



City of Sonoma
No. 1 The Plaza
Sonoma CA 95476
 (415) 259-9458



PLAZA USE APPLICATION

Revised 12/9/19

NEW EVENT RETURNING EVENT

NAME OF EVENT: _____ EVENT DATE(S): _____

EVENT ORGANIZER: _____ SPONSORING ORGANIZATION: _____

EVENT CONTACT PERSON: _____ TITLE: _____

MAILING ADDRESS: _____

Street or P.O. Box _____ City _____ State _____ Zip _____

DAYTIME PHONE: _____ CELL PHONE: _____ EMAIL: _____

ON SITE CONTACT: _____ CELL PHONE: _____

PLAZA AREAS REQUESTED

- SE Section NW Section Amphitheater Horseshoe Pavement
 NE Section SW Section Rear Parking Lot Other

HOURS OF USE (Include Set-up & Clean-up)

EVENT DATES: YEAR: 2020	Start Time - Set-Up:	Event Start Time:	Event End Time:	End Time - Teardown &Clean-up:	Estimated Attendance:
Date(s):					
Date(s):					

EVENT COMPONENTS

(Please indicate which of the following components are included in your event)

Types of Admission

Applicant is responsible for including a breakdown of Admission fees per category and estimate of number of attendees as part of the Preliminary Budget that is included with the application.

- Free Admission Admission/Participation Fee Race Fee
Required

Event Features

Applicant is responsible for including all Event Features in their event narrative as well as all features need to be identified on the Site Plan that is attached to the application.

- Booths (Free to Vendors) Booths (For Sale to Vendors) Estimated number of Booths _____
 Alcohol Served VIP Area Recycling Center
 Amplified Music Recovery Tents/Area Registration Area
 First Aide Facilities Race-Length of Race _____ Kid Zone and or Games
(including Ambulance parking and exit route) *(Course Map is included as part of the application, must include road closures)*

Structures

All structures need to appear on the Event Site Plan, including the Name of structure, activity, (e.g. VIP Area, Registration, Catering station, etc.) dimensions (width, length, height), how will be supported and the structural material (or submit a picture of the material being used).

Any structure that contains a ceiling 600 sq. ft or greater will require advance structure approval by the CSEC, an additional Tent application and inspection by the Fire Department.

Request for usage of the Flag Pole Banners for pre-event promotion is available on the City of Sonoma Website and for additional information please contact Lisa@Sonomacity.org. Remember placement of signs on the front Historic Lawn are not allowed.

- | | | |
|---|---|---|
| <input type="checkbox"/> Ez Pop Up Canopies (Approx. # of Canopies _____) | <input type="checkbox"/> Tents (Approx. number and size of Tents _____) | <input type="checkbox"/> Stages/ Risers |
| <input type="checkbox"/> Banners | <input type="checkbox"/> Plaza Light Pole Banners: (DRHPC application) | <input type="checkbox"/> Fencing or Delineating Areas (by permit only) |
| <input type="checkbox"/> Banner Sign on historic directory (by permit only) | <input type="checkbox"/> Free Standing Signs | <input type="checkbox"/> Barricades (Security Only) |
| <input type="checkbox"/> Trailers | <input type="checkbox"/> Trash Containers / Dumpsters | <input type="checkbox"/> Sanitation Services (Required on all events over 500 people) |
| <input type="checkbox"/> Generators | <input type="checkbox"/> Chairs | <input type="checkbox"/> Tables |
| <input type="checkbox"/> Other _____ | | |

**INFLATABLES ARE PROHIBITED IN CITY PARKS i.e. Jumping houses
POLYSTYRENE PRODUCTS ARE PROHIBITED IN CITY PARKS**

Food and Beverage

30 days in advance of the event, applicant shall submit a Vendor List with **contact information**, type of Vendor (Non-Food Vendor, Food Vendor, Winery, etc. The Vendor List needs to include the proposed cooking methods and if the food vendors will be requiring a canopy or tent (including size of structures, if required). This list will be reviewed by the Fire Department to decide if an event day inspection is necessary, if deemed necessary the applicant is responsible for the fees associated with the inspection.

All vendors are required to have a current City of Sonoma Business License and Certificate of Insurance on file (see Appendix B for additional information).

All food vendors are required to have the appropriate fire extinguishers within their space and are required to follow the City of Sonoma Special Events Policy and comply with *the SVRFRA rules for outdoor events* <http://svfra.org/prevention-resources.html> .

If Alcohol is served, Applicant is required to submit a Possession and Consumption of Alcoholic Beverage on City Property Permit with the Plaza Use Application. The application requires the signatures of both the City Manager and Police Chief. Applicant is responsible for obtaining necessary alcohol permits and abiding by the conditions of Operation ABC Daily License.

It is the responsibility of the Event Organizer to ensure compliance with ASCAP rules and regulations. If the event has a musical element it is important to have an ASCAP licensing agreement in place prior to the event.

Please note effective March 1, 2019 the use of single use plastics at events is prohibited. This includes a ban on all plastic beverage containers (bottled water), plastic utensils, plastic plates, and cups. There are a variety of plant-based paper products that can be used, please be sure to choose a brand that doesn't contain a high wax/plastic polymer coating. If you have any questions, please reach out to Lisa Janson at ljanson@sonomacity.org for additional details.

- | | | |
|--|---|--|
| <input type="checkbox"/> Food For Sale | <input type="checkbox"/> Food Included in Admission Fee | <input type="checkbox"/> No Food Served |
| <input type="checkbox"/> Alcohol For Sale | <input type="checkbox"/> Alcohol Included in Admission Fee | <input type="checkbox"/> No Alcohol Served Onsite |
| <input type="checkbox"/> Food Vendors -Cooking On Premise (#of Vendors_____) | <input type="checkbox"/> Prepared Food Vendors (#of Vendors_____) | <input type="checkbox"/> Food Prepared By Event Organizer and Sold to Public |
| <input type="checkbox"/> Caterers | <input type="checkbox"/> Food Truck (# of Food Trucks____) | |

Vendors Required for Set Up and Event

30 days in advance of the event, Applicant shall submit a Vendor List with contact information, type of Vendor (Equipment Vendor, Service Vendor), all structures to be include, size of structures and location. This list will be reviewed by the Fire Department to make a determination if an event day inspection is necessary. If an inspection is deemed necessary, the applicant is responsible for the fees associated with the inspection.

All vendors are required to have a current City of Sonoma Business License. Business licenses can be obtained online at <https://sonomabuslic.sonomacity.org/> and Certificate of Insurance on file (see Appendix B for additional information). Example vendors are below. Your event may have other vendor types.

- Sanitation Services
- Musicians and DJ
- Transportation Services
- Recycling Program
- Party Rental Company
- Security
- Staging Company
- Bicycle Valet Services
- Audio Visual Services
- Fork Lifts and Rigging
- Tenting Company

Additional Services

As a part of the approval process, the City at the City's sole disgression may require specific services (such as, but not limited to, Police Security, Recycling Program, Bathroom Attendants or Fire Marshall Inspection.) In addition, the City, at the City's sole discretion, may require that the City is the provider of any service for an event. The Event Organizer shall pay for those services at the hourly rate based on the City Fee Schedule at the time of the event. Hours required will be estimated and shall be paid in advance. Unused funds shall be refunded to the applicant. If hours in excess of the estimate are required, the event organizer shall be invoiced, and fees must be paid within 30 days of the invoice.

The below are intended to be examples and may not be all inclusive. It is the responsibility of the event organizer to identify all vendors used for event.

- Water Needed
- Ambulance Required
- Bathroom Attendant/s (required events greater than 400 People)
- Electricity Needed
- Reservation of Public Parking
- Onsite Supervision Requested
- CHP Services for Street Closures
- Onsite Security (Provided by Sonoma Police Dept.)

Use of City Streets & Street Closure

If event requires the use of City streets, a Use of City Streets Application will need to be submitted with your Plaza Use Application. Use of City Streets requires approval by the City Council and Police Department.

Attach detailed maps showing streets and route being proposed for review by the Police Department and Public Works Department.

Requests to close some portion of Highway 12 Broadway, W. Napa Street, and/or Sonoma Highway - must also be approved by Caltrans Encroachment Permit: 707-762-5540

Parking cost will incur if Street Closure approval is approved, cost per parking space is \$20 per stall

- Parade
- Marathon
- Other _____

Marketing Information

Please submit a 50-word event description that the City of Sonoma can use on SonomaCity.org Event Calendar.

Insurance Information

The following special event insurance requirements must be met for all events being held on City property. Event organizers must have liability insurance for no less than two million dollars (\$2,000,000) naming the City of Sonoma as an additional insured, with an endorsement stating that the event holder's insurance is primary. If alcohol is sold at the event, the event holder must also provide two million dollars (\$2,000,000) liquor liability insurance.

It is essential that any group holding an event in the City of Sonoma meet one of the following two insurance requirements to ensure that **your organization** is carrying full risk and responsibility for producing **your event**.

1. Certificate of General Liability Insurance AND Endorsement. The required insurance certificate and endorsements must be executed by your insurance carrier with the terms and language below.

a. The term must be for one year with a minimum of **\$2 million General Liability for each occurrence, OR, \$1 million General Liability plus \$1 million Umbrella Liability for each occurrence.**

b. **Additionally Insured Language:** The City of Sonoma, its elected or appointed officers, officials, employees and volunteers, #1 The Plaza, Sonoma, CA 95476.

c. **Description of Premises:** Provide a description of the operations, location and dates of the event and insurance policy number.

d. **Primary Language on Endorsement:** This insurance **shall be primary** as respects the insured shown in the schedule, or if excess, shall stand in an unbroken chain of coverage excess of the Named Insured's schedule underlying primary coverage. In either event, any other insurance maintained by the Insured scheduled above shall be in excess of this insurance and shall not be called upon to contribute with it.

e. **Cancellation Language:** The insurance afforded by this policy shall not be cancelled except after thirty (30) days prior written notice by certified mail.

2. Special Event Insurance:

a. Minimum of **\$2 million General Liability for each occurrence, OR, \$1 million General Liability plus \$1 million Umbrella Liability for each occurrence.**

b. **Additionally Insured Language:** The City of Sonoma, its elected or appointed officers, officials, employees and volunteers, #1 The Plaza, Sonoma, CA 95476.

c. **Description of Premises:** Provide a description of the operations, location and dates of the event and insurance policy number.

d. **Primary Language on Endorsement:** This insurance **shall be primary** as respects the insured shown in the schedule, or if excess, shall stand in an unbroken chain of coverage excess of the Named Insured's schedule underlying primary coverage. In either event, any other insurance maintained by the Insured scheduled above shall be in excess of this insurance and shall not be called upon to contribute with it.

Note: Do not wait to contact your insurance carrier. It is generally the insurance that holds up a permit. Be certain when you submit your request for insurance certificates and endorsements that your carrier receives the above provisions and requirement.

Additional Fee Notes:

Barricades: *Provided that all other special event fees have been paid and subject to the sole discretion of the City, a barricade fee may be waived in the event that only the Plaza Horseshoe is barricaded for a special event.*

Maintenance Fee: *If the rented area is not returned in rentable condition (at the sole discretion of the City), the City may charge a maintenance fee for each hour required by City Staff to bring the event area into rentable condition. (Staff activities may include, but are not limited to: emptying trash cans, cleaning restrooms, picking up litter.) This maintenance fee is based on the Public Works Hourly Rate as specified in the most current City Fee Schedule. Clean up activities may include activities outside of the originally rented area to the extent that those areas were impacted by the event.*

Other Fees: *Event organizers are responsible for any costs (such as staff time costs) associated with the event. Examples are below but are not all inclusive:*

If the approving committee or City Council directs specific activities of staff (such as inspections), fees associated with that activity shall be charged to the event unless waived by City Council. If event preparation or review time exceeds hours allocated in the applicable fee, those costs may be charged to the event organizer at the sole discretion of the City. Such activities may include but are not limited to additional set up such as electrical review, distribution or emptying of trash cans, pick up of litter. If City Staff are requested to be on-call or are called in to resolve an event issue, the associated fee (including minimum charges) may be charged to the event organizer at the sole discretion of the City. Additional services requested after the event application and approval which were not considered at the time of the application may be charged at the rate specified in the City Fee Schedule.

Fee Changes: *The City of Sonoma Fee Schedule is typically reviewed annually. If the City's fees change between the submittal of an application and the event, event fees will be adjusted to reflect the current fees as specified in the City Fee Schedule. This may result in additional costs or a refund.*

Required Documentation (to be included with Plaza Use Application upon submission)

- SITE PLAN:** On the attached Plaza map, indicate the location of all major features (including all temporary structures, fences) and activities. For large events use a scale of 1 inch equals 20 feet (20" x 25" maps are available).
- EVENT NARRATIVE:** A description of 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 and requires CSEC approval). Should this be in site plan?
- SECURITY PLAN:** Required for events larger than 250 people or events closing streets. Safety Plan must identify who is monitoring the event for safety and what is the action plan in the event of a minor or major injury or incident. The Chief of Police and Fire Marshal have the final approval of the Safety Plan.
- PROPOSED 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 budget shall be submitted showing estimated income by source, estimated direct event production expenditures (including, but not limited to, the costs of goods to be sold, labor, supplies, rentals). and a letter identifying the planned beneficiary(ies) of any excess of income over expenditures.
- 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.
- WASTE MINIMIZATION PLAN-** This is a requirement for all events greater than 200 people applicants will be required to contact Sonoma Garbage Collectors to place an order for services.
- APPLICATION FEE PAID**
- CITY BUSINESS LICENSE FOR EVENT ORGANIZER**
- NON PROFIT TAX-EXEMPT ORGANIZATION (TAX EXPEMPTION LETTER REQUIRED)**

ADDITIONAL PERMITS REQUIRED

- Alcohol CONSUMPTION AND POSSESSION ON CITY PROPERTY**
 ABC ALCOHOL LICENSE: Require after the Alcohol Consumption and Possession on City Property permit has been approved by the Police Chief and City Manager
- CITY STREET USE PERMIT:** Required for all street use including parades and runs, all permits will require the City Council approval.
- CALTRANS ENCROACHMENT PERMIT:** Required if encroachment on Hwy 12
- RESERVATION OF PUBLIC PARKING**
- PERMIT TO USE TENTS OR CANOPIES:** Required of Tents and membrane structures having an area in excess of 400 sq. ft and individual canopies (open on all sides) having a maximum foot print size of 700 sq. ft.

Applicant Agreement: I, the undersigned, as applicant or on behalf of the applicant, signify that the information provided on this application is true and correct and hereby accept full responsibility for any breakage or damage to property or building, and for department and conduct of those attending the function for which the facility is requested. I agree to indemnify, defend, and hold harmless the City of Sonoma, its officer, officials, employees and volunteers from and against all claims, damages, losses and expenses including attorney fees arising out of the negligent act or omission of myself, any agent, anyone directly or indirectly by them or anyone for whose acts by them may be liable, except where caused by the active negligence, sole negligence or willful misconduct of the City. If permission is granted, I, or my representative agrees to be present during the entire use of the facility. This agreement requires that the City of Sonoma be named as "an additionally insured" and that the applicants insurance apply on a primary and non-contributory basis, over any coverage the city of Sonoma may have. My signature below signifies that I agree to abide by all of the conditions of this application, the Special Event Use Policy and of any contract issued based on this application. I also agree to pay to the City of Sonoma all costs the City may incur as a result of any failure to comply with all of these conditions including damages due to failure to leave the premises in rentable condition.

Signature of Applicant and Co-Sponsor(s)	Print Name (s)	Date
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Approved: _____	_____	_____
City of Sonoma	Title	Date

NAME OF EVENT: _____ EVENT DATE(S): _____

THIS SECTION TO BE COMPLETED BY STAFF:

Please note that pricing is subject to change annually the event will be assessed the current rates per the City updated fee schedule.

Rental Fees Per Day: # _____ of Days x Fee	Application Fee: Small Event \$237.00 Large Event \$1,051.00	Security Deposits: # _____ of Days x Fee
_____ x SE Section \$400 \$ _____	Vendor Business License Tax <i>(\$26 for each vendor)</i> \$ _____ # _____ of Vendors x \$26 TOTAL VENDOR BUSINESS LICENSE TAX \$ _____	_____ x SE Section \$400 \$ _____
_____ x NE Section \$300 \$ _____		_____ x NE Section \$300 \$ _____
_____ x SW Section \$300 \$ _____	Public Parking Permit: # of Spaces _____ x \$20 per space per day x _____ days + \$ 246 TOTAL PUBLIC PARKING FEES \$ _____	_____ x SW Section 300 \$ _____
_____ x NW Section \$300 \$ _____		_____ x NW Section \$300 \$ _____
_____ x Amphitheater \$200 \$ _____		_____ x Amphitheater \$200 \$ _____
_____ x Horseshoe Pavement \$200 \$ _____		_____ x Horseshoe Pavement \$200 \$ _____
_____ x Rear Parking \$300 \$ _____		_____ x Rear Parking \$300 \$ _____
TOTAL RENTAL FEES \$ _____	-	TOTAL REFUNDABLE SECURITY DEPOSIT \$ _____

Approved as a small scale event, no further review necessary: Date: _____ Approved by: _____

Non-Profit Event is any event organized solely for the purpose of returning funds to a 501 (c) 3 In cases of partnerships between a Non-Profit Event and a For Profit Organization. both entities shall be equal partners in the revenue sharing (prior to salaries paid to the For-Profit Organizer)

For Profit Event: is any event whose goal is to return a profit to the owners which are not part of a 501 (c) 3. For Profit Events are required per the City of Sonoma Special Events Policy to donate either 10% of Gross Revenue or 40% of Net Revenue (whichever is greater) to local nonprofits within the Sonoma Valley

Refundable Security Deposit Payable to: (include Name and Complete Address)

Application Fee	\$
Rental Fee	\$
Maintenance *** Fee calculated post event	\$
Refundable Security Deposit	\$
Public Parking Fee \$246 plus \$20 per stall (Attached Form)	\$
Alcohol Permit Fee \$244.00 (Attached Form)	\$
Street Use Permit \$587.00 (Attached form)	\$
Business License Fee \$187 for Profit	\$
Vendor Business License Tax Fee _____ # of Vendors x \$26 Business License Tax	\$
Tent Application Fee \$183	\$
Fire Dept. Inspection Fees \$183 per hour	\$
Barricade Fee	\$
TOTAL FEES DUE UPON SUBMISSION OF APPLICATION	\$

Date Fees Received	\$ _____	Event Fees For	_____	Receipt # _____
Date Fees Received	\$ _____	Event Fees For	_____	Receipt # _____
Date Fees Received	\$ _____	Event Fees For	_____	Receipt # _____

**SPECIAL EVENTS COMMITTEE (SEC) REVIEW
CONDITIONS OF APPROVAL**

Must Schedule pre-event walk-through with **Event Manager** (415) 259-9458 and **Parks Supervisor** Terry Melberg at (707) 933-2239 **two weeks before event** and attend a post-event site inspection (**1 day after event**).

Contact **Street Supervisor** Dean Merrill at (707) 933-2232 - **30 days prior to event**, for reserved parking, barricades, street closures, and reserved street parking.

Notify Sonoma County Transit Authority if Horseshoe closed: **(707) 585-7516**

COMMENTS-REQUIREMENTS OR PLEASE SEE THE ATTACHED PRINTED OUT CONDITIONS:

CODE ENFORCEMENT: ADDITIONAL FEES WILL APPLY: _____

STREET SUPERVISOR: ADDITIONAL FEES WILL APPLY: _____

PARKS SUPERVISOR: ADDITIONAL FEES WILL APPLY: _____

POLICE DEPARTMENT: ADDITIONAL FEES WILL APPLY: _____

FIRE DEPARTMENT: ADDITIONAL FEES WILL APPLY: _____

SPECIAL EVENT MANAGER: _____

Port-O-Potties required: _____

Post Event Meeting: Community Services and Environment Commission (CSEC) meeting must be scheduled no more than 90 days after the event; Financial Summary and Recycling/Waste Management Report required.

Appendix B: Special Events Business License

City of Sonoma Special Events Policy Section 13:

Sales and Distribution of Food, Beverages, or Merchandise

- 1) 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.
 - a) 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 upon request by the City.
 - b) 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.
- 2) Events that are sponsored by a for-profit organization must comply with the City of Sonoma policy regulating Food and Beverage Ticket Sales.
- 3) 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. NEW to 2020 Business Licenses can be obtained online at <https://sonomabuslic.sonomacity.org/>
- 4) 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.
- 5) Food vendors shall comply with the County of Sonoma, Department of Health Services, Environmental Health & Safety Section temporary food facilities requirements and procedures.

Business License Tax Procedure:

1. Any business / vendor providing a service or product at a special event shall apply and obtain a City of Sonoma Business License and pay Business License Tax. This includes vendors who provide services to the event (example: tents, tables, etc.) and vendors who sell or otherwise provide products at an event (food, crafts, informational booths, etc.). Any individual who is paid for work activity taking place inside City limits that is not an employee of the event organizer or another vendor is required to have a business license. If your organization is providing a 1099 to a vendor for goods or services that are provided within City limits, that vendor must have a business license.
2. A vendor who already has an annual City of Sonoma Business License for the same product / service is not required to obtain a second business license for special events.
3. A vendor cannot participate under the business license of another vendor.
4. The event organizer is responsible for assuring that all participants acquire business licenses from the City of Sonoma and that Business License Tax is paid. All vendors must have their business licenses with them at the event.
 - a. The organizer may have each participant apply directly with the City of Sonoma or the organizer may gather a list of participants and make a single payment for all participants.
 - b. The organizer is responsible for assuring that all business licenses applications and taxes are received by the City at least 4 weeks in advance of the event.
 - c. In the event that the City is required to follow up with vendors to receive business license tax, staff time may be charged to the event organizer at the hourly rate then in effect at the time of the event.
5. Rates for special events are as follows:
 - a. Farmer's Market Vendors are required to have an annual Business License that reflects the proper business category. These fees vary depending on the type of business.
 - b. Special Event (other than Farmer's Market): \$22.00 per year (+ 4.00 State Mandated Fee) to cover participation in a single special event. A single event is defined as an event approved through the City's Special Events process. (Vendors who anticipate participating in multiple special events may obtain an annual business license.)
 - c. Non-Profit Organization: A non-profit organization (with documentation of non-profit status) is not required to obtain a business license.