

CITY COUNCIL POLICY

CITY OF NATIONAL CITY

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| TITLE: City Support for Special Events, Activities, Programs and Services POLICY 802 | |
| ADOPTED: October 3, 2006 | AMENDED: December 6, 2022 |

BACKGROUND:

The Council recognizes that special events are a lifestyle that defines National City's history and makes our City unique. However, City Council is also concerned with the increasing cost of City support of special events, examples of which are concerts, festivals, parades and sporting events which take place at City parks and facilities or in City streets and rights-of-way. The Council notes that City support of special events, be it police traffic service, fire standby service or other support, is not specifically budgeted and is provided through reductions in the level of service for budgeted programs.

DEFINITIONS:

1. "SPECIAL EVENT" as defined in Municipal Code Section 15.60.005 means any organized activity conducted for a common or collective purpose, use or benefit which involves the utilization of, or has an impact upon, public property or facilities and the need for providing municipal and public safety services in response to the event.

Examples of Special Events include, but are not limited to:

- a. Parades
 - b. Public concerts and other community cultural events
 - c. Demonstrations
 - d. Circuses
 - e. Fairs and festivals
 - f. Community or neighborhood block parties and street dances
 - g. Mass participation sports (marathons, bicycles races and tours)
 - h. Film making activities
 - i. Public speaker events
2. "CITY SUPPORT" means any City services required to maintain minimal interference and inconvenience to the general public resulting from a Special Event.

City Support includes, but is not limited to:

- a. Special Event permit processing
- b. Police services
- c. Sanitation and cleanup
- d. Maintaining access for emergency vehicles and provision of medical care
- e. Street closures
- f. Use of City Stage, PA equipment and/or Information Trailer

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City Support does not include internal security, crowd control and other services considered the responsibility of the Special Event Sponsor.

3. "NON PROFIT" means a non-profit tax exempt organization (501(c)(3)) that is exempted from payment of income taxes by federal or state law and which has been in existence for a minimum of six (6) months preceding the date of application for a special event.
4. "PUBLIC FACILITY" means any property, building, or public access (street, park, theater, etc.) that lies within the City and which is owned or operated by the City for public benefit or usage.
5. "EVENT ORGANIZER" means any person, group, or corporation assuming responsibility for planning, promoting, and carrying out a Special Event.
6. "CITY MANAGER" means the City Manager or designee.
7. "CITY CO-SPONSORED EVENT" is defined as an annual event that occurs within the boundaries of National City. The co-sponsoring agency must be a National City non-profit or branch thereof and the event must benefit National City and its residents. Applications must be submitted as a special event application to the Neighborhood Services Department, deadlines are noted annually. The current City co-sponsorship events list (Attachment "A") are considered grandfathered and will not need to apply annually for approval.
8. "CITY SPONSORED EVENT" is defined as an annual community-wide event that is planned and managed by one or more City departments. The current City sponsored events list (Attachment "B") are considered grandfathered and will not need to apply annually for approval. These events will not require a secondary City Council approval through the TUP or Special Event process. City Staff will process event applications and City Council will be updated of these events annually and or on a quarterly basis.

PURPOSE:

It is the purpose of this policy to provide guidelines for the support of special events, consistent with the least possible disruption to normal City services.

POLICY:

A. Co-Sponsored Events

It is the policy of the City Council that:

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1. To the extent that economic conditions and the City's resources allow, the City manager upon City Council notification, may provide reasonable City support of up to \$1,200 per event day to non-profit special events that benefit National City residents, are held wholly within City limits, and which are listed in Attachment "A" and are considered to be City co-sponsored annual events.
2. Any new non-profit applicant (not on Attachment "A") requesting co-sponsorship must apply to be considered for the City co-sponsored event list which will be reviewed annually by the 802 policy committee. The 802 policy committee will recommend changes to the co-sponsored event list only when required on an annual basis (per Section 7 of Definitions- page 2). As a City co-sponsored event, organizations shall prominently place the City's logo in all advertising materials promoting the event and provide space for the City to set up an information booth, per the City Council's discretion.
3. Any new Special Event or TUP applicant not currently on the approved co-sponsored list and requesting fee waivers, may only be considered to have fees waived up to the minimum level of \$500 per event day. Attachments "A" and "B" are the current list of approved co-sponsored and sponsored events respectively. Any new events considering co-sponsorship must apply through the annual process.
4. Any Special Event or TUP application is prohibited from engaging in any political election activities, including but not limited to campaign activities, campaign/political information booths, messaging, banners, or support of any political candidate during any Co-Sponsored event in the City.
5. Any Co-Sponsored organization on the event list that had not held an event in three (3) years shall be withdrawn from the Co-Sponsored list for the following year (Attachment "A").

B. Sponsored Events

It is the policy of the City Council that to the extent economic conditions and the City's resource allow, National City will sponsor and provide community-wide annual events which are listed in Attachment "B". Event fees that are incurred by City departments will be charged against an account designed for that purpose. The City Manager shall notify the City Council of upcoming events on a quarterly basis.

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C. Other Events, Activities, Programs and Services

It is the policy of the City Council that:

1. To the extent that economic conditions and the City's resources allow, the City Manager may provide City support for a special event conducted by a non-profit organization. City support would be limited to a waiver of permit processing fees and the event must benefit National City residents. Examples include an event where there is insufficient time for Council approval, such as in the event of a catastrophe or an emergency situation. The City Manager shall notify the City Council of any such support on a monthly basis.
2. The City Manager shall charge City costs for any special event of a commercial nature; also, the City Manager shall require organizers of commercial special events to pay the City a negotiated percentage of gross revenues or a flat fee. Such revenues will be deposited into the City's General Fund.
3. Proceeds from a special event of a commercial nature that benefits a local non-profit organization, shall show proof of donation within 10 business days. Such proof shall be submitted to the City's Department of Finance (Revenue & Recovery). Failure to provide proof of donation will result in loss of any deposit remitted and may jeopardize future use of City facilities.
4. To the extent economic conditions and the City's resources allow, funding support may be authorized in support of a program, service or activity, other than a special event, when found by the City Council to be of benefit to the community or the City.

Requests must include a specific purpose for the funding (i.e., to pay, in whole or in part, for the purchase or rental of specific supplies or equipment).

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D. Documentation of Expenses

A report detailing allowable incurred expenses must be submitted to the Department of Finance, in a format prescribed by the Director of Finance, for a special event, program, service, or activity receiving funding support from the City. The report must be accompanied by documentation, including receipts for all purchases, if requested.

This requirement shall not apply to programs, services, or activities for which the City is underwritten contractual agreement. Any such requirement shall be dictated by the terms of said agreement.

Failure of an organization or individual to provide a proper report and documentation of allowable incurred expenses may result in denial of future funding support requests.

E. El Toyon Park

The use of El Toyon Park for special events is prohibited.

F. Use of Mobile Stage

The mobile stage shall be used only on City parklands, and/or other public property within the limits of National City. Any events outside this purview and requesting use of the City stage must apply through the special event process. The USER of the stage shall be responsible for any damage to the unit resulting from carelessness or misuse.

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RELATED POLICY REFERENCES:

City Council Policy# 704 - Limitation on City Approved Special Events within the City

City Council Policy# 801 - Field and Facility Rules and Regulations

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ATTACHMENT "A"
NATIONAL CITY CO-SPONSORED EVENTS

| <u>Event Title</u> | <u>Organizer</u> | <u>Timing</u> |
|---|-----------------------------------|---------------|
| National City International Mariachi Festival | National City Chamber of Commerce | March |
| Granger Jr. High Cultural Fair | Granger Jr. High | Spring |
| Job Fair | N.C. Chamber of Commerce | Spring |
| July 4 th Carnival | National City Host Lions Club | July |
| Mabuhay Festival | Mabuhay Festival | June |
| Las Palmas 5K and 1 Mile Walk | Las Palmas Elementary School | June |
| Blood Drive | American Red Cross | June |
| Auto Heritage Days | N.C. Chamber of Commerce | August |
| Relay for Life | American Cancer Society | July |
| Bayside Brew & Spirits Fest | N.C. Chamber of Commerce | September |
| OneSight Vision Clinic | N.C. Host Lions Club | October |
| Salute to Navy | N.C. Chamber of Commerce | October |
| Maytime Band Review | Maytime Band Association | October |
| Sweetwater High Homecoming | Sweetwater High School | Fall |
| Community Concert Band Series (up to 4 concerts annually/per year) | N.C. Community Concert Band | Quarterly |
| Spirit of the Holidays | N.C. Fire Department Local 2744 | December |
| Christmas with Kids | Christmas with Kids | December |

Note: Co-sponsored events that reoccur on the same date, or weekend, each year will maintain, "first rights" to their date if the special event permit application is received within five months of the recurring event date. After the five month application deadline, other interested parties will be able to apply. Events scheduled on recurring weekends (such as the J St., 2nd, 3rd, 4th, or 5th weekend of a month) will be defined by the first date of the event is open to the public.

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ATTACHMENT "B"
NATIONAL CITY SPONSORED EVENTS

| <u>Event Title</u> | <u>Organizer</u> | <u>Timing</u> |
|------------------------------------|--|---------------|
| Movies in the Park | Community Services | Summer |
| NC Gets Active | Community Services | Quarterly |
| Summer Concerts | Community Services | Summer |
| Miss. National City Pageant | Community Services | July |
| National Night Out | Police Department, Community Services, FFA | August |
| 9/11 Remembrance Ceremony | Fire Department | September |
| Fiestas Patrias | Community Service | September |
| National City Birthday Celebration | Community Services | September |
| National City Cruising Event(s) | City Manager's Office | TBD |
| State of the City | Mayor's Office | Fall |
| Family Tennis Day | Community Services | October |
| Annual Volunteer Dinner | Community Services | Fall |
| Dia de los Muertos | Mayor's Office | Oct/Nov |
| Veteran's Day | City Manager's Office | November |
| Turkey Giveaway | Mayor's Office | November |
| A Kimball Holiday | Community Services | December |
| Community Service Day | Community Services | April |