

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

Special Meeting	Tuesday	Donna Jett, Chair
City Hall	March 24, 2015	Kristy Downing
East side of Monte Verde	9:30 a.m.	Stacy Meheen
between Ocean & 7 th		Judy Refuerzo
		Bobby Richards

1. Call to Order and Roll Call
2. Pledge of Allegiance
3. Appearances
Anyone wishing to address the Commission on items within its jurisdiction may do so now. Please rise, state your name and the matter on which you wish to speak. Matters not appearing on the Community Activities & Cultural Commission agenda will not receive action at this meeting. Presentation will be limited to three minutes, or as established by the Community Activities & Cultural Commission.
4. Announcements from the Chair and Commissioners
5. Orders of Business
 - A. Consider a request for a waiver of fees associated with the Carmel Chamber of Commerce's Concours Café and provide a recommendation to the City Council
 - B. Review 2015 Pebble Beach Tour d'Elegance event and provide a recommendation to the City Council
 - C. Review event and consider a request for a waiver of fees associated with the 2015 Concours on the Avenue event and provide a recommendation to the City Council
6. Announcements from Staff
 - A. 2015 Pacific Grove Auto Rally

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 March 23, 2015.

Dated this 23rd, day of March 2015 at the hour of 9:30 a.m.

Janet Bombard
Library and Community Activities Director

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

March 24, 2015

To: Community Activities and Cultural Commissioners
From: Janet Bombard, Library and Community Activities Director
Subject: Consider a request for a waiver of fees associated with the Carmel Chamber of Commerce's Concours Café and provide a recommendation to the City Council

EXECUTIVE SUMMARY: This year marks the second year that the Carmel Chamber of Commerce will hold the Concours Café during Car Week. The event will take place Thursday, August 13, 2015, the same day as the Pebble Beach Tour d'Elegance event.

Due to increased event fees, the Chamber of Commerce is requesting a waiver of \$1072 in fees for the event.

ANALYSIS/DISCUSSION: The proposal for the first year of the event was heard by the CA&CC at its May 13, 2014 meeting, and approved by the City Council at the June 3, 2014 meeting. The event was very successful and the Chamber of Commerce wishes to hold it again this year.

There are no substantive changes to the event plans for this year. The Refreshment Lounge will be located on San Carlos Street between Ocean and Sixth Avenues. Intended as a place to get a quick drink or bite to eat, it will feature coffee, water, soft drinks, juice, pastries, snacks, and pre-prepared barbecue. Beer will also be served in a separate, enclosed area; the entire site will be contained by fencing around the perimeter.

The Chamber of Commerce will secure permits from the department of Alcoholic Beverage Control (ABC) and the Monterey County Health Department for the event.

Setup will begin at 7:30 a.m.; tear-down will take place from 3:30 to 4:00 p.m.

A staff review of Operations Plans for 2009 through 2014 Car Week events showed that the number of Police Department and Public Works staff needed to support the events, along with the associated overtime hours, had not been accurately reflected in the permit fees charged for the events. The City is now also requiring that event organizers supply portable restrooms at events to mitigate the impact on City facilities, and dumpsters to deal with the increasing problem of trash in the streets and on sidewalks. This has resulted in raised fees for 2015 Car week event organizers. In order to offset a portion of the increased fees, City staff is

proposing splitting the costs of the portable restrooms and dumpsters needed for the 2015 events.

Due to the above-mentioned increase in fees for the 2015 Concours Café, the Chamber of Commerce is requesting a fee waiver of \$1072. The Chamber paid \$1,421 in Special Event Permit fees for the 2014 event; no fee waiver was requested. 2015 event fees will total \$2,802, \$1072 of which is eligible for a fee waiver.

City Policy C12-02 (Attachment A) outlines the criteria for eligibility for an event fee waiver.

The guidelines of the policy stipulate that:

- The number of years for which an organization will be eligible for ongoing waivers of fees for the same event shall be no more than three years from the inception of the event
- Charitable contributions will be made to charitable organizations within the 93921 zip code area
- The City shall waive no more than \$5,000 in fees for a special event
- Priority will be given to organizations that provide educational and/or community programs and events that are open to the general public free of charge

The Chamber's Concours Community Event & Refreshment Lounge request meets the following provisions of the fee waiver policy guidelines outlined above:

- The event is in its second year
- The Chamber of Commerce, which will be the recipient of any Concours Café profits, is a charitable organization
- The event fees total less than \$5,000 (in this case, \$1072)

Per Policy C12-02, the total dollar amount of fee waivers authorized each fiscal year shall not exceed \$27,500. Because the event will take place in Fiscal Year 2015/16, commissioners will want to base their considerations of this and other Car Week event fee waiver requests on next fiscal year's total amounts.

ATTACHMENTS:

- Attachment A: City Council Policy C12-02, Event Fee Waivers
- Attachment B: 2015 Concours Cafe Special Event Permit Application
- Attachment C: Documentation required with a request for waiver of fees
- Attachment D: Chamber's Concours Cafe 2014 Event Invoice
- Attachment E: Estimated 2015 fees for the Concours Cafe

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

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

I. Purpose

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

II. Community Event Fees

Fees eligible for Waivers:

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

Fees not eligible for Waivers:

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

III. Application Process

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

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

IV. Documentation Required With Waiver Request

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

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

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

VI. Guidelines

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

CARMEL-BY-THE-SEA, CALIFORNIA 93921
Phone: 831/620.2020 Fax: 831/624.2132
E-Mail: mmperotti@ci.carmel.ca.us, jbombard@ci.carmel.ca.us
and ptomasi@ci.carmel.ca.us

**NON-BEACH
SPECIAL EVENT PERMIT APPLICATION**

TYPE OF EVENT

Race Parade **Festival** Film Permit Fundraiser Other

EVENT TITLE: Concours Cafe

DATE OF REQUEST: March 19, 2015

DATE OF EVENT: Thursday, August 13, 2015

TIME OF EVENT:

Staging Time: 10:30 a.m. – 3:30 p.m.
Set-Up Time: 7:30 a.m. – 9:00 a.m.
Tear-down Time: 3:30 p.m. – 4:00 p.m.

SPECIFIC EVENT LOCATION: San Carlos between Ocean & 6th

CONTACT PERSON: Monta Potter

CELL PHONE/TELEPHONE /FAX: 831/624-2522

E-MAIL: monta@carmelcalifornia.org

PHYSICAL ADDRESS: San Carlos btwn 5th & 6th

CITY, STATE, ZIP: Carmel CA 93921

DAY OF EVENT CONTACT PERSON: Lee Larrew

Cell Number (Required): 303-810-6034

DESCRIPTION OF EVENT: PLEASE INCLUDE ALL EQUIPMENT TO BE UTILIZED FOR EVENT (TABLES, CHAIRS, SOUND EQUIPMENT, PERSONNEL, ETC.)

- 1 Security officer on Ocean, 1 Security officer on 6th
- 8-10' food services tables
- 8-36" round guest tables
- 48 folding chairs
- Perimeter fencing to enclose approximately 80'X24' portion of San Carlos between Ocean & 6th (see site map).
- Sound equipment that doesn't need an electrical outlet

ESTIMATED ATTENDANCE: 400

ADMISSION: Free Pre-sold Ticket Other (please specify): Food & beverage tickets sold at entrance.

FOR-PROFIT ORGANIZATION (Please make note if there is a charity component to your event and who would benefit).

NON-PROFIT ORGANIZATION/501c3 Number: _____

NOT-for-PROFIT ORGANIZATION \ ID Number: 501©(6) #94-0369785

STREET CLOSURES / PARKING STALLS:

Parking Stalls (signs posted 48-hrs in advance): 1 parking stall (allotted for 4rd dumpster)

Street Closure: San Carlos between Ocean & 6th (already closed off for Pebble Beach Concours event)

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

I. Police Personnel / Equipment

- Personnel – 1 overtime Police Officer
- Monterey Fire Department to fill the water barricades by 0900.

II. Public Works Personnel / Equipment

- Equipment: 2-Long Barricades; 8-Water Barricades; 10 NO PARKING signs.
No OT required.

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

Insurance Policy:

- Required as stated: Organizer/Organization to be named as additional insured:

Equipment:

- 2 regular and 1 ADA Accessible portable restrooms, with 1 wash station included, to be located on N/E side of San Carlos between Sixth and Ocean
- Portable restrooms should be marked with cones/posted NO PARKING.
- Porta Potties will be delivered on Wednesday, make sure parking stalls are coned off
- One 3 yard dumpster for trash

Waste Management Plan

- Please submit a plan for waste management control – recycling and trash.

See attached map for placement of trash cans. Event organizers will get trash receptacles from Waste Management and will label for trash and recycling and will monitor the stations. Organizers will dispose of each at the conclusion of the event.

Business License Required: Any event requiring the support of professional or service special business must ensure that each business obtains a City Business License. Include all service providers, including caterers, food and drink purveyors (even if outside food is brought in to the event), delivery services, etc.

Please list all service providers for your event, and include their business license number:

Il Fornaio – hot dogs

Carmel Bakery – pretzels

Peter B's Brewery (will provide business license number when attained)

Mad Otter Ales (will provide business license number when attained)

Other conditions as required:

- Garbage/Recycling Plan: (see above and attachment)**
- As per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited from use at any business, restaurant, corporate or individual special event.**
- Cups, plates, or any type of food or liquid containers made of styrofoam are not permitted**
- Department of Alcoholic Beverage Control Permit. *Applicant is advised that the Department of Alcoholic Beverage Control may summarily revoke the Temporary Conditional License should the Department, in its discretion, determine that the public welfare and morals are being impaired, or a law enforcement problem is being created and that upon notice of such, sales of alcoholic beverages at the event for which the Temporary Wine License was issued shall cease immediately.***
- Monterey County Health Department Permit. *Required for any events where food will be cooked on site, or premade and handed out to the general public and/or invited guests.***

Municipal Code Section: CMC17.40

Signs and displays including those which are visible from exterior areas accessible to pedestrians and which are flashing, self-illuminated, neon, phosphorescent, glossy, incorporate internal lights or movement or that include strings of small lights around doors or windows. Also prohibited are exterior signs, displays, or other installations that include

balloons, streamers, or other notice-attracting appendages.

NOTIFICATION TO CITY DEPARTMENTS

NOTIFICATIONS

DATE ADVISED DATE REVISED

CHIEF OF POLICE:

CARMEL FIRE DEPARTMENT:

DEPARTMENT OF PUBLIC WORKS:

FOREST AND BEACH:

PLANNING AND BUILDING:

RISK MANAGER:

CITY COUNCIL READ BOARD:

OUTSIDE AGENCIES:

MST (Monterey Salinas Transit)
WASTE MANAGEMENT (W-M)

APPROVED BY: _____ **DATE:** _____

Janet Bombard, Director, Community Activities

I _____ have read and agreed to comply with all conditions of this permit:

Monta M Potter

Signature of Event Organizer

DATE: _____

ATTACHMENT C

March 20, 2015

To Community Activities & Cultural Commission

Thanks so much for considering our request for a fee waiver.

- Proposed budget for the event

Please see proposed budget. As you can see, this event was not a money maker last year. For 2015, we have obtained a sponsor which should make a break-even or better event. The weather will make a difference.

- Anticipated economic impact to the City and community

This event was conceived to keep people in town after the Pebble Beach Concours event rather than leaving right away. We hope that people will stay in town and shop and have dinner.

- Anticipated positive and negative impacts of the event on the community

It should be all positive – to enhance the Concours event; provide food & drink to people on the street; potential additional revenue to the chamber for promoting and supporting this community.

Any negative impact should be mitigated – no extra cars for this event because people are already here on the street; any unacceptable behavior will be quickly taken care of by the security working with the police. We have monitored other businesses and they are very busy so don't feel like the chamber is competing.

- What charitable contributions will be made (if any), either directly or indirectly, to the community? What is the anticipated amount or percentage of the contribution(s) and to what organization(s) will it be made?

Since the Carmel Chamber of Commerce is a non-profit, any anticipated revenue will help the chamber in our mission to:

- Promote the community
- Provide networking opportunities
- Represent business with government and other agencies
- Work to build a strong local economy

In addition, the Chamber provides scholarships for membership and is starting a paid internship program to mentor future hospitality and civic leaders.

Concours Cafe

	2014	2015
REVENUE		
Sponsor	\$	3,500
All sales	\$ 3,406	\$ 4,000
<hr/>		
TOTAL REVENUE	\$ 3,406	\$ 7,500
<hr/>		
<u>EXPENSES</u>		
Rental - tables/chairs	\$ 922	\$ 922
City event permit	\$ 955	\$ 1,730
Aquaterra Consultants	\$ 3,500	
Beer	\$ 240	\$ 300
Food & sodas	\$ 776	\$ 800
Security	\$ 400	\$ 400
Waste Management	\$ 219	\$ 220
Commemorative Cups	\$ 798	
ABC license	\$ 25	\$ 25
Trees	\$ 562	
Rolls of tickets	\$ 31	
Umbrellas	\$ 75	\$ 100
Use of popcorn machine	\$ 100	
Signs	\$ 171	\$ 200
Delivery of fencing		\$ 200
<hr/>		
TOTAL EXPENSES	\$8,824	\$ 4,897
<hr/>		
NET	\$ (5,418)	\$ 2,603

Donated

Fencing	Pebble Beach
Water	Pure Water Bottling
Music	Glastonbury Audio Visual
Preparing hot dogs	Il Fornaio

Staff hours

30 hours planning
20 hours day of

Volunteer hours
 approx 100

6th Avenue

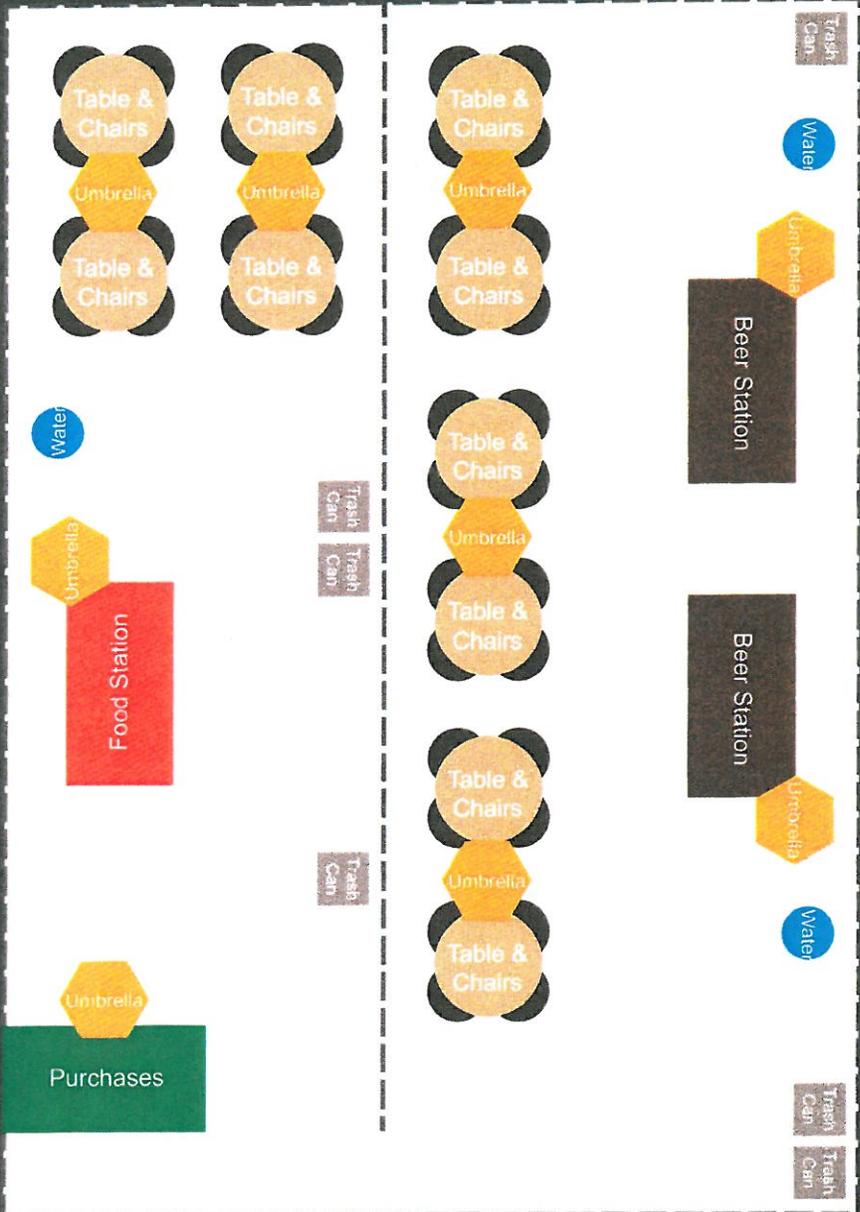


12 Foot Fire Lane

San Carlos Avenue

Potty

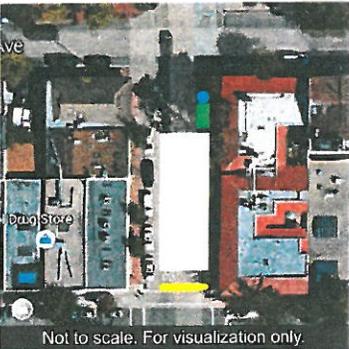
Dumpster



24 Foot Wide Fenced Space

Water Barriers

Ocean Avenue



ATTACHMENT D



CITY OF CARMEL-BY-THE-SEA
COMMUNITY SERVICES

PO Box CC

Carmel, CA 93921

Phone (831) 620.2020/FAX (831) 624.2132

Email: cpayton@ci.carmel.ca.us

jboucher@ci.carmel.ca.us

srana@ci.carmel.ca.us

Date: May 8, 2014

SPECIAL EVENT PERMIT INVOICE

To: Monta Potter, CEO
Carmel Chamber of Commerce

**CHAMBER'S CONCOURS COMMUNITY EVENT & REFRESHMENT LOUNGE
THURSDAY, AUGUST 14, 2014 (11:30 A.M. - 4:00 P.M.)**

Special Event Permit Fee (non-refundable)	\$150
Closure of San Carlos btwn Ocean & 6 th	365
2 each Long barricades (\$65 X 2)	65
8 each Water barricades (\$40 X 7 hours)	280
10 each No parking signs (\$3 X 10)	<u>30</u>
TOTAL	\$955

This invoice is due and payable upon receipt.

Please make check payable to: City of Carmel-by-the-Sea or by credit card
(the city does not accept American Express or Diners Club).

Mail to:
Community Services
Carmel-by-the-Sea
Attn: Cindi Lopez
PO Box CC
Carmel, CA 93921

ATTACHMENT E

Estimated Fees for Chamber of Commerce Refreshment Lounge	Eligible for a Fee Waiver	Not Eligible for a Fee Waiver
Special Event Processing Fee (non Refundable)		\$155.00
Damage Deposit (Refundable)		\$200.00
Block closures (\$365 per block) 1 block	\$ 365.00	
Barricades (10) at \$65 each	\$ 650.00	
No Parking Signs (10) @ \$3.00 each	\$ 30.00	
Sound Permit	\$ 27.00	
1 3-yard dumpster*		\$87.00
1 portable restroom unit (2 deluxe/1-ADA toilet with handwashing station)*		\$336.53
Overtime Police Dept., 1 officer, total 8 hours		\$952.00
TOTAL	\$ 1,072.00	\$1,730.53

*City will split costs of dumpsters and portable restrooms with the Chamber of Commerce. 50% reduction in Chamber costs reflected above

Chamber of Commerce total event fees: \$2802

Additional event costs incurred by City	
50% of portable restroom unit	\$336.53
50% of 3-yard dumpster	\$43.50
2 parking stalls for portable restroom unit	\$400.00
1 parking stall for dumpster	\$200.00
Public Works Dept. regular staff/hours allocated to event, 1 staff, 8 hours @ \$53	\$424.00
Community Activities staff comp time, 2 hours	\$102.00
TOTAL	\$1,506.03

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

March 24, 2015

To: Community Activities and Cultural Commissioners

From: Janet Bombard, Library and Community Activities Director
Paul Tomasi, Police Commander

Subject: Review 2015 Pebble Beach Tour d'Elegance event and provide a recommendation to the City Council

EXECUTIVE SUMMARY: Pebble Beach Company is requesting permission to hold the Pebble Beach Tour d'Elegance in Carmel-by-the-Sea on Thursday, August 13, 2015. This will mark the 17th year that the event has been held in the City.

Pebble Beach pays all fees associated with the event.

ANALYSIS/DISCUSSION: The Tour is open to all entrants in the Pebble Beach Concours d'Elegance. Tour participants arrive in Carmel between 11:00 and noon, park their cars along Ocean Avenue, and enjoy lunch in Devendorf Park from noon to 2:00 p.m. Thousands of spectators come to Carmel to view the cars during this three-hour period.

The parade of cars, escorted by the California Highway Patrol, enters the City northbound on Junipero, then turns west onto Ocean Avenue. Traffic control in the City is provided by Carmel Police Department staff and volunteers.

Pebble Beach Company volunteers will park the cars as they enter Ocean Avenue; cars will be parked so as to leave space for emergency vehicles. After parking their vehicles, the drivers will proceed to Devendorf Park where they will be served a catered lunch. Music will be provided in the park during the lunch. Approximately 450 people are expected to attend the luncheon.

After the lunch is completed, the drivers will return to their vehicles and proceed to drive westbound on Ocean Avenue to Pebble Beach. Drivers are to return to their cars at 2:00 PM and will begin leaving Ocean Avenue at 2:30 PM.

ATTACHMENTS:

Attachment A: Pebble Beach Tour d'Elegance Special Event Permit Application
Attachment B: Estimated 2015 fees for the Pebble Beach Tour d'Elegance
Attachment C: 2014 Pebble Beach Tour d'Elegance fees

ATTACHMENT A

DRAFT

CITY OF CARMEL-BY-THE-SEA
COMMUNITY SERVICES
PO BOX CC
CARMEL-BY-THE-SEA, CALIFORNIA 93921
Phone: 831/620.2020 Fax: 831/624.2132
Email: jbombard@ci.carmel.ca.us
mmperotti@ci.carmel.ca.us
ptomasi@ci.carmel.ca.us

SPECIAL EVENT PERMIT

TYPE OF EVENT

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

EVENT TITLE: 18th Annual Pebble Beach Tour d'Elegance Classic Car Parade/Display/Luncheon

DATE OF REQUEST: March 13, 2015

DATE/TIME OF EVENT: Thursday, August 13, 2015

Set Up Time: 7:00 a.m. (Devendorf Park)

Tear Down Time: 2:00 p.m. (Devendorf Park)

EVENT LOCATION: Devendorf Park/Ocean Avenue (Junipero to Lincoln)

SPONSOR: Pebble Beach Concours d'Elegance

CONTACT PERSON: Sean Jacobs

TELEPHONE/CELL PHONE/FAX: Phone: 831/622.1700; Cell: 408/685.8704; Fax: 831/622.9100

EMAIL: Sjacobs@pebblebeachconcours.net

ADDRESS: 200 Clock Tower Pl., Suite 205-A; Carmel, CA 93923

DAY OF EVENT CONTACT PERSON: Sean Jacobs

TELEPHONE/CELL PHONE: Cell: 408/685.8704

PLEASE DESCRIBE YOUR EVENT IN DETAIL:

ATTACHMENT A

2015 Special Event Permit
Pebble Beach Tour d'Elegance
Classic Car Parade/Display/Luncheon
Page 2

ESTIMATED ATTENDANCE: *Participants:* 180 cars *Spectators:* 5,000+

ADMISSION: ___ Free ___ Pre-sold Ticket **X Other (please specify): Invitation Only**

___ **FOR-PROFIT ORGANIZATION (Please make note if there is a charity component to your event and who would benefit).**

The money raised from the event will be donated to the Monterey County United Way. The sponsor is a non-profit organization.

___ **NON-PROFIT ORGANIZATION/501c3 Number:** _____

SPONSOR EQUIPMENT (required):

➤ **Equipment:** Tables, umbrellas, chairs, catered lunch.

➤ **Equipment:**

- 6 Regular Porta Potties/3-ADA with 3 wash stations included on Mission/Ocean and 6th Street
- All Porta-Potties should be marked with cones/posted NO PARKING.
- Porta Potties will be delivered on Wednesday, make sure parking stalls are coned off! (contracted thru United)

➤ **Equipment:** 3 3-yard dumpsters

➤ **Personnel:**

1. CHP Officers to escort parade
2. Volunteers for parking cars
3. Volunteers for car security
4. Contract Staff/Volunteer Staff for clean-up of City (during event and after)
5. Contract Staff/Volunteer Staff for bathroom maintenance and clean up

STREET CLOSURES / PARKING STALLS (cost is TBD): *Please Note: No arrangements have been made to provide additional spectator parking during this event. Volunteers will be advised to park at the Vista Lobos parking lot.*

- Junipero from 13th Avenue to Ocean Avenue, (Parade Route, temporary closure)
- South bound Torres at 6th
- East bound 7th at center island at Junipero

<Traffic control will be provided as deemed necessary by the Carmel PD>

Parking Stalls (signs posted 48hrs in advance): 7:00 AM – 3:00 PM

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

ATTACHMENT A

2015 Special Event Permit
Pebble Beach Tour d'Elegance
Classic Car Parade/Display/Luncheon
Page 3

Avenues for MST Bus Zones.

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

CONCOURS ROUTE

- Parade Route beginning on Rio Road, NB Junipero Avenue to WB Ocean Avenue.

PARADE ROUTE ENTRY

- The cars begin in Pebble Beach, go to Laguna Seca Racetrack, down Highway 1, U-turn at the Ripplewood Resort and return north bound Highway 1 to Rio Road; cars will stage on Highway 1 close to Monastery Beach, prior to entry onto Rio Road (the organizer has been advised to instruct the drivers to stage at Rio Road and to await a police escort before coming into Carmel and to stay in their cars while staging-**NO EXCEPTIONS!**) between the Carmel Mission Basilica and Highway 1, S/E of the Mission, then proceed N/B Junipero to Ocean Avenue.
- The CHP will be escorting the parade, traffic control will be provided along the parade route by motor officers from CHP, Monterey and Pacific Grove.

PARADE ROUTE EXIT

- Cars travel down Ocean Avenue to San Antonio north bound to the Pebble Beach Gate.

ROAD CLOSURES/PARKING LIMIT TIMES

- Junipero from 13th Avenue to Ocean Avenue (parade route, temporary closures)
- Southbound Torres at 6th
- Eastbound 7th at center island at Junipero

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

ATTACHMENT A

2015 Special Event Permit
Pebble Beach Tour d'Elegance
Classic Car Parade/Display/Luncheon
Page 4

I. Police Personnel / Equipment

- **Personnel** – 7 Police Officers
2 Community Service/Parking officers

II. Public Works

Public Works Equipment

- 22 Barricades
- 50 cones
- 25 “No Parking” signs
- 50 A-Frames
- 6 “Do Not Enter” signs
- 6 “Right Turn Only” signs

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

1. **Business License Required:** Any event requiring the support of professional or service business must insure that each business obtain a City Business License.
 - **Yes** Caterer will require “In and About” license
Please list names of businesses providing event support. Include City Business License number:

2. **Insurance Policy: Required as stated:** Organizer/Organization to be named as additional insured.

3. **Other conditions as required:**

- Traffic Plan
- Parking Plan
- Waste Management Plan: Garbage and Recycling. Please describe in detail how you will keep trash off the streets and sidewalks during and after the event:

ATTACHMENT A

2015 Special Event Permit
Pebble Beach Tour d'Elegance
Classic Car Parade/Display/Luncheon
Page 4

- ❑ Contract or Volunteer Clean Up Crew
- ❑ Disability Access/Designated Parking
- ❑ 6 regular, plus 3 ADA portable restrooms, 3 hand washing stations
- ❑ Garbage/Recycling - as per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited from use at any business, restaurant, corporate or individual special event.
- ❑ As per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited from use at any business, restaurant, corporate or individual special event.
- ❑ Cups, plates, or any type of food or liquid containers made of **styrofoam** are not permitted

GENERAL COMMENTS:

The sponsor requests approval to host a parade and 3-hour display of approximately **150-180** vintage cars. The cars will be participating in a vehicle parade through the cities of Pebble Beach, Pacific Grove, Del Rey Oaks, and Carmel Valley. Once the parade reaches Carmel, they will park two abreast on the East Bound and West Bound lanes of Ocean Avenue between Junipero and Monte Verde Streets for display purposes. Volunteers will park the cars as they enter Ocean Avenue, **the cars will be parked so as to leave space for emergency access** (this will be the regular parking stalls). Mission Street between Ocean and 6th will be completely closed for the use of the caterers and parking for workers. **MST will reroute their buses for that day during the hours of the street closures.** After parking their vehicles, the drivers will proceed to Devendorf Park where they will be served a catered lunch, approximately 450 will attend the luncheon. The caterer will obtain an In & About Business License prior to the event.

Music will be provided in the park during the lunch, which should last approximately 2 hours. After the lunch is completed, the drivers will return to their vehicles and proceed to drive W/B on Ocean Avenue to Pebble Beach, the drivers are to be at the cars at **2 PM** and will begin leaving Ocean Avenue **promptly at 2:30 PM.**

When the intersection is re-opened to traffic the event organizer will provide a volunteer to move barricades and allow stragglers into the venue. Pedestrian fencing will be placed around the perimeter of the intersection of Ocean/Junipero to keep people out of the road during the arrival of the cars. If traffic control is not provided, each car will be required to follow the "rules of the road", which would entail stopping at all stop signs. Junipero and 10th, Junipero and 8th, San Carlos and 6th, and San Carlos and 7th will require monitoring. Mission and 6th will require an officer to provide traffic control to assure access for the MST buses and emergency vehicles; traffic will be re-routed if necessary. When the parade reaches Ocean Avenue, it will precede W/B on Ocean Avenue where the participants will park in the designated locations for display and the drivers will then continue to Devendorf Park for lunch. After lunch the cars will proceed W/B to San Antonio, N/B on San Antonio to the Carmel Gate onto Pebble Beach; the vehicles in the W/B lanes of Ocean Avenue will leave first, then the vehicles in the E/B lanes of Ocean will follow. *There will not be an announcer again this year.* A chicane will be set up on Ocean Avenue beginning at Monte Verde.

NOTIFICATIONS:

DATE ADVISED

REVISED DATE

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

OUTSIDE AGENCIES: (Community Services Department notifies the following)

NOTIFICATIONS:

DATE ADVISED

REVISED DATE

MST
WASTE MANAGEMENT

APPROVED BY: _____
Janet Bombard, *Director of Community Activities*

DATE: _____

I _____ have read and agreed to comply with all conditions of this permit:
Sean Jacobs

Event Organizer Signature

DATE: _____

ATTACHMENT B

Estimated Fees for PB Tour d'Elegance 2015	Eligible for a Fee Waiver	Not Eligible for a Fee Waiver	Additional event costs incurred by City
Special Event Processing Fee		\$155.00	
Devendorf Damage Deposit + Street Damage Deposit \$350/200 (Refundable if no damage)		\$550.00	
Block closures (\$365 per block) 4 blocks	\$ 1,460.00		
Barricades (22) at \$65 each	\$ 1,430.00		
No Parking Signs (250) @ \$3.00 each	\$ 750.00		
A-Frames (50) @ \$25.00 each	\$ 1,250.00		
Cones (50) \$3.00 each	\$ 150.00		
3 yard dumpsters (\$87 each) 3 needed *		\$130.50	
Portable toilets (one unit: 2 deluxe & one ADA toilet w/ hand washing station \$671.06/unit. 3 units needed. *		\$1,006.59	
Devendorf Park Rental from August 13 @ 7am to 2:00 p.m. (total 7 hours)			
Devendorf Rental for four hours is \$400	\$ 400.00		
Devendorf Rental after four hours \$300 per hour	\$ 900.00		
Overtime Police Dept. , 7 officers total, 58 hours \$119/hr		\$6,902.00	
Overtime 2 Police Dept. Comm. Svcs. Officer/Parking Svcs. Officer, total 12 hours \$80/hr		\$960.00	
TOTAL	\$ 6,340.00	\$9,704.09	\$3,209.09

Additional event costs incurred by City	
50% of portable Restrooms	\$130.50
50% of dumpsters	\$1,006.59
6 parking stalls for portable restrooms	\$1,200.00
3 parking stalls for dumpsters	\$600.00
Public Works regular staff/ hours allocated to event	
Community Activities staff comp time: 3 hours @ \$34/hr	\$102.00
Community Activities staff regular hours allocated to event: 2 hours @ \$34/hr, 2 hours @ \$51/hr	\$170.00
TOTAL	\$3,209.09

ATTACHMENT B

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

Tour d'Elegance Total Event Fees: \$16,044.09
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ATTACHMENT C



CITY OF CARMEL-BY-THE-SEA

COMMUNITY SERVICES

PO Box CC Carmel, CA 93921

Phone (831) 620-2020/FAX (831) 624-2132

Email: cpayton@ci.carmel.ca.us

srana@ci.carmel.ca.us

Date: January 13, 2014

SPECIAL EVENT INVOICE

To: Sean Jacobs
Pebble Beach Company
Concours d'Elegance

Date of Event	Location	No. of blocks	Fee	Total
8.14	Special Event Processing Fee (non refundable)			\$150
8.14	Ocean from Junipero to Lincoln	4	\$365 X 4	\$1,460
	Fee for Devendorf Park		\$400	\$400
	Damage Deposit for Park		\$200	\$200
	Long Barricades/10 each - Ocean Ave.		\$65	\$650
	Long Barricades/10 each - Side Streets (Mission, San Carlos, Delores, Monte Verde and Lincoln)		\$65	\$650
	NO PARKING signs/100 each		\$3	\$300
	Cones/50		\$3	\$150
	A-Frames/40 each		\$25	\$1000
	Sound Permit (8.14.14)		\$25	\$25
	SUB TOTAL			\$4,985
	Total of 3 off-duty officers @ 6hours ea. Over-time (Acct. 01.74011)		\$118/Hr	\$2,124
	GRAND TOTAL			\$7109.00

This invoice is due and payable upon receipt.

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

March 24, 2015

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

EXECUTIVE SUMMARY: Tuesday, August 11, 2015 will mark the 9th year of the Concours on the Avenue event.

The event organizer, Douglas Freedman of Motor Club Events, LLC, is requesting a waiver of all 2015 event fees: both fees eligible to be waived, and fees not eligible to be waived per City policy.

ANALYSIS/DISCUSSION: The event has grown since its beginning: the 2007 event permit application shows the event location as "Ocean Avenue; Junipero to Monte Verde - East and West bound lanes (including parking); Mission; Dolores; San Carlos; Lincoln from Ocean to 6th until Midnight or when all cars have left venue; San Carlos to 8th until 11:00 a.m.".

According to the 2007 special event permit, 7,500 spectators were expected to attend.

Last year's event location included Devendorf Park; Ocean Avenue; Junipero to Monte Verde - East and West bound lanes (including parking); Mission; Dolores; San Carlos; Lincoln from Ocean to 6th, and Dolores and Lincoln from Ocean to 7th until 9:00 P.M., or when all cars have left the venue; San Carlos to 8th until 11:00 A.M.; and a portion of San Carlos and Mission to the entrance of Red Eagle Alley.

Estimated attendance listed on the 2014 special event permit application was 10,000+.

The 2015 event area will be much the same as that in 2014, with the exception that the event organizer wishes to use Devendorf Park for three days this year - Monday, August 10th, Tuesday, August 11th, and Wednesday, August 12th - instead of just the day of the event. According to the permit, the park will be used for "brand partnership presentation", and will feature "twelve signs of various types."

Mr. Freedman also wishes to install advertising signage on street corners throughout the event, and to set up a three-tent display area for event sponsor Mechum Auctions at the intersection of Dolores and Ocean. Staff note: Mechum Auctions display, which occupied

Devendorf Park during last year's event, was listed as the "brand partnership presentation" in the 2014 year's special event permit.

As in past years, the awards pavilion will be located at Lincoln and Ocean. The pavilion features a stage, audio system, and spectator seating. In 2015 Mr. Freedman also wishes to have a smaller staging area in the intersection of Mission Street and Ocean Avenue, consisting of an elevated platform to display cars, a podium, and a microphone for the speaker.

Per City Policy C95-06, Cost Recovery section, "the city shall not bear financial burdens created by private, short-term use of public spaces unless there is a direct connection to the City through sponsorship or fundraising." The policy further states that "the staff committee will estimate direct costs for Police, Fire, ambulance, trash, portable toilets, Forest and Beach, Recreation, Public Works and Administration. Permit applications will be billed for actual staff hours, equipment and associated costs."

During a discussion of Car Week at its September 9, 2014 regular meeting, the City Council identified a list of concerns regarding the events during that week. Among those concerns were:

- Public safety and access
- Cleanliness
- Quality events

In our efforts to comply with City policies and Council concerns, staff is proposing that the event organizer supply portable restrooms at the event to mitigate the impact on City facilities, and dumpsters to deal with past problems of trash in the streets and on the sidewalks.

This is especially important with an event the size of Concours on the Avenue. Existing City public restroom facilities – Devendorf Park, Picadilly Park, First Murphy Park, the two library buildings, City Hall, and the Police Department are not adequate for the needs of 10,000+ spectators. Similarly, City trash cans have been unable to handle the waste generated by that many people during past years of the event. Although the event organizer has employed people in the past years to empty trash cans, and city staff and residents have assisted with picking up trash during the event, there are simply not enough trash receptacles in the event area to handle the waste generated during the event. It is staff's opinion that the lack of restroom facilities and trash receptacles poses an undue burden on the city, are a disservice to event goers, and do not show the City in its best light.

A staff review of Operations Plans for 2009 through 2014 Car Week events also showed that the number of Police Department and Public Works staff needed to support the event, along with the associated overtime hours, had not been accurately reflected in the permit fees charged for the event, and the number of "No Parking" signs, barricades, and other necessary equipment needed had also been underestimated.

This has resulted in more estimated fees for the 2015 Concours on the Avenue event. In order to offset a portion of the increased fees, City staff is proposing splitting the costs of the portable restrooms and dumpsters needed for the 2015 event between the event organizer and the City

Mr. Freedman does not agree with the increased fees for police and public works staff, and has indicated that he will only pay for two overtime police officers (staff note: overtime costs are not eligible for a fee waiver per adopted Council policy). Mr. Freedman has also written that he is not willing to provide portable restrooms and dumpsters for the event.

Mr. Freedman has requested and received a waiver of fees every year since the inception of the event in 2007. He is again requesting a waiver of the 2015 Concours on the Avenue event fees; however, as mentioned, he is disputing the fee amount, and is requesting a waiver of all fees, both eligible and ineligible for fee waivers.

Mr. Freedman also declined to submit all the documentation that must accompany a request for fee waivers.

Per the City Fee Waiver policy, requests for fee waivers from events going into their fourth year or more must be reviewed by the CA&CC before going to the City Council. However, the commission cannot consider a request for a fee waiver without all the documentation required by the City Council. Therefore, the recommended course of action with regard to this request is as follows:

- Forward any recommendations regarding the event itself to the Council, and note the applicant's request to forgo the City Council's adopted policies.

ATTACHMENTS:

Attachment A: 2015 Concours on the Avenue Special Event Permit Application

Attachment B: Partial list of documentation required for a fee waiver as per City Council Policy C12- 02 as submitted by event organizer

Attachment C: 2014 Concours on the Avenue Event Invoice

Attachment D: Estimated 2015 fees for Concours on the Avenue

Attachment E: City Policy C95-06, Short-term Use of Public Spaces and Municipal Buildings for Special Events

Attachment F: City Council Policy C12-02, Event Fee Waivers

Tomasi

City of Carmel-by-the-Sea

MAR 23 2015

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CITY OF CARMEL-BY-THE-SEA
COMMUNITY SERVICES
PO BOX CC
CARMEL-BY-THE-SEA, CALIFORNIA 93921
Phone: 831/620.2020 Fax: 831/624.2132
E-Mail: ptomasi@ci.carmel.ca.us
sruna@ci.carmel.ca.us and jbombard@ci.carmel.ca.us



SPECIAL EVENT PERMIT

TYPE OF EVENT

Race Parade Festival Film Permit Fundraiser ♦ Other: Car Show

EVENT TITLE: 9th ANNUAL CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE

DATE OF REQUEST: January 30, 2015

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

STAGING TIME: 8:30 a.m. – 11:00 a.m.

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

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

Comment [PT1]: Added wording

SPONSOR: Various, on-going negotiations

CONTACT PERSON: Douglas S. Freedman

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

EMAIL: douglasfreedman@msn.com

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

DAY OF EVENT CONTACT PERSON: Doug Freedman

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

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

ESTIMATED ATTENDANCE: 10,000+

ADMISSION: No-Charge-Open to the public

NOT-FOR-PROFIT ORGANIZATION \ ID Number: CARMEL FOUNDATION/20-837775
9th Annual Carmel-by-the-Sea Concours on the Avenue
2015 Special Event Permit
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SPONSOR EQUIPMENT: In progress: Tricord Tradeshow Services, Glastonbury, Inc.

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

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

STREET CLOSURES

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

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

I. Police Personnel / Equipment

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

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

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

II. Public Works Personnel / Equipment

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

III. Planning and Building:

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

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

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

2. Insurance Policy:

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

3. Fees:

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

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- **Required as stated: Devendorf Park three days usage (Monday, Tuesday, and Wednesday).**
 - The use of Devendorf Park will include two to three tents set up by a sponsor. There will be automobiles on display in the park along with various signage. The use of the park will be limited to showcasing vehicles only. There will be no sales of vehicles, or any other items taking place. The vehicles on display will be placed in a manner so not to disrupt the lawn, trees, benches or memorials in the park. A deposit will be left by the sponsor as defined in the fee section to cover any damages done by any activity deemed the responsibility of the event coordinator to include any additional items brought into the park not identified in this application. The event coordinator is responsible for the security of items in the park at all times during the permitted usage of the park.
 - None required
 - Co-sponsored by City Council

4. Other conditions as required:

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

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

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

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

Comment (PT2): Doug- Can't take this out. The City is adamant that there be dumpsters available for immediate removal of garbage and you provide personnel for this, which you do.

Comment (PT3): Doug- The public facilities are actually a low number based on the numbers of attendees. We have compared this to these other cities and are continuing to gather information from relative cities. The common standard has been 1 restroom for every 250 people in attendance. We can't count businesses as available restrooms.

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4. Other conditions as required: (Continued)

▪ Styro-foam cups, plates, or any type of food or liquid containers made of styro-foam is not allowed.

- As per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited from use at any business, restaurant, corporate or individual special event.

GENERAL COMMENTS: (please describe event in detail)

The Ninth Annual Concours-on-the-Avenue scheduled for Tuesday, August 11, 2015, will feature European Classics (such as vintage German, French or British automobiles) and Classic American Muscle Cars. The vehicles will be displayed on both sides of Ocean Avenue, allowing for pedestrian viewing of the vehicles. Ocean Avenue will require certain street closures to allow for the parking of the vehicles and pedestrian traffic. The road closures needed include; Ocean Avenue between Junipero and Monte Verde; Mission, Dolores, San Carlos, and Lincoln between Sixth and Ocean and Dolores and Lincoln between Ocean and 7th. The show cars will be staged on San Carlos between 8:00 AM and 11:00 AM and then systematically parked within the venue. The parking of the vehicles on Ocean Avenue will involve parking the vehicles side by side along the curbline at 60 degree angles. The vehicles will be parked in a single row allowing for emergency traffic along the center median lane of traffic (referred to as the #5 lane of traffic). An awards pavilion will be located at the intersection of Ocean Avenue and Lincoln Avenue. (See attached diagram). The event will be free and open to the public with a portion of the proceeds from the sale of programs and posters at the event to benefit the Carmel Foundation. Off-site parking for trucks and trailers, will be provided by the event organizer. A total of two security guards will be on duty at Junipero & Ocean as well as at Monte Verde & Ocean during the course of the event.

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

The event will include the following:

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

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Approved by City Council Resolution

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

The type of signage for this event is not a part of the general plan of the City, however the event requires this type of signage to enhance the sponsorship and overall quality of the event. The signs have been reviewed and approved as a part of the permit process for this event through the City Administrator.

- Ocean and Junipero NW and SW corners (2 signs)
- Ocean and Mission plus corners at 6th and 7th (4 signs)
- Ocean and San Carlos plus corners at 6th and 7th (4 signs)
- Ocean and Dolores plus corners at 6th and 7th (4 signs)
- Ocean and Lincoln plus corners at 6th and 7th (4 signs)
- Ocean and Monte Verde NE and SE corners (4 signs)
- In front of the Cypress Inn (3 signs)

Possible midpoint signage may occur by sponsor. It is anticipated to have sponsor signage on each corner of the interior of the event. The total number of signs placed on corners or street area within the event shall not exceed 30. The number of signs and banners in Devendorf Park shall not exceed 10.

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

Comment (PTA): Doug, take a look at the numbers of signs and let me know if this is accurate. The City wants to know what the total number for signs will be. I mentioned you don't have an exact number because it is based on sponsorship and may vary, however we should be able to estimate.

I used a more accurate number for signage so the City Administrator can say he is aware of the number and approves of the design, print and size.

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- 7. Devendorf Park will be utilized for brand partnership presentation.
 Permit Park for use Monday, Tuesday and Wednesday August 10,11,12
 Erect a 20' x 40' tent and outfit with general furnishings
 Erect a 10' x 10' tent for general storage
 Tents will use water barrels and or weights for tie downs not stakes
 Display six vehicles and two motorcycles
 Twelve signs of various types (no lights, balloons or streamers)
 Set up time will not begin before 8:00 am on 8/10/15. Breakdown of the park, including removal of all event items and cleaning will be completed by 8:00 pm on Wednesday 8/12/15. Any tents placed in the park and event will need to be inspected by the fire department prior to use. This can be arranged through the Monterey Fire Department via the Community Activities Department.
- 8. Event headquarters, information will be set up at Cypress Inn on Lincoln & 7th. This will be contained to a small area within the Cypress Inn and the parking area on Lincoln & 7th, fronting the Cypress Inn.
- 9. Handicap Parking will be provided on E/S Junipero between Ocean and 7th. Designated parking signs will be posted the morning of the event. The parking area will extend from the corner of Ocean Avenue south to Seventh Ave.
- 10. Temporary closure of San Carlos between Ocean and Eighth to stage the cars before entry into the venue. Vehicles will be arriving at about 0830 hours. Vehicles will enter the venue from the south and use San Carlos Street to stage. Vehicles will be checking in at San Carlos & 8th. They will then stage on San Carlos between 7th & 8th. Periodically, the vehicles will be sent to San Carlos and Ocean where they will be guided to their respective stall on Ocean Avenue
- 11. Fires Extinguishers as well as kitty litter (in case of spills) will be available during the event.
- 12. Designated delivery loading zones will be coordinated through the CPD.
 - **Approved:** Administrative approval, pending receipt of insurance and payment of fees.

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ATTACHMENT A

City of Carmel-by-the-Sea

MAR 23 2015

Received

NOTIFICATIONS

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

Date Revision
Advised Date

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

APPROVED BY:

_____ Date: _____
Janet Bombard, Director of Community Activities

I DSF have read and agreed to comply with all conditions of this permit:
Douglas S. Freedman FOR MOTOR CLUB EVENTS, LLC ITS PRESIDENT

DSF Date: 20 MARCH 2015
Douglas S. Freedman, Event Organizer
FOR MOTOR CLUB EVENTS, LLC ITS PRESIDENT

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To: CARMEL-BY-THE-SEA CITY COUNCIL
MAYOR BURNETT
INTERESTED PARTIES

City of Carmel-by-the-Sea

MAR 23 2015

Received

From: Doug and Genie Freedman

RE: FEE WAIVER REQUEST (100% FEE REDUCTION - ALL FEES)

DATE: 20 MARCH 2015

CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE WAS BORN WITH SIMPLE IDEAS.....

- ① GENERATE GOOD THINGS FOR ONE AND ALL..... ECONOMIC DEVELOPMENT
- ② BUILD AWARENESS OF AND FOR THE CARMEL FOUNDATION
- ③ BUILD CONTRIBUTIONS IN DOLLARS FOR THE CARMEL FOUNDATION
- ④ PRESENT THE EVENT ON AN UNDER UTILIZED DAY AND CONNECT THE DOTS BETWEEN THE PRE-REUNION AND REUNION WEEKENDS THEREBY GENERATING AN IMPORTANT LINKUP OF TEN DAYS AND NOT JUST A LONG WEEKEND AS EXISTED BEFORE A MAJOR TUESDAY EVENT IN CARMEL.

MISSION ACCOMPLISHED.....

- ① SOMEONE SLEEPING IN EVERY AVAILABLE BED IN INNS AND RENTAL HOMES
- ② SOMEONE SITTING IN EVERY AVAILABLE SEAT IN EVERY RESTAURANT
- ③ SERIOUS LEVELS OF AWARENESS AND DOLLARS GENERATED FOR THE CARMEL FOUNDATION
- ④ CREATED AN IMPORTANT LINKUP OF TEN CONNECTED EVENT DAYS

AND LET'S NOT FORGET.....

- ① THE INCREASE IN RETAIL SHOPS BUSINESS THAT WAS ALSO AT THE HEART OF A SIMPLE IDEA
- ② THAT EVERY EFFORT TO WORK WITH CARMEL AND/OR MONTEREY AND/OR CALIFORNIA BUSINESSES: HAS BEEN A GIVEN FROM DAY ONE

THE MESSAGE THAT HAS BEEN SENT AROUND THE WORLD ABOUT CARMEL HAS COME FROM OUR OWN PERSONAL EFFORTS TO NOT MAKE IT ABOUT US..... INSTEAD TO MAKE IT ABOUT EVERYTHING AND EVERYONE ELSE..... WE HAVE GIVEN IN EVERY WAY.....

Sincerely, Doug & Genie Freedman

City of Carmel-by-the-Sea

MAR 23 2015

Received

EVENT FEE WAIVER APPLICATION

* REQUEST FOR 100% FEE REDUCTION - ALL FEES *
 CBTS CONCOURS ON THE AVENUE 9TH EVENT YEAR
 CONTACT: Doug FREEDMAN 404.805.1650
 MOTOR CLUB EVENTS, LLC
 2575 PEACHTREE RD. NE
 SUITE 305
 ATLANTA, GA. 30305

① DETAILED SCOPE OF EVENT

SEE APPLICATION FOR SPECIAL EVENT PERMIT WHERE ALL
 DETAIL IS PROVIDED

② PROPOSED BUDGET FOR EVENT / EVENT COST 2014 PROFILED (PARTIAL)

AWARDS \$194.00
 GOLF CARTS, SPECIAL PARKING LOT, SECURITY \$721.00
 WINDSHIELD PLACARDS \$168.00
 JUDGE GEAR 900.00
 Commission To BRAND PARTNERSHIP 2000.00
 CONVENTION SERVICES 38,766.00 (CONSTRUCT AWARDS PAVILION, RENTAL CHAIRS,
 REFUSE HANDLING, STREET LAYOUT, GARBAGE
 CAN SETUP, STORAGE AND DELIVERY OF EVENT
 SUPPLIES, MISC)
 VIP LUNCH 283.00
 HOTEL - EVENT TEAM INC (FOOD + BEVERAGE) 20,630.00
 CITY PARK RESTROOM MAINTENANCE AND STREET CLEANING 900.00
 BANK FEES 90.00
 OFFICE SUPPLIES 168.00
 BICYCLE BELLS 81.00
 CREDENTIALS 1,897.00
 ON SITE COMPUTER 1,475.00
 ADDITIONAL SECURITY 1,500.00
 FLOWERS AWARDS PAVILION 6,500.00

ATTACHMENT B

1-11-17

BACK OFFICE SUPPORT	3,750.00	(AT EVENT)
ARCHITECTURAL	940.00	
WEB SITE, DOMAINS, ETC	2,233.00	414.00
EVENT PINS	933.00	
CARMEL PD OVERTIME	1,888.00	
MISC. CASH	1,000.00	
Accounting	600.00	
Audio Visual	20,843.00	
CARMEL BUS. LICENSE	127.00	
INSURANCE	2,055.00	
CHAMBER MEMBERSHIP	405.00	
URVEY	3,800.00	
RENTAL CAR, TICS, MISC	5,708.00	
VIDEOS, VOLUNTEERS, STAGING TEAM	HOSPITALITY	7000.00
iFTS JUDGES	3000.00	
iFTS ENTRANTS	2000.00	
PRE EVENT AND EVENT F AND B	HOSPITALITY	7000.00

City of Carmel
 MAR 23 2017
 Received

TOTAL
 160,969.00
 NOT INCLUDED -
 (NEVER) ANY VALUE FOR PRINCIPALS
 (NEVER) ANY BACK OFFICE COST
 HOME BASE

ANTICIPATED ECONOMIC IMPACT TO CITY AND COMMUNITY

MAJOR REVENUE INCREASES FOR

- ① ALL INNS
- ② ALL RESTAURANTS
- ③ MOST SHOPS
- ④ CITY TOT AND SALES TAX

ANTICIPATED POSITIVE AND NEGATIVE IMPACTS ON THE COMMUNITY

- ① POSITIVE PUBLIC RELATIONS MESSAGE SENT OUT TO THE WORLD THAT IS NOT QUANTIFIABLE FOR CARMEL [VALUE UNTOLD THOUSANDS]
- ② POSITIVE HALO EFFECT FOR CARMEL THAT IS NOT QUANTIFIABLE [VALUE UNTOLD THOUSANDS]

WHAT CHARITABLE CONTRIBUTIONS WILL BE MADE

CONCOURS ON THE AVENUE LINK UP WITH THE CARMEL FOUNDATION THAT HAS BUILT AWARENESS AND MAJOR CONTRIBUTIONS FOR EIGHT CONSECUTIVE YEARS SINCE BEFORE THE FIRST EVENT YEAR IN 2007. A VERY SUCCESSFUL TWO WAY STREET RELATIONSHIP THAT WORKS FOR BOTH THE CARMEL FOUNDATION AND CONCOURS ON THE AVENUE

ATTACHMENTS

143 of 4

WRITTEN SURVEY OF BUSINESSES AND/OR RESIDENTS AFFECTED BY THE EVENT INDICATING THEIR ACCEPTANCE OF THE PROPOSED EVENT.....

THIS IS AN EXPENSE THAT IS NOT JUSTIFIED AND IS SIMPLY ANSWERED BY THE THOUSANDS OF SPECTATORS AND INTERESTED PARTIES THAT BENEFIT IN SO MANY WAYS FOR THE 8 PREVIOUS EVENT YEARS.

PAST FINANCIAL STATEMENTS SINCE INCEPTION OF EVENT.....

NOT PROVIDED

DOCUMENTATION SHOWING ACTUAL CHARITABLE CONTRIBUTIONS TO ORGANIZATIONS WITHIN THE 93921 ZIP CODE AREA SINCE INCEPTION OF EVENT

NOT PROVIDED

City of Carmel-by-the-Sea

MAR 23 2015

Received

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ATTACHMENT C



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

PO Box CC

Carmel, CA 93921

Phone (831) 620.2020/FAX (831) 624.2132

Email: srana@ci.carmel.ca.us

jboucher@ci.carmel.ca.us

clopez@ci.carmel.ca.us

Date: February 25, 2014

SPECIAL EVENT PERMIT INVOICE

To: Doug Freedman
Carmel-by-the-Sea Concours on the Avenue

Date of Event: Tuesday, August 12, 2014

Date	Location	Fee	Total
8.12.14	Special Event Processing Fee	\$150	\$150
	Street closures	\$1,300	1,300
	Devendorf Park Closure	\$1,045	1,045
	Park Damage Deposit (Refundable)	\$350	350
	Barricades	\$65	585
	NO PARKING signs	\$3	300
	A-Frames	\$25	750
	Sound permit	\$25	25
	Total Fees		\$4,505.00
	Police OT; 2 off-duty officers X 8 hrs. @ \$116 per hour-To be paid by organizer		\$1,856.00

This invoice is due and payable upon receipt.

Please make check payable to: City of Carmel-by-the-Sea

Mail to:
Community Services
Carmel-by-the-Sea
Attn: Cindi Lopez
PO Box CC
Carmel, CA 93921

ATTACHMENT D

Estimated Fees for Concurrs on the Avenue 2015	Eligible for a Fee Waiver	Not Eligible for a Waiver	Additional event costs incurred by City	
Special Event Processing Fee (non Refundable)		\$155.00	50% of portable Restrooms	\$1,676.65
Devendorf/Street Damage Deposits (350/200). Refundable if no damage found		\$550.00	50% of dumpsters	\$174.00
Block closures (\$365 per block) 18 blocks	\$ 6,570.00		10 parking stalls for portable restrooms	\$2,000.00
Sound Permit	\$ 27.00		4 parking stalls for dumpsters	\$800.00
Barricades (30) at \$65 each	\$ 1,950.00		Public Works regular staff/ hours allocated to event, 4 staff, 8 hrs each, @\$53	\$1,696.00
No Parking Signs (250) @ \$3.00 each	\$ 750.00		Community Activities staff comp time: 3 hours @ \$34/hr	\$102.00
A-Frames (10) @ \$25.00 each	\$ 250.00		Community Activities staff regular hours allocated to event: 3 hours @ \$34/hr, 2 hours @ \$51/hr	\$102.00
Tent inspection Fees (5 Tents)-from Mry Fire Dept. (estimate)		\$750.00	TOTAL	\$6,550.65
3-yard dumpsters (\$87 each) 4 needed*		\$174.00		
Portable toilets (one unit: 2 deluxe & one ADA, plus handwashing station). \$671.06 / unit. 5 units.*		\$1,676.65		
Devendorf Park Rental from August 10 at 8 a.m. to August 12 at 6 p.m. (total 32 hours)				
Devendorf Rental for first four hours is \$400	\$ 400.00			
Devendorf Rental after first four hours = \$300 per hour thereafter	\$ 8,400.00			

ATTACHMENT D

PD overtime: 6 officers, total 58 hours, \$119/hr		\$6,902.00
PD overtime: 2 Community Svcs Officer/Parking Svcs		\$960.00
Officer, total 12 hours, \$80/hr		
TOTAL	\$ 18,347.00	\$11,167.65

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

Total COTA	
Event Fees:	
29,514.65	

POLICY NO. C95-06

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

GENERAL:

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

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

EVENTS REQUIRING PERMITS

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

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

ATTACHMENT E

PERMIT PROCESS

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

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

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

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

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

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

PERMIT CONSIDERATION REVIEW GUIDELINES:

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

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

ATTACHMENT C

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

MERCHANDISE AND ALCOHOLIC BEVERAGES:

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

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

COMPETING INTERESTS:

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

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

RESOLVING CONFLICTS:

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

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

COST RECOVERY:

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

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

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

INSURANCE REQUIREMENTS

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

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

CRITERIA FOR WAIVER OF INSURANCE REQUIREMENTS

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

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

ATTACHMENT E

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

INSURANCE WAIVER APPLICATION PROCESS

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

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

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

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

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

ATTACHMENT F

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

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

I. Purpose

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

II. Community Event Fees

Fees eligible for Waivers:

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

Fees not eligible for Waivers:

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

III. Application Process

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

ATTACHMENT F

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

IV. Documentation Required With Waiver Request

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

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

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

VI. Guidelines

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