



Legislation Details (With Text)

File #: 2022-105 **Version:** 1 **Name:**

Type: Consent **Status:** Agenda Ready

File created: 2/7/2022 **In control:** City Council

On agenda: 7/5/2022 **Final action:**

Title: CONSIDER A RECOMMENDATION FROM THE STANDARD MANAGEMENT PROCEDURE AND SPECIAL EVENTS AD HOC COMMITTEE FOR THE CITY COUNCIL TO CONSIDER AN UPDATED STANDARD MANAGEMENT PROCEDURE ON CITY CO-SPONSORED SPECIAL EVENTS (CITY COUNCIL)

Sponsors:

Indexes:

Code sections:

Attachments: 1. Exhibit No. 1 - SMP 01.01.07 City Co-Sponsored Events - redline (rev6.28.22), 2. Exhibit No. 2 - SMP 01.01.07 City Co-Sponsored Events FINAL (rev6.28.22)

Date	Ver.	Action By	Action	Result
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Report to Mayor and City Council

Tuesday, July 05, 2022

Consent

SUBJECT:

CONSIDER A RECOMMENDATION FROM THE STANDARD MANAGEMENT PROCEDURE AND SPECIAL EVENTS AD HOC COMMITTEE FOR THE CITY COUNCIL TO CONSIDER AN UPDATED STANDARD MANAGEMENT PROCEDURE ON CITY CO-SPONSORED SPECIAL EVENTS (CITY COUNCIL)

I. SUMMARY

This item transmits a recommendation from the Standard Management Procedure (“SMP”) and Special Events Ad Hoc Committee, consisting of Mayor Davis-Holmes and Mayor Pro Tempore Hilton, for the City Council to consider adopting an updated SMP 01.01.07 related to City co-sponsored events.

This SMP does not govern official City of Carson events that are budgeted as part of the City’s annual special event programming. By contrast, this SMP pertains only to events that are proposed by external entities wherein the organizer requests a fee reduction for reservations and/or equipment use that would normally be charged by the City.

The current version of this SMP includes several minimum criteria that need to be met before the City Manager can consider reducing fees. The revised SMP expands these

criteria to ensure that the City recovers all waived or reduced fees pursuant to Resolution 21-012, which was adopted by the City Council on April 6, 2021. The revised SMP also requires the event to be free for the public to attend and for all marketing and promotional material to be approved by the City prior to distribution if the City name and/or logo is used. The event organizer is required to be a non-profit 501(c)(3) status in active and good standing and must be based in the City of Carson or demonstrate that the majority of the population served by the event are Carson residents. Organizers must also submit liability coverage, which must be approved by the City's Risk Management Office. Any proposed events that do not meet these criteria shall not be eligible for fee reductions.

Redline and final copies of the proposed updated SMP are included as Exhibits 1 and 2 for City Council consideration.

II. RECOMMENDATION

ADOPT the proposed updated version of SMP 01.01.07.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate and that is consistent with applicable laws.

IV. BACKGROUND

As detailed in the proposed SMP, the City Manager may consider reducing reservation fees and/or equipment fees for a City co-sponsored event 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.

V. FISCAL IMPACT

There is no particular fiscal impact associated with this item. Should the City Council adopt this revised SMP, the City could collect additional revenues that could be used to offset hard and soft costs over time.

VI. EXHIBITS

1. Redline (pgs. 4-7)
2. Final Proposed SMP 01.01.07 (pgs. 8-10)

Prepared by: City Manager's Office