may be renewable, provided there are no significant or substantive changes to the event. Following each event the Staff Committee will evaluate the event and determine if permit conditions should be amended and/or whether it will be renewable.

All events that require downtown street closures, have a significant impact on public facilities, require a significant amount of City staff support, or require an exemption from current City codes or policies require City Council approval. City Staff will inform the Event Organizer of the date and time at which the Community Activities & Cultural Commission and/or City Council will review the application. The Event Organizer or a representative shall be present at this meeting to respond to questions.

CRITERIA FOR REVIEW OF APPLICATION

The Staff Committee will take into consideration:

- Consistency with the City's General Plan, Shoreline Management Plan, Ordinances, and Policies.
- Safety of the proposed event.
- Anticipated amount of extra personnel hours required to be furnished by the City.
- Event interference with the flow of traffic in the area and the need to close streets in a safe manner to allow emergency access for fire, police and EMS vehicles.
- Anticipated number of attendees over the entire timeframe of the special event.
- Potential need for notification to impacted neighbors or businesses.

The Staff Committee will also consider the following issues:

- Season of year/time of day/duration of activity.
- Conflicts with other events.
- Staging requirements.
- Parking.
- Street closures.
- Noise.
- Lights.
- Vehicles (trucks/number of vehicles).
- Advertising and signage.
- Sale of merchandise.



With input from the Staff Committee, the City Administrator will make a determination whether the Event Organizer has demonstrated a positive working relationship with the City and staff by:

- Cooperating/collaborating with City staff prior to, during, and after the event.
- Meeting all application deadlines.
- Properly caring for City property and/or City equipment.
- Providing a pre-event budget and post-event financial report to the Community Activities Director.

In reviewing permits, the Staff Committee shall neither discriminate nor infringe on rights related to free speech, protected classes or their Constitutional issue. If such issues arise, the City Attorney will be consulted.

PUBLIC NOTIFICATION

An event can change the normal flow of residential and business activity, potentially causing a negative impact to the community. In such cases the Staff Committee may determine that public notice to the surrounding neighborhood is required prior to reaching a decision. The applicant shall be responsible for distributing such notice.

NOTIFICATION PROCESS

If an event involves a street closure, amplified sound (more than announcements), the sale of alcohol, or more than 200 anticipated attendees, the applicant will be required to notify, in writing, all residents and businesses within 300 feet of the event venue and/or route at least two weeks prior to the Community Activities & Cultural Commission or City Council meeting at which the event will be considered. The notification must include the following information:

- Name of event.
- Description of the event, including anticipated number of attendees.
- Name of person(s) or organization(s) sponsoring the event, with contact information including phone and e-mail.
- Proposed date, time and duration of the event, including setup and tear down.
- Proposed street closure(s) and alternative route(s), if applicable.
- Use of amplified sound, if applicable.
- Sale or serving of alcohol, if applicable.
- City staff contact information.
- Date, time and location of the public meeting(s) at which the event request will be considered.

The notification may be distributed door-to-door or mailed to the impacted area. A distribution list may be obtained from the Community Planning and Building Department. The applicant must also notice the proposed event in the local newspaper, and is encouraged to use other appropriate means of distribution such as e-mail blasts, and posting the notification on community or shared boards and at the Carmel Chamber of Commerce.

To complete the notification requirement, applicant must submit a Notification Certification listing the residents and businesses that were sent the notification, and the method of notification that was used. The Notification Certification form can be obtained from the Community Activities Department.

84

COMPETING INTERESTS

To avoid overlapping requests for a scarce resource, the Community Activities Department will maintain a calendar to schedule events at specific sites. The following ranked priority list shall be used as a guide by the Staff Committee in resolving conflicts among competing interests:

- Contractual obligations (leases, etc.).
- City Council, Commission, or department activities.
- City-sponsored events.
- Permit renewals for annual events.
- Events to raise funds for city programs.
- New events – non-profit organizations.
- 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 Staff 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.

APPLICATION APPROVAL / DENIAL NOTIFICATION

After review, the Community Activities Director shall notify the applicant in writing of approval or denial of all special event requests.

All parties whose special event request have been approved shall assume full responsibility for compliance with all conditions, fees, and City, State and Federal laws. They assume responsibility for their actions, and any consequences associated with the special event. The Event Organizer or any event sponsors are advised not to announce, advertise or promote events until a permit has been issued.

Permit applications may be denied at the City's sole discretion. The City may propose alternate locations or dates, or may refuse to issue a permit. If the proposed special event does not satisfactorily pass the assessment in terms of the section "Criteria for Review of Application," the application will be recommended for denial.

APPEALS PROCESS

An Event Organizer whose application is denied, or who objects to the conditions or restrictions placed on the permit, may appeal to the City Administrator by submitting a written request to the Community Activities Director within 10 working days of the date on the City's notification of denial, conditions or restrictions. The appeal must be based on the original submitted application. The appealing party will be notified in writing of the City Administrator's decision or action.

If the appealing party is dissatisfied with the City Administrator's response, the party may appeal to the City Council within 14 working days of receipt of the City Administrator's response. The appeal shall be in writing, including a copy of the appeal to the Community Activities Director and City Administrator and their responses. The appeal must be based on the original submitted application and shall include the reasons for disagreeing with the responses and include any supporting documents.

Upon receipt of the appeal, the City Council will hear the matter at an upcoming meeting. The decision of the City Council is final.

REVOCATION OF PERMIT

Any conditions not met as set out in the approval of the application may be grounds for revocation of the permit by the City.

COST RECOVERY

Through permit review, the Staff Committee will estimate direct costs (labor, equipment and materials) for trash, portable toilets, and City departments Public Safety (Police and Ambulance), Forest and Beach, Community Activities, Public Works and Administration. Permit applications will be billed for staff hours, equipment, and associated costs.

Fees are established by Resolution of the City Council. These fees shall apply to short-term use for special events. Exceptions: Cost recovery will not be required for City-sponsored events (e.g., Fourth of July celebration, Sandcastle contest, Halloween parade and birthday party, Tree-lighting Ceremony).

SPECIAL EVENT SUPPORT PROGRAM

A Special Event Support Program is funded annually through the City's budget process by a "Community Promotions Fund." With clearly defined, goals, criteria, and evaluation measures, the program will result in a granting process that provides equal opportunity for all interested Event Organizers, and a reporting process that demonstrates transparency and accountability for public funds.

The number of years for which an organization will be eligible for City special event support for the same event shall be no more than three years from the inception of the event.

TYPE OF EVENTS FOR SUPPORT PROGRAM

- Community & charitable event – Either small- or large-scale event that serves or benefits locally-based organizations and causes, and/or provides recreational, cultural, and social benefits to Carmel residents. City-based organizations and events that serve the Carmel community specifically receive priority in funding.
- Large-scale event – An event based in the City of Carmel that is attended by 7,500 or more people, calls attention to and promotes the City regionally, attracts visitors as well as residents, has a major impact on the commercial and residential communities, and provides measurable economic benefits to the City of Carmel; or one that requires extensive staff time for pre-event processing, preparation, monitoring, and post-event rehabilitation of the village.
- Off-season event – Any event that is held off-season, between the months of November and March (inclusive), when the City is not already impacted by a major event, holiday or peak visitor time also receives priority in funding.

ELIGIBILITY CRITERIA

To be eligible to receive City support, applicants must demonstrate that:

- The event takes place within the City.
- The event is scheduled to take place during the Fiscal Year for which the event was funded and the exact date(s), time(s) and location within the City have been determined.
- The event is not financially dependent upon receiving City support.

80

- The event directly or indirectly benefits the Carmel community by supporting its schools, cause-related or non-profit organizations.
- The applicant has no outstanding debt due to the City.
- The event is accessible to the community/public, but need not be free of charge.
- Participation in the organization requesting funding not be predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.
- Carmel-by-the-Sea residents are served by the organization .

INELIGIBILITY

The City will not provide support to:

- Individuals.
- Events that benefit for-profit enterprises.
- Invitation-only events that are not open to the general public.
- Events that have been held in the City for more than three years.
- Event Organizers and organizations that have not fulfilled previous special event obligations.

QUALIFICATION CRITERIA

To qualify for consideration to receive City special event support, all applications must comply with the following:

- Are submitted by the deadlines (see Table 3, "Required Timeline"), in the format required, and are 100% complete. Applications that are late, incomplete, or do not fully comply with the instructions will not be considered.
- Must include a copy of the complete event budget with explanation of income and expenses, a proposed promotion/marketing plan and mutually agreed upon performance measures for evaluating the event's marketing and economic impact on the City of Carmel.
- Must show anticipated direct or indirect charitable contributions to the Carmel community in support of its schools, cause-related or non-profit organizations. Additionally, for established events having previously received partial city funding, provide documentation that shows actual charitable contributions since inception of the event.
- Include non-profit tax ID number if the event is organized by a non-profit organization.

EVALUATION MEASURES

After qualification, applications will be reviewed and evaluated based on the following:

Community & charitable events

- The Event Organizers meet the above qualifying criteria.
- The event directly or indirectly benefits the Carmel community by supporting its schools, cause-related or non-profit organizations; offering educational, cultural or arts experiences; or providing recreational or social activities.
- The event benefits a City- or sphere-of-influence-based non-profit organization.
- The event serves, involves, call attention to and promotes the City of Carmel, its residents, non-profits, schools and/or organizations.

Large-scale events

- The Event Organizers meet the above qualifying criteria.
- The event enhances the quality of life within the City with cultural, social, recreational or educational activities of interest to the community.

87

- The event benefits a City- or sphere-of-influence-based non-profit organization.
- The event attracts visitors to the City.
- The event calls attention to and promotes the City as a highly desirable place to live, visit, work, play, and do business.
- The event directly or indirectly benefits or promotes City of Carmel businesses.

GRANTING PROCESS & SELECTION COMMITTEE

Deadlines for funding requests correspond to the City's budgeting cycle. The Staff Committee will evaluate all qualified applications received by the deadline and funding recommendations will be made based upon the application and the amount of funding that the City Council allocates to the "Community Promotions Fund". Results will be presented to the Community Activities & Cultural Commission for review and its recommendations will be given to the City Council for final funding determination. The Council can approve, amend or deny any recommendation.

FUNDING LEVELS

Combined event support shall not exceed the amount budgeted annually for the "Community Promotions Fund" nor exceed the limits in the following categories:

Total funding for all small-scale events	Up to 60% of available funds
Total funding for all large-scale events	Up to 40% of available funds

FUNDING

Grants provide funding support through a "Community Promotions Fund" for qualified events to advertise and promote the City, and/or provide recreational, cultural, social benefits to residents, and offset City fees associated with executing an event in the City of Carmel. The purpose is not to fund the entirety of an event and grant awards may not cover all of an event's cost.

The City expects to receive more applications and/or requests for grant support amounts in excess of what it can provide. There is no guarantee that the City will be able to provide all, part or any of the financial support requested by each applicant. Thus, applicants should not make commitments on the expectation of receiving City support. Recurring events do not automatically receive funding each year. Event Organizers of recurring events must apply each year to be considered.

Successful applicants will be awarded grants in the form of credits toward their City fees. Grants awarded are not intended to cover all of an Event Organizer's costs associated with City oversight. If event costs (fees) are higher than the grant funding, the City will be owed the difference. If event costs incurred are lower than was projected during the grant process, the City will keep the difference.

The City shall retain the right to withhold or revoke funds where a recipient violates any terms of this Special Event Support Program policy, or any special event permit requirement. Compliance with this requirement shall be determined by the Community Services Director.

OTHER REQUIREMENTS

Successful applicants (while grants are under review) will be expected to follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required. Applications that do not meet the requirements and are not submitted within the specified deadlines (see Table 3, "Required Timeline") risk forfeiting the City's Special Event support.

88

Successful grant recipients will be required to enter into an agreement with the City and consent to the City's terms and conditions which will include language granting the City the right to audit financials. The agreement will also include measurable objectives and performance measures for evaluating an event's marketing and economic impact. Event Organizers will be required to demonstrate how the event met, or did not meet, the objectives and measures in a required, post-event report. The Event Organizers who are funded will be required to submit such a report to the City within 60 days of the event's conclusion.

EVENT DETAILS

PERMITS

The Event Organizer is responsible for obtaining all necessary required permits. Depending on the event, these may include, but are not limited to, the following:

- Sign or banner approval from the City's Community Planning and Building Department.
- Encroachment permits from the City's Community Planning and Building Department.
- Monterey County Environmental Health Department permit.
- Department of Alcoholic Beverage Control (ABC) permit.

The Event Organizer is also responsible for ensuring that event vendors obtain all required permits including, but not limited to, Temporary Event Food Permit and Temporary Seller's Permit. Event Organizer must also ensure that event vendors have a current City of Carmel-by-the-Sea business license.

ALCOHOL

The sale of alcohol is allowed by permit only. The Event Organizer:

- Must obtain a permit from the State of California Alcoholic Beverage Control (ABC).
- Must post signs at all exits that "Alcohol is NOT Allowed Beyond this Point."
- Will be responsible for maintaining controls as specified by the Alcoholic Beverage Control Board.

Hours of sale will be regulated by the Carmel-by-the-Sea Police Department. Police may close the sale of alcohol at any time during the event in the interest of public safety or if they determine that these controls are not being followed.

The ABC Permit application must be submitted to the City for approval at least 30 days prior to the event. A copy of the temporary license must be provided to the Community Activities Department at least 10 days in advance of the event.

CROWD MANAGEMENT / EVENT SECURITY / TRAFFIC CONTROL

The Event Organizer must develop an event security plan in cooperation with the Police Department, and should incorporate an on-site private security plan for final Police Department approval. The plan should also include how vehicular and pedestrian traffic will be directed, whether there will be shuttle buses, and location of pick-up and drop-off areas. The City may require the Event Organizer to retain uniformed police personnel as needed for traffic, alcohol control and event security.

STREET CLOSURES

Permits will not be issued for such thoroughfares as San Antonio Street, Junipero Avenue, Carpenter Street, Santa Lucia, or bus/truck routes. Closure of other downtown streets will be considered on a case-by-case basis and will require City Council approval.

For any street closure, the Event Organizer will be required to provide uniformed officers or security officers on site to ensure public safety. Any closure of public streets will require physical barriers (cones, barricades, delineators) to ensure public safety. The number and placement of street barriers will be determined by the City. Rental fees for the barriers will be charged.

The Event Organizer must work with the City to specify the times and locations of all proposed lane closures and develop a traffic control plan that will ensure an adequate level of service on the public streets that remain open.

PARADES / WALKS / RUNS / RACE GUIDELINES

All proposed routes will be reviewed by the Police Department and the City to determine the impact on public safety. Any route that would severely impact public safety or others' rights will not be approved.

The duration of any parade, walk, run or race should not exceed two hours. The Event Organizer will be required to provide sufficient monitors to control the staging area, direct orderly entry from the staging area, ensure continuous forward motion of participants along the route, and direct dispersal.

An adequate number of trash receptacles as determined by the City must line the route.

INSURANCE REQUIREMENTS

The City of Carmel-by-the-Sea requires liability coverage for \$1,000,000 (or \$2,000,000 for large-scale events) for non-City-sponsored special events on City property. All property and locations that are to be utilized and insured must be listed to reflect the City's interest in the insured property.

The policy must read as follows: The City of Carmel-by-the-Sea, its public officials, officers, agents, and employees are named as additionally insured in respect to <EVENT> on <DATE>. This information is typed in the "Description of operations/Locations/Vehicles/Exclusions Added by Endorsement/Special Provisions. A separate, "Additionally Insured" endorsement page, with the same wording as above, is also required.

The policy must specify commencement and expiration dates for coverage of the event. NAME/ADDRESS OF INSURED must read: City of Carmel-by-the-Sea, PO Box CC, Carmel, CA 93921. The name of the insurance company writing the policy, policy number, address, e-mail address, phone and fax must be included. The Insurance Company must be a company doing business in California and must be rated A+ or better. The rating of the company must be attached to the Certificate of Liability/Additionally Insured Endorsement.

The following insurance requirements are standard for special events. The Event Organizer shall furnish the City a "Certificate of Insurance" showing there is in force the following valid policy naming the Event Organizer as insured and showing:

- **Commercial General Liability** – minimum \$1,000,000 (or minimum \$2,000,000 for large-scale events) combined single limit per occurrence for bodily injury and property damage including products and completed operations;
- **Automobile Liability** – (required for parades and car shows) minimum \$1,000,000 (or minimum \$2,000,000 for large-scale events) combined single limit per accident for bodily injury and property damage for all owned, hired or non-owned vehicles.

90

- **Liquor Liability** – (when alcohol is being served or sold):
 - If the Event Organizer will be supplying alcoholic beverages for no charge, the Commercial General Liability insurance should include host liquor liability coverage.
 - If the Event Organizer is using a caterer or other vendor to supply alcohol, that vendor must have liquor liability coverage with minimum limit of \$1,000,000 per occurrence.
 - If the Event Organizer intends to sell alcohol, either the Event Organizer or vendor providing the alcohol for sale must have a valid liquor sales license and liquor liability insurance covering the sale of alcohol with minimum liquor liability limit of \$1,000,000 per occurrence.

AMPLIFIED SOUND

Any event using amplified sound requires a permit and must follow the regulations of Municipal Code Section 8.56.010 through 8.56.110 to avoid "unnecessary, excessive and annoying noises from all sources."

LOGISTICS AND CLEANUP

Portable toilets: The Event Organizer shall be responsible to provide portable toilets and indicate their location on the site diagram. The number of portable toilets will be based on a formula of at least one for every 250 people, or in the case of large-scale events, as determined by the Staff Committee. City facilities will not be substituted for the requirement and shall not be included in the formula. Ten percent of the total number of toilets shall be ADA/handicapped accessible. The goal is to have at least one wheelchair accessible toilet in each grouping of portable restrooms.

Cleanup: The Event Organizer must submit an event cleanup plan and must work with the City's waste management provider to address recycling and waste diversion. The plan must indicate sufficient staff to handle cleanup throughout the day and after the event, and sufficient equipment placed in effective locations.

- In the case of a street event, streets will remain closed to allow for adequate cleanup. Post-event cleanup must commence immediately after the end of the event.
- Litter and trash control shall include the event site and a one-block radius around the event site.
- Event Organizer shall provide copies of rental agreements for commercial dumpsters and portable toilets.

MERCHANDISE AND ALCOHOLIC BEVERAGES

There is no distinction between "direct sales" and "sale by donation" (e.g., raffles, requesting a donation in exchange for merchandise, alcohol, etc.). Table 2 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 is 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 the following in Table 2:

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**TABLE 2
SALES OF 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
Devendorf Park	Yes	Yes	No
Forest Hill Park	Yes	Yes	No
Forest Hill Park	No	No	No
Piccadilly Park	No	No	No
Mission Trail Nature Preserve	No	Yes	Yes *
Scout House	No	Yes	Yes *
Forest Theater	No	Yes	Yes *
Vista Lobos	No	Yes	Yes *
Indoor city facilities	Yes	Yes	No
Outdoor city facilities	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

FOOD PERMIT / FOOD BOOTH REQUIREMENTS

The Health and Safety Code for the State of California states that the organizer of a community or special event which involves temporary food and/or food booth facilities must obtain a health permit. This applies to both selling and giving food away. The Event Organizer is responsible for obtaining all necessary permits – temporary event food and temporary seller's permits - from the Monterey County Health Department. The Event Organizer is also responsible for ensuring that all event vendors obtain temporary event food and temporary seller's permits.

The Event Organizer and food vendors must comply with all State and County requirements governing temporary food facilities, as outlined in the California Retail Food Code, Chapter 11 <http://cchealth.org/eh/retail-food/pdf/calcode.pdf>.

To review County requirements and download forms and applications, go to the Monterey County Health Department website at: <http://www.mtyhd.org/index.php/services/environmental-health/applications-permits-forms/>

The Event Organizer must submit a complete list of all food vendors at least 14 working days prior to the event. All participating food vendors must have valid permits from the Monterey County Health Department and a business license from the City of Carmel-by-the-Sea.

The use of single-use carryout plastic bags at any business, restaurant, corporate or individual special event is prohibited (Carmel Municipal Code Chapter 8.74).

The use of CFC-processed food packaging or polystyrene foam food packaging is also prohibited (Carmel Municipal Code Chapter 8.68).

TENT AND CANOPY REQUIREMENTS

Erection of any tent will require a permit and may be inspected by the Fire Department. Article 32 of the State Fire Code requires that permits be obtained for the rental, use, or installation of any tents over 200 square feet in size, and canopies over 400 square feet in size.

92

When more than one tent or canopy is installed at the same location, adjacent to one another, the total square footage shall be computed for the purpose of enforcing the need for a permit.

When erecting a tent or canopy, no stakes shall be placed into the ground (to prevent damage to streets, irrigation systems or tree roots). Weights, sand bags or barrels of water are suggested alternatives.

STREET BANNER / SIGN REQUIREMENTS

A special event permit will be issued only after a banner and/or sign permit, along with any applicable Coastal Development permit, has been obtained. Applications for those permits must be submitted to the Community Planning and Building Department for review and approval or denial. Policy C95-07 (revised May 7, 2013) "Banners on Public Property" sets forth the duration, installation, monitoring and removal of banners. Carmel Municipal Code Chapter 17.40 sets forth signage requirements and guidelines.

ELECTRICAL REQUIREMENTS

Electrical power is limited by location and the amount of power needed. The City will not be able to provide power in many locations, and in those cases the Event Organizer will need to use "whisper quiet" type generators for power in compliance with noise regulations as outlined in Carmel Municipal Code Sections 8.56.010 through 8.56.110.

AIR JUMPERS ("JUMP" HOUSES)

Inflatable structures such as "jump" houses or air jumpers are not permitted.

DEFINITIONS

For the purpose of this policy, the following definitions apply:

Application processing fee - Charges for staff time and expenses for processing special event permit applications. Application fees are established by the City Council by resolution.

City property - Any City street, sidewalk, parking lot, park, plaza, or any other property owned or controlled by the City.

City-sponsored event - A special event that meets at least one of the following criteria:

1. The event is planned, organized and executed by City staff, either solely or in cooperation with City-sanctioned partners (e.g., Fourth of July celebration, the Sandcastle Contest, Halloween parade and birthday party, and Tree-lighting Ceremony).
2. The event is held by an official City Support Group as defined in City Policy C89-47.

Community & charitable events - Serve or benefit locally-based organizations and causes, and/or provide recreational, cultural, and social benefits to Carmel residents. City-based organizations and events that serve the Carmel community specifically receive priority in funding.

Community organizations - A public or private non-profit organization that is representative of the community or a significant segment of a community, and is engaged in meeting human, educational, environmental, or public safety community needs.

Event - Includes special event.

Event Organizer - Any person or organization that conducts, manages, promotes, organizes, aids or solicits attendance at a commercial or non-commercial special event.

Merchandise - Includes goods, wares, personal property, merchandise or any other similar item that is generally sold.

Large-scale event – An event based in the City of Carmel that is attended by 7,500 or more people, calls attention to and promotes the City regionally, attracts visitors as well as residents, has a major impact on the commercial and residential communities, and provides measurable economic benefits to the City of Carmel; one that requires extensive staff time for pre-event processing, preparation, monitoring, and post-event rehabilitation of the village.

Non-profit organization – A charitable organization (not an individual) that is exempted from payment of income taxes by federal or state law as designated by IRS Code 501(c)3 and has been in existence for a minimum of three months preceding the date of application for a special event permit.

Public notification - If necessary, the Event Organizer provides notice to affected businesses and/or residents of the event's potential impacts. The Event Organizer is responsible for following the Notification Process outlined in this policy.

Public facility - Any property located within the City limits and owned by the City of Carmel-by-the-Sea.

Rental fee - A fixed amount for the rental of all or a portion of a venue, based on the length of the event; where applicable, a maintenance fee for facility rehabilitation/maintenance may be included with the rental fee if appropriate. Rental fees are established by the City Council by resolution.

Sale by donation - Refers to such events as raffles, or to monetary contributions given to offset cost of goods provided (e.g., donations toward wine provided at event for no charge).

Sidewalk - That portion of a street, other than the roadway, set apart by curbs, barriers, markings or other delineation for pedestrian travel.

Small-scale event - An event that, in the judgment of the Community Activities Director, requires less than two hours of total staff time for pre-event preparation and/or post-event rehabilitation of the event venue, and does not exceed six hours in duration (including time required for set-up and take-down), and is attended by fewer than 200 people.

Special event - An activity on public property open to the general public, with or without an admission charge. Special events include:

- Any organized formation, parade, procession or assembly of persons, which may or may not include animals, vehicles or any combination thereof that is to assemble or travel in unison on any street that does not comply with normal or usual traffic regulations or controls; or,
- Any organized assemblage of persons at any park or facility, owned by the City that is to gather for a common purpose under the direction and control of a person; or,
- Any other organized activity conducted by a sponsoring organization or person for a common or collective use, purpose or benefit that involves the use of, or has an impact on, City property or facilities and the provisions of city services.

Examples of special events include, but are not limited to concerts, parades, special interest shows or expos, markets, fairs, festivals, block parties, community events or mass participation sports (such as marathons and running events, bicycle races or tours, etc.).

For the purpose of this policy, special events are distinguished from the following:

- Recurring program activities on public property, conducted by the City or by a lessee of City property, where the activity is specifically authorized by use permit and/or by the terms of the property lease; and
- Events on private property.

Special Event Coordinator - The person assigned by the City Administrator to carry out the duties and responsibilities set forth in this policy.

Special event permit - A permit issued under this policy.

Special event venue - That area for which a special event permit has been issued.

Staff Committee – Composition of the City committee includes Community Activities staff, Public Works Superintendent, Police Department staff, Planning Department staff, and Risk Manager.

Street - A way or place of whatever nature publicly maintained and open to use of the public for purposes of vehicular travel.

Support group –Associations of individuals who have voluntarily joined together in a unit whose sole or primary purpose is to provide assistance—monetary, social, cultural or otherwise, but not political—to the City or one of its departments. A group that has been formally designated by the City Council and is recognized to be private body.

Vendor - any person who sells or offers to sell any goods, food, or beverages within a special event venue.



Table 3
REQUIRED TIMELINE

WHAT ORGANIZER MUST DO PERMITTING PROCESS	DUE DATE
Submit Special Event Application including site map to the City.	<i>At least 90 days (small events) or 180 days (large scale events) before event and no more than 1 year before the event</i>
Submit banner/sign permit application to Community Planning and Building Department.	<i>A minimum of 90 days before event</i>
Submit any partial fee waiver request, accompanied by a pre-event budget.	<i>At least 90 days</i> in advance for consideration by CA&CC and City Council
Attend pre-event meeting scheduled by the City. Develop event security and traffic control plans in cooperation with City Staff.	New events require meeting at least 90 days in advance. Returning events require meeting 60 days in advance
Deliver written notice as need to neighbors and/or businesses.	<i>At least 14 days prior to the public meeting at which the event will be considered</i>
Secure and submit Certificate of Insurance to the City.	14 to 60 days before event
Secure required permits from appropriate departments or agencies.	14 to 60 days before event
Event fee estimates for City services available from the City.	14 to 30 days before event
Submit copies of all applicable permits to the City.	14 to 21 days before event
Submit applicable ABC permit application to City.	At least 30 days before event
Submit temporary ABC permit to City.	At least 10 days before event
Provide evidence of portable toilet and trash bin arrangements; provide an event cleanup plan.	14 days before event
If required, attend pre-event site walkthrough – arranged by the City staff.	1 to 2 days before event
GRANTING CYCLE	APPLICATION DEADLINE
For events occurring July 1 - Dec 31, Cycle #1	<i>February 1</i>
For events occurring Jan 1 – June 30, Cycle #2	<i>September 1</i>
HOLDING THE EVENT	SCHEDULED EVENT DATE
Clear event site of all remaining litter	<i>Immediately</i> after event
Remove all event equipment from event site (portable toilets, fencing, booths, stage, signs, etc.)	<i>Within 24 hours</i> after event and/or before start of business the next day. Signs are to be removed <i>immediately</i> after event.
If required, post-event site walkthrough – arranged by the City staff.	1 to 2 days after event
Post-event meeting with the Staff Committee.	7 to 30 days after event
Submit post-event financial report reflecting income and expenses.	7 to 30 days after event

9/10

ATTACHMENT 2

Janet Bombard

From: Jason Burnett <jason.burnett@gmail.com>
Sent: Tuesday, September 01, 2015 12:37 PM
To: Jim JamesEmery; Jon Wolfe; Dick and Barbara Stiles; Robert Mulford; Monta Potter; Jean & Ken White; Carolyn Hardy
Cc: Doug Schmitz; Ken Talmage; Janet Bombard; Paul Tomasi
Subject: Event policy and event fee waiver

Jim, Jon, Dick, Bob, Monta, Ken, and Carolyn,
Thank you for being willing to serve on the ad hoc Event Policy and Event Fee Waiver Policy review committee.

The basic charge of the committee is to review the several conflicting and outdated policies that apply to events and fees and seek to create one comprehensive policy that addresses the various problems that we've identified.

Doug and I are quoted outlining the problems here: <http://pineconearchive.fileburstedn.com/150508PCA.pdf> and here <http://pineconearchive.fileburstedn.com/150501PCfp.pdf>

From May 1:

"We definitely do have an issue — our policy is not work- ing the way it should, and our implementation of the policy is not working the way it should," [Jason B] said. "We have different documents that are sometimes conflicting, and the public's confused, organizers are confused, our staff are trying to work through those conflicting documents, and it's not fair to any of them." "The goal, [Jason] said, should be to have predictable, fair fees that adequately compensate the city for the resources it uses on events while not over burdening the organizers. And the approval of the events themselves should follow some standard criteria, not whether the city council likes them or not."

Event fee waivers, if continued, must be done in a way that fits within the budget set by the City Council. Doug can provide those figures for this fiscal year.

I'd also encourage the committee to consider ways that the event policy and event fee waiver policy can advance the ethics, character and strategic goals of the community. For example, generally we are at or over capacity for visitors in August and we are not in January. Is there a way to encourage events in our down season and not in our peak season?

Doug has advised that Paul Tomasi and Janet Bombard will help the committee from the staff perspective. By way of this email I am asking Paul and/or Janet to work to schedule a kick-off committee meeting as soon as possible.

Please feel free to contact me with any questions.

Thank you again for serving our community.

Jason

97



EVENTS

The following is a preliminary list of Special Events that are being scheduled in 2016 for the Carmel-by-the-Sea Centennial Celebration. This list will be updated on a regular basis to highlight all of the magnificent events that are being planned as part of our Celebration. Please advise of any functions you would like added (info@carmelcentennial.com) and check back regularly for more information including the specific day and time of each event ...

IN 2016... (AS OF APR 7, 2016)

APRIL EVENTS...

- Tues., Apr 5 thru Sat., Apr 9 12-3 -- "Then/Now -- Carmel" an historical exhibit celebrating Carmel's 100th Birthday at First Murphy House (Carmel Heritage Society)
- Fri., Apr 15 at 8 PM - Chamber Music Monterey Bay presents the *Calefax Reed Quintet* (Sunset Center)
- Sat., Apr 16 at 6PM -- Taelen Thomas as "Jack London in Carmel, 1910" (Carmel Art Association)
- Sat., Apr 23 and Sun., Apr 24 - Monterey Symphony Concerts with Van Cliburn and gold medal winning pianist Vadym Kholodenko (Sunset Center)
- Sat., Apr 30 - Arbor Day Celebration
- Sat., Apr 30, 11AM - 4PM -- Carmel Bach Festival annual "Cottages, Gardens and Canatas" House Tour of 5 select homes in Carmel

MAY EVENTS...

- Date TBD -- Sunshine Freestyle Surfabout (Carmel Beach)
- Date TBD -- Carmel Art Festival (Mission St and Devendorf Park)
- Sun., May 1 -- Tor House Foundation "Annual Spring Garden Party" (Tor House)
- Sat., May 7 -- Annual Winemaker's Celebration (Dolores Street -- between Ocean & 7th)
- Thurs., May 12 (2 to 6 PM) -- Sun., May 15 -- 9 AM to 9 PM -- Carmel Art Festival (Mission St and Devendorf Park)
- Fri., May 13 -- Sun., May 15 -- 7 30 AM to 9 PM -- Sunshine Freestyle Surfabout (Carmel Beach)
- Sat., May 14 Noon to 3 PM -- Honoring The Carmel Centennial With Music & Fashion Show (Carmel Plaza)
- Sat., May 14 at 8 PM -- Michael Feinstein: Sinatra Centennial Celebration (Sunset Center)
- Sun. May 15 at 3:00 PM - Carmel Music Society presents David Finckel, cello, Wu Han, piano, and Philip Setzer, violin, playing Beethoven Trios (Sunset Center)
- Sat., May 21 and Sun., May 22 - Monterey Symphony Concerts featuring "Capriccios" with violinist Anne Akiko Meyers (Sunset Center)
- Mon., May 30 -- Memorial Day Program (Devendorf Park)

JUNE EVENTS...

- Sat., June 4 - Carmel Music Society presents the 39th Young Musicians Competition for pianists (Sunset Center)
- Sun., Jun 19 at 6:30 AM -- Run in the Name of Love (Begins at Sunset Center)
- Preview, Thurs., Jun 23; Opens Fri., Jun 24 thru Sun., Jun 26 -- Forest Theatre Guild presents an original work "The Borrowers-The Musical" (Forest Theatre)
- Sat., Jun 25 1 -- 5 PM -- House & Garden Tour of outstanding historic homes around town (Carmel Heritage Society)

JULY EVENTS...

- Fri., Jul 1 thru Sun., Jul 3; Fri., Jul 8 thru Sun., Jul 10; and, Thurs., Jul 14 thru Sun., Jul 17 -- Forest Theatre Guild presents an original work "The Borrowers--The Musical" (Forest Theatre)
- Mon., Jul 4 -- Jul 4th Picnic in the Park (Devendorf Park)
- Sat., Jul 15 thru Sun., Jul 31 -- "The History of Carmel Theatre Poster Art" Outdoor Forest Theatre Playbills (Cherry Center)
- Sat., Jul 16 thru Sat., Jul 30 - Bach Festival (Various locations)

AUGUST EVENTS...

- Mon., Aug 1 thru Sun., Aug 28 -- "The History of Carmel Theatre Poster Art" Outdoor Forest Theatre Playbills (Cherry Center)
- Fri., Aug 5, 6, and 7 -- Live performance of "Abalone" by Bill Broader (Cherry Center)

Events Carmel-by-the-Sea Centennial

- Thurs. Aug 11 thru Sun., Aug. 13 -- Friends of Harrison Memorial Library, Annual Book Sale (Junipero Serra School Gym)
- Tues. Aug 16 -- Concours on the Avenue (Ocean Avenue between Junipero and Monte Verde)
- Thurs. Aug 18 -- Concours d'Elegance 2016 (Ocean Avenue and Devendorf Park)
- Thurs. Aug 18 thru Sun., Aug 25 -- PacRep's "The Wizard of Oz" (Outdoor Forest Theatre) - Performances Thurs. thru Sundays Only

SEPTEMBER EVENTS...

- Thurs. Sept 1 thru Sun., Sept 25 -- PacRep's "The Wizard of Oz" (Outdoor Forest Theatre) - Performances Thurs. thru Sundays Only
- Thurs. Sept 15 at 5 PM -- Centennial Series at Carpenter Hall, "Reliving Our History" -- Marcia Kuster Rider on Edward Kuster (Carmel Residents Association)
- Fri., Sept 30 thru Sun., Oct 2 -- Robinson Jeffers Tor House Fall Festival (Women's Club/Tor House)

OCTOBER EVENTS...

- Sat. Oct 1 thru Sun., Oct 2 -- Robinson Jeffers Tor House Fall Festival (Women's Club/Tor House)
- Sat. Oct 1 thru Sat., Oct 15 -- Carmel Heritage exhibit of "The Mayors of Carmel" -- (Marjorie Evans Gallery at Sunset Center)
- Sat. Oct 1, 2, 6--9, 13 --16 PacRep's Carmel Shakespeare Festival "Twelfth Night" (Outdoor Forest Theatre)
- Sun., Oct 2 at 3:00pm - Carmel Music Society begins its 90th season with the Romeros Guitar Quartet (Sunset Center)
- Thurs., Oct 6 -- 6 to 9 PM -- Carmel Chamber of Commerce hosts "A Taste of Carmel" (Carmel Mission Courtyard)
- Fri., Oct 7 thru Mon., Oct., 31 -- "The History of Carmel Contemporary Architecture" (Cherry Center)
- Week of Oct 10 -- Fire Awareness Safety Week & and Celebration of the 100th year of the Carmel-by-the-Sea Fire Department
- Fri., Oct 14 at 8 PM -- Carmel Centennial Celebration Dance Presentation TBD (Sunset Center)
- Sun., Oct 16 thru Sat., Oct 31 -- Historical Photo exhibit and Jo Mora exhibit -- (Marjorie Evans Gallery at Sunset Center)
- Mon., Oct 17 at 2 PM -- Carmel Women's Club celebrates "Our Story" 91 years in Carmel with Historical Retrospective and displays (Carmel Women's Club)
- Wed., Oct 19 thru Sat., Oct 22 -- Carmel International Film Festival (Sunset Center)
- Thurs., Oct 20 thru Sun., Oct 30 -- PacRep's Carmel Shakespeare Festival presents "King Lear" (Circle Theatre)
- Fri., Oct 21--4 PM Carmel High School Parade
- Sat., Oct 22 and Sun., Oct 23 -- Monterey Symphony Concerts featuring commissioned work inspired by Robinson Jeffers and composed by John Wineglass in honor of the Centennial Celebration (Sunset Center)
- Sat., Oct 22 -- Sand Castle Contest (Carmel Beach)
- Sun., Oct 23 at 5:15 PM -- The Forest Theatre Foundation Show "The Abalone Club" (Outdoor Forest Theatre)
- Sat., Oct 29 at 11 AM -- Centennial Celebration Parade (Ocean Avenue)
- Sat., Oct 29 at Noon -- Celebratory Luncheon (Sunset Center)
- Sat., Oct 29 at 8 PM -- Carmel Music Society celebrates 90th season with Saint-Martin-in-the-Fields Chamber Ensemble (Sunset Center)

NOVEMBER EVENTS...

- Tues., Nov 1 thru Fri., Nov 4 -- "The History of Carmel Contemporary Architecture" (Cherry Center)
- Thurs., Nov 3 - Sun., Nov 6 -- PacRep's Carmel Shakespeare Festival presents "King Lear" (Circle Theatre)
- Fri., Nov 11 -- Veterans Day Program (Devendorf Park)
- Thurs., Nov 17 at 5 PM -- Centennial Series, "Reliving Our History" -- Les and Rowan Rowntree on Lester Rowntree (Carmel Residents Association)
- Sat., Nov 19 -- Homecrafters' Marketplace (Sunset Center)
- Sat., Nov 19 and Sun., Nov 20 - Monterey Symphony Concerts presenting Mendelssohn's Midsummer Night's Dream (Sunset Center)
- Thurs., Nov 24 -- Thanksgiving

DECEMBER EVENTS...

- Fri., Dec 2 -- Tree Lighting (Ocean Avenue at Devendorf Park)
- Fri., Dec 9 and Sat., Dec 10 at 7 PM and Sun., Dec 11 at 2 PM -- 2016 Dance Kids presents 23rd Annual "The Nutcracker" (Sunset Center)
- Fri., Dec 9 -- 5 to 8 PM -- "Carmel-by-the-Glass" a fun-filled winemakers celebration (La Playa Hotel)
- Sun., Dec 25 -- Christmas
- Sat., Dec 31 -- New Years Eve
- Date TBD -- Closing Centennial Ceremony

Email: info@carmelcentennial.com

Mail: P.O. Box CC, Carmel-by-the-Sea, CA 93921



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99