

CITY OF CARMEL-BY-THE-SEA  
COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Regular Meeting  
City Hall Council Chambers  
East side of Monte Verde  
between Ocean & 7<sup>th</sup>

Tuesday  
July 26, 2016  
9:30 a.m.

Judy Refuerzo, Chair  
Linda Calafiore  
Donna 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.

Consent Agenda

1. Approval of the Minutes of the June 14, 2016 meeting (pp. 1 – 2)

Orders of Business

New Business

2. Discuss Community Activities and Cultural Commission participation in the Centennial Parade on Saturday, October 29, 2016 and provide direction (p. 3)
3. Review draft community promotions fund grant overview and application, provide direction as necessary, and make a recommendation to the City Council (pp. 4 – 32)
4. Review draft special event planning guide brochure, provide direction as necessary, and make a recommendation to the City Council (pp. 33 – 35)

Old Business

5. Review and discuss Community Activities & Cultural Commission plans for a cultural event in Devendorf Park to be held in conjunction with 2016 Centennial celebrations, provide direction as necessary (pp. 36 - 37)

Reports from the Chair and Commissioners

Reports from the staff – receive and discuss reports, provide direction as necessary

6. Verbal review of 2016 Special Events
  - Carmel Ribbon Cutting / Centennial Launch, Friday, January 8, Ocean Avenue
  - 20<sup>th</sup> Annual Breakfast with the Bunny and Bunnyland, Saturday, March 26, Devendorf Park
  - Monterey Vintners Winemakers' Celebration, Saturday, May 7, Dolores between Ocean and 7<sup>th</sup> Avenues, 7<sup>th</sup> Avenue between Dolores and San Carlos

CITY OF CARMEL-BY-THE-SEA  
COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

- 36<sup>th</sup> Annual Surfabout Contest, May 13,14,15, Carmel Beach
- 22<sup>3rd</sup> Annual Carmel Art Festival, May 12-15, Mission between Ocean and 6<sup>th</sup>
- Memorial Day Ceremony, Monday, May 30, 11:00 am, Devendorf Park – **Event Review**
- 6<sup>th</sup> Annual Run in the Name of Love, Sunday, June 19, 8:00 am, Race Start on San Carlos Street – Finish at Del Mar.
- 14<sup>th</sup> Annual 4<sup>th</sup> of July Celebration, Monday, July 4, 12:00 pm, Devendorf Park
- 10<sup>th</sup> Annual Concours on the Avenue, Tuesday, August 16, Ocean Avenue and Devendorf Park
- 19<sup>th</sup> Annual Pebble Beach Tour d'Elegance, Thursday, August 18, 11:30 am Ocean Avenue and Devendorf Park
- 2<sup>nd</sup> Annual Pumpkin Roll, October 1, 1:00 – 3:-- pm, Ocean Avenue
- Carmel High School Homecoming Parade, October 21, 2016, Ocean Avenue
- 56<sup>th</sup> Annual Sandcastle Contest, October 22, 2016 – Carmel Beach
- 8<sup>th</sup> Annual Carmel International Film Festival , Wednesday - Sunday, October 19-22 – various locations
- Forest Theater Show, "The Abalone Club", Outdoor Forest Theater, October 23, 2016
- 100<sup>th</sup> City Birthday Party, Parade, and Dance, Saturday, October 29
- Veterans Day Ceremony, Friday, November 11, Devendorf Park
- 46<sup>th</sup> Annual Homecrafters' Marketplace., Saturday, November 19, 9:00 am to 3:00 pm – Sunset Center North Lot
- Tree Lighting, Friday, December 2, 4:30 pm – Ocean Avenue and Devendorf Park.

10. Future Agenda Items

11. 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 July 22, 2016.*

Dated this 22nd day of July, 2016, at the hour of 6:00 p.m.

  
\_\_\_\_\_  
Janet Bombard  
Library and Community Activities Director

MINUTES  
COMMUNITY ACTIVITIES & CULTURAL COMMISSION  
CITY OF CARMEL-BY-THE-SEA  
REGULAR MEETING, JUNE 14, 2016

**I. CALL TO ORDER AND ROLL CALL**

PRESENT: Commissioners: Calafiore, Jett, Meheen

ABSENT: Refuerzo, Lee

STAFF PRESENT: Janet Bombard, Library and Community Activities Director  
Margi Perotti, Community Activities Coordinator  
Lori Aiello, Community Activities Coordinator

**II. PLEDGE OF ALLEGIANCE**

Members of the audience joined Commission Members in the Pledge of Allegiance.

**III. APPEARANCES**

James Molinaro appeared and announced he would like to volunteer for special events.

**IV. CONSENT AGENDA**

1. Approve the minutes of the May 17, 2016 regular meeting.

It was moved by Jett and seconded by Meheen to approve the minutes of the May 17, 2016 regular meeting. The motion carried by the following roll call vote:

AYES: Calafiore, Jett, Meheen

NOES: None

ABSENT: Lee, Refuerzo

ABSTAIN: None

**V. ORDERS OF BUSINESS – NEW BUSINESS**

1. Consideration of the submittal of a request to the City Council that City Commissions and Boards, and past and present City dignitaries, be invited to participate in the October 29, 2016 Centennial Parade.

Staff member Bombard presented the staff report. Acting Chair Jett opened the public hearing.

Sue McCloud and Tom Brocato appeared before the Commission and told them invitations would be going out to Commission and Boards inviting them to participate in the parade.

No other action taken.

**VI. OLD BUSINESS**

1. Review and discuss the Community Activities and Cultural Commission plans for a cultural event in Devendorf Park to be held in conjunction with the 2016 Centennial celebrations, provide direction as necessary.

Staff member Bombard presented a staff report. Acting Chair Jett opened the public hearing. Sue McCloud appeared before the Commission.

Following discussion, it was moved by Meheen and seconded by Calafiore to confirm the date of Thursday, September 29, 2016 between 2:00 and 7:00 p.m. for the event, develop a scope of work for the event and send a request to the City Council to fund the event in the amount of \$2,500. The motion carried by the following roll call vote:

AYES: Calafiore, Jett, Meheen  
NOES: None  
ABSENT: Lee, Refuerzo  
ABSTAIN: None

**VII. REPORTS FROM THE CHAIR AND COMMISSIONERS**

Commissioner Meheen gave an update on the Carmel Chamber mixer and opening of the Forest Theater Guild and invited the audience and the Commission to come see the Borrowers, written by Walt Defaria with music by the late Stephen Tosh.

No other reports.

**VIII. REPORTS FROM STAFF**

Staff member Perotti gave a verbal report on past Special Events and upcoming events on the calendar.

Staff member Bombard gave an update on City Council approval of the Forest Theater Use Agreement, the Vista Lobos Use Policy, and the Special Event Policy and addressed questions from the Commission.

**X. ADJOURNMENT**

There being no further business to come before the Commission the meeting was adjourned at 10:07 a.m.

Respectfully submitted,

Margi Perotti, Community Activities Coordinator

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Approved by:

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Donna Jett, Acting Chair

# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

July 26, 2016

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**To:** Community Activities and Cultural Commissioners

**From:** Janet Bombard, Library and Community Activities Director

**Subject:** Discuss Community Activities and Cultural Commission participation in the Centennial Parade on Saturday, October 29, 2016 and provide direction

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### **SUMMARY:**

The Centennial Committee Parade will take place Saturday, October 29, 2016. The parade theme is "A Century of Memories". City Commissions and Boards have been invited to participate in the parade.

Staff is requesting that the Commission consider the following options/components of participation and provide staff with direction. Staff will follow up with parade organizers on behalf of the Commission.

1. The Commission has the following options with regard to parade participation: walk in the parade, ride in the parade, or sit in reserved bleacher seats. The Centennial Committee has asked that all Commission members choose just one group option with regard to walking or riding.
2. If the Commission chooses to ride in the parade, the Centennial Committee is attempting to secure enough automobiles, but would appreciate any help the Commission might be able to provide. Parade cars must be convertibles manufactured between the years of 1916 and 1960.
3. The Commission will need to come up with a themed costume idea for participating members. Examples of costumes already under consideration or chosen by City groups include suffragettes, 1950's sock hop, and the 1970's. The Centennial Committee can potentially assist with costumes.
4. The Centennial Committee will need to know how many of the Commission members will be participating.

# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

July 26, 2016

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**To:** Community Activities and Cultural Commissioners

**From:** Janet Bombard, Library and Community Activities Director

**Subject:** Review draft Community Promotions Fund grant overview and application process, provide direction as necessary, and make a recommendation to the City Council regarding 1. the grant overview and application, and 2. a revision to City Policy C16-01 changing the

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### **SUMMARY:**

At the April 15, 2016 meeting, the Community Activities and Cultural Commission reviewed and discussed a draft Special Event Policy and forwarded recommended additions and revisions to the City Council

At its June 7, 2016 meeting the City Council moved to adopt the Special Event Policy (City Policy C16-01) with the following changes:

- Incorporate edits suggested by the Community Activities and Cultural Commission and staff
- Remove the provision that events will only be eligible for a grant for three years
- Instruct staff to work on a brochure/ marketing piece that would distill the policy into an easily understood form
- Develop a Community Promotions Fund grant application

The City Council also directed staff to bring the Community Promotions Fund grant application before the Community Activities and Cultural Commission for review and a recommendation to Council.

Staff reviewed a number of special event grant guidelines and applications from other California cities. The attached final draft (Attachment 1) incorporates the relevant processes and criteria outlined in the "Special Event Support Program" section of City Policy C16-01, as well as elements from other cities' grant applications that staff felt merited inclusion.

The majority of other cities' grant guidelines and applications incorporated a tiered funding structure, including that of the City of Monterey, which Carmel's Ad Hoc Special Event Policy committee used as a guide for the special event support program outlined in City Policy C16-01.

The funding request amounts and event budget figures in the four funding tiers on page one of the guidelines are based on the amount budgeted by the City Council for Fiscal Year 2016/17 special events (\$27,500 for events, \$30,000 for Car Week) and the stipulation in Policy C16-01 that the total grant funding for small-scale events will be up to 60% of available budget funds, and total funding for large-scale events (2,000 attendees or more) will be up to 40% of available funds.

Currently, City Policy C16-01 provides for two granting cycles per fiscal year (see Table 3, Required Timeline, page 20 of the policy). After reviewing other cities' grant processes, staff has realized it would be onerous to administer two grant cycles due to the fact that it would be difficult to anticipate the number of grant requests for each cycle and divide the funds accordingly between them. Staff is requesting, therefore, that the Community Activities and Cultural Commission also make a recommendation to the City Council to reduce the number of grant cycles to one per year.

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**ATTACHMENTS:**

Attachment 1: Draft Community Promotions Fund Special Event Support Program Guidelines and Grant Application

Attachment 2: City of Carmel-by-the-Sea Special Events Policy



City of Carmel-by-the-Sea

**Community Promotions Fund Special Event Support Program  
Guidelines and Grant Application**

**Overview**

The City of Carmel-by-the-Sea (City) supports and encourages events that have a significant economic, charitable, or community benefit while maintaining the values and unique character of the village. The City's Special Event Support Program provides support in the form of credits toward event fees to the following categories of Carmel-by-the-Sea events:

- Community & charitable event – A 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 2,000 or more people and/or requires the closure of more than two City blocks, 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.
- Small-scale event - An event that draws fewer than 2,000 people and/or requires the closure of no more than two City blocks, and, 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).

**Funding**

Grants will be available at set, not-to-exceed levels that correlate to the amount of City fees the applicant is expected to pay. Successful applicants will be awarded grants in the form of credits toward their City fees (the City does not provide cash to grant awardees). The City's financial support should represent no more than 25% of an event's overall budget.

Event support is categorized into the following four- tiered system:

Tier 1: Funding requests up to \$500 (overall event budget of \$2000 or less)

Tier 2: \$501 - \$2,500 funding requests (overall event budget between \$2001 and \$10,000)

Tier 3: \$2501 - \$5,500 funding requests (overall event budget between \$10,001 and \$22,000)

Tier 4: \$5,501 and above funding requests (overall event budget \$22,001 and up)

Successful applicants will be awarded grants in the form of credits toward their City fees. Event support shall not exceed the fiscal year amount budgeted by the City Council for such purpose nor exceed the

limits in the following categories:

Total funding for small-scale events	Up to 60% of available funds (\$30,000 total in fiscal year 16/17)
Total funding for all large-scale events	Up to 40% of available funds (\$20,000 total in fiscal year 16/17)

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.

### **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.
- 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.

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.
- 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:

- Must be submitted by the stated deadline 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 a detailed event budget for the entire program/event listing all income and expense sources.
- Must include a proposed promotion/marketing plan which includes a description of how your organization will acknowledge the City's support
- Must include proposed 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.

- Must include non-profit tax ID number if the event is organized by a non-profit organization.

### **Evaluation Criteria**

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

#### **Community & Charitable events**

- The Event Organizers meet the above Qualification 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, calls attention to and promotes the City of Carmel, its residents, non-profits, schools and/or organizations.

#### **Small and Large-scale events**

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

*Note: 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.*

### **Additional Information**

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 specified deadlines risk forfeiting the City's Special Event support.

The City may receive applications and/or requests for grant support amounts in excess of what it can to 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 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 a mutually agreed-upon marketing plan, and measurable objectives and performance measures for evaluating the 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.



The City shall retain the right to withhold or revoke funds where a recipient violates any terms of the City's Special Event Support Program policy, or any special event permit requirement.

### **Applying for a Grant**

This call for applications is for special events that will be held in the City of Carmel-by-the-Sea between July 1, 2016 and June 30, 2017.

**The Grant Application follows this document.** Please submit five (5) copies of the attached application and five (5) copies of your event budget, proposed promotion/marketing plan and proposed performance measures for use by the evaluating committee.

All applications received by the deadline will be evaluated and ranked. Funding recommendations made to the City Council will be based upon how well the application meets the established criteria, in competition with other applications, and the amount of funding allocated by the Council to support the Community Promotions Fund in the Fiscal Year budget. The City Council can approve, amend or deny any recommendation.

The deadline for applications is <date> at 5:00 p.m. You can mail or hand deliver your five (5) completed application packets to the Community Activities Department located at the Harrison Park Branch Library on the corner of Sixth and Mission, or City Hall on Monte Verde between Ocean and 7<sup>th</sup>. Address: P.O. Box CC, Carmel, CA 93921.

LATE AND/OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.

For internal use only  
DATE:  
TRACKING NUMBER:



# CITY OF CARMEL-BY-THE-SEA SPECIAL EVENT SUPPORT GRANT APPLICATION

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2016 - JUNE 30, 2017

Please complete the entire application, answering all requests for information and mail or hand deliver five (5) complete packets including application form, event budget, promotional/marketing plan, and proposed performance measures.

### APPLICANT INFORMATION

Name \_\_\_\_\_ Email Address \_\_\_\_\_  
Organization Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone Number \_\_\_\_\_ Cell Number \_\_\_\_\_  
Website address \_\_\_\_\_ Non-Profit Tax I.D. # \_\_\_\_\_

### EVENT INFORMATION

Event Title \_\_\_\_\_  
Number of expected attendees \_\_\_\_\_ Requested grant amount \_\_\_\_\_  
Event Start Date \_\_\_\_\_ Time \_\_\_\_\_ AM  PM  Event End Date \_\_\_\_\_ Time \_\_\_\_\_ AM  PM   
Event Category: (check one)  
 Athletic/Recreation    Art/Exhibit    Car Show    Festival/Celebration    Parade/Procession  
 Performance    Run/Walk    Other (please specify) \_\_\_\_\_

Event Description: Provide a narrative description of the full scope of your event in the space below. Be as specific and detailed as possible. Attach an additional page as necessary.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SPECIAL EVENT SUPPORT GRANT APPLICATION**  
*FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2016 - JUNE 30, 2017*  
Page 2

**SPECIAL EVENT SUPPORT GRANT SCREENING QUESTIONNAIRE**

1. Will your event take place in the City of Carmel-by-the-Sea? Yes  No
2. Will your event take place between July 1, 2016 and June 30, 2017? Yes  No
3. Does your application include a copy of your complete event budget? Yes  No
4. Does your application include a copy of your proposed promotion/marketing plan? Yes  No
5. Does your application include a copy of your proposed performance measures? Yes  No

**If you answered "No" to any of the above questions, please provide a brief explanation:**

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6. Is this the first year the event will take place in the City of Carmel? Yes  No
7. If not, how many years has the event been held in the City? \_\_\_\_\_
8. Will the event benefit a City or sphere-of-influence-based non-profit organization? Yes  No

**If you answered "No", please provide a brief explanation:**

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9. What are the anticipated direct or indirect charitable contributions from your event that will support Carmel's schools, cause-related, or non-profit organizations? \_\_\_\_\_

10. Has your event previously received City funding support in the form of reduced fees? Yes  No   
**If you answered "Yes" to this question, attach the following documentation to this application: A. name of charitable organization(s), B. amount(s) of actual charitable contribution(s) since the inception of the event.**

**If you did not attach documentation, please provide a brief explanation:**

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11. Is your event financially dependent upon receiving City support? Yes  No
12. Does your organization have an outstanding debt to the City of Carmel-by-the-Sea? Yes  No
13. Will admission be charged (including any sort of pre-payment/registration or sponsorship plan)? Yes  No
14. Will your event be open to the community/public? Yes  No

**SPECIAL EVENT SUPPORT GRANT APPLICATION**

FOR SPECIAL EVENTS OCCURRING BETWEEN JULY 1, 2016 - JUNE 30, 2017

Page 3

15. Does your organization serve Carmel-by-the-Sea residents? Yes  No

**If you answered yes, please explain how:**

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16. Will your event be sponsored, hosted and organized by a non-profit organization? Yes  No

17. Will your event benefit any for-profit enterprises? Yes  No

18. Will your event serve, involve, call attention to and promote the City of Carmel, its residents, non-profits, schools and/or organizations? Yes  No

19. Will your event attract visitors to the City? Yes  No

20. Will the event directly or indirectly benefit or promote City of Carmel businesses? Yes  No

**If you answered yes, please explain how:**

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**OTHER REQUIREMENTS**

17. Successful applicants will be expected to follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required.

18. 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 include a mutually agreed-upon promotion/marketing plan and performance measures for evaluating the event's marketing and economic impact.

19. 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. Event organizers who are funded will be required to submit such a report to the City within 60 days of the event's conclusion.

**ACKNOWLEDGEMENTS**

I certify that the above information is true and correct to the best of my knowledge.

I certify that participation in this organization is not predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.

I understand that this Special Event Support grant application is for preliminary review only, and does not guarantee that my event will be approved to move forward through the Special Event Grant process. If approved, I understand that any change in the scope of the event must be reported to the Community Activities Department and additional permits and fees may be required.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

Please print name \_\_\_\_\_

ATTACHMENT 2

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

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**POLICY**

**Community Activities Department**  
Carmel-by-the-Sea, CA 93921



# SPECIAL EVENTS POLICY C16-01

## TABLE OF CONTENTS

<b>GENERAL</b>	4
Introduction .....	4
Purpose .....	4
Previous Policies.....	4
<b>CRITERIA FOR EVALUATING AND SCHEDULING SPECIAL EVENTS</b> .....	4
Community Benefits .....	4
Community Impacts .....	4
Criteria for Event Evaluation .....	4
Events that Require A Permit .....	5
City Support Groups .....	5
<b>FACILITY USE</b> .....	5
City Wide Facilities Use .....	5
Table 1: Use of Municipal Facilities and Public Properties for Special Events	6
<b>PERMIT PROCESS</b> .....	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
<b>SPECIAL EVENT SUPPORT PROGRAM</b> .....	10
Type of Events for Support Program .....	11
Eligibility Criteria .....	11
Ineligibility .....	11
Qualification Criteria .....	11
Evaluation Measures .....	11
Granting Process & Selection Committee .....	12
Funding Levels .....	12
Funding .....	12
Other Requirements .....	12
<b>EVENT DETAILS</b> .....	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

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
<b>DEFINITIONS</b> .....	17
<b>REQUIRED TIMELINE</b>	
Table 3: Required Timeline .....	20

# SPECIAL EVENTS POLICY

## Policy No. C16-1

### 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
<b>INDOOR SPACES:</b>			
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  Park Branch Local History	Educational, cultural, historical, departmental uses only, in accordance with Library Board Policy.  Departmental uses only, in accordance with Library Board Policy.	Call Library Director 624-1366	NONE
VISTA LOBOS / J O HANDLY 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
<b>OUTDOOR SPACES:</b>			
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 drawing fewer than 2,000 people and/or requiring the closure of no more than two City blocks are to be submitted at least 90 days in advance of the event and evaluated by the Staff Committee. For large-scale events drawing 2,000 people or more and/or requiring the closure of more than two City blocks, applications must be submitted at least 180 days in advance. Staff will acknowledge receipt of the application in a timely manner, or no later than 30 days from the date the application is received. All Special Event Permit application documents submitted by hand will be date stamped.

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.

## **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. Such notification will be made in a timely manner, or no later than 30 days from the date the application is received.

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 in a timely manner, or no later than 30 days from the date the appeal is received.

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.

### **REVOCAION 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.

### **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 2,000 or more people and/or requires the closure of more than two City blocks, 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.
- Small-scale event - An event that draws fewer than 2,000 people and/or requires the closure of no more than two City blocks, and, 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).

## **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.
- 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.
- 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, calls attention to and promotes the City of Carmel, its residents, non-profits, schools and/or organizations.

### Small and 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.
- 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 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.

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.

- **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:

**TABLE 2  
SALES OF MERCHANDISE, FOOD AND ALCOHOLIC BEVERAGES  
IN PUBLIC PLACES AND/OR MUNICIPAL BUILDINGS**

<b>Municipal Location</b>	<b>Merchandise</b>	<b>Food</b>	<b>Alcohol</b>
Carmel Beach	No	No	No
Del Mar Parking Lot	No	No	No
Devendorf Park	Yes	Yes	No
Forest Hill Park	Yes	Yes	No
Piccadilly Park	No	No	No
Mission Trail Nature Preserve	No	No	No
Scout House	Yes	Yes	Yes *
Forest Theater	Yes	Yes	Yes *
Vista Lobos	Yes	Yes	Yes *
Indoor city facilities	Yes	Yes	Yes *
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.

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 block** - A City block is determined to be the roadway or sidewalk between two adjacent streets. Any event requiring the closure of any section of a street constitutes one City block.

**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 2,000 or more people and/or requires the closure of more than two City blocks, 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 measureable 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 draws fewer than 2,000 people and/or requires the closure of no more than two City blocks, and, 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).

**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**

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

# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

July 26, 2016

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**To:** Community Activities and Cultural Commissioners  
**From:** Janet Bombard, Library and Community Activities Director  
**Subject:** Review draft special event planning guide brochure, provide direction as necessary, and make a recommendation to the City Council

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### **SUMMARY:**

At its June 7, 2016 meeting the City Council moved to adopt the City of Carmel-by-the-Sea Special Events Policy (City Policy C16-01).

At the meeting, City Council instructed staff to work on a brochure that would provide a distillation / overview of the policy so that event organizers could get a sense of what is necessary to hold a special event within the City without having to read all twenty pages of the policy.

The City Council also directed staff to bring the brochure to the Community Activities and Cultural Commission for review. Staff has attempted to strike a balance with the attached brochure, reducing and simplifying the amount of information in the policy while retaining the salient points. Any additions, deletions or other revisions the Commission recommends will be presented to the City Council for its consideration.

The City's Special Events Policy is included in this agenda packet on pages 13 through 32 as Attachment 2 of the previous staff report.

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### **ATTACHMENTS:**

Attachment 1: Draft Tri-Fold Brochure: City of Carmel-by-the-Sea Special Event Planning Guide

## HOW DO I KNOW IF I'M ELIGIBLE TO APPLY FOR CITY SUPPORT FOR MY EVENT?

- To be eligible to receive City support, applicants must demonstrate that:
- The event takes place within the City
  - The event is scheduled during the fiscal year for which it is funded and the date, time & location have been determined
  - The event is not financially dependent on receiving City support
  - The event directly or indirectly benefits the community by supporting its schools, cause-related or non-profit organizations
  - The applicant has no outstanding debt to the City
  - The event is accessible to the community/public, but need not be free of charge
  - Participation in the organization requesting funding may 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.

Please note that the City does not provide support to individuals; events that benefit for-profit enterprises; invitation-only events not open to the public; and event organizers/events that have not fulfilled previous special event obligations.

## HOW DO I APPLY?

The City engages in a grant application process once a year. To receive a complete list of details regarding the granting process, including schedules, program guidelines and deadlines, contact the Community Activities Department at (831) 620-2020 or (9310 624-1366.

To receive a complete list of details regarding any or all requirements for holding special events in the City (including beach events) contact the Community Activities Department at (831) 620-2020 or (831) 624-1366.



**FOR MORE INFORMATION ABOUT SPECIAL EVENT REQUIREMENTS, THE CITY'S SPECIAL EVENT SUPPORT PROGRAM, OR TO RECEIVE A COPY OF THE SPECIAL EVENT POLICY PLEASE CONTACT THE COMMUNITY ACTIVITIES**

**DEPARTMENT AT  
(831) 620-2020**

**OR EMAIL**

**[MMPEROTTI@CI.CARMEL.CA.US](mailto:MMPEROTTI@CI.CARMEL.CA.US)**

**OR**

**[LAIELLO@CI.CARMEL.CA.US](mailto:LAIELLO@CI.CARMEL.CA.US)**

**CITY OF CARMEL-BY-THE-SEA**

**P.O. BOX CC  
CARMEL, CA 93921**



City of Carmel-by-the-Sea

## SPECIAL EVENT PLANNING GUIDE



**WHAT YOU NEED TO KNOW ABOUT HOLDING A SPECIAL EVENT IN THE CITY OF CARMEL-BY-THE-SEA**

## PLANNING YOUR SPECIAL EVENT



Thank you for your interest in holding a special event in the City of Carmel-by-the-Sea. The City supports and encourages events that have economic, charitable or community benefits while maintaining the values and unique character of the village.

## HOW DO I GET STARTED?

- A Special Event Permit is required for:
- Exclusive use of any portion of any City property to the exclusion of the general public
  - Support of any commercial enterprise; e.g., caterer, portable restrooms, etc.
  - Sound equipment use requiring greater than a 12 -volt system
  - Erection of any structure; e.g., stage, tents, etc.
  - Any request that involves outside or City support; e.g., traffic control, 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

You can obtain a Special Event Application Form from the Community Activities Department: at (831) 620-2020. Or you may email [mperrotti@ci.carmelcaus.org](mailto:mperrotti@ci.carmelcaus.org) or [laliello@ci.carmelcaus.org](mailto:laliello@ci.carmelcaus.org).

## IS THERE A TIMELINE FOR APPLYING FOR MY SPECIAL EVENT PERMIT?

Depending on the size and complexity of your events, applications must be submitted either 90 days or 180 days in advance of your event. Please call the Community Activities Department at (831) 620-2020 or (831) 624-1366 to find out which applies to your event.

Please note that the City is not obligated to accept applications submitted less than 90 days in advance, and that Special Event Permit applications may not be submitted more than one year in advance of the date of the proposed event.

## WILL THE CITY PROVIDE ANY TYPE OF FINANCIAL SUPPORT FOR MY EVENT?

A Special Event Support Program is funded annually through the City's budget process by a "Community Promotions Fund" grant process.

Successful applicants will be awarded grants in the form of credits toward their event fees.

## WHAT TYPES OF EVENTS ARE COVERED UNDER THE GRANT PROGRAM?

The following types of events are covered under the grant program:

- Small or large-scale events that serve or benefit locally based organizations and causes and/or provide recreational, cultural and social benefits to Carmel residents.
- Large-scale events that call attention to and promote the City regionally, attracting visitors as well as residents, and provide measurable economic benefits to the City.
- Off-season events held during the months of November through March when the City is not already impacted by a major event, holiday or peak visitor time. These events also receive priority in funding.
- Small-scale events drawing fewer than 2,000 people which require less than two hours of total staff time for pre-event preparation and/or post-event cleanup, and do not exceed six hours in duration.



## WHAT HAPPENS AFTER I SUBMIT MY APPLICATION FOR A SPECIAL EVENT PERMIT?

A staff committee will review your event application. After review of your application you will be notified of approval or denial of your special event. For a complete list of criteria for review of your application please refer to page 7 of the City's Special Events Policy, available from the Community Activities Department.

If your event is approved, the staff committee will schedule a pre-event meeting with you to review details of the application and determine next steps. Please note that some events may require review by the Community Activities and Cultural Commission and/or the City Council.

## WHAT ELSE WILL I, AS THE EVENT ORGANIZER, NEED TO DO?

- Submit all necessary forms, insurance and fees as required by the City.
- Meet all City-required timelines (see page 20 of the City's Special Event Policy for a complete list).
- Provide public notification to affected residents and businesses of your proposed event, if required.
- Obtain any necessary permits such as sign or banner approval, encroachment permit(s); coastal development permit; Health Department permit; Alcoholic Beverage Control permit; and business license(s).
- Develop an event security plan in cooperation with the Police Department.
- Work with the City's waste management provider to address recycling and waste diversion during your event.
- Secure portable restrooms for your event.

# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

July 26, 2016

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**To:** Community Activities and Cultural Commissioners

**From:** Janet Bombard, Library and Community Activities Director

**Subject:** Review and discuss Community Activities & Cultural Commission plans for a cultural event in Devendorf Park to be held in conjunction with 2016 Centennial celebrations, provide direction as necessary

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### **SUMMARY:**

At the June 14, 2016 meeting the Commission discussed plans for a cultural event in Devendorf Park. A date for the event was confirmed, and it was decided that next steps would be to develop a scope of work for the event and send a request to the City Council for budget funding.

Staff received an email from Commissioner Meheen (Attachment 1) regarding the event. Commissioner Meheen is concerned that once a budget has been developed and the request goes to the City Council it will not leave enough time for the Commission to execute the event. Other concerns include finding volunteers to organize the event and the fact that there are already many Centennial events showcasing the art and bohemian nature of Carmel.

Staff notes that the City Council would expect an actual budget with detailed costs should the Commission decide to pursue requesting funds from Council.

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### **ATTACHMENTS:**

Attachment 1: Email from Commissioner Meheen regarding the CA&CC Centennial Event

# ATTACHMENT 1

**Janet Bombard**

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**From:** Stacy Meheen <meheens@gmail.com>  
**Sent:** Wednesday, July 06, 2016 2:38 PM  
**To:** Janet Bombard  
**Subject:** CACC Centennial event

Hello Janet,

I have been thinking in more detail about the proposed CACC event for the Centennial, and the more I think about it, the more I believe the CACC should not pursue the event. While the idea of "Art in the Park" is a nice idea, the fact is that there are many Centennial events that are already showcasing the art and bohemian nature of Carmel. Our event would not be doing much in terms of filling a void. Looking at logistics and costs, not to mention volunteers to organize the event, I just do not feel the effort would justify the means. Realistically, even if the council approved funding for this event, they likely would not approve it until the latest August, which means we would be discussing this at our September meeting. This would leave us scrambling last minute to stay within budget, and I just do not feel our efforts would be worth it. What is the best way to further discuss this with the commission? Should I just bring it up at the next meeting? I would appreciate your thoughts.

Thanks,  
Stacy

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.

### **REVOCAION 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.

### **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 2,000 or more people and/or requires the closure of more than two City blocks, 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.
- Small-scale event - An event that draws fewer than 2,000 people and/or requires the closure of no more than two City blocks, and, 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).

## **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.
- 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.
- 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, calls attention to and promotes the City of Carmel, its residents, non-profits, schools and/or organizations.

### Small and 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.
- 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 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.

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.

- **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:

**TABLE 2  
SALES OF MERCHANDISE, FOOD AND ALCOHOLIC BEVERAGES  
IN PUBLIC PLACES AND/OR MUNICIPAL BUILDINGS**

<b>Municipal Location</b>	<b>Merchandise</b>	<b>Food</b>	<b>Alcohol</b>
Carmel Beach	No	No	No
Del Mar Parking Lot	No	No	No
Devendorf Park	Yes	Yes	No
Forest Hill Park	Yes	Yes	No
Piccadilly Park	No	No	No
Mission Trail Nature Preserve	No	No	No
Scout House	Yes	Yes	Yes *
Forest Theater	Yes	Yes	Yes *
Vista Lobos	Yes	Yes	Yes *
Indoor city facilities	Yes	Yes	Yes *
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.

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 block** - A City block is determined to be the roadway or sidewalk between two adjacent streets. Any event requiring the closure of any section of a street constitutes one City block.  
**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 2,000 or more people and/or requires the closure of more than two City blocks, 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 measureable 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 draws fewer than 2,000 people and/or requires the closure of no more than two City blocks, and, 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).

**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**

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

# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

July 26, 2016

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**To:** Community Activities and Cultural Commissioners

**From:** Janet Bombard, Library and Community Activities Director

**Subject:** Review draft special event planning guide brochure, provide direction as necessary, and make a recommendation to the City Council

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### **SUMMARY:**

At its June 7, 2016 meeting the City Council moved to adopt the City of Carmel-by-the-Sea Special Events Policy (City Policy C16-01).

At the meeting, City Council instructed staff to work on a brochure that would provide a distillation / overview of the policy so that event organizers could get a sense of what is necessary to hold a special event within the City without having to read all twenty pages of the policy.

The City Council also directed staff to bring the brochure to the Community Activities and Cultural Commission for review. Staff has attempted to strike a balance with the attached brochure, reducing and simplifying the amount of information in the policy while retaining the salient points. Any additions, deletions or other revisions the Commission recommends will be presented to the City Council for its consideration.

The City's Special Events Policy is included in this agenda packet on pages 13 through 32 as Attachment 2 of the previous staff report.

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### **ATTACHMENTS:**

Attachment 1: Draft Tri-Fold Brochure: City of Carmel-by-the-Sea Special Event Planning Guide



City of Carmel-by-the-Sea

### SPECIAL EVENT PLANNING GUIDE



WHAT YOU NEED TO KNOW ABOUT HOLDING A SPECIAL EVENT IN THE CITY OF CARMEL-BY-THE-SEA



**FOR MORE INFORMATION ABOUT SPECIAL EVENT REQUIREMENTS, THE CITY'S SPECIAL EVENT SUPPORT PROGRAM, OR TO RECEIVE A COPY OF THE SPECIAL EVENT POLICY PLEASE CONTACT THE COMMUNITY ACTIVITIES**

**DEPARTMENT AT (831) 620-2020 OR EMAIL**

**MMPEROTTI@CI.CARMEL.CA.US**

**OR**

**LAIELLO@CI.CARMEL.CA.US**

**CITY OF CARMEL-BY-THE-SEA  
P.O. BOX CC  
CARMEL, CA 93921**



#### HOW DO I KNOW IF I'M ELIGIBLE TO APPLY FOR CITY SUPPORT FOR MY EVENT?

- To be eligible to receive City support, applicants must demonstrate that:
  - The event takes place within the City
  - The event is scheduled during the fiscal year for which it is funded and the date, time & location have been determined
  - The event is not financially dependent on receiving City support
  - The event directly or indirectly benefits the community by supporting its schools, cause-related or non-profit organizations
  - The applicant has no outstanding debt to the City
  - The event is accessible to the community/public, but need not be free of charge
  - Participation in the organization requesting funding may 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.

Please note that the City does not provide support to individuals; events that benefit for-profit enterprises; invitation-only events not open to the public; and event organizers/events that have not fulfilled previous special event obligations.

#### HOW DO I APPLY?

The City engages in a grant application process once a year. To receive a complete list of details regarding the granting process, including schedules, program guidelines and deadlines, contact the Community Activities Department at (831) 620-2020 or (9310) 624-1366.

To receive a complete list of details regarding any or all requirements for holding special events in the City (including beach events) contact the Community Activities Department at (831) 620-2020 or (831) 624-1366.



## PLANNING YOUR SPECIAL EVENT



Thank you for your interest in holding a special event in the City of Carmel-by-the-Sea. The City supports and encourages events that have economic, charitable or community benefits while maintaining the values and unique character of the village.

## HOW DO I GET STARTED?

A Special Event Permit is required for:

- Exclusive use of any portion of any City property to the exclusion of the general public
- Support of any commercial enterprise; e.g., caterer, portable restrooms, etc.
- Sound equipment use requiring greater than a 120-volt system
- Erection of any structure; e.g., stage, tents, etc.
- Any request that involves outside or City support; e.g., traffic control, 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

You can obtain a Special Event Application Form from the Community Activities Department: at (831) 620-2020. Or you may email [mmperotti@ci.carmelcaus.org](mailto:mmperotti@ci.carmelcaus.org) or [laiello@ci.carmelcaus.org](mailto:laiello@ci.carmelcaus.org).

## IS THERE A TIMELINE FOR APPLYING FOR MY SPECIAL EVENT PERMIT?

Depending on the size and complexity of your events, applications must be submitted either 90 days or 180 days in advance of your event. Please call the Community Activities Department at (831) 620-2020 or (831) 624-1366 to find out which applies to your event.

Please note that the City is not obligated to accept applications submitted less than 90 days in advance, and that Special Event Permit applications may not be submitted more than one year in advance of the date of the proposed event.

## WILL THE CITY PROVIDE ANY TYPE OF FINANCIAL SUPPORT FOR MY EVENT?

A Special Event Support Program is funded annually through the City's budget process by a "Community Promotions Fund" grant process.

Successful applicants will be awarded grants in the form of credits toward their event fees.

## WHAT TYPES OF EVENTS ARE COVERED UNDER THE GRANT PROGRAM?

The following types of events are covered under the grant program:

- Small or large-scale events that serve or benefit locally based organizations and causes and/or provide recreational, cultural and social benefits to Carmel residents.
- Large-scale events that call attention to and promote the City regionally, attracting visitors as well as residents, and provide measurable economic benefits to the City.
- Off-season events held during the months of November through March when the City is not already impacted by a major event, holiday or peak visitor time. These events also receive priority in funding.
- Small-scale events drawing fewer than 2,000 people which require less than two hours of total staff time for pre-event preparation and/or post-event cleanup, and do not exceed six hours in duration.



P. 35

## WHAT HAPPENS AFTER I SUBMIT MY APPLICATION FOR A SPECIAL EVENT PERMIT?

A staff committee will review your event application. After review of your application you will be notified of approval or denial of your special event. For a complete list of criteria for review of your application please refer to page 7 of the City's Special Events Policy, available from the Community Activities Department.

If your event is approved, the staff committee will schedule a pre-event meeting with you to review details of the application and determine next steps. Please note that some events may require review by the Community Activities and Cultural Commission and/or the City Council.

## WHAT ELSE WILL I, AS THE EVENT ORGANIZER, NEED TO DO?

- Submit all necessary forms, insurance and fees as required by the City.
- Meet all City-required timelines (see page 20 of the City's Special Event Policy for a complete list).
- Provide public notification to affected residents and businesses of your proposed event, if required.
- Obtain any necessary permits such as sign or banner approval, encroachment permit(s); coastal development permit; Health Department permit; Alcoholic Beverage Control permit; and business license(s).
- Develop an event security plan in cooperation with the Police Department.
- Work with the City's waste management provider to address recycling and waste diversion during your event.
- Secure portable restrooms for your event.

# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

July 26, 2016

---

**To:** Community Activities and Cultural Commissioners

**From:** Janet Bombard, Library and Community Activities Director

**Subject:** Review and discuss Community Activities & Cultural Commission plans for a cultural event in Devendorf Park to be held in conjunction with 2016 Centennial celebrations, provide direction as necessary

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### **SUMMARY:**

At the June 14, 2016 meeting the Commission discussed plans for a cultural event in Devendorf Park. A date for the event was confirmed, and it was decided that next steps would be to develop a scope of work for the event and send a request to the City Council for budget funding.

Staff received an email from Commissioner Meheen (Attachment 1) regarding the event. Commissioner Meheen is concerned that once a budget has been developed and the request goes to the City Council it will not leave enough time for the Commission to execute the event. Other concerns include finding volunteers to organize the event and the fact that there are already many Centennial events showcasing the art and bohemian nature of Carmel.

Staff notes that the City Council would expect an actual budget with detailed costs should the Commission decide to pursue requesting funds from Council.

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### **ATTACHMENTS:**

Attachment 1: Email from Commissioner Meheen regarding the CA&CC Centennial Event

# ATTACHMENT 1

**Janet Bombard**

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**From:** Stacy Meheen <meheens@gmail.com>  
**Sent:** Wednesday, July 06, 2016 2:38 PM  
**To:** Janet Bombard  
**Subject:** CACC Centennial event

Hello Janet,

I have been thinking in more detail about the proposed CACC event for the Centennial, and the more I think about it, the more I believe the CACC should not pursue the event. While the idea of "Art in the Park" is a nice idea, the fact is that there are many Centennial events that are already showcasing the art and bohemian nature of Carmel. Our event would not be doing much in terms of filling a void. Looking at logistics and costs, not to mention volunteers to organize the event, I just do not feel the effort would justify the means. Realistically, even if the council approved funding for this event, they likely would not approve it until the latest August, which means we would be discussing this at our September meeting. This would leave us scrambling last minute to stay within budget, and I just do not feel our efforts would be worth it. What is the best way to further discuss this with the commission? Should I just bring it up at the next meeting? I would appreciate your thoughts.

Thanks,  
Stacy