

CITY OF SONOMA

SPECIAL EVENTS POLICY

Adopted by the City Council on 9/15/2022

A. PURPOSE

The purpose of this policy is to set rules and processes that will guide the Special Events Committee (SEC), the Special Events Manager and City Manager in seeking an appropriate balance between the benefits of organized events and their associated impacts on the community.

The Special Events Manager position is assigned by the City Manager to carry out the duties and responsibilities set forth in this policy.

The Special Events Committee is comprised of the City's Fire Marshal, Police Chief or a designated Sergeant, City's Parks Supervisor, City's Street Supervisor, and the Special Events Manager.

B. COMMUNITY BENEFITS OF SPECIAL EVENTS

Special Events can create a sense of community for the City of Sonoma and Sonoma Valley in the following ways:

- Providing a gathering place for residents;
- Establishing and maintaining local traditions;
- Providing exposure and celebration of diverse cultures;
- Showcasing the talents of local artists;
- Enhancing the local economy by promoting Sonoma as a destination for tourists and shoppers;
- Generating income for local community-serving non-profit organizations;
- Generating funds to support public programs and projects;
- Generating income for non-local causes; and
- Educating the public and increasing public awareness about issues of local concern.

C. COMMUNITY COSTS OF SPECIAL EVENTS

Special Events can generate impacts to area residents and businesses and to the City of Sonoma by, among other things:

- Adding to traffic congestion and exacerbating parking problems;
- Impinging on the use of public spaces for non-structured, passive enjoyment by area residents;
- Having a negative impact on the health and appearance of public landscaping and on the condition of public buildings;
- Impacting the environment due to generation of excessive trash and use of single use plastics that end up in landfill and add to our carbon foot print;
- Adding direct expenses to the City budget for maintenance of public facilities; and
- Excessive alcohol consumption at events can be detrimental to public health and increase the cost of public safety.

City of Sonoma – Special Events Policy

D. DEFINITION OF A SPECIAL EVENT AND TYPES OF SPECIAL EVENTS

Special Event – An activity on public property open to the general public, with or without an admission charge. Special Events include the following items.

- Any organized formation, parade, procession, or assembly of persons, which may or may not include animals, vehicles or any combination thereof which is to assemble or travel in unison on any street which does not comply with normal or usual traffic regulations or controls.
- Any organized assemblage of persons at any park or facility, owned by the City or by any other governmental agency, such as the Sonoma Valley Unified School District, California State Parks or Sonoma County, which is to gather for a common purpose under the direction and control of a person. (Special events sponsored by, and, held on the property owned by other governmental agencies including, but not limited to the Sonoma Valley Unified School District, Sonoma County, and the State of California Department of Parks and Recreation, are not required to obtain Special Events Permits from the City. Such agencies are encouraged to consult with the Special Events Manager during the planning stages of such events to address community impacts such as traffic, parking, noise, security, etc.)
- Any other organized activity conducted by a sponsoring organization or person for a common or collective use, purpose or benefit which involves the use of, or has an impact on, City property or facilities and the provisions of City services in response thereto.

Examples of special events include, but are not limited to concerts, parades, special interest shows or expos, markets, fairs, festivals, block parties, community events or mass participation sports (such as, marathons and running events, bicycle races or tours, etc.).

For the purpose of this policy, special events are distinguished from the following:

- Private events which may be authorized on public property, but which are not open to the general public
 - Private event organizers cannot invite/ or contract with commercial vendors to provide services on public property without the City's permission
- Recurring program activities on public property, conducted by the City or by a lessee of City property, where the activity is specifically authorized by use permit and/or by the terms of the property lease or contract; and
- Events on private property.

For the purpose of processing applications, the City organizes events into two categories: small-scale events and large-scale events.

Small-scale Event – An event that, in the judgment of the Special Events Manager, meets all three following requirements: 1) requires less than four hours of total staff time for pre-event preparation and/or post-event rehabilitation of the event venue; 2) makes use of no more than

City of Sonoma – Special Events Policy

one section of the Plaza; and 3) does not exceed eight hours in duration (including time required for set-up and take down).

Large-scale Event -- An event that, in the judgment of the Special Events Manager, meets one or more of the following three requirements: 1) requires more than four hours of total staff time for pre-event preparation and/or post-event rehabilitation of the event venue; 2) makes use of more than one section of the Plaza; and 3) exceeds eight hours in duration (including time required for set-up and take down).

E. SPECIAL EVENT APPLICATION PROCESS

Every special event held on property or in a facility owned, leased, or otherwise controlled by the City of Sonoma requires a Special Event Permit.

This provision is not intended to regulate recurring program activities on public property, conducted by the City or by a lessee of City property, where the activity is specifically authorized by use permit and/or by the terms of the property lease or contract.

Application Content and Deadlines

A complete application must be submitted prior to a proposed event being considered for approval. An incomplete application will not be processed or scheduled for review until all information is submitted in accordance with this policy.

- For small scale events, complete applications must be submitted at least 21 days prior to the event.
For all large-scale events, complete applications must be submitted at least 60 days prior to the event.

Note: A special event shall not be advertised until the application has been approved by the Special Events Manager, or City Council as required.

- A complete application must include the following:
 - **Special Event Application Form** with required attachments.
 - **Event Narrative:** A description of the event, a description of core objectives the organizer wants to achieve by organizing the event, including partnerships, sponsorship documentation, marketing plan, attendance breakdown, and a description of method of support for all proposed fencing. (Note: staking or fencing to delineate activity areas is discouraged).
 - **Event Timeline:** Event timeline should include the following but not limited to, event move-in schedule, vendor set-up times, alcohol served (start and end time), food service times, transportation schedules, band set-up, performance times, move-out times.
 - **Payment** of all required application fees, rental fees, costs and damage deposits. New events that are unique in nature will be evaluated on a case-by-case basis and may be subject to City Council approval. All costs associated with efforts required of City forces to review the Special Event Permit application and provide comments related to event needs and City impact shall be the responsibility of the applicant.
 - Rental Fee -- Rental Fee is a fixed amount for the rental of all or a portion of a venue, based on the length of the event; where applicable a maintenance fee

City of Sonoma – Special Events Policy

for facility rehabilitation/maintenance is included with the rental fee. Rental fees are established by the City Council by resolution.

- **Application Fee** -- A Series of Events will be subject to one event application fee. Depending on the intensity of the proposed use the Special Events Manager will determine whether the application fee is that of a small-scale event or a large-scale event. All other fees will be applicable for each day of use. (For instance, a music series of five separate events will be required to pay one application fee and five daily use fees (rent, maintenance, security deposit, etc.).)
- **Direct City Costs** -- Costs associated with efforts required of City forces to provide traffic control, parking restrictions, special barricading, emergency medical services, on-site monitoring of events or other special event needs shall be the responsibility of the applicant and shall include all costs incurred by the City, including actual time, material and equipment costs.
 - A cost estimate will be provided subsequent to staff review of the application. A deposit for estimated costs shall be provided prior to the application being approved. Payments and deposits for Police services must be arranged through the Sonoma Police Department through the Sonoma County Sheriff's Department.
- **Special Events Budget** If the event includes an admission charge, sale of event promotional items such as, but not limited to clothing and souvenirs, charges to exhibitors or vendors for booth or display space, sponsorship involving cash donations to the sponsoring organization, on-site solicitation of donations or any other cash income, an event is required to complete the event budget template showing estimated income by source, estimated direct event production expenditures (including, but not limited to, the costs of goods to be sold) and a letter identifying the planned beneficiary(ies) of any excess of income over expenditures.

For Profit Events -- Events that are organized by for-profit entities are required to complete the event budget template. The budget template allows the City to calculate the dollar amount of the contribution required to be paid to local non-profits as part of this policy document.

- **Public Safety Plan** – A plan that address such items as emergency vehicle ingress and egress, fire protection, emergency egress or escape routes, emergency medical services, public assembly areas and the directing of both attendees and vehicles (including the parking of vehicles), vendor and food concession distribution, and the need for the presence of law enforcement, and fire and emergency medical services personnel at the event.
- **Site Plan:**

City of Sonoma – Special Events Policy

- Indicate the number and location of all proposed food vendors (including food trucks) barbeques, and generators (if proposed). The number of food vendors allowed shall be at the discretion of the Special Events Manager.
 - Indicate the number and location of any and all tent structures including the sizes.
 - Indicate type, layout, and method of support for all proposed fencing (Note: staking or fencing to delineate activity areas is discouraged).
 - Indicate type and layout of all proposed furniture (i.e. tables and chairs).
- Additional Special Forms / Requirements
 - Street Use Permit -- Special Events proposing encroachments on the State Highway 12 or the closure of City streets must obtain the appropriate permits as set forth in Chapter 12.20 of the Sonoma Municipal Code.
 - Reservation of Public Parking – Special Events requesting the reservation of public parking are required to complete the Reservation of Public Parking Permit.

F. APPLICATION PERMIT PROCESS

1. Permit Initial Review

In making determinations about approval or conditions of a special event permit, the SEC, the Special Events Manager and/or City Manager shall consider and make findings regarding the following factors:

- Does the application conform to all general and site-specific restrictions, requirements and guidelines as set forth in this Policy and in the Appendices hereto?
- In the case of a recurring event, to what level did prior events adhere to all general and site-specific restrictions, requirements, and guidelines and to specific conditions of approval, as indicated in post-event reports prepared by staff.
- What are the nature and magnitude of the community benefits that are anticipated for this event, and, for recurring events, what was the magnitude of community benefits, including the value of donations to non-profit beneficiaries, realized by prior events?
- What are the nature and magnitude of the community costs and impacts that are anticipated for this event, and, for recurring events, what was the magnitude of community costs and impacts that were experienced in prior events?

2. Staff Review

- Small-scale events may be reviewed and approved by the Special Events Manager, with or without staff review by the Special Event Committee (SEC). The Special Events Committee is comprised of the City's Fire Marshal, Police Sergeant, City's Parks Supervisor, City's Street Supervisor and the Special Events Manager.
- Large-scale events, or events which in the judgment of the Special Events Manager raise unusual issues, will be subject to SEC review (prior to a decision by the Special Events Manager). SEC review will be scheduled on an as-needed basis by the Special Events Manager. SEC review results in recommended conditions of approval to be considered by the Special Events Manager and or City Manager.

City of Sonoma – Special Events Policy

Utilizing the City's Special Events Calendar, staff will provide the community with event descriptions (provided by the event organizer), and any notifications of pending street closures associated with the event.

4. Post-Event Review

Staff will conduct a post event review with all large-scale event organizers. The post event review will cover the compliance with the Single Use Plastics Ban, a recap of the Waste Minimization efforts, and any compliance issue with the Special Events Policy. The event representative shall provide an updated Event Budget Template with the actual revenues and costs to the Special Events Manager within 70 days after the event.

The Event Budget report shall be prepared in accordance with Generally Accepted Accounting Principles and includes a simple budget to actual analysis and detail of any overhead expense line that exceeds 10% of gross receipts. City staff shall provide completed post event evaluation for review and discussion at the post event review. Payment of all post event invoices, charges, fees or penalties must be received within sixty days of the post event review. Proof of receipt of funds from the beneficiary(ies) of the event is required to be submitted for all events organized by a for-profit entity.

The Community and City Council Members are encouraged to provide observations and event feedback via an online form on the City of Sonoma's website. When the form is submitted the Special Events Manager will be notified. This will allow members of City Council and the community to provide feedback individually to City staff about an event. This feedback would be captured in a comprehensive post event report that would be included in the event file and sent to the event organizer for their review. If there are no significant issues/concerns that are raised than those events will continue to be administratively reviewed by the SEC and Special Events Manager. If significant issues or concerns are raised during in the Post Event Report, then a large-scale event would be scheduled for review by the City Manager, at which time the City Manager might make the recommendation to bring the event approval process to City Council's attention.

Conditions of approval of subsequent years' events may be affected by the organization's failure to attend the mandatory post event review and/or to provide required information, which failure may also constitute grounds for denial of future years' event permits.

5. Modification of Approved Permit

Once an application is approved, no event shall be modified without prior approval of the Special Events Manager. The Special Events Manager is authorized to approve minor modifications to events. Modifications that require SEC approval include, but are not limited to, changes in the dates, duration, and location of the event.

G. RESTRICTIONS, REQUIREMENTS AND GUIDELINES

1. Prohibitions

- Inflatable jumpers and slides (including those in which children can crawl inside) are not allowed in City Parks.
- Mylar balloons are not allowed in City Parks in conjunction with special events.
- The use of plastic drinking straws is not allowed in conjunction with special events occurring on City parks.

City of Sonoma – Special Events Policy

- Stakes are not allowed to be inserted into the lawn area unless approved by the Park Supervisor or Special Events Manager.
- Driving of motorized vehicles on any of the landscaped areas or sidewalks within City parks or on any bike paths unless it is a specially designed vehicle (e.g. golf cart with turf tires.) is prohibited. A request to use a specially designed vehicle with City Park would need to be approved by the Parks Supervisor during the SEC review process. This does not apply to City staff.
- The intentional release of helium balloons is prohibited. Event Organizers are required to instruct all vendors selling/handling out or utilizing balloons to weigh them down, so they are not able to freely fly away.
- All events occurring on City owned property must adhere to the current City ordinances prohibiting some activities in public parks and the Plaza, including and not limited to smoking/vaping, dogs, bicycles/skateboards etc. For a list of City ordinances, please visit <http://www.codepublishing.com/CA/Sonoma/>.

2. Public Access to City Facilities During Events

Special Events shall not exclude the public from the general use of any park or public property or charge an entry fee to any City Park or public property during the course of the event. Fees may be charged for event participation.

3. Date and Location Preference

Date and location preference for City facility use is given to **longstanding recurring events** (*definition an event that has utilized the same City venue for 20 consecutive years*) and to locally based City or Sonoma Valley organizations benefiting the community on a non-profit basis.

In order to qualify for a preference in conducting a regularly scheduled event, sponsors of recurring events shall submit a letter or email to the Special Events Manager by January 1 of the year in which the event is to take place indicating the date or dates and the location on which the event is expected to take place, being sure to include set-up and take-down dates This letter or email will be used for scheduling purposes only and will not constitute an application as required above.

A “master calendar” will be posted on the SonomaCity.org site prepared by City staff to assist with schedule coordination.

Upon receiving their approvals, all other events shall be placed on the master calendar on a first-come, first-served basis subject to location availability and adherence to policies limiting the number and frequency and the location of events.

Applicants are encouraged to submit an alternate venue location as a backup, along with the application for the desired venue.

Except for small scale events as defined herein, generally in no case shall two or more special events be scheduled on the same weekend at any given venue. Exceptions to the above rule include:

- Valley of the Moon Artist Association (VOMAA) Annual Art Show and the Native Sons of the Golden West Flag Day Celebration
- Sonoma Valley Historic Race Car Festival and Hit the Road Jack
- Celebration of Mexican Independence Day and Plein Air Art Show and Sale

City of Sonoma – Special Events Policy

Series of Events (*A non-consecutive multiple day event such as concert series or farmer/art markets that have identical event set-up and dismantle times, site plans, and service providers*) – A Multiple Day Event permit may be issued at the discretion of the SEC or the Special Events Manager for events meeting the following criteria: 1) Each event is one in a series of events; 2) The application for the permit is for all of the events (dates); 3) The nature, purpose, location and target audience of each of the events (dates) are the same; and 4) The event is sponsored by a non-profit organization.

4. Minimum Contributions

Not applicable to locally based tax-exempt non-profit organization defined as an organization that qualifies as a tax-exempt non-profit organization and provides community benefit within Sonoma City, Sonoma Valley, or Sonoma County. Proof of tax-exempt status must be submitted with application.

Events that are organized by a for-profit organization (defined as a business or other organization whose goal is to return a profit to the owners) shall donate a minimum of 10% of gross revenue or 40% of the net profits (whichever is greater) to one or more locally based non-profit organizations. Fifty percent of the calculated contribution to local non-profits can be utilized to pay for quid-pro-quo labor/services at the rate of the City's living wage or higher. The remaining 50% of the calculated contribution needs to be made in the form of a donation. The amount of donation to each specified non-profit beneficiary shall be submitted at the post event review meeting and a denotation of whether the donation was made for services rendered needs to be included.

Conditions of approval of subsequent years' events may be affected by the organization's failure to provide the required information regarding the required donation to non-profit beneficiaries, which failure may also constitute grounds for denial of future years' event permits. A copy of non-profit IRS form 990 or equivalent shall be required with subsequent year's Special Event Application submittal.

5. Limitations on the Sale of Wholesale Purchased Arts and Crafts

Arts and crafts sold at special events shall not be purchased wholesale and then sold retail at the event.

6. Proof of Insurance

Proof of insurance shall be provided at least one week prior to the commencement of any event. No event shall commence set up or delivery of event supplies, materials, or equipment without required insurance documents submitted and verified by the Special Events Manager to meet all City requirements.

7. Plaza Park Events

For restrictions, requirements, and guidelines applicable to events at Plaza Park, see Appendix A.

8. Depot Park Events

For restrictions, requirements, and guidelines applicable to events at Depot Park, see Appendix B.

9. Events at All Other Venues

For restrictions, requirements, and guidelines applicable to events at any venue other than Historic Plaza and Depot Park, see Appendix C.

10. Unique Events and/or Locations

As determined by the City Manager, event locations or new events that are unique in nature may be referred to the City Council for review and approval.

City of Sonoma – Special Events Policy

11. Safety and Security

- a. Crowd managers shall be provided by the event organizer for events where more than 1,000 persons congregate. The minimum number of crowd managers shall be established at a ratio of one crowd manager to every 250 persons, unless a lesser amount is established by the Fire Code Official. The event organizer shall contact the Police Department concerning security related issues and this information shall be provided in the required Public Safety Plan. The City may require professional security or contracted Police Department services for events where alcoholic beverages will be sold or consumed (with an estimated attendance in excess of 750 persons), or for any event for which the Special Events Manager or Police Chief determines identified public safety concerns warrant security. All event organizers are responsible for adhering to the [Sonoma Valley Fire Districts Outdoor Assembly Events Standards](#), and it is the event organizers responsibility to ensure all of their vendors adhere to the SVFD Outdoor Assembly Event Standards.

Crowd Manager – One or more people who are assigned the responsibility of maintaining safety of attendees during an event, duties include but are not limited to the following:

- Provide a safe environment;
 - Be aware of and maintain event safety requirements required by the Special Events Manager;
 - Conduct pre-event inspections to verify that the event safety requirements are in place.
 - Use a portable fire extinguisher;
 - Guide the crowd in an emergency;
 - Identify problem attendees and what to do once they are identified;
 - Coordinate with emergency responders; and,
 - If the event requires the use of barricades, crowd managers need to be available to move in response to emergencies.
- b. The City reserves the right of full access to all activities at any time to ensure all rules and laws are being observed. The City reserves the right to suspend any individual or group from using City facilities and property without refund if their behavior is determined to be abusive, destructive or in violation of any City rule. The City reserves the right to cancel any scheduled event.

All special events closing streets, or is estimating that 250 or more people will attend, must submit a Public Safety Plan with their application. The Safety Plan must identify who is monitoring the event for safety and what action plan is in the event of a minor or major injury or incident.

- c. The Fire Department requires that all decorations be fire-retardant per Chapter 8 of the California Fire Code and no open flame or pyrotechnics are allowed without written approval from the Sonoma Valley Fire District (707) 996-2102.
- d. Temporary tents and membrane structures having an area in excess of 400 square feet and individual tents (open on all sides) having a maximum size of 700 square feet shall not be

City of Sonoma – Special Events Policy

erected, operated, or maintained for any purpose without first obtaining a permit, inspection, and approval from the Sonoma Valley Fire District (707) 996-2102.

12. Restrooms Portable restrooms are sometimes required as a condition of approval of the application, the City utilizes the attached Restroom/Sink Estimator for Special Events unless a lesser amount is established by the Parks Supervisor and or the Special Events Manager, 10% of which must meet ADA specifications. A minimum of one hand washing station is required for every 4 portable restrooms.

13. Solid Waste and Recycling

All event applicants must submit a Waste Minimization Plan, which is a written plan that includes the following components and headings:

- a) **Waste Minimization Strategy:** Statement acknowledging the need for waste minimization and the major steps taken to minimize the generation and landfilling of waste.
- b) **Collection Containers:** Brief description of the use, location, and proper labelling of the sufficient number of containers to be provided for each material (recycling, compost, and trash).
- c) **Litter Reduction:** Brief description on steps to be taken to ensure that the venue will be returned to a trash- and litter-free condition.
- d) **Single Use Plastic Reduction:** Statement acknowledging and agreeing to the city’s prohibitions of plastic straws, single-use plastic water bottles, and non-recyclable or non-compostable food service ware as described below.
- e) **Communication Plan:** Description of how the event organizer/sponsor will communicate to attendees encouraging the minimization of waste.
- f) **Post-Event Material Sorting:** Discuss the plan that ensures all event-related materials (trash, recycling, and organics) will be properly sorted and reported at the end of the event.

Waste Minimization Plan Contents

- a) Waste Minimization Strategy
- b) Collection Containers
- c) Litter Reduction
- d) Single Use Plastic Reduction
- e) Communication Plan
- f) Post-Event Material Sorting

Waste Minimization Strategy

Waste reduction, reuse, recycling, and composting of organics are good for the environment. These practices reduce greenhouse gases responsible for human-caused climate change. Plastics are especially problematic as they cause litter and can pollute our land, waters, ocean, and our parks.

Reducing waste can save event organizers money. The more waste generated at an event, the more time, money, and resources must be devoted to collection, transportation, storage, and removal of these materials. Separating recycling and organics are required by city ordinances. Reducing waste from the start increases the amount of time that staff can dedicate toward other important tasks.

In the Waste Minimization Plan, a Waste Minimization Coordinator must be designated for the event to implement the waste management hierarchy during the planning stages, the event, and to ensure the post-collection report is submitted.

City of Sonoma – Special Events Policy

To best strategy to minimize waste is to apply the Waste Management Hierarchy as described below:

- 1) Avoid
- 2) Reduce
- 3) Reuse
- 4) Recycle
- 5) Compost

Reducing, reusing, recycling, and composting present a positive image to event attendees who are used to recycling and composting at home and work.

	Concept	Examples
Avoid	Avoid the use of certain items as mandated by city ordinances	Events and vendors are prohibited by city ordinance from using single-use plastics as discussed below.
Reduce	Prevent the generation of waste in the first place	<ul style="list-style-type: none"> • Use reusable containers instead of disposable items • Offer a refillable discount for reusable glass wear • Use QR codes instead of paper event programs and menus • Reduce unnecessary packaging by buying in bulk. • Send invites & letters electronically. • Use washable rags and towels for cleaning, instead of disposable napkins and towels. • Serve condiments in bulk rather than in single servings. • Use napkins for “handheld foods” such as hotdogs and burritos
Reuse	Using an item or material multiple times	<ul style="list-style-type: none"> • Obtain event-related items from area thrift stores • Donate stage materials, props, decorations, and t-shirts to nearby schools, community centers, or thrift stores • Reuse packaging materials (e.g., cardboard boxes, plastic bags, and plastic containers) • Cut up old T-shirts that are unsuitable for donation but can be used as cleaning rags
Recycle	Collecting and processing materials to turn them into new materials	<ul style="list-style-type: none"> • Use only items that are recycled in the City of Sonoma as listed below • All recyclable items must be placed into the blue-colored containers
Compost	Collecting and composting organic waste to create a helpful soil amendment	<ul style="list-style-type: none"> • Use compostable, paper- or fiber-based food service ware. (Note, compostable bioplastics containers and utensils are not currently accepted.) • Food scraps and cardboard/paper products contaminated with food or oil must be placed in the green-colored organics/composting container

If the event will be offering “swag.” Consider green swag such as:

City of Sonoma – Special Events Policy

- Native plants and seed packets
- Reusable tote bags
- Bamboo cutlery kits
- Recycled mugs and tumblers

Containers

In the Waste Minimization Plan you need to describe the proper use and placement of containers. Tips on container use and placement include:

- Consider creating collection stations with multiple containers for each of the three waste types that are highly visible and located in high-traffic areas close to vendor and concession areas and near exits, as attendees are unlikely to go out of their way to recycle if a trash can is more convenient than a recycling container.
- Do not place recycling containers (or compost containers if food is present) without a trash container to prevent contamination with trash.
- Use volunteers as “Recycling Stewards” to staff collection stations to help properly segregate materials and monitor and replace full containers.
- Containers must be color-coded: (i) blue-colored containers for recycling, (ii) green-colored containers for food scraps and organic materials, and (iii) black- or gray-colored containers for non-recyclable/non-compostable trash.
- Containers must be properly labeled and have signs. Put a label on each side of the container and the top, if space permits. (Downloadable files for proper, bilingual signs and labels are available from the Special Events Manager.)
- Use big banners above the collection stations to make sure the locations can be seen from a distance.
- Designate a “staging area” to store full bags of trash, recyclables, and organics (compost) until they can be removed at the end of your event. Be sure the different materials are clearly marked and/or designated to prevent contamination.
- When establishing the collection stations, consider the distance from the “staging areas” or storage areas to keep the distance at a minimum.

Litter Reduction

Preventing litter from occurring will reduce your costs and efforts to return the space back to the required litter-free condition. You will need to state in your Waste Minimization Plan how litter will be prevented or reduced. The following are actions you can employ to prevent and reduce litter:

- Empty or replace full collection containers as soon as possible.
- If collection containers have lids, periodically check them to make sure the lids are secure as light-weight materials can be easily picked up and scattered by the wind.
- Have event volunteers conduct periodic sweeps to collect and deposit litter.
- Make regular announcements over the public address system to remind people to put all their waste materials in the proper containers.

City of Sonoma – Special Events Policy

Single Use Plastic Reduction

A key requirement of the Waste Minimization Plan is to discuss your compliance with the City’s ordinance, (Chapter 7.30) that bans the use of food service ware that is not recycled or composted in the City as described in the table below:

Category	Acceptable Materials/Examples
Recycled Waste (materials in compliance with City’s ban)	<ul style="list-style-type: none">• Plastic marked as #1, #2, or #5• Aluminum and steel• Glass• Cardboard and paper <u>NOT</u> contaminated with food
Composted/Organic Waste (materials in compliance with City’s ban)	<ul style="list-style-type: none">• Food scraps (pre and post-consumer)• Paper towels and napkins• Cardboard and paper contaminated with food
Trash/Landfill Waste (items that are not recycled or composted)	<ul style="list-style-type: none">• Plastic marked as #3, #4, #6, and #7• Bioplastics (cups, utensils, to go containers)• Plastic cup lids, plastic food wrap, and plastic bags• Plastic utensils• Condiment packets• Styrofoam• Plastic bags, wrap, and film

The city’s ordinance also prohibits the distribution of to-go condiment packets, plastic cup lids, and plastic cutlery unless the customer requests them. Mylar balloons are also prohibited.

Communication Plan

In this section of the Waste Minimization Plan, describe how the event organizer/sponsor will encourage the use of refillable water bottles, eliminate the use of single use plastics, and properly recycle and separate organics into their proper containers. Communication could include:

- Announcements, flyers, advertisements, event program, and public service announcements will note that the event will be a “green event”
- Posting signs at each food/beverage stand reminding customers to recycle and compost
- Instead of post large, central, easy-to-read display boards or reusable signs.
- Note the location of the refillable water bottle filling station on the Plaza
- Reminders such as live stage announcements to help reinforce the recycling and composting message.

Post-Event Material Sorting

The Waste Minimization Plan also must include the post-event material sorting results. Again, the efforts in post-effort sorting can be reduced if the event focuses on avoid, reduce, reuse, recycle, and compost.

City of Sonoma – Special Events Policy

14. Sales and Distribution of Food, Beverages, or Merchandise

Any person or organization, including a non-profit organization, who is selling food or merchandise at a special event, must obtain a City of Sonoma Business License, as provided in Title 5 of the Sonoma Municipal Code. Please call the City of Sonoma Finance Department at (707) 938-3681 for more information.

- Sponsoring organizations are required to cooperate with the City in assuring compliance with the City's Business License requirements, for example, by providing lists of vendors and exhibitors 30 days in advance of the event to the Special Events Manager.
- Sponsoring organizations shall cooperate with the City in programs to assure that all taxable retail sales occurring at events are reported as taking place within the City.
- Events that are sponsored by a for-profit organization must comply with the City of Sonoma policy regulating Food and Beverage Ticket Sales.
- Each participating food vendor shall obtain a City of Sonoma Business License. Each vendor shall post their business license in a readily visible location at or upon the vending station.
- Each participating food vendor shall obtain a Sonoma County Health Department Permit to Operate. Each vendor shall post an SB180 "public right to know" sign in a readily visible location at or upon the vending station.
- Food vendors shall comply with the County of Sonoma, Department of Health Services, Environmental Health & Safety Section temporary food facilities requirements and procedures.

15. Sales and Serving of Alcoholic Beverages

Any special event taking place on City owned property that serves alcohol is required to complete a Possession and Consumption of Alcoholic Beverages on City Owned Property Permit. The Event Organizer will be responsible to secure the proper Alcoholic Beverage Control (ABC) license and abide by all rules and conditions of the license.

Any event that requires the Department of Alcoholic Beverage Control to issue an ABC license and anticipates at least 200 attendees shall be required to have at least one staff member properly trained to serve alcohol in a safe and responsible manner. For the purposes of this requirement, the staff member must successfully complete the Sonoma County Dept of Health Services' Responsible Beverage Service Training for special events, or any other training class approved by the California Department of Alcoholic Beverage Control. The applicant shall provide a current certificate of completion by the person responsible for taking the Responsible Training Service Training course along with the alcohol permit application. In addition, the event organizer shall indicate in the event narrative how other event staff members will be trained.

H. FEES AND COSTS

The City Council shall from time to time by resolution as it deems necessary and appropriate provide for and set all rates, charges and fees for special event permit applications, use of, or impact to, City facilities and other costs related to special events.

The City has approved a number of community and heritage events as part of its Recreation and Community Service Program and has approved fee waivers. All events included in this program are still required to abide by the Special Event Policies outlined in this document. Please note the list of Special Events included in this program can change and to refer to the City of Sonoma's annual budget for an annual list of events included.

City of Sonoma – Special Events Policy

I. RIGHTS OF APPEAL

Any decision of the SEC or the Special Events Manager regarding a Special Event application may be appealed to the City Council. Appeals must be filed with the City Clerk within fifteen (15) calendar days following the SEC or Special Event Manager decision, unless the fifteenth day falls on a weekend or a holiday, in which case the appeal period ends at the close of the next working day at City Hall. Appeals must be made in writing and must clearly state the reason for the appeal. Appeals will be set for hearing before the City Council on the earliest available agenda. A fee is charged for appeals

J. DEFINITIONS

For the purpose of this Policy, the following definitions shall apply:

Application Processing Fee – Charges for staff time and expenses for processing special event permit applications. Application fees are established by the City Council by resolution.

City Property – Any City Street, sidewalk, parking lot, park, plaza, or any other property owned or controlled by the City.

Event – Includes special event.

Event Organizer – Any person or organization that conducts, manages, promotes, organizes, aids or solicits attendance at a commercial or non-commercial special event.

Goods – Includes goods, wares, personal property, merchandise, or any other similar item which is generally sold.

Gross Revenue – The sum of all cash received by an event organizer for a special event, including, but not limited to, admission charges, sale of event promotional items, charges to exhibitors or vendors for booth or display space, licensing, sponsorships, television, advertising, sale of goods, donations at the event and similar revenues and concessions

Locally Based Tax-exempt Non-profit Organization—An organization that qualifies as a tax-exempt non-profit organization and provides community benefit within Sonoma City, Sonoma Valley, or Sonoma County. Proof of tax-exempt status must be submitted with application.

Net Profit – The sum of all cash remaining after assets have been sold and related expenses have been paid.

Public Facility – Any property located within the Sonoma City limits and owned by the City of Sonoma or by any other governmental agency, such as the Sonoma Valley Unified School District, California State Parks, or Sonoma County.

Sidewalk – That portion of a highway or street, other than the roadway, set apart by curbs, barriers, markings, or other delineation for pedestrian travel.

Special Event Permit - A permit issued under this Resolution.

Special Event Venue - That area for which a special event permit has been issued.

City of Sonoma – Special Events Policy

Street – A way or place of whatever nature publicly maintained and open to use of the public for purposes of vehicular travel. Street includes Highway 12.

Vendor – any person who sells or offers to sell any goods, food, beverages, or services within a special event venue.

City of Sonoma – Special Events Policy

**CITY OF SONOMA
SPECIAL EVENTS POLICY**

APPENDIX A

**PLAZA PARK
RESTRICTIONS, REQUIREMENTS AND GUIDELINES**

The following restriction, requirements and guidelines apply to all special events conducted at the Plaza Park.

1. Limitations on the number and frequency of events and on event activities
 - a. Events exceeding eight hours in duration (including set-up and take-down time) shall not be scheduled in the Plaza Park on successive weekends between June 1 and October 1 of any given year.
 - b. With the approval of the SEC, exceptions may be granted to the following longstanding heritage and community recurring special events: Hit the Road Jack, Flag Day Celebration, Fourth of July Celebration, the Valley of the Moon Vintage Festival and the Celebration of Mexican Independence Day.
 - c. The Plaza Horseshoe Lawn shall not be available for active use, such as, but not limited to, tents, booths, umbrellas, tables, signs etc. during special events. This restriction is intended to allow an unobstructed view of City Hall a National Historic Landmark and to minimize damage to the lawn. With the approval of the City Manager an exception may be granted for limited active use of the Plaza Horseshoe Lawn.
 - d. Finish line delineation demarcations in the Plaza Horseshoe area taller than 14 feet in height shall be prohibited unless specifically approved by the SEC. Finish line delineation demarcations shall comply with the California Fire Code and provide a minimum clearance of 14 feet.
 - e. No tents (greater than 100 square feet in area and a maximum height of 10 feet) or structures (including inflatables) shall be placed in the horseshoe area unless specifically approved by the Special Events Manager, all items placed in the horseshoe must appear on the site plan and be approved in advance of the event. Sonoma Valley Fire District has the authority to restrict use of the horseshoe to allow for emergency vehicle access, please refer to Appendix A , and provides four options for use of the front horseshoe.
 - f. In order to minimize compaction and damage to the Plaza landscape during the wet season, Special Events shall be restricted to paved areas of the Plaza from and including November through April. Small scale events, as defined in this policy, may be allowed to use lawn area during the wet season.

City of Sonoma – Special Events Policy

g. The number of Special Events held in the Plaza Park is limited to twenty-five events per calendar year; this number does not include private events. The Jazz Society Summer Music Series held on Farmers' Market nights and the Farmers' Market events shall be counted as one event.

2. Hours of Operation

a. Special Events shall be limited to the following hours of operation, unless specifically approved by the SEC and the City Manager:

- Monday through Thursday 5 p.m. to 7:30 a.m.
- Friday through Sunday, events may begin set up at 5 p.m. on Friday. Event cleanup shall be completed by 7:30 a.m. Monday morning.

3. Restroom Facilities

All events utilizing public restrooms shall be required to provide restroom monitors to ensure that no vandalism occurs during the course of the event and those restrooms are vacated, locked, cleaned, and resupplied at the close of the event. Event Organizer shall be responsible for cleaning and supplying restrooms. Restrooms shall be monitored and cleaned (if necessary) at least once per hour during the event.

4. Noise

Amplified music shall not begin prior to 7 a.m. and normally cease no later than 10:00 p.m.; however, the SEC shall have the authority to extend the time through the application review process if circumstances warrant an extension.

5. Event Banner

With approval of the SEC or Special Events Manager, a banner may be displayed on the historic directory sign located on the southeast portion of the Plaza.

Banner Design and Fabrication Guidelines

- Banner schematic to be submitted and reviewed along with event application.
- The banner is to be sized compatible with the Historic Directory Sign policy.
- The banner is to be fabricated using marine acrylic, canvas, or other environmentally friendly material.
- The banner may be displayed beginning the Monday prior to the event and must be removed the last day of the event. Banner installation shall be completed by City staff.

6. Food Vendors

Barbeques shall not be located adjacent to the City Hall building in an attempt to prohibit smoke fumes from entering the building and grease from damaging the exterior stone of the building.

A barrier is required under all cooking devices including barbeques and fryers to protect the ground from spills.

7. Reserved Street Parking

City of Sonoma – Special Events Policy

Event applicants may request reserved on-street parking in conjunction with a Plaza event with the submittal of a Permit Application for Reserved Street Parking and shall be consistent with the applicable fee schedule. The Special Events Manager and Streets Supervisor shall make a recommendation to the City Manager as to the maximum number of parking spaces to be reserved for the event, this information will be outlined in the conditions of approval and in the signed/approved Parking permit.

8. Other Conditions

As determined by the City Manager, new events that are unique in nature may be subject to City Council approval.

City of Sonoma – Special Events Policy

APPENDIX B

**DEPOT PARK
RESTRICTIONS, REQUIREMENTS AND GUIDELINES**

The following restriction, requirements and guidelines apply to all special events conducted at Depot Park.

1. Limitations on the number and frequency of events and on event activities

a. Events exceeding eight hours in duration (including set-up and take-down time) shall not be scheduled in the Depot Park on successive weekends between June 1 and October 1 of any given year.

b. In order to minimize compaction and damage to the Depot Park landscape during the wet season, Special Events shall be restricted to paved areas of the Depot Park from and including November through April. Small scale events, as defined in this policy, may be allowed to use lawn area during the wet season.

c. The number of Special Events held in the Depot Park is limited to twenty-five events per year.

2. Signage

A banner advertising the event will be allowed in the Depot Park only with the approval of the SEC. Banners shall not exceed twelve square feet, nor shall they be displayed for longer than the duration of the event: allowable display time commencing with the first day of the event. Appearance and content of the banner are subject to SEC or the Special Events Manager review and approval. Methods of supporting the banner and location in the Depot Park are subject to review and approval by the Parks Supervisor.

3. Restroom Facilities

All events utilizing public restrooms shall be required to provide restroom monitors to ensure that no vandalism occurs during the course of the event and those restrooms are vacated, locked, cleaned, and resupplied at the close of the event. Event Sponsors shall be responsible for cleaning and supplying restrooms. Restrooms shall be monitored and cleaned (if necessary) at least once per hour during the event.

4. Noise

For permitted events amplified music shall not begin prior to 8 a.m. and cease no later than 10:00 p.m.; however, the SEC shall have the authority to extend the time through the application review process if circumstances warrant an extension.

5. Other Conditions

As determined by the City Manager, new events that are unique in nature may be subject to City Council approval.

APPENDIX C

**ALL VENUES OTHER THAN PLAZA PARK AND DEPOT PARK
RESTRICTIONS, REQUIREMENTS AND GUIDELINES**

The following restriction, requirements and guidelines apply to special events conducted at venues other than Plaza Park and Depot Park

1. Restroom Facilities

All events utilizing public restrooms shall be required to provide restroom monitors to ensure that no vandalism occurs during the course of the event and those restrooms are vacated, locked, cleaned, and resupplied at the close of the event. Event Sponsors shall be responsible for cleaning and supplying restrooms. Restrooms shall be monitored and cleaned (if necessary) at least once per hour during the event.

2. Noise

Amplified music shall comply with the Noise Ordinance consistent with the Residential Power Equipment restrictions; however, the SEC shall have the authority to extend the time through the application review process if circumstances warrant an extension.

3. Duration and Hours of Operation

Hours of operation shall be established by the permitting authority based on the nature of the event and the nature of impacts on neighboring properties.

4. Other Conditions

- a. Other restrictions, requirements and guidelines for events at City venues other than Plaza and Depot Parks may be developed on a case by case basis during the application review to address specific impact or issues at such venues.
- b. Recommended conditions are identified through the SEC review process; and the review process will follow the review process set forth in this policy for other venues i.e. Plaza and Depot Park.
- c. As determined by the City Manager, event locations or new events that are unique in nature may be subject to City Council approval.

City of Sonoma – Special Events Policy

EXHIBIT A – EXAMPLES OF TYPICAL CONDITIONS PLACED ON SPECIAL EVENTS

Park Supervisor

- Barbeques and fryers cannot be located adjacent to City Hall, they need to be placed a minimum of 20' from the building. This will minimize staining/damage to the façade of City Hall.
- Bathrooms need to be monitored every 30 minutes during an event and left clean and restocked post event.

Police Department

- Obtain necessary alcohol permits and abide by the conditions of Operation of the ABC Daily License.
- Must have sufficiently trained staff to monitor alcohol consumption and sales Must provide sufficient number of parade monitors. (The number of crowd monitors is determined and communicated to the event organizer as part of the listed conditions)
- Must obtain private security company and set aside sufficient amount of time for training.

Fire Department

- One extinguisher is required for every 75' of non-food vendors or every 7 vendor spaces.
- Each food vendor is required to have the appropriate fire extinguishers for each of the cooking mediums (propane, charcoal).
- Tents greater than 400 square feet require a separate permit/inspection.
- Keep horseshoe access clear of structures that impede on the Emergency Vehicle access (EVA). EVA is based on the dimensional needs of the jurisdiction's vehicles. 20 feet is required around the entire horseshoe. Turns in the horseshoe for fire engines require a 32-foot radius.
- Provide personnel to move barricades in case of an emergency.
- Crowd Managers are required for this event the organizer is required to have 1 crowd monitor for every 250 attendees. (Fire Code 1/250 and City of Sonoma Special Events Policy)
 - Be aware of and maintain event safety requirements required by the Special Events Manager
 - Conduct pre-event inspections to verify that the event safety requirements are in place.
 - Use a portable fire extinguisher.
 - Guide the crowd in an emergency.
 - Identify problem attendees and what to do once they are identified.
 - Coordinate with emergency responders.
- Ensure all vendors are aware of the City of Sonoma Special Events Standards (see attached) and adhere to them
- Food Truck Certifications are required if they are utilized as part of the event.

Special Events Manager

- The organizer will keep all sidewalks within the Plaza clear of chairs and tables and keep the crowds moving. Crowd Managers need to be assigned to this task.
- Utilizing the Vendor list worksheet that is part of the Event Budget template provide the list of vendors to Special Events Manager a month prior to the event. For all Food Vendors include the cooking mediums used onsite.
- All vendors are required to have a city of Sonoma business license.