



**CITY OF LOS ALTOS
CITY COUNCIL MEETING
June 9, 2015**

DISCUSSION ITEM
Agenda Item # 5

SUBJECT: Review the City’s Special Event sponsorship levels, and direct staff accordingly

BACKGROUND

The City of Los Altos has a long history of special events. Chapter 9.25 of the Los Altos Municipal Code outlines requirements for conducting a special event and requires that a permit be obtained for special events to be held on City property. This permit is accompanied by a fee, currently \$2,045 for a new event and \$875 for an ongoing event. Special events must also cover costs for all City departmental service charges in connection with the event (i.e., salaries/benefits of City employees assigned to work at the special event).

Section 9.25.090 of the Municipal Code defines three types of events: A, B and C. Type A events are privately funded and must pay 100% of all fees and charges. Type B events are co-sponsored by the City and must pay 50% of all fees and charges. Type C events are also co-sponsored by the City and are not required to pay any fees or charges to the City. Section 9.25.090 also specifies that City sponsorship for Type B and C events is set by Resolution. The Special Event Resolution was last approved in 2010 (Attachment 1).

Events which are solely funded and sponsored by the City are exempt from paying any fees or charges set by the City Council.

EXISTING POLICY

Los Altos Municipal Code Chapter 9.25 – Special Events

PREVIOUS COUNCIL CONSIDERATION

October 14, 2014

DISCUSSION

The following is a list of events currently identified as Type B and Type C events, their charter organization, the level of sponsorship and the amount subsidized by the City in FY 2013/14:

Event	Sponsorship	Charter organization	FY 13/14 Subsidy
Festival of Lights Parade	100%	Festival of Lights Parade Association	\$37,295
Glorious Fourth Celebration	100%	Los Altos Community Foundation	\$1,083
Pet Parade	100%	Kiwanis Club of Los Altos	\$12,701
Antique & Collectibles Faire	50%	Los Altos History Museum	\$0 (not held in 2013)
Arts and Wine Festival	50%	Los Altos Village Association	\$19,023
Bus Barn Follies	50%	Los Altos Stage Company	\$542

Chanukah Menorah Lighting	50%	Los Altos Chabad	\$0 (does not draw 150 attendees)
Corvette Spectacular	50%	Santa Clara Corvettes	\$1,018
Easter Egg Hunt	50%	Los Altos Village Association	\$523
Fall Festival	50%	Los Altos Chamber of Commerce	\$2,364
Farmers' Market	50%	Los Altos Village Association	\$1,379
Fine Art in the Park	50%	Los Altos Rotary Club	\$1,039
Halloween Spooktacular	50%	Los Altos Village Association	\$542
Holiday Tree Lighting Ceremony	50%	Los Altos Village Association	\$0 (not held in 2013)
Los Altos High School Homecoming Parade	50%	Los Altos High School	\$2,522
Movie Nights	50%	Los Altos Village Association	\$1,135
Veterans' Day	50%	Los Altos Community Foundation	\$0 (not held in 2013)
Total FY 13/14 Subsidy			\$81,166

On October 14, 2014 and December 9, 2014, students from Los Altos High School requested the City Council consider the Los Altos High School Homecoming Parade as a Type C event and waive all fees and charges.

There are several options for Council to consider:

1. Leave all sponsorship at their current levels
2. Adjust one or more of the sponsorship levels, which will require a Resolution adopting the new sponsorship levels
3. Remove one or more of the events from the list; this action will move the event(s) to the Type A category and any future events will be required to pay all fees and charges

PUBLIC CONTACT

Each of the charter organizations for each event has been notified of this report.

Posting of the meeting agenda serves as notice to the general public.

FISCAL/RESOURCE IMPACT

For FY 2013/14, the City subsidized the various events in a total amount of \$81,166. This amount represents lost revenue to offset actual expenditures. Should an event be moved from Level B to Level C, the subsidy would be double the current amount.

ENVIRONMENTAL REVIEW

Not applicable

RECOMMENDATION

Review the City's Special Event sponsorship levels, and direct staff accordingly

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ALTERNATIVES

All viable alternatives have been identified in the Discussion portion of this report

Prepared by: Jon Maginot, City Clerk/Assistant to the City Manager

ATTACHMENT:

1. Resolution No. 2010-32

RESOLUTION NO. 2010-32

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LOS ALTOS
REPEALING AND REPLACING RESOLUTION 2008-17 SETTING SPECIAL
EVENT SPONSORSHIP PURSUANT TO CHAPTER 9.25.090

WHEREAS, the City Council recognizes that special events enhance the City's lifestyle and provide benefits to the City; and

WHEREAS, the City Council finds that the sponsorship of certain long standing special events provides a community benefit; and

WHEREAS, the Los Altos Municipal Code Section 9.25.090 specifies that special event sponsorship for Type B and Type C events shall be set by Resolution of the City Council; and

WHEREAS, on April 8, 2008 Council adopted Resolution No. 2008-17 authorizing sponsorship for certain events and since that date two additional Type B events have been identified.

NOW THEREFORE, BE IT RESOLVED by the City Council that:

1. Resolution 2008-17, adopted April 8, 2010, is hereby repealed in its entirety.
2. Authorizes the following levels of sponsorship for special events:

<u>Event</u>	<u>City Sponsorship</u>
Festival of Lights Parade	100%
Glorious Fourth Celebration	100%
Pet Parade	100%
Antique & Collectibles Faire	50%
Arts and Wine Festival	50%
Corvette Spectacular	50%
Bus Barn Follies	50%
Easter Egg Hunt	50%
Fall Festival	50%
Farmer's Market	50%
Fine Art Show	50%
Halloween Spooktacular	50%
Holiday Tree Lighting Ceremony	50%
Los Alto High School Homecoming Parade	50%
Movie Nights	50%
Veterans Day	50%
Chanukah Menorah Lighting	50%

I HEREBY CERTIFY that the forgoing is a true and correct copy of a Resolution passed and adopted by the City Council of the City of Los Altos at a regular meeting thereof held on the 22nd day of June 2010, by the following vote:

AYES: CARPENTER, PACKARD, BECKER, CASAS
NOES: SATTERLEE
ABSTAIN: NONE
ABSENT: NONE



David C. Casas, MAYOR

Attest:


Susan Kitchens, CITY CLERK