



CITY OF CARMEL-BY-THE-SEA

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Chair Judy Refuerzo, Commissioners Linda Caliore,
Donna Jett, Grace Lee,
and Bonnie Folster

All meetings are held in the City Council Chambers
East Side of Monte Verde Street
Between Ocean and 7th Avenues

REGULAR MEETING

1/10/2017

9:30 a.m.

CALL TO ORDER AND ROLL CALL

PLEDGE OF ALLEGIANCE

EXTRAORDINARY BUSINESS

PUBLIC APPEARANCES Members of the public are entitled to speak on matters of municipal concern not on the agenda during Public Appearances. Each person's comments shall be limited to 3 minutes, or as otherwise established by the Commission. Matters not appearing on Commission's agenda will not receive action at this meeting but may be referred to staff for a future meeting. Persons are not required to give their names, but it is helpful for speakers to state their names so that they may be identified in the minutes of the meeting.

ANNOUNCEMENTS

A. Announcements from Chair and Commissioners

CONSENT AGENDA Items on the consent agenda are routine in nature and do not require discussion or independent action. Members of the Commission or the public may ask that any items be considered individually for purposes of Commission discussion and/or for public comment. Unless that is done, one motion may be used to adopt all recommended actions.

1. Approval of the minutes for the 12/13/2016 meeting. (pp. 1-3)

ORDERS OF BUSINESS Orders of Business are agenda items that require Commission discussion, debate, direction to staff, and/or action.

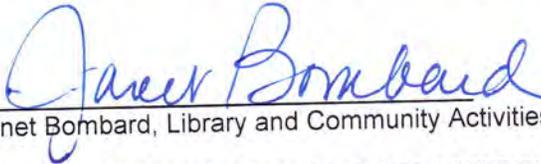
1. Appointment of Councilmember Carolyn Hardy as City Council liaison to the Community Activities and Cultural Commission.
2. Consider Carmel Art Festival request for a Community Promotions Fund grant and make recommendation to the City Council. (pp. 4 – 36)
3. Discuss and incorporate City Council recommendations and After Action Report into the planning for the proposed Street Dance event, provide staff with direction. (pp. 37 – 44)
4. Consider the following proposed changes to the annual City Fourth of July event and make a recommendation to the City Council.
 - a. close Mission Street between Ocean and 6th Avenues for the event
 - b. relocate food tables/booths to Mission Street between Ocean and 6th Avenues

- c. incorporate a broader range of food choices into the event
- d. allow food providers to charge for food if they so choose (pp. 45 - 46)
- 5. Annual election of officers (p. 47)
- 6. Receive and discuss After Action Reports for the following City sponsored events, provide After Action input and/or direction as necessary:
 - a. 2016 Sandcastle Contest (p. 48)
 - b. 2016 Pumpkin Roll (p. 49)
 - c. 2016 Homecrafters (pp. 50 - 51)
 - d. 2016 Tree Lighting (pp. 52 - 54)
- 7. Verbal report from staff regarding action taken by the City Council on the Run in the Name of Love and Monterey Winemakers Celebration Special Event Grant funding applications

FUTURE AGENDA ITEMS

ADJOURNMENT

This agenda was posted at City Hall located on Monte Verde Street between Ocean and 7th Avenues, Harrison Memorial Library located on the NE corner of Ocean Avenue and Lincoln Street, and the Carmel-by-the-Sea Post Office located on 5th Avenue between Dolores Street and San Carlos Street, and the City's webpage <http://www.ci.carmel.ca.us/carmel/> on 1/6/2017 in accordance with the applicable legal requirements.



Janet Bombard, Library and Community Activities Director

SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA

Any supplemental writings or documents distributed to a majority of the Community Activities and Cultural Commission members regarding any item on this agenda, received after the posting of the agenda will be available for public review in the Library and Community Activities Director's Office located at the Park Branch Library at the NE corner of Mission Street and Sixth Avenue during normal business hours.

SPECIAL NOTICES TO PUBLIC

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at 831-620-2007 at least 48 hours prior to the meeting to ensure that reasonable arrangements can be made to provide accessibility to the meeting (28CFR 35.102-35.104 ADA Title II).

CHALLENGING DECISIONS OF CITY ENTITIES The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City of Carmel-by-the-Sea is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision, including without limitation Government Code section 65009 applicable to many land use and zoning decisions, Government Code section 66499.37 applicable to the Subdivision Map Act, and Public Resources Code section 21167 applicable to the California Environmental Quality Act (CEQA). Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. Government Code section 65009 and 66499.37, and Public Resources Code section 21167, impose shorter limitations periods and requirements, including timely service in addition to filing. If a person wishes to challenge the above actions in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of Carmel-by-the-Sea, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

MINUTES
COMMUNITY ACTIVITIES & CULTURAL COMMISSION
CITY OF CARMEL-BY-THE-SEA
REGULAR MEETING, December 13, 2016

I. CALL TO ORDER AND ROLL CALL

PRESENT: Commissioners: Calafiore, Folster, Jett, Refuerzo
ABSENT: Lee
STAFF PRESENT: Janet Bombard, Library and Community Activities Director
Lori Aiello, Community Activities Assistant

II. EXTRAORDINARY BUSINESS

None

III. PLEDGE OF ALLEGIANCE

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

IV. APPEARANCES

No appearances.

V. CONSENT AGENDA

1. Approve the minutes of the Nov 8, 2016 regular meeting.

It was moved by Refuerzo and seconded by Calafiore to approve the minutes of the November 8, 2016 regular meeting. The motion carried by the following roll call vote:

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

VI. ORDERS OF BUSINESS – NEW BUSINESS

2. Review and consider Fiscal Year 2016/17 Special Event Support grant funding applications; make a recommendation to the City Council regarding grant funding amounts.

- A. Following the discussion of the application for; Run In The Name of Love, it was moved by Commissioner Calafiore to send a recommendation to the City Council to:
1) Grant fees not to exceed the amount of \$4000 and reflect the allowed grant guidelines. The motion was seconded by Commissioner Jett and carried by the following roll call vote:

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

- B. Following the discussion of the application for; Carmel Art Festival, it was moved by Commissioner Jett that the Carmel Art Festival go back and redo their budget to include Devendorf Park and return to the January CA & CC meeting for review and recommendations. The motion was seconded by Commissioner Refuerzo and carried by the following roll call vote:

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

- C. Following the discussion of the application for; Monterey County Vintners, it was moved by Commissioner Calafiore to send a recommendation to the City Council to:
1) Grant fees up to the amount of \$3,000 and reflect the allowed grant guidelines for their May 2017 event. The motion was seconded by Commissioner Refuerzo and carried by the following roll call vote:

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

3. Receive and discuss event reports from staff, provide after action input.

- A. Chair Refuerzo requested that staff begin providing written after action reports for the Commission to review.

X. **ADJOURNMENT**

There being no further business to come before the Commission, the meeting was adjourned at 10:50am.

Respectfully submitted,

Lori Aiello, Community Activities

Approved by: _____
Judy Refuerzo, Chair



**Carmel-
by-the-Sea**

Janet Bombard <jbombard@ci.carmel.ca.us>

Please send to all council members LIASON between boards/commissions

2 messages

Wed, Jan 4, 2017 at 8:37 AM

steve dallas <sgdallas@yahoo.com>

Reply-To: steve dallas <sgdallas@yahoo.com>

To: Chip Rerig <crerig@ci.carmel.ca.us>

Cc: Leslie Fenton <lsfenton@ci.carmel.ca.us>, Marc Wiener <mwienner@ci.carmel.ca.us>, Rob Mullane <rmullane@ci.carmel.ca.us>, Janet Bombard <jbombard@ci.carmel.ca.us>

Council members and Staff here is what I discussed last night....
Please call me at 831-293-4052 if you have any questions

I would ask that we attend the meeting to introduce each of you
to the different board this month in January

We will then meet at least every 6 months (or sooner) with the
chair and vice chair of that board, the director, and Chip at city
hall for a 30 minute meeting.

- Carrie Forest and Beach
- Jan Library
- Carolyn Community Activities
- Bobby Historic Resource board
- Steve Planning

1/10/2017

Community Activities & Cultural Commission Meeting

1/11/2017

Planning Commission Meeting

1/12/2017

Forest & Beach Commission Meeting



CITY OF CARMEL-BY-THE-SEA

Community Activities and Cultural Commission Staff Report

January 10, 2017

TO: Community Activities and Cultural Commissioners

FROM: Janet Bombard, Community Activities Director

SUBJECT: Consider Carmel Art Festival request for a Community Promotions Fund grant and make recommendation to the City Council.

RECOMMENDATION

Consider Carmel Art Festival request for a Community Promotions Fund grant and make recommendation to the City Council.

BACKGROUND / SUMMARY

At the December 13, 2016 meeting the Commission considered Special Event Support grant funding requests from three organizations: Big Sur International Marathon (Run in the Name of Love), Monterey County Vintners and Winegrowers (Monterey Winemakers Celebration), and the Carmel Art Association (Carmel Art Festival).

The Commission made a recommendation to the City Council regarding grant funding for Run in the Name of Love and Monterey Winemakers Celebration, but asked the Carmel Art Association to return to the January 10 meeting with a budget that more accurately reflects the expenses and income associated with the Carmel Art Festival event.

ATTACHMENTS

1. Revised Carmel Art Festival Budget
2. Email from Carmel Art Festival regarding requested amount of funding
3. December 13, 2016 staff report with attachments



CITY OF CARMEL-BY-THE-SEA

Community Activities and Cultural Commission

Staff Report

January 10, 2017

TO: Community Activities and Cultural Commissioners

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SUBJECT: Consider Carmel Art Festival request for a Community Promotions Fund grant and make recommendation to the City Council.

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The Commission made a recommendation to the City Council regarding grant funding for Run in the Name of Love and Monterey Winemakers Celebration, but asked the Carmel Art Association to return to the January 10 meeting with a budget that more accurately reflects the expenses and income associated with the Carmel Art Festival event.

The Commission also asked the Carmel Art Festival to specify the amount of grant funds being sought, as that was left off the application. Carmel Art Festival's request is for the total amount of City special event permit fees (\$13,623); however, two of those fees – the nonrefundable special event permit processing fee and the refundable damage deposit – are not eligible, bringing the amount to \$13,118. The request has been added to the Carmel Art Festival's Special Event Support Grant Application.

ATTACHMENTS

1. Revised Carmel Art Festival Budget
2. Estimated Carmel Art Festival special event permit fees
3. Carmel Art Festival Special Event Support Grant Application
4. December 13, 2016 staff report with attachments

ATTACHMENT 2

Estimated fees for Carmel Art Festival 2017

Non refundable Special Event Processing Fee*	\$	155.00
Sound Permit - 4 days	\$	108.00
2 parking stalls S/6th in front of restrooms @ 4 days	\$	800.00
Block closures (\$365 per block) 1 block @ 4 days	\$	1,460.00
Barricades (8) at \$65 each	\$	520.00
No Parking Signs (10) @ \$3.00 each	\$	30.00
2 A frames @ 4 days	\$	200.00
Devendorf Park - 4 days	\$	10,000.00
Devendorf Park - Refundable Damage Deposit*	\$	350.00
Total	\$	13,623.00

*not eligible for Community Promotions Fund grant

TOTAL ELIGIBLE FOR GRANT PURPOSES \$ 13,118.00

ATTACHMENT 1

2017 CARMEL ART FESTIVAL ESTIMATED BUDGET

Expenses	
City Fees: parking stalls, block closure, barricades, no parking signs, sound permit, A-Frames	\$ 3,118
City fees: Devendorf Park	\$ 10,000
Printing and Reproduction	\$ 2,400
Advertising	\$ 8,000
Security	\$ 1,825
Music	\$ 2,000
Insurance	\$ 2,000
Judge	\$ 500
Auctioneer	\$ 350
Souvenirs: Posters, Tshirts, Totes, Hats	\$ 2,000
Cash awards to juried-in event artists	\$ 15,000
50% of proceeds from art sold to artists*	\$ 45,000
Venue expenses: setup of tents, stages, tables, chairs	\$ 5,500
Portable Restrooms	\$ 722
ABC Liquor License	\$ 25
Greenwaste: event trash services	\$ 129
Miscellaneous expenses	\$ 425
Total Expenses	\$ 98,994
Revenue	
Entry fees	\$6,300
Sales of paintings produced by artists & sold at festival*	\$90,000
Sales of souvenirs	\$3,000
Total Revenue	\$99,300



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 Hella Rothwell Email Address hellarothwell@gmail.com
Organization Name Carmel Art Festival
Address P.O. Box 7191
City Carmel-by-the-Sea State CA Zip 93921
Telephone Number _____ Cell Number 831-626-4000
Website address carmelartfestivalcalifornia.com Non-Profit Tax I.D. # 77-0462407

EVENT INFORMATION

Event Title Carmel Art Festival
Number of expected attendees 2,000 Requested grant amount \$13,118
Event Start Date May 18 Time 2 AM PM Event End Date May 21 Time 3 AM PM
Event Category: (check one)

- Athletic/Recreation
- Art/Exhibit
- Car Show
- Festival/Celebration
- Parade/Procession
- Performance
- Run/Walk
- Other (please specify) art festival

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.

Addendum A.

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:

#3 - see addendum I. #5 - we will be taking a survey in 2017

#4 - see addendums B-H

- 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? 23
- 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:

- 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? local youth art programs. Youth Art Collective that benefit at risk youth interested in art.
- 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:

This event goes back 23 years and we have contributed to many non-profits, most recently to Youth Art Collective.

- 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

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

If you answered yes, please explain how:

By bringing art outdoors to be enjoyed by all. It's a free event with live music

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:

Free online email ads and in the program promoting art related happenings during the festival, which encourages festival goers to disperse throughout the city benefiting all businesses.

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 that will incorporate promotion of the City on the event/event organizer's website, 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 Hella Rothwell Date 10/3/14

Please print name Hella Rothwell

Carmel Art Festival

PO Box 7191
Carmel, CA 93921
Email: carmelartfestival@gmail.com

The Carmel Art Festival requests a grant for Special Event fees. We believe that our plein air painting competition helps to keep Carmel a destination for artists and art lovers, as well as continuing Carmel's reputation as an art colony. Carmel was founded in part by its first plein air painter and her husband. By holding the festival outside and also by bringing large sculpture into the park, as well as a live sculpture demonstration, we help make art more accessible to everyone. We donate the proceeds to youth art programs in Monterey County, thus helping train Carmel's next generation of artists as well.

We attract the best plein air artists from around the country and showcase the many local artists that are part of this elite group. We also attract many art buyers from all over the country who stay in local hotels and dine in local restaurants as well as purchase almost \$100,000.00 in art (half of which goes to the artist and half to the festival) which adds to the city's sales tax revenue.

Thank-you for your continuing help and consideration,

Tammi Tharp, President
Hella Rothwell, Secretary
Pamela Crabtree, treasurer

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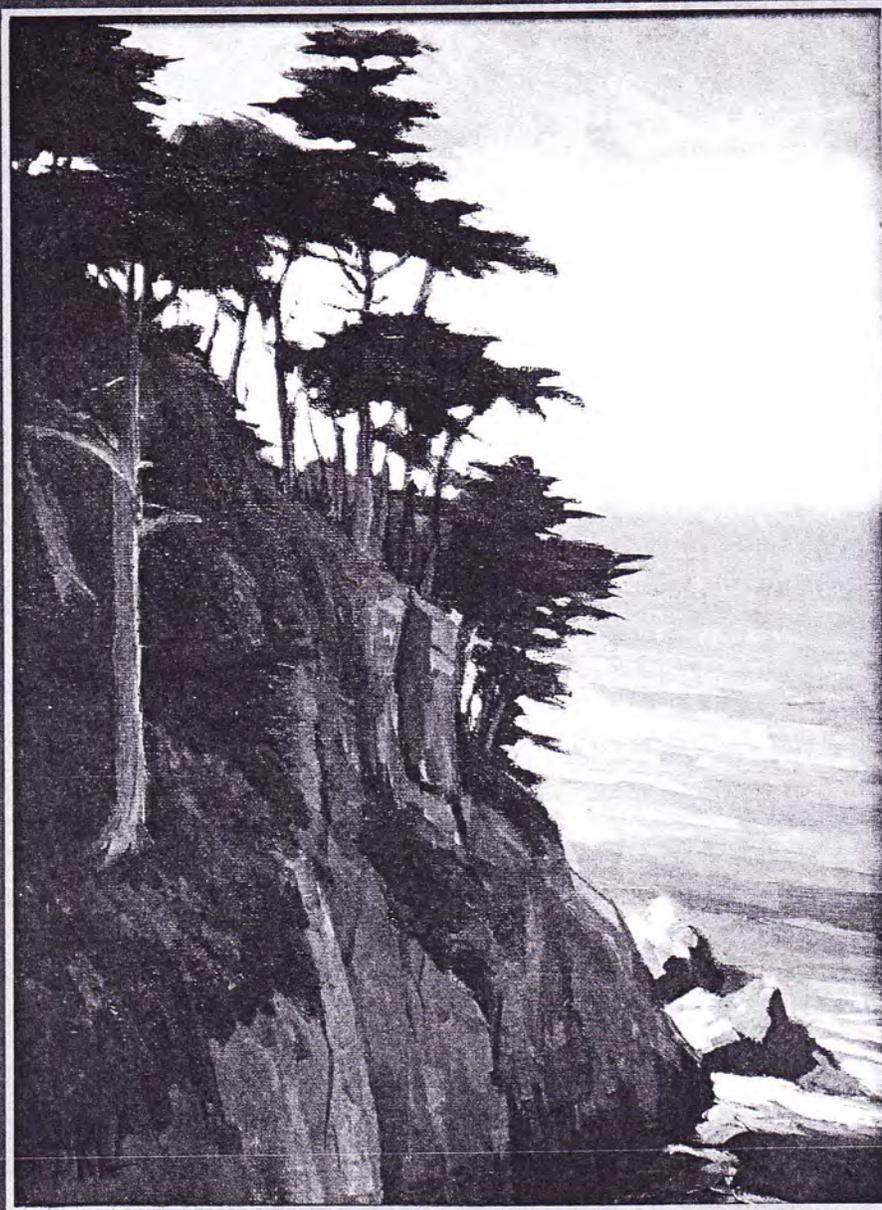
PLEIN AIR COMPETITION & AUCTION

15

23rd Annual Carmel Art Festival

Carmel-by-the-Sea, CA

May 13th-15th 2016



"Living on the Edge" by Scott Hamill

2015 People's Choice Award Winner

For a list of participating artists, schedule of events, artist information, to volunteer or be a sponsor,

go to the festival's official website:
www.carmelartfestivalcalifornia.com

Proceeds from the Carmel Art Festival benefit youth art programs in Monterey County. The Carmel Art Festival is a non-profit 501(c)(3) organization, P.O. Box 7191, Carmel, CA 93921.

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carmel
gallery
GUIDE

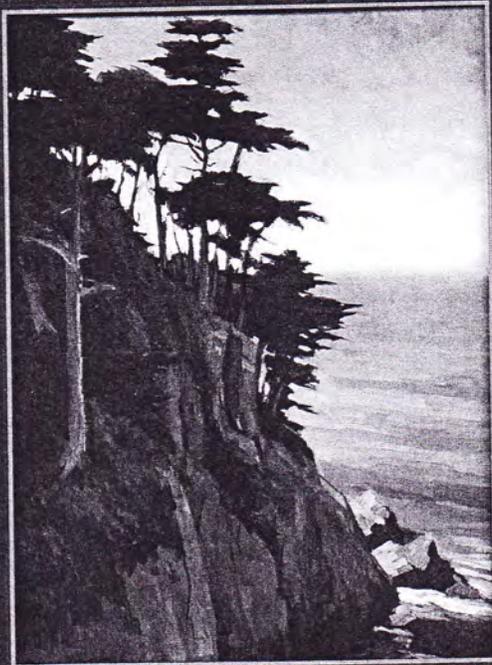
Fine Art
Connoisseur

PLEIN AIR COMPETITION & AUCTION

23rd Annual Carmel

Art Festival

May 13th-15th 2016
Carmel-by-the-Sea, CA



"Living on the Edge" by Scott Hamill
2015 People's Choice Award Winner

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Connoisseur

For a list of participating artists, schedule of events,
artist information, to volunteer, or be a sponsor,
visit the festival's official website:
www.carmelartfestival.com

PLEIN AIR COMPETITION & AUCTION

23rd Annual *Carmel Art Festival*

May 13th-15th 2016
Carmel-by-the-Sea, CA



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carmel gallery GUIDE

Fine Art Connoisseur

"Living on the Edge" by Scott Hamill 2015 People's Choice Award Winner

**For a list of participating artists, schedule of events,
artist information,
to volunteer or be a sponsor
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www.carmelartfestivalcalifornia.com**

Proceeds from the Carmel Art Festival Benefit Youth Art Programs in Monterey County.
The Carmel Art Festival is a Non-Profit 501(c)(3) organization. PO Box 1191, Carmel, CA 95021
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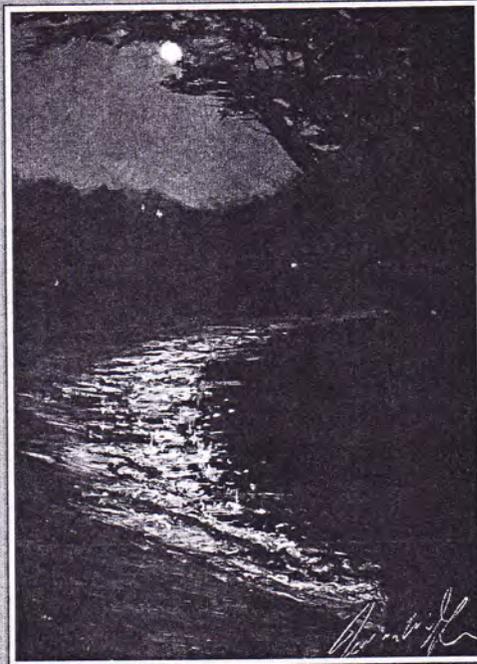
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PLEIN AIR COMPETITION & AUCTION

22nd Annual Carmel Art Festival

Carmel-by-the-Sea, CA

May 14th-17th 2015



*"Carmel Moonrise" by James McGrew
2014 People's Choice Award Winner*

Saturday, May 16

Plein Air Exhibit of
"Wet Paintings" & Silent
Auction, 10 am - 6 pm
Meet the Artists, 3:30-5 pm
Awards Ceremony, 5 pm
Live Auction, Immediately
Following the Silent
Auction
Music 11:30-2:30pm
Kids Make Art Day
1pm - 3pm
open to all children at no charge
under the direction of the YACsters
Mission Street

Sunday, May 17

New paintings go up
Quick Draw Painting
Competition, 9 am
See paintings completed in 2 hours
30 Minute Silent
Auction, 11 am
Music 12:00 - 3:00
Mission Street

Fri - Sun, May 15-17

Information Table
Posters, T-shirts, Totes for Sale

Nick Williams Trio
3:00 - 6:00pm
Mission Street

Thurs & Fri, May 14-15

Plein Air Painting
Competition
Carmel and other Scenic Locations

Fine Art
Connoisseur
THE FINEST QUALITY ART COLLECTION

Sponsored by

PleinAir
ARTISTS

k-Mozart
KMZT 97.9
kmozart.com

For a list of the 60 participating artists, further information, or to volunteer, go to the festival's official website:
www.carmelartfestivalcalifornia.com

Proceeds from the Carmel Art Festival Benefit Youth Art Programs in Monterey County.
The Carmel Art Festival is a Non-Profit 501(c)3 organization, PO Box 7191, Carmel, CA 93921
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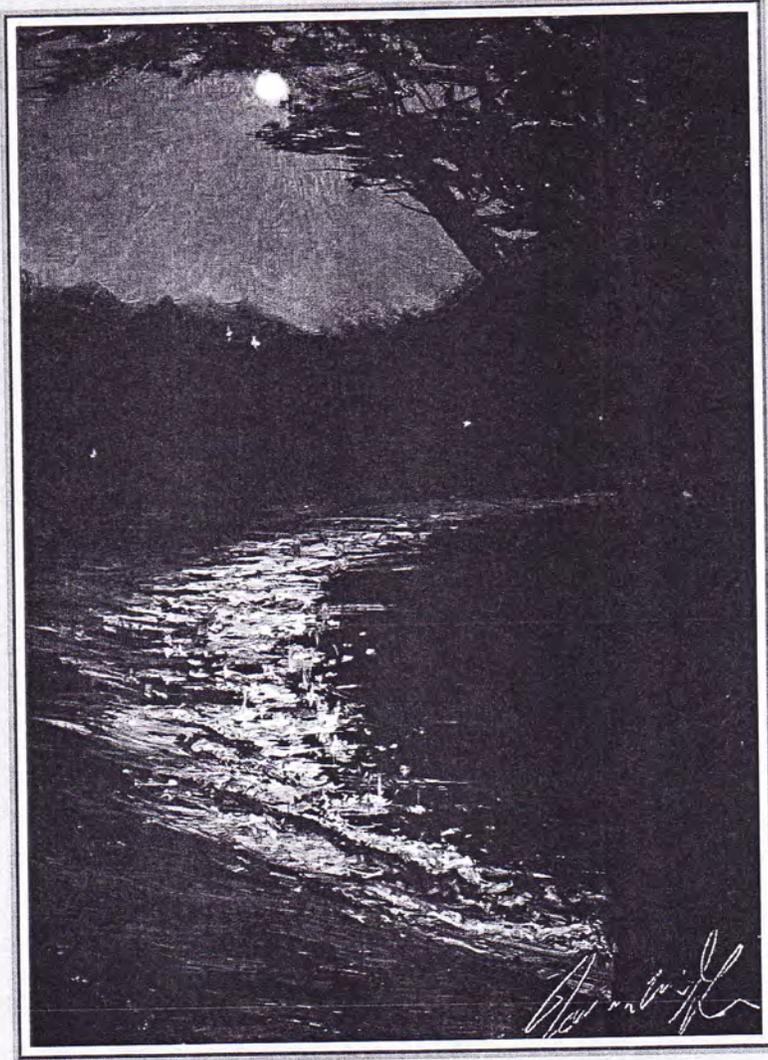
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PLEIN AIR COMPETITION & AUCTION

22nd Annual Camel Art Festival

Carmel-by-the-Sea, CA

May 14th-17th 2015



60 Participating Artists

Linda Abbott	Markus Lui
Rob Adamson	Rolf Lygren
Ebrahim Amin	Will Maller
Rolando Barrero	Joe Mancuso
Barter, Stacy	James McGrew
Don Biehn	Wayne McKenzie
Bato Bost	Caleb Meyer
Carl Bretzke	Kevin Milligan
Rich Brimer	Jill Mueller
Larry Cannon	Julia Munger-Seelos
MaryLou Correia	Donald Neff
Aimee Erickson	Robin Purcell
Mark Farina	Lana Rak
Catherine Fasciato	William Rogers
Tatyana Fogarty	Robin Rogers-Cloud
Terri Ford	Jason Sacran
Jonathan Gaetke	Robert Sandidge
Thaleia Georgiades	Roos Schuring
Scott Hamill	Michael Situ
Coraly Hanson	Tara Sood
Laurie Hendricks	Richard Steres
Steve Hill	Joaquin Turner
Sterling Hoffmann	Laura Wambsgans
Sibyl Johnson	Cindy Wilbur
Sally Jordan	Lucas Wong
Steve Kell	Dennis Young
Rui Liang	Paul Youngman
Po Pin Lin	Lu Yu
Gretha Lindwood	Xiao Yu
Sergio Lopez	Tonya Zenin

"Carmel Moonrise" by James McGreco

2014 People's Choice Award Winner

Fine Art
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THE PREMIER SOURCE FOR TOP-TIER QUALITY

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ARTISTS

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The Carmel Pine Cone

For information, to volunteer or be a sponsor, go to the festival's official website:
www.carmelartfestival.org

Proceeds from the Carmel Art Festival Benefit Youth Art Programs in Monterey County.
The Carmel Art Festival is a Non-Profit 501c3 organization, PO Box 7191, Carmel, CA 93921
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23rd Annual Carmel Art Festival

May 13th-15th 2016
Carmel-by-the-Sea, CA

Fine Art
Connoisseur

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PleinAir
ARTISTS

ARTIST
gallery
GUILD



For a list of participating artists, schedule of events, artist information, to volunteer or be a sponsor go to the festival's official website: www.carmelartfestivalcalifornia.com

"Living on the Edge" by Scott Hamill 2015 People's Choice Award Winner

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Carmel Art Festival

PO Box 7191
Carmel, CA 93921
Email: carmelartfestival@gmail.com

Proposed budget:

Cost of venue -	\$5,500.00
Security -	\$1,825.00
Advertising -	\$8,000.00
Printing -	\$2,400.00
Music -	\$2,000.00
Judge -	\$500.00
Auctioneer -	\$350.00
Insurance -	\$2,000.00
Souvenirs-	\$2,000.00
Awards -	\$15,000.00
Misc-	\$425.00
Charity-	\$6,300.00
TOTAL -	\$46,300.00

Entry fees -	\$6,300.00
Sales -	\$48,000.00
TOTAL -	\$52,300.00

Non-profit's year round operating costs - \$6,000.00

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7

ARTISTS & COLLECTORS' 2017 ULTIMATE GUIDE

TO PLEIN AIR EVENTS AND ORGANIZATIONS

published by:
PleinAir

DON'T MISS YOUR CHANCE TO BE INCLUDED! The 2017 PleinAir Artists' & Collectors' Ultimate Guide to Plein Air Events & Organizations IS NOW OPEN FOR SUBMISSIONS

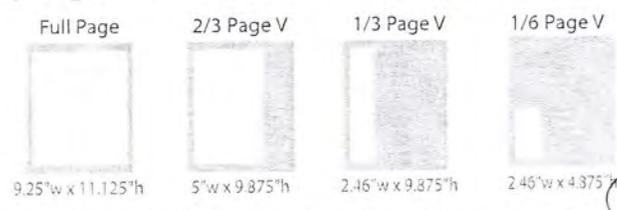
This is your opportunity to make sure your event or organization receives maximum exposure in 2017 to attract more collectors and make your event known to the top artists.

The 2017 Ultimate Guide will appear in our December 2016/January 2017 issue, and will also be printed as a standalone piece, with 8,000 copies to be distributed at plein air events throughout 2017. This vital guide will be referred to by thousands of plein air artists and collectors seeking out places where the best events, artists, and paintings can be found.

Juried, invitational, or open, all legitimate events and organizations are entitled to a complimentary basic* listing.

To really stand out in this unique guide, we encourage you to purchase a display ad within the directory.

We have established special pricing to make this opportunity as affordable as possible to all events and organizations.



Full Page \$1,950 | 2/3 page \$1,250 | 1/3 page \$650 | 1/6 page \$350 | Expanded Listing \$150

Those purchasing a display ad are entitled to a free EXPANDED alphabetical listing.

*Basic listings include:

- Events:** State, Event Name, Date, and E-mail contact
- Organizations:** State, Name, Phone, and E-mail contact

Go here to learn more and get your event or organization into the 2017 Ultimate Guide
www.outdoorpainter.com/2017-ultimate-guide/

Sign up today to be included in the 2017 PleinAir Artists' & Collectors' Ultimate Guide to Plein Air Events & Organizations

DEADLINE: OCTOBER 14, 2016
On newsstands: December 1, 2016

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Carmel Art Festival – Performance measures:

Over the past 10 years since the Carmel Art Festival has blocked off Mission Street between Ocean and 6th, we have streamlined the placement of the tents and the flow of traffic to where all has been going smoothly. The vendor who sets up the tents knows what he is doing, and we have not had any problems.

Because we have paintings and sculpture stay up on the street and park at night, we have hired our own security and, again, have not had any problems of theft, vandalism or weather problems (even though we had a terrific storm pass through one year).

Without Devendorf Park:

For the past 2 years we only had the festival on the street and not the use of the park. This has been a big disappointment to many attendees. During the previous 4 years, we had live entertainment in the park, sculpture demonstrations by such well known artists as Steven Whyte. People would come and sit on the lawn and listen to the music, walk amongst the exhibited sculptures from many art galleries around town, and generally enjoyed the park setting. Without any activities in the park, people do not even go in there. That’s why we would like to have the park again as part of the Carmel Art Festival: so that the public can enjoy it.

We have never had any food and beverage functions, but this year we would like to have a Friday Evening “art unveiling” wine and nibbles event on Mission Street for art collectors who always come by that first night between 7 and 9 PM. We have a tentative agreement by Pepe to devise an appropriate function.

ONLINE PRESENCE:

The Carmel Art Festival, which is only one weekend a year (the weekend after Mother’s Day) attracts several thousand people to the event each year, filling hotels and restaurants.

Many come year after year. For those who need to skip a year, we have started ONLINE ABSENTEE BIDDING. This was started in 2009, when we put all 120 paintings that the 60 artists produce for the festival on the website so that people can view them across the globe. Each year we get more bidding participation. In fact, our ONLINE PRESENCE has expanded greatly when we updated our website in 2014.

ONLINE PRESENCE:

1. Website www.carmelartfestivalcalifornia.com – Jan.2014-Octo28, 2016 - 38,600 unique visitors
2. Links from other organizations websites:
3. www.seemonterey.com/events/art-festivals/carmel-art 473 2.53%
4. www.carmelcalifornia.com/event-21st-annual-carmel-art-festival_59.htm 379 2.03%

3

5.	www.carmelcalifornia.org/Cultural-Offerings/Carmel-Art-Festival-194	300 1.61%
6.	www.carmelcalifornia.com/event-23rd-annual-carmel-art-festival_59.htm	276 1.48%
7.	m.facebook.com	249 1.33%
8.	www.carmelcalifornia.com/event-22nd-annual-carmel-art-festival_59.htm	247 1.32%
9.	www.carmelartgalleries.com/open.html	242 1.30%
10.	www.homesteadcarmel.com/things-to-do_annual-events.htm	198 1.06%
11.	l.facebook.com/l.php	170 0.91%
12.	https://www.facebook.com	153 0.82%
13.	paintouts.com/component/eventlist/details/8-carmel-art-festival.html	148 0.79%
14.	us.wow.com/search	126 0.68%
15.	www.seemonterey.com/events	107 0.57%
16.	www.seemonterey.com/includes/events/Carmel-Art-Festival/2676	106 0.57%
17.	www.fineartconnoisseur.com/In-Carmel-Paintings-to-Match-the-Views/21542083	97 0.52%
18.	www.carmelcalifornia.com/annual-events-in-carmel-by-the-sea.htm	86 0.46%
19.	www.seemonterey.com/event/carmel-art-festival/3877	78 0.42%
20.	www.carmelshopping.com/nav1.html	77 0.41%
21.	www.carmelartfestivalcalifornia.com/index.html	74 0.40%
22.	www.missionranchcarmel.com/links.htm	73 0.39%
23.	www.co.monterey.ca.us/pages/nonprofits.htm	70 0.38%
24.	www.seamlessexpression.com/blog/2016/5/11/carmel-2016-plein-air-art-festival	67 0.36%
25.	www.seemonterey.com/includes/events/Carmel-Art-Festival/1708	60 0.32%
26.	www.co.monterey.ca.us/how-do-i/find/non-profit-organizations	54 0.29%

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- 27. home.comcast.net/~artbygretha/website/Home.html 50 0.27%
- 28. www.carmelvalleycalifornia.com/navart.html 50 0.27%
- 29. <https://m.facebook.com> 49 0.26%
- 30. www.carmelcalifornia.org/events/22nd-Annual-Carmel-Art-Festival%2c-Sculpture-in..

OTHER ONLINE PRESENCE:

Constant Contact Mailing list: 1,187 – These are people who have contacted US to be on mailing list.
Mailings go out throughout the year.

Twitter: 1,261 followers. These are people who requested to follow us.
2,023 that Carmel Art Festival is following.

Facebook: 115 “likes”. Haven’t done much with it, we just have a page up.

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Carmel Art Festival – Donations:

We try to give The Youth Art Collective about \$5,000/year – in past 10 years. TOTAL: \$50,000

Youth Arts Collective

472 Calle Principal, Monterey, CA 93940

Contact: Marsha Perry, Tel. 831-375-9922

Carmel Art Festival – Sources of income: \$52,300

1. Paintings & merchandise sold during the week of the art festival: \$48,000
2. Entry fees: 6,300

For budget, see Addendum I.

Carmel Art Festival – Advertising: \$8,000

1. Plein Air Magazine
2. Fine Art Connoisseur Magazine
3. Plein Air Magazine digital newsletter
4. Pine Cone
5. Monterey Herald
6. Local Radio Station
7. Email blasts via Constant Contact email list
8. Program

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I

Carmel Art Festival

PO Box 7191
Carmel, CA 93921
Email: carmelartfestival@gmail.com

Proposed budget:

Cost of venue -	\$5,500.00
Security -	\$1,825.00
Advertising -	\$8,000.00
Printing -	\$2,400.00
Music -	\$2,000.00
Judge -	\$500.00
Auctioneer -	\$350.00
Insurance -	\$2,000.00
Souvenirs-	\$2,000.00
Awards -	\$15,000.00
Misc-	\$425.00
Charity-	\$6,300.00
TOTAL -	\$46,300.00

Entry fees -	\$6,300.00
Sales -	\$48,000.00
TOTAL -	\$52,300.00

Non-profit's year round operating costs - \$6,000.00

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CITY OF CARMEL-BY-THE-SEA
Community Activities and Cultural Commission
Staff Report

December 13, 2016

TO: Community Activities and Cultural Commissioners
FROM: Janet Bombard, Community Activities Director
SUBJECT: Review and consider Fiscal Year 2016/17 Special Event Support grant funding applications; make a recommendation to the City Council regarding grant funding amounts.

BACKGROUND / SUMMARY

At its June 7, 2016 meeting, the City Council adopted City Policy C16-01: City of Carmel-by-the-Sea Special Events Policy. A section of that policy defines and outlines an annual Special Event Support Program (Community Promotions Fund) - a granting process that provides financial support for event organizers' costs in the form of credits toward their special event fees (see Attachment 1).

At its July 26, 2016 meeting, the Community Activities and Cultural Commission (CA&CC) reviewed the draft Community Promotions Fund grant guidelines and application form, which was subsequently approved by the City Council at its September 13, 2016 meeting.

City Policy C16-01 guidelines specify that 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 guidelines also stipulate that 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; or event organizers and organizations that have not fulfilled previous special event obligations.

In addition, to qualify for consideration for special event support, all applications must comply with the following:

- Must be submitted by the stated deadline in the format required, and be 100% complete.

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- 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.

Upon meeting the criteria above, 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.

Finally, the guidelines state that the City's financial support should represent no more than 25% of an event's overall budget.

The official grant application period for Fiscal Year 2016/17 special events opened on September 29, 2016 and ran through November 7, 2016. Staff sent the guidelines and application to all event organizers who had applied for a special event in the City during the past three years. A press release was sent to the media, two ads were run in the Carmel Pine Cone, and the guidelines and application were posted on the City's webpage. The Carmel Pine Cone also wrote an article featuring the grant application period.

Three organizations submitted an application:

- Big Sur International Marathon (Run in the Name of Love)
- Carmel Art Association (Carmel Art Festival)
- Monterey County Vintners and Growers Association (Monterey Winemakers Celebration)

City Policy C16-01 states that a staff committee will evaluate all qualified application received by the deadline and funding recommendations will be made based upon the application and the amount of funding that the City Council allocated to the Community Promotion Funds. Results will be presented to the CA&CC for review, and the commission's recommendation will submitted to the City Council for final funding determination. The commission may also choose to make additional recommendations with regard to the applications, including areas such as performance measures and marketing plans.

4 The grant applications, with staff's recommended funding, are attached to this report. Staff has also attached blank charts which reference the grant guideline criteria to assist the commission with further evaluating the applications.

FISCAL IMPACT

The City Council has set aside \$27,500 to fund the Fiscal Year 2016/17 Special Event Support Program grants. Staff recommendations for funding total \$24,000: \$4,000 for Run in the Name of Love, and \$10,000 each for Carmel Art Festival and the Monterey Winemakers Celebration; however, the Commission may choose to recommend different amounts based on its considerations of each event.

ATTACHMENTS

1. Full text of City Policy C16-01 referencing the Special Event Support Program.
2. Community Promotions Fund Special Event Support Program Guidelines and Grant Application
3. Application from Big Sur International Marathon, Run in the Name of Love
4. Staff evaluation chart: Big Sur International Marathon Run in the Name of Love
5. Application from Carmel Art Festival
6. Staff evaluation chart: Carmel Art Festival
7. Application from Monterey County Vintners and Growers Association, Monterey Winemakers Celebration
8. Staff evaluation chart: Monterey County Vintners and Growers Association, Monterey Winemakers Celebration
9. Blank charts for evaluation of applications

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,



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 (^{27,500} \$30,000 total in fiscal year 16/17)
Total funding for all large-scale events	Up to 40% of available funds (³⁰ \$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.

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- 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

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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 three (3) copies of the attached application and three (3) 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 **November 7, 2016** at 5:00 p.m. You can mail or hand deliver your three (3) 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 7th. Address: P.O. Box CC, Carmel, CA 93921.

LATE AND/OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.



CITY OF CARMEL-BY-THE-SEA

Community Activities and Cultural Commission

Staff Report

January 10, 2017

TO: Community Activities and Cultural Commissioners

FROM: Janet Bombard, Community Activities Director

SUBJECT: Discuss and incorporate City Council recommendations and After Action Report into the planning for the proposed Street Dance event, provide staff with direction.

RECOMMENDATION

Discuss and incorporate City Council recommendations and After Action Report into the planning for the proposed Street Dance event, provide staff with direction

BACKGROUND / SUMMARY

At its November 8, 2016 meeting the Community Activities and Cultural Commission (CA&CC) discussed the possibility of turning the street dance into an annual City event. The Commission discussed the location and time of year to hold the event, and also took into consideration the following feedback received by City staff regarding the 2016 Centennial Street Dance:

- The beer and wine corral was too crowded.
- The slope at the end of Dolores Street was problematic for the band and the stage had to be moved 4 feet out from the curb, thus reducing the size of the dance area.

The Commission also considered the fact that it had been somewhat difficult to find a nonprofit organization to sponsor the sale of alcohol at the dance given the significant amount of staff time and effort required on the part of the nonprofit. It was the Commission's opinion that any nonprofit organization sponsoring beer and wine sales should be allowed to keep the profits from the sale of alcohol.

At the conclusion of its deliberations the CA&CC voted to send the following recommendation to the City Council:

- Hold the dance on a Saturday in September, from 5:00 – 8:00 p.m.
- Allow a vetted nonprofit organization to sponsor the sale of alcohol and keep the profits from the alcohol sales.
- If the City is unable to find a nonprofit sponsor, hold the dance without alcohol sales.
- The location of the street dance should encompass Devendorf Park, Mission Street between Ocean and Sixth Avenues, and Sixth Avenue between Mission Street and Junipero Avenue.
- The City will be responsible for the event expenses, including the band.

Staff brought the issue before the City Council Staff for additional direction regarding the proposed event.

Council feedback regarding the proposed street dance. The Council provided its thoughts and sent the item back to the Community Activities and Cultural Commission for further planning. Attachment 1 is a loose transcript from the Council meeting.

ATTACHMENTS

1. Centennial Street Dance After Action Report
2. Transcript from the December 6, 2016 City Council meeting
3. December 6, 2016 City Council Staff Report on the proposed Street Dance

ATTACHMENT 1

Centennial Street Dance – After Action

Here are my comments/thoughts on the Street Dance:

- Everything went smoothly overall, no major problems/incidents despite large crowd, presence of alcohol and number of dogs present in a small space; a successful event.
- The set-up of the space, with food at one end and alcohol at the other seemed to work well, it kept people circulating in the space, and allowed people some distance from the music and dancing if they wanted.
- Though many people seemed not to notice the food since it was at the far end. More signage needed?
- Some confusion among staff before the event as to how the space was to be set up. Maybe diagrams or pre-event meeting needed.
- The beer & wine garden got extremely crowded at certain points, to the point where it was hard to move. Maybe make the space larger in the future, or find a way of limiting how many people go in at once.
- It was not always clear to the party-goers that alcohol had to remain in the designated area. Signs?
- There was relatively little trash on the ground following the event, considering the crowd and the amount of food and drink involved. There were sufficient garbage and recycling containers, but they weren't too clearly labeled/visible. Most of the trash on the ground following the event was near the wine garden and stage; more/more visible containers in that area?
- The lighted decorations (trees, etc.) were both quite beautiful and very helpful once it got dark. They provided a less jarring/more atmospheric source of light than most "industrial-strength" event lights, and made breakdown much easier.
- The number of dogs at the event was concerning, considering the potential for frightened animals, dog fights and messes in a very crowded area. Maybe make this a "no dogs, please" event?

- Too small of a venue for the street dance
- Lighting was an issue, lack of it
- Food area needs to be moved so that more people see it
- Mark Beer / Wine court that alcohol must remain in the designated areas

Bigger wine/beer area

Police presence - I only saw 2 for about 5 minutes standing on the curb the entire night

People brought beer/wine out of the fenced area, no one was monitoring this

Food/wine/beer at one end - people didn't migrate past the dance floor to get to the food

If all the food/wine were at one end the dance area could be bigger and people could move around a little easier

People I talked to thought it would be nice if it were held on different streets so different restaurants could partake and people get a sense of what is on other streets - maybe have stores/restaurants on the chosen street sponsor the dance

ATTACHMENT 1

Leslie captured most of the comments.

In addition, it was difficult to clean up, particularly to check if the street was clean, in the dark so either need lights brought in for cleanup, or have the event when there is natural light in the evening.

The decorative light around the tables and on the trees was nice, but did not provide much light.

It did not seem like people were buying many of the plates of food, but not sure if it was the cost, the location of the food v is a via the wine/beer garden and dance floor, or the food options.

Even with the extra trash cans, the squirrel city cans were used, so just need to remember to empty those as well. I'm not sure if anyone used the hand wash station that was next to Little Napoli.

The dance floor needs to be bigger as well.

Phone Call:

A citizen that was not attending the Street Dance fell in the street due to it being too dark. More lighting of venue is needed.

From: Kim Stemler

Sent: Friday, December 9, 2016 12:19 PM

To: Lori Aiello; pwood@ci.carmel.ca.us; Janet Bombard

Subject: Final numbers Centennial Celebration

Carmel Centennial Street Dance Event October 29, 2016

Gross Income	\$5,700	
Supplies (City)		300
Supplies (MCVGA)		172.3
Beer		349.6
Wine		2650
License		50
Staff (Hourly)		250
Total Expenses	3771.9	
Net Income	\$1,928	

ATTACHMENT 2

City Council meeting: Street dance, staff notes

Councilmember Hardy asked a question as to when the pumpkin roll would take place and whether the street dance would conflict with it or would the dance be part of it. She also wanted to know if the CACC considered coordinating the dance with the City Birthday parade and luncheon.

Staff replied that the street dance would be its own event

Public Comment:

Barbara Livingston spoke to the issue. She feels there is a lot of information to get before a decision can be made, especially because at this point there is no after action report. "We don't know how much money the city made. You have to know that 85 dinners were served and the food didn't go as well as expected. They prepared for 500 plates. It could have been due to the prices the restaurants set for the plates. Wine & beer sales were strong: beer less so, it was primarily wine. It was difficult to serve the wine because it was so dark. The food was too far away from the alcohol. The dance should be at one end of the street with wine, beer & food behind the dancers." She feels the proposed venue is too large, but if it is kept there perhaps do not serve wine, beer and food and families can bring picnics instead. "But other businesses want the dance on their streets. Opening alcohol sales up to nonprofits could make it political if the profits are kept by the nonprofit sponsoring the sales." BL likes September for the dance.

Monta Potter spoke to the issue. The Chamber of Commerce would like to explore sponsoring the alcohol sales. They are doing Taste of Carmel on October 6th next year, so she would prefer a date 2 weeks before or 2 weeks after October 6.

Councilmember Richards: Would like to see it on a Sunday to increase overnight guests. Perhaps it could be tied in with the Carmel Art Festival event and take place on the Sunday after CAF ends. Wants to see it on Sunday night to help with TOT revenues.

Councilmember Hardy likes the idea of rotating the location from year to year - she has heard enough input and interest to consider the idea. Recommended gathering more information because there is no hurry. There should be some after action reporting and analysis. While she understands Councilmember Richards' point about Sunday nights she feels people don't necessarily want to come out then and the whole point of the dance is that it's for the community. Doesn't feel the intent is to bring in visitors.

Councilmember Reimers supports the idea of the dance. She also wants an after action to see what worked and what didn't. The after action should include how much money the dance made. Sunday from 4 - 7 might work as it's a little earlier for families so they could prepare for school the next day. She appreciates that CACC will talk to merchants. She feels we need to bring in as many restaurants as want to provide small plates.

Councilmember Theis agrees with rotating the location as she has some concerns about side street businesses. It has always been a concern of the business community concern that people get off Ocean

ATTACHMENT 2

Ave and discover rest of the business district. We need more feedback. CACC did a good job of looking at options, but we need more information - not sure if Saturday or Sunday is best. If the event is more for locals, Saturday works better.

Mayor Dallas loved the event, and how locals and businesses all came together. Would like to see the dance in the spring, the fall and after the tree lighting event. We already have a stage set up. It would be wonderful to take an hour or so to set up after the tree lighting and start after that. Send it back to CACC. We are at a good point. We could do one dance a year on Saturday and the other one on Sunday. Rotate it. We have a new art walk. We could tie the timing into that.

Councilmember Hardy: one of issues according to Barbara was lighting. It would be a consideration for night dances. The City would have to supply lighting. Has to be before clocks are turned back or it gets too dark. Timing is critical. We'll need to consider the extra expenses for the lighting.

Go back to CACCC and get more ideas. Perhaps a City Council workshop on it.



CITY OF CARMEL-BY-THE-SEA

CITY COUNCIL Staff Report

SR 2016-1234
December 6, 2016
Orders

TO:	Honorable Mayor and City Council Members
SUBMITTED BY:	Janet Bombard, Library and Community Activities Director
APPROVED BY:	Chip Rerig, City Administrator
SUBJECT:	Consider initial approval of an annual City street dance event and provide staff with direction

RECOMMENDATION

Consider initial approval of an annual City street dance event and provide staff with direction.

BACKGROUND / SUMMARY

The October 29, 2016 Centennial Celebration events were very successful. Many of the participants particularly enjoyed the street dance, and have expressed the wish that it become a regular City event.

At its November 8, 2016 meeting the Community Activities and Cultural Commission (CA&CC) discussed the possibility of turning the street dance into an annual City event. The Commission discussed the location and time of year to hold the event, and also took into consideration the following feedback received by City staff regarding the 2016 Centennial Street Dance:

- The beer and wine corral was too crowded.
- The slope at the end of Dolores Street was problematic for the band and the stage had to be moved 4 feet out from the curb, thus reducing the size of the dance area.

With regard to a proposed location for the dance, the CA&CC agreed upon the area that includes Devendorf Park; Mission Street between Ocean and Sixth Avenues; and Sixth Avenue between Mission Street and Junipero Avenue. The wine and beer corral, and the area for food service could be set up on Mission Street; the stage and dancing could take place on Sixth Avenue; and attendees could bring chairs or blankets and eat in the park and listen to music.

Finally, the CA&CC considered the issue of alcohol sales during the street dance.

Per California Department of Alcoholic Beverage Control regulations only existing non-profit organizations may obtain a temporary daily license for the sale of alcohol during a special event; the City, therefore, does not qualify to sell alcohol at its special events. Profits from the sale of alcohol during the Centennial street dance were given to the City, a circumstance that made it somewhat difficult to find a nonprofit organization to sponsor the sales given the significant amount of staff time and effort required on the part of the nonprofit. An additional consideration was that any nonprofit organization agreeing to sponsor the sale of the alcohol at the street dance would have to procure beer and wine glasses at its own expense (the wine glasses at the Centennial Street Dance were donated, the City paid for the beer glasses). It was the CA&CC's opinion, therefore, that any nonprofit organization sponsoring beer and wine sales should be allowed to keep the profits from the sale of alcohol.

ATTACHMENT 3

At the conclusion of its deliberations the CA&CC voted to send the following recommendation to the City Council:

- Hold the dance on a Saturday in September, from 5:00 – 8:00 p.m.
- Allow a vetted nonprofit organization to sponsor the sale of alcohol and keep the profits from the alcohol sales.
- If the City is unable to find a nonprofit sponsor, hold the dance without alcohol sales.
- The location of the street dance should encompass Devendorf Park, Mission Street between Ocean and Sixth Avenues, and Sixth Avenue between Mission Street and Junipero Avenue.
- The City will be responsible for the event expenses, including the band.

Staff is also requesting from Council options and/or additional direction regarding the proposed event. Several businesses, for example, have expressed interest in having the dance on their street within the City.

Based on Council direction, the Community Activities staff will plan the event, including finding a qualified nonprofit organization to facilitate beer and wine sales and working with local restaurants to sell food. Staff will present a final event plan to the Community Activities and Cultural Commission for review before bringing it back to the City Council.

FISCAL IMPACT

To be determined. The Centennial Street Dance cost approximately \$8,000. If approved, Community Activities staff will include the cost of the event in the department's fiscal year budget.

PRIOR CITY COUNCIL ACTION

There is no prior City Council action.

ATTACHMENTS

No attachments.



CITY OF CARMEL-BY-THE-SEA

Community Activities and Cultural Commission

Staff Report

January 10, 2017

TO: Community Activities and Cultural Commissioners

FROM: Janet Bombard, Community Activities Director

SUBJECT: Consider the following proposed changes to the annual City Fourth of July event and make a recommendation to the City Council: 1. close Mission Street between Ocean and 6th Avenues for the event ; 2. relocate food tables/booths to Mission Street between Ocean and 6th Avenues ; 3. incorporate a broader range of food choices into the event ; and 4. allow food providers to charge for food if they so choose

RECOMMENDATION

Consider the proposed changes to the annual City Fourth of July event and make a recommendation to the City Council.

BACKGROUND / SUMMARY

The City's annual Fourth of July Celebration in Devendorf Park has grown considerably in the past several years: staff estimates that as many as 1,000 people now regularly attend the event.

The traditional event setup includes a stage for the band in front of the pathway by the Devendorf sculpture at the east end of the park, with the community groups that provide food for the event lined up along its west perimeter. There is also a large space near the stage that is set aside as a kids' play area.

Many event attendees bring chairs and blankets to sit on, and as the park becomes more crowded it is difficult to accommodate everyone's space needs. In order to alleviate some of the crowding staff is asking the Commission to consider making a recommendation to the City Council to authorize the closure of Mission Street between Ocean and Sixth Avenues during the event in order to relocate the food tables/booths there.

Staff is also requesting that the Commission consider a recommendation to incorporate a broader range of food choices into the event and allow food providers to charge for food if they so choose.

The traditional event fare is very much appreciated by those who attend; however, it is staff's opinion that eventgoers would also appreciate a wider variety of food choices that accommodate more people's dietary choices and restrictions. Expanding the food area to the proposed location would facilitate additional food and drink choices.

The community groups that provide food for the event have traditionally done so for free although some do put out a donation jar. Staff has received feedback from some of the community groups that providing food for so many people has become too expensive, so allowing the community groups to charge for the food would help them defray their costs. Having more food providers, and a wider variety of food, might also relieve the community groups of some of the burden of providing for so many hungry guests.



CITY OF CARMEL-BY-THE-SEA

Community Activities and Cultural Commission

Staff Report

January 10, 2017

TO: Community Activities and Cultural Commissioners
FROM: Janet Bombard, Community Activities Director
SUBJECT: Annual Election of Officers

BACKGROUND / SUMMARY

Each January, per the Community Activities and Cultural Commission Rules of Procedure, the Commission elects a new Chair and Vice-Chair.

The process, according to the Rules of Procedure, is as follows:

C. Officers

1. Selection

- a. A Chair and Vice-Chair shall be elected annually from among the Commission's membership at the beginning of the January meeting to serve at the pleasure of the Commission.
- b. The elections process commences with individual Commissioners nominating candidates until a motion is made, seconded and approved to close nominations. At the conclusion of any discussion, the roll is called alphabetically and each Commissioner votes for one of the nominated candidates until one is elected by simple majority. The newly elected or reelected Chairman takes the Chair's seat and repeats this process for the Vice Chair.
- c. The Vice-Chair shall succeed the Chair if he/she vacated his/her office before his/her term is completed, the Vice-Chair to serve the unexpired term of the vacated office. A new Vice Chair shall be elected at the next regular meeting.
- d. In the absence of the Chair and Vice-Chair, any other member shall call the Commission to order, whereupon a Chair shall be elected from the members present to preside.
- e. The terms of office of the Chair and Vice-Chair shall not exceed two (2) consecutive terms.

Commissioner Refuerzo is the current Chair elect; Commissioner Jett is the current Vice-Chair elect. Both are eligible to serve another term.

Sandcastle Contest 2016

Over all I think it ran pretty smooth.

The judges need to move quickly from site to site so that the judging doesn't take so long, but then they like the "bribes" so they linger.

Would be nice to have an instant camera, like the Polaroid one, to take pictures of each entry. When the judges get back to the check-in area to decide they mix up the entrants or forget what they saw. They don't all agree which was which and seeing a photo with the number would be helpful.

Bigger entrant number signage. There are so many people on the beach that sometimes it's hard to find/see the number and entrants get overlooked.

I would also suggest safety clothing for those working the events. Bright colored jackets - some events are set-up/taken down in the dark and staff are directing traffic - they need to be visible. The orange vests are too flimsy and too big for most staff.

Rain gear. Some events take place in the rainy season and staff are setting up/taking down, directing traffic and are out there in their personal raincoat, which may or may not be a bright safety color.

Something for every event is clothing for staff that makes them stick out. The vest is nice but it doesn't really stand out in a crowd and unless you are standing at an information booth people don't know if you are a City staff member or just part of the event.

The colored cones worked well to separate sections.

Judges need to all arrive a little earlier for instructions. We had a couple that arrived last minute and didn't know what they needed to do.

They took too long judging and some of them missed a couple of the Sandcastles.

The numbers on the stakes need to be bigger so that they can be visible to all the judges as they go from section to section.

Having the judges wear the Judging vests worked well. We could spot them in the crowd and keep them moving. They loved the bribes.

One Judge had the entrants fill in the judging sheet and write their own scores.

Being able to use the ATV made our job of setup and cleanup easier. We packed the ATV and were able to bring supplies down to the beach without going up and down the stairs multiple times with heavy items.

The awards were well received. Everyone was happy to win something.

Needs more advertising. Promote to local schools, clubs, etc.

Pumpkin Roll after action – 2016

Event “very well” attended by families.

Pw staff was of great help – set up time was shorter than expected!

Pumpkins were gone within 45 minutes.

Need to make sure all kids have a chance to roll a pumpkin, we had a few kids that would roll and run back and grab another one without other kids getting to roll.

People were just picking up pumpkins and walking away with them for their houses – create some way of keeping people from stealing pumpkins and decorations.... .

60 hay bales were not enough – next year add another 40 hay bales. It worked very well with hacienda hay and feed to deliver the morning of and pick up in the afternoon.

Next year have food in the park and also music advertized.

Banner stating what time the pumpkin roll begins and ends.

Possibly move the roll down south of Monte Verde to allow visitors to access town.

Need more decorations

There was a suggestion about having prizes for hitting specific targets, bull’s eye, hoop, rat... something. (CW)

Pumpkin roll banner on back or side of dumpster facing Ocean and Junipero or other streets. (CW)

Music for the event – have the speaker fixed.

Fliers explaining what’s going on and the history behind the pumpkin roll, free to all ages, donation and cause. Possibly have local businesses donate pumpkins to get their name on the flier, etc (CW). (Possibly a poster) – fliers cause litter on the street.

Have staff be more interactive with the community in the spirit of a positive relationship with citizens (CW)

Create some type of volunteer opportunity. (CW)

Tree Lighting 2016 – After Action

There's a low hanging tree limb right above the "Santa bench". If Santa needs to stay in that location, the tree limb should probably be cut back so that people don't crack their skull. There were some really close calls.

I think that it would be helpful to have 2 people staffing the Santa line - one on each end. It would make the management of the people in line a lot easier and it would help at the end of the evening when we need to cut off the line.

Is there any way to get some more lighting on the lawn area in the park and at the steps leading from the park to Ocean Ave? It was so dark.

Not so sure that people appreciated the candy canes. I picked a lot of them off the lawn, still in the wrapper..

Mr. Santa was really great. The kids and adults loved him and he kept things moving along really well. I think the event is terrific and clearly well attended.

The cider/sales booth needed more lighting once the sun went down. Otherwise, I think it was a great event!

The sound system this year was great. Since I was down close it didn't feel like it was blasting the people near the stage. I don't know what it sounded like in the park.

Having the cider and cookies under the tent was good. There won't be sales next year but the location seemed to work.

Needed more lighting around the cider/cookie area and near the steps on Ocean Ave. It gets very dark there and with so many people it's hard to see the steps.

More trash cans near the cider/cookie area and in the park.

Janet

More spotlights on all the dark areas and streets: Mission Street, Ocean next to the stage, even some lighting in the park.

Tree Lighting, cont.

One of the microphones didn't work. People who were standing behind the entertainment and to the side of the stage couldn't hear.

Candy cane wrappers everywhere! Don't serve them next year. Just give out glow necklaces.

The entertainment lasted too long. The crowd was getting antsy and not paying attention after awhile (this is per the City Administrator, who was emceeing).

We need to find out the health permit requirements for serving cider and cookies.

- Sound system could not be heard in several areas, I could not hear the countdown and had to play it by sight.
- Low hanging branch at Santa bench gives us the ability to install spotlights without using a tripod or stand for adequate lighting of pictures.
- Andy from Carmel Tow traditionally passed out & provided glow necklaces for the kids for over 10 years and wondered why he was not asked to be involved this year
- The park is very dark at nightfall, possibly having flood lights illuminating at a minimum, the main grassy area of the park
- Everyone having a general idea which way Santa will arrive/enter the park so staff can answer the question when asked
- At the main intersection where the City truck was being used in place of water barricades, and the empty water barricades placed at the East bound lanes, seemed out of place. Empty barricades may not deter or stop an oncoming car from plowing through crowd at E bound lanes.
- More floodlight stands or hanging lights can be provided for any anticipated booths other than Red Cross. (Red Cross usually brings their own floodlights.)

Tree lighting, cont.

Hey there,

I worked with the GlowSticks.... While the kids really enjoyed having them I think there needs to be a way to have them all lit and ready to go. Also it became pretty messy because so many of them were duds and there were too many choices for colors..The kids also (same ones) kept coming up empty handed and asking for another, so kids who had one were upset because others had more. I say if you do GlowSticks it's a one color not multiple. I didn't have any help with them until my husband came and helped me hand them out and activate them. Maybe have them all ready to go and stand right near Santa rather than having it a next stop station. Hope this helps.

The Event was a success and many smiley faces, I am happy to work it next year.

Post Homecrafters Report 2016

The event went very well, everyone was very complimentary to the staff and volunteers stating they were very kind and helpful, and were in great moods.

We had 4 no shows for the event, other vendors were asked to spread out so it didn't look vacant. Received word from one vendor prior to the show stating they had pneumonia and word from another vendor on Sunday that their van had broke down in route.

People with double booths need extra time to get merchandise unloaded (Joe Barnett).

We could expand the event by 6 more spaces .

Need 2 ADA and 4 regular toilets next year, just in case one or two get destroyed like this year. Place toilets at both ends of the event.

Move Nathan Krupa to the east side of the venue on an end so he can spread out a little bit or ask that he purchase two booth spaces.

Extra signs worked well and putting the sign up early helped bring in more buyers.

Posting the Sunset Center middle lot "No vendor parking" helped with shoppers being able to participate.

Posting the perimeter of the event was excellent, then opening it up when the show started worked great. This gave spectators a place to park and vendors knew to park away from the venue.

Dog bowls were well received as was the seating at the end of the rows.

Music – should be over by the food station, kept low and be more cheerful. Don't know if Jazz is the best choice.

People must bring tent weights to the event – two vendors lost merchandise due to the wind.

The red tag re-entry system went very well. Had three people that were a little snippy – one from the Lions club. But they did not have their re-entry tag were made to go around, park and obtain one!

Need to make sure monitors are on each row when exiting.

Health Dept. - need to make sure the vendor booths are fully enclosed – Lions club got a verbal spanking and the Youth Center was told to have them next year.

Possibly have an ATM machine at the event making it easier for people to get cash.

Need healthy snacks for staff.

Homecrafters cont.

After Action Suggestions from emails:

Next year order six portable restrooms. Place 3 each in the north and south corners of the event.

Vendors must come in at their designated times and not be allowed in early. We allowed them to come in whenever they got there which resulted in bottlenecks, blocked stalls and traffic jams.

Release the no parking spaces – including handicapped – at 9 a.m. after all vendors have found other parking. Vendors with placards were parked all day in the spaces that should have been for shoppers.

Remove the handicapped parking sign at the base of the ramp for the day in order to allow vendors to make the turn into the venue more easily.

Vendors that were in the path of the speakers during the music complained about not being able to hear or talk with their shoppers. Relocate music.

Make sure the barricade at the venue's exit is always put back in place, even when vendors are leaving for the day, otherwise people drive into the lot which then becomes a safety issue.

Have two sets of van keys at the event.

Vendors with trailers should come in last in the morning.

More porta-potties

Porta-potties on both sides of the venue – could be at the end of the ramp

Extra toilet paper

Double check water spout at end of ramp is working, can be turned on with pliers or there is a key. Lion's needed water and we needed water for the dog bowls.

Pitcher to fill the dog bowls – I had to fill the bowl and then walk it to a location, lost some water!

Place music where the Centennial booth was – will be heard by more people and the speakers won't be directed at one specific booth

Upbeat, peppy music

Signs directing people to Youth Center and Lion's club booths for food, coffee

Lights in parking lot on at 4:00 am, not off at 4:00 am

Take out handicap sign at bottom of ramp so vehicles can make the turn

The only thing that I have is to make sure that everyone is stationed at their posts before allowing cars to enter the venue and maybe think about stationing someone at the exit to move the barricade