

*We are a welcoming, active and business-friendly rural
foothill community built on California's rich gold rush history.*



City Manager's Report

February 25, 2025 City Council Meeting

Prepared by: Denis Nishihara, Director of Community Services

Item: 12.3

Subject: Consider approving the Special Events Resource Guide and associated application packet, policies, and procedures on City property.

Recommendation: Adopt a Resolution approving the Special Events Resource Guide, application packet with associated policies and procedures.

Strategic Plan Strategy- Improve and refine special events

- a. Work with co-sponsors to produce events that support the local businesses and increase community cohesion.

Purpose: To revise the existing permit process for requesting approval to conduct Special Events and activities on City property (public property). The updated Special Event Application Form, Special Event Application Packet, and Special Event Resource Guide are designed to ensure all City permitted public events are managed in a safe, compliant, and well-organized manner, while improving oversight efficiency for both applicants and staff.

Background: The Community Services Department regulates Special Events and activities managed on City property (public property). Due to the preponderance of large events hosted on Main Street, the City Council adopted a resolution on March 22, 2022, directing the Community Services Department to oversee seven (7) street closures for special events. Upon follow up and review of the concluding Staff Report the approved model and procedures were successful in the implementation of special events on Main Street. Due to the increased popularity and complexity of Special Event requests on City property, staff determined a need to implement a revised application process and conditions of use for Special Events held on City property. The high volume of events Downtown and the complexity of the event types created various challenges for both organizers and City operations.

Discussion: For an extended period, City staff conducted exhausted research and reviewed best practices from various municipalities regarding the permitting of Special Events on public property. These best practices were integrated with input from the City's risk management

authority (California Intergovernmental Risk Authority), Alliant Insurance Services, Inc., and the El Dorado County Environmental Health Division, which oversees Temporary Food Facilities (TFE) at public events within the county. Additional input was gathered from multiple local businesses and the Merchants-On-Main organization. The proposed policies and procedures incorporate all current recommendations and relevant conditions, reflecting a series of collaborative actions to ensure the involvement of all interested and vested businesses, residents, and local leaders in the development process.

At the December 10, 2024, City Council meeting, staff presented recommendations to update the existing Special Events Permit Process. Following feedback from the City Council, staff implemented minor adjustments to the proposed documents. Based on this additional direction, City staff revised the Special Event Application Packet and Special Event Resource Guide, which outline the Department's policies and procedures. The draft documents were then routed internally to all City departments for review and comment. After final review, all revisions were incorporated into the proposed documents.

The updated materials provide clearer and more definitive guidance regarding event types, required steps, final billing procedures, definitions of terminology, application deadlines, and the inclusion of a clause allowing City Administrative Staff (e.g., City Manager, Chief of Police, or Fire Chief) to cancel, terminate early, or prevent the start of an event in the event of serious health and safety risks.

Options:

1. Approve the Special Events Resource Guide and associated application packet, policies, and procedures as shown.
2. Approve the Special Events Resource Guide and associated application packet, policies, and procedures with revisions.
3. Direct staff to take other actions.

Environmental:

This program does not qualify as a project under the California Environmental Quality Act (CEQA) and therefore no Environmental Statement is necessary.

Cost: There are no immediate cost impacts associated with tonight's action.

Budget Impact: There are no immediate budget impacts associated with tonight's action.



M. Cleve Morris, City Manager



Denis Nishihara, Director of Community Services

Attachment:

- A. Special Event Resource Guide
- B. Resolution