



CITY OF CARSON COUNCIL POLICY & PROCEDURE

1015
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NUMBER: 01.01.07 (formerly SMP1.67)

SUBJECT

CITY CO-SPONSORED EVENTS

ORIGINAL ISSUE:

EFFECTIVE:

4/5/11

CURRENT ISSUE:

EFFECTIVE:

7/5/2022

7/6/2022

ORIGINATING DEPARTMENT

CITY COUNCIL POLICY

SUPERCEDES:

Version Adopted 7/23/2019

I. **PURPOSE AND SCOPE**

To establish a policy for a request by an outside organization or group for support by the City in the form of fee reductions for an event at a City facility. This policy provides procedures for the review and response of those requests. This policy is to take effect immediately and supersedes any and all previous fee waiver and/or reduction policies and practices applied in the past to City co-sponsored events.

II. **GENERAL**

- A. A request for City support for events in the form of fee reductions of city facilities and/or equipment use must be presented to the City Manager for review and consideration.
- B. The City Manager's decision may consider the reduction rates included in the City's current schedule of fees adopted by the City Council.
- C. Employee salaries associated with the event are NOT eligible to be waived.
- D. Any hard costs (e.g., City staff, catering, entertainment, special equipment, deposits, refuse removal, custodial services, insurance, and security) for the event cannot be waived.
- E. Fees that may be eligible for reduction at the City Manager's discretion are facility use fees and equipment.

DEFINITIONS FOR THE PURPOSES OF THIS POLICY:

Equipment is defined as city owned physical resources. Special equipment is defined as equipment not owned by the city.

Hard costs are defined as, but not limited to, staff fees, catering, entertainment, special equipment not city owned, deposits, refuse removal, custodial services, insurance and security.

Soft costs are defined as a city owned facility and/or equipment.

III. PROCEDURE

- A. **ELIGIBILITY:** The City Manager may consider reducing reservation fees and/or equipment fees if it is determined that:
1. The event has a public purpose, which is necessary to avoid a misuse of public funds.
 2. The event is consistent with the City's mission, values, and objectives, including but not limited to (a) promoting unity or cultural awareness, or (b) benefiting senior citizens, youth, veterans' affairs, or public health.
 3. The event is non-political in nature and the organizer is not selling goods or services unless approved in advance by the City Manager. Any revenues generated from the event (tickets sales, advertising proceeds, donations, merchandise sales) shall be remitted to the City to recover all waived and/or reduced fees; pursuant to Resolution No. 21-012 "INTERNAL CONTROLS RELATING TO THE CITY'S SPECIAL EVENTS SPECIAL REVENUE FUND".
 4. If a reduction of any kind is approved as a "co-sponsored" event, the organization receiving the reduction agrees to place the City logo on all marketing materials, agrees to invite the Mayor and City Council to participate in the official opening remarks/address the participants, and provides a head table for Elected Officials and/or City staff. The City Manager, or his/her designee, shall approve such marketing materials prior to publishing and distribution. The City Manager shall determine if a request is a simple waiver or a "co-sponsorship". A simple waiver of fees request shall not require the organizer to recognize the city by name and/or logo on all advertising materials.
 5. The event is open to the public and is in compliance with the City's non-discrimination policy. The event is free for the public to attend, with no cost for participation.
 6. The event is of significant value to the Carson Community.
 7. The event will have no detrimental impacts on existing facilities or departmental activities.
 8. There is no evidence of a previous violation of City policies or procedure by the organizer or organization requesting the reduction.
- B. **PROCEDURE FOR REQUESTING CITY SUPPORT**
1. Prior to making a request for City support, the organizer must contact City staff to obtain a formal quote for the use of city facilities and/or equipment.

2. A fee reduction request is presented to the City Manager in writing 90 days prior to the date of the scheduled event along with an explanation how the city facility reservation and/or equipment fees cause financial hardship to the organization (one page maximum).
3. Include the name of the organization, contact person with their title, address, phone number and email address on the written request.
4. Include the estimated costs of reservations and/or equipment fees already quoted by city staff.
5. Include how the nature of the event is consistent with the City's mission, values, and objectives.
6. A confirmation that, at a minimum, if a reduction of any kind is approved the organization receiving the reduction agrees to place the City logo on all marketing materials, agrees to invite the Mayor and City Council to participate in the official opening remarks if there is a formal program, and will provide a head table for Elected Officials and/or City staff.
7. Organizer must submit proof of:
 - a. Non-profit 501(c)(3) status in active and good standing.
 - b. City of Carson residency for the organization or a majority of its membership/population served by the proposed event are residents of the City of Carson.
 - c. Necessary liability insurance coverage for the event, listing the City as additionally insured; contingent upon approval by City's Risk Management office.

Any proposed events that do not meet the stated co-sponsorship eligibility criteria shall be subject to the adopted fees, charges and regulations of the City of Carson, without waiver or reduction.

IV. EXCEPTION

None.

V. BY THE AUTHORITY OF THE CITY COUNCIL, AS APPROVED ON

July 5, 2022

Date

22

Agenda Item No.