



COMMUNITY SERVICES & ENVIRONMENT COMMISSION

EOC Room (Adjacent to the Police Department)
175 First Street West
Sonoma, CA 95476

Wednesday, July 13, 2016
6:30 P.M. Regular Meeting

Commissioners: Christopher Petlock-Chairman, Fred Allebach, Ken Brown, Christina Cook, Amy Harrington, Inge Hutzler, Richard Pollack, Chris Rateaver, Denise Wilbanks, and Matt Metzler (Alternate)

DISCLAIMER: The timeframes identified in the agenda below are provided as a guideline for the meeting. These are subject to change as needed.

COMMENTS FROM THE PUBLIC: At this time, members of the public may comment on any item not appearing on the agenda that are within the subject matter jurisdiction of the commission. **Because of restrictions imposed by the Brown Act, the Commission may not engage in substantive discussion, nor take action on matters not described on the agenda.**

1. **6:30-6:40**—Selection of CSEC Chair and Vice Chair (attachment)
2. **6:40-6:45**—Approval of the Minutes from June 8, 2016 (attachment)
3. **6:45-6:50**—Exceptions to the 120 day deadline—Celebration of Mexican Independence—the CSEC must vote with a 2/3 vote in affirmative to grant an exception (attachment)
4. **6:50-7:10**—Event Reviews (attachments)
 - a. Celebration of Mexican Independence—September 18, 2016
 - b. Sonoma City Party—July 28, 2016
5. **7:10-7:20**—Post Event Review (attachment)
 - a. Cinco De Mayo—May 1, 2016
6. **7:20-7:30**—Plaza Park Master Plan Presentation by Thomas Haeuser
7. **7:30-7:40**—Special Events Budget Template Follow-up (attachments)
8. **7:40-7:45**—Subcommittee Reports
 - a. Tree Committee (Standing Subcommittee)
Participates on Tree Committee as voting member; reviews Tree Removal applications, arborist reports, research special projects. Comms. Rateaver and Brown.
Next Tree Committee Meeting: July 21, 2016
 - *Approval and Denial letters: Attachments*
9. **7:45-8:00**—Discussion of Plaza Park Ducks (attachment)
10. **8:00-8:15**—Farmer's Market Discussion
11. **8:15-8:25**—CSEC Meeting Location Follow-up
12. **8:25-8:30**—Future Agenda Items
13. **8:30**—Commissioner and Staff Comments
14. Adjournment (Next regular meeting is August 10, 2016)

Copies of all staff reports and documents subject to disclosure that relate to any item of business referred to on the agenda are available for public inspection the Monday before each regularly scheduled meeting at City Hall, located at No. 1 The Plaza, Sonoma CA. Any documents subject to disclosure that are provided to all, or a majority of all, of the members of the City Council regarding any item on this agenda after the agenda has been distributed will be made available for inspection at City Hall, No. 1 The Plaza, Sonoma CA during regular business hours.

Katherine Wall, Public Works Administrative Manager



CITY OF SONOMA
CSEC
Agenda Item Summary

Meeting Date: 7/13/2016

Agenda Item: 1

Staff Contact

Katherine Wall, Public Works Administrative
Manager

Agenda Item Title

Selection of CSEC Chair and Vice Chair

Summary

Each year the Community Services and Environment Commission (CSEC) will conduct reorganization (similar to process by City Council) by selecting from among its members a Chair and Vice Chair to serve for the upcoming year. The Chair presides at CSEC meetings. The Vice Chair performs the duties of the Chair during the Chair's absence. This reorganization usually takes place at the first regular meeting in December. However, it can occur earlier depending on the circumstances.

The selection process proceeds as follows: Chair Petlock will ask for nominations for the position of Chair. To make a nomination, CSEC members need only state "I nominate _____." Nominations do not require seconds; however, other members may express support of a nomination by making a seconding speech. When there are no more nominations, Chair Petlock will declare nominations for the position of Chair closed and will allow public comments, if any. A roll call vote will then be taken beginning with the first nominee. If that nominee receives a majority vote they are declared the winner and no additional votes are taken on the remaining nominees. If a majority vote is not achieved for any of the nominees, the nomination and voting process will be repeated, voting on the nominees in the order of their nomination, until a candidate has received a majority vote.

The same process will be followed in selecting the Vice Chair.



COMMUNITY SERVICES & ENVIRONMENT COMMISSION

EOC Room
175 First Street West
Sonoma, CA 95476

June 8, 2016
DRAFT Minutes

Commissioners Present: Comms. Petlock-Chairman, Allebach, Brown, Cook, Hutzel, and Wilbanks

Commissioners Absent: Comms. Harrington, Pollack, and Rateaver

Also Present: Public Works Administrative Manager Wall
Public Works Operations Manager Hudson
Special Events Manager Janson
Oktoberfest: Zach Lawrence
Lisa Musgrove, Branch Manager of the Sonoma County Library
Joanna Kemper, Sonoma Overlook Trail Stewards
Peggy Phelan, Sonoma Sister Cities Association

Chair Petlock called the meeting to order at 7:03 P.M.

1. Approval of the Minutes from May 11, 2016

It was moved by Comm. Brown and seconded by Comm. Cook to approve the minutes of May 11, 2016. The motion carried unanimously.

2. Exception to the 120 day submittal deadline and Event Policy Section F

It was moved by Comm. Allebach and seconded by Comm. Brown to approve the exception to the 120 day submittal deadline for the VOMAA 4th of July Show. The CSEC voted 6-0 (with three commissioners absent) to approve the exception.

It was moved by Comm. Allebach and seconded by Comm. Brown to approve the exception to the 120 day submittal deadline for the VOMAA 55th Annual Artist and Artisan Event. The CSEC voted 6-0 (with three commissioners absent) to approve the exception.

It was moved by Comm. Allebach and seconded by Comm. Cook to approve the exception to the Special Events Policy Section F.2.E for the VOMAA 4th of July Show. The CSEC voted 6-0 (with three commissioners absent) to approve the exception.

It was moved by Comm. Allebach and seconded by Comm. Cook to approve the exception to the Special Events Policy Section F.2.E for the VOMAA 55th Annual Artist and Artisan Event. The CSEC voted 6-0 (with three commissioners absent) to approve the exception.

3. Event Reviews

a. **VOMAA 4th of July Show**

It was moved by Comm. Allebach and seconded by Comm. Brown to approve the VOMAA 4th of July Show event application for 2016 subject to the Conditions of Approval. The CSEC voted 6-0 (with three commissioners absent) to approve the application.

b. VOMAA 55th Annual Artist and Artisan Event—June 11, 2016

It was moved by Comm. Allebach and seconded by Comm. Cook to approve the VOMAA 55th Annual Artist and Artisan event application for 2016 subject to the Conditions of Approval. The CSEC voted 6-0 (with three commissioners absent) to approve the application.

c. Oktoberfest—October 1, 2016

It was moved by Comm. Allebach and seconded by Comm. Brown to approve the Oktoberfest event application for 2016 subject to the Conditions of Approval. The CSEC voted 6-0 (with three commissioners absent) to approve the application.

4. Post Event Review**a. Cinco De Mayo—May 1, 2016**

The applicant did not attend the CSEC meeting for the post-event review of the Cinco De Mayo event (held on May 1, 2016). Therefore, this review has been moved to the July 13, 2016 CSEC meeting agenda.

5. Special Events Budget Template Discussion

Special Events Manager Janson presented the Special Events Budget template that she would like to utilize for future events. The CSEC provided comments, and the revised version of the template will be distributed to CSEC members prior to implementation.

6. Subcommittee Reports

- a. Tree Committee (Standing Subcommittee). Chair Petlock was appointed as the alternate Commissioner for the Tree Committee.

7. Consideration of the SSCA Penglai Committee Pavilion

It was moved by Comm. Allebach and seconded by Comm. Hutzel to approve the Sonoma Sister Cities Association Penglai Committee Pavilion or “Ting” structure that would be located in Depot Park where the gazebo structure previously existed. After discussion and public testimony, the CSEC voted 6-0 (with three commissioners absent) to approve the pavilion structure as demonstrated to the CSEC.

8. Overview of the Sonoma County Library

Lisa Musgrove, Branch Manager of the Sonoma County Library, presented on the events and activities available at the library and/or with a library membership card.

9. Review of Sonoma Overlook Trail Maintenance Proposals

Joanna Kemper of the Sonoma Overlook Trail Stewards presented a variety of preliminary options to maintain and improve the Sonoma Overlook Trail.

10. Farmer’s Market Discussion

The CSEC discussed the Farmer’s Market process and its effectiveness. CSEC members will bring ideas for discussion on how to improve the process to the July 13th CSEC meeting.

11. Future Agenda Items

The following items will be placed on the July 13, 2016 meeting agenda:

- Farmer’s Market Discussion (requested by Comm. Hutzel)
- Absent CSEC Chair Discussion (requested by Comm. Brown)
- CSEC Meeting Location Follow-up (requested by Comm. Brown)

MEMO

TO: Community Services and Environment Commission

FROM: Special Events Manager, Janson

RE: Exceptions to the 120 day deadline—Celebration of Mexican Independence

Section E.1.2 of the Special Events Policy states the following: "For all other events, complete applications must be submitted at least 120 days prior to the event. An exception to the 120 day submittal deadline may be granted provided 2/3 of the CSEC vote in the affirmative to grant the exception." The application for the 2016 Celebration of Mexican Independence was received less than 120 days prior to the event. Staff Recommends that the CSEC advise the Nuestra Voz of Sonoma to consider submitting the 2017 application no later than January 6, 2017.

MEMO

To: Community Services and Environment Commission

Staff: Lisa Janson Special Event Manager

Agenda Item: **Celebration of Mexican Independence Day**
Plaza Park Use Application

Sponsor: Nuestra Voz of Sonoma

Date of use: **September 18, 2016; Sunday**

Area of use: Horseshoe Pavement and Rear Parking Lot

Discussion

History: 2016 marks the Eighth Annual Mexican Independence Day Celebration on The Plaza. This ethnic heritage event coincides with events all across Mexico celebrating Mexican Independence.

Special Event Committee Discussion and Conditions of Approval:

- Public Works and Planning Department:
 - Arrange for pre event walk through with Parks Supervisor Melberg two weeks prior to the event.
 - Horse manure shall be picked up from the point of origin through the entire path traveled, Plaza and back to original point of origin. It will need to be hauled off-site.
 - The event is required to provide a dedicated restroom monitor to clean and monitor the restrooms hourly.
 - Trash cans in the immediate area of the event shall be emptied at the end of the event.

- Fire:
 - Provide monitors to move barricades in an emergency.
 - Maintain emergency vehicle access entire length of horseshoe.
 - Tents must have fire extinguishers.
 - Cooking areas must have fire extinguisher.
 - Follow Cooking vendor checklist.
 - Provide 20 foot clearance from cooking area and the public.
 - Complete and provide the vendor list 2 weeks in advance.

- Police:
 - Contact Sonoma Police Department for security: 1 deputy from 1 to 7 p.m. Contact Darcy Proctor at (707) 996-3602 to arrange contract. No alcohol will be served or sold as part of the event.

- Special Event Coordinator:
 - If staff is required to monitor the event the fee will occur at a rate of \$53 per hour (not to exceed ten hours).
 - A completed vendor list including suppliers need to be provided two weeks in advance of event.
 - Each vendor/supplier/non-profit is required to have a City of Sonoma business license on file.
 - Crowd managers are required a minimum of 6 individuals responsible for ensuring the safety of the attendees.
 - Event Organizer will need to send an event schedule. Schedule needs to include the rolling street closure of the horse procession from First Street East (behind the vets building) to City Hall, the civil ceremony, and any additional events.
 - Organizer needs to confirm schedule with other events occurring at Arnold Field and the Veterans building to ensure that there is adequate parking for 3-5 horse trailers for off-loading of animals. Organizer cannot block the street while preparing for the procession.

Plaza Use Committee Members: Fire Marshal Jones, Sergeant Carver; Parks Supervisor Melberg; Street Supervisor Merrill, Special Event Coordinator Atkins.

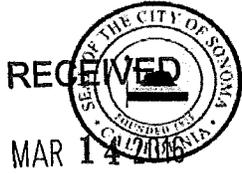
Special Event Committee recommendation: Approve application subject to the conditions of approval.

Recommended CSEC Action:

- Approve the Plaza Park Permit Application subject to the Special Event Committee conditions of approval.

Attachments:

- Plaza Permit Application
- Estimated 2016 Budget
- 2015 Post-event Review



City of Sonoma RECEIVED
 No. 1 The Plaza
 Sonoma CA 95476 MAR 15 2016
 (707) 938-3681



PLAZA PERMIT APPLICATION
 Revised 12/3/15

CITY OF SONOMA
 NAME OF EVENT:

Celebration of Mexican Independence Day
 EVENT DATE(S): sep. 18 / 2016

Sponsoring Organization: Nuestra Voz of Sonoma

New Event Returning Event Non Profit Tax-exempt organization (Tax Exempt letter required)

Event Contact Person Alejandra Cervantes Title: Director & Founder

Mailing Address: P.O. Box 877 Boyes Hot Springs, CA. 95416
Street or P.O. Box City State Zip

Daytime phone: (707) 939-9369 Email: alexcercervantes63@gmail.com

Plaza Area(s) Requested

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

Hours of Use (Include Set-up & Clean-up)

EVENT DATES: YEAR: 2016	Start Time - Set-Up:	Event Start Time:	Event End Time:	End Time - Tear Down & Clean-up:	Estimated Attendance:
Date(s): <u>09/18</u>	<u>Noon</u>	<u>1:00 PM</u>	<u>7:00 PM</u>	<u>10:00 PM</u>	<u>3000</u>
Date(s):					

THIS SECTION TO BE COMPLETED BY STAFF:

Rental Fees Per Day:	Maintenance Fees:	Security Deposits:
# of Days x Fee	# of Areas	# of Days Fee x Area / Section
___ x SE Section \$400 \$ _____	<u>1</u> x \$ 93 (1- 12 hrs) \$ <u>93</u>	___ x (SE Section) x \$200 \$ _____
___ x NE Section \$300 \$ _____	___ x \$187 (12-24 hrs) \$ _____	___ x (NE Section) x \$200 \$ _____
___ x SW Section \$300 \$ _____	___ x \$312 (24-36 hrs) \$ _____	___ x (SW Section) x \$200 \$ _____
___ x NW Section \$300 \$ _____	___ x \$500 (36-48 hrs) \$ _____	___ x (NW Section) x \$200 \$ _____
___ x \$200 Amphitheater \$ _____	___ x \$750 (> 48 hrs) \$ _____	___ x (Amphitheater) X \$200 \$ _____
<input checked="" type="checkbox"/> x \$200 Horseshoe Pavement \$ <u>200</u>	MAINTENANCE FEE: \$ <u>93</u>	<input checked="" type="checkbox"/> x (Rear Parking) X \$200 \$ <u>200</u>
<input checked="" type="checkbox"/> x \$300 Rear Parking \$ <u>300</u>	Reservation of Public Parking: \$238 + \$20 per # of spaces per day.	<input checked="" type="checkbox"/> X(Horseshoe Pavement) X \$200 \$ <u>200</u>
<input checked="" type="checkbox"/> \$238 Barricade: Plaza Entrance \$ <u>238</u>	PARKING FEE: \$ _____	REFUNDABLE DAMAGE DEPOSIT: \$ <u>400</u>
RENTAL FEE: \$ <u>738</u>		

Application Fee Small scale vs. large scale event \$306-\$958	\$ 958	Park 100-00000-000-30702	Insurance is required & must be submitted <u>two weeks</u> prior to the event.
Rental Fee	\$ 738	Park 100-00000-000-30702	Insurance provided by your organization:
Maintenance Fee	\$ 93	Park 100-00000-000-30702	Yes <input type="checkbox"/> No <input type="checkbox"/>
Damage Deposit	\$ 400	750-00000-000-22950	
Parking Fee	\$ —		Other:
ALCOHOL PERMIT: \$230.00 Attached form) 256.00	\$	Park 100-00000-000-30702	Gales Creek www.galescreek.com or
Fire Dept. Inspection Fees:	—		
STREET USE PERMIT: <u>\$519.00</u> Attached form)	\$ —	Encro 100-00000-000-30203	RVNA http://www.rvnuccio.com/specialevent.html
Business License Organizer * Plus Day Fee for Vendors **		\$187 * for organizer for-profit; \$23** per vendor per event	
TOTAL DUE:	\$ 2189	Application is incomplete until all fees are paid.	

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

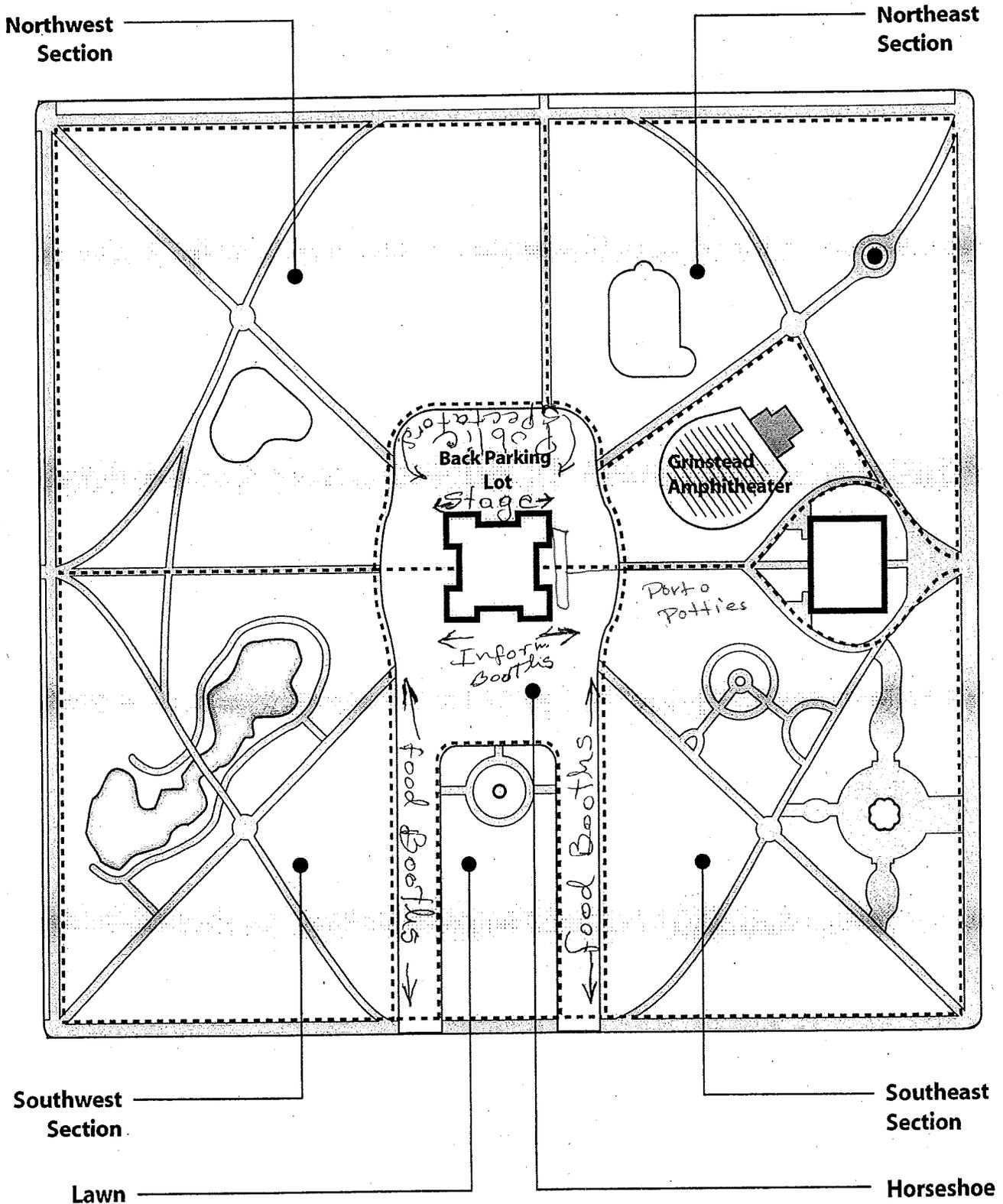
PROVIDE A COMPLETE DESCRIPTION OF THE EVENT:

PLAZA EVENT MAP: 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).

Include on the map – location, dimensions and type of structure:
<ul style="list-style-type: none"> • Canopies, tents, booths, stages, platforms, beer gardens, cooking areas, tables, chairs, vehicles, trailers, trash containers, dumpsters, generators, portable toilets, barricades, first aid facilities or ambulances exit locations, transportation buses, signs, etc.
Include a list (map key) of each structure:
<ul style="list-style-type: none"> • Name of structure, activity (e.g. VIP area, registration, catering station, etc.) plus dimensions (width, length, height), how they will be supported and structural material (or submit a picture of the material being used).
<ul style="list-style-type: none"> • Staking or fencing to delineating activity areas is discouraged and requires CSEC and Parks Department approval.
<ul style="list-style-type: none"> • Vendors require a one day event business license. For-profit events must comply with the City of Sonoma policy regulating Food and Beverage Ticket Sales.

* Attach additional sheets as necessary to describe event components below.

Please indicate the location of all major features and activities associated with this event.



Set up stage at the back of the building for Performance
Public will accommodate along the
back parking lot.

Plaza Event Map

N
▲

2016

Special Event Committee Review
Conditions of Approval

Celebration of Mexican
Independence

APPLICANT:

Must Schedule pre-event walk-through with **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.

COMMENTS-REQUIREMENTS:

PUBLIC WORKS: _____

STREET SUPERVISOR: OK Required

PARKS SUPERVISOR: MEET 2-WEEKS PRIOR TO EVENT

Port-O-Potties required: _____

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

POLICE DEPARTMENT: SAME AS PREVIOUS YEAR

FIRE DEPARTMENT: MAINTAIN EMERGENCY VEHICLE ACCESS ENTIRE HORSESHOE, PROVIDE PERSONNEL TO REMOVE BARRICADES IN ANY EMERGENCY, PROVIDE VENDOR LIST (WITH COOKING MEDIUMS FOR COOKING VENDORS, FOLLOW COOKING VENDOR CHECKLIST. EVENT DAY INSPECTION.

SPECIAL EVENT COORDIANTOR: _____

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.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

JAN 05 2010

NUESTRA VOZ LIDERES DEL VALLE DE
SONOMA INC
PO BOX 877
BOYES HOT SPRINGS, CA 95416

Employer Identification Number:
27-0261017
DLN:
17053289322029
Contact Person:
RONALD D BELL ID# 31185
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
March 11, 2009
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

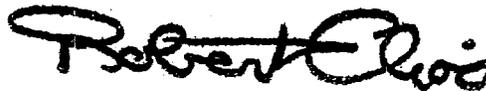
Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

-2-

NUESTRA VOZ LIDERES DEL VALLE DE

Sincerely,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosure: Publication 4221-PC

City of Sonoma Special Events Waste Minimization and Recycling Plan

Required for all special events

Name of Event: C.M.I.D. Event Organizers Name: Alejandra Cervantes
Phone #: 332-3234 Recycling Monitor(s): _____

Please read the attached sustainable event guidelines and information. Included is a step-by-step guide, great ideas and many resources to ensure that yours will be a sustainable event!

Thank you for supporting a more sustainable Sonoma! Our goal is to divert waste from the landfill

Please complete the form below and outline your waste minimization and recycling plan. Your plan should include ways to address the following challenges that are inherent with special events:

- Large amounts of waste generated in short period of time
- Variation in type of waste
- Waste tends to be afterthought
- Diverse attendees
- Large amounts of single use items
- High level of food discards
- Contamination prevention

Remember, no Styrofoam!

1. What is the estimated amount and types of waste anticipated from this event?

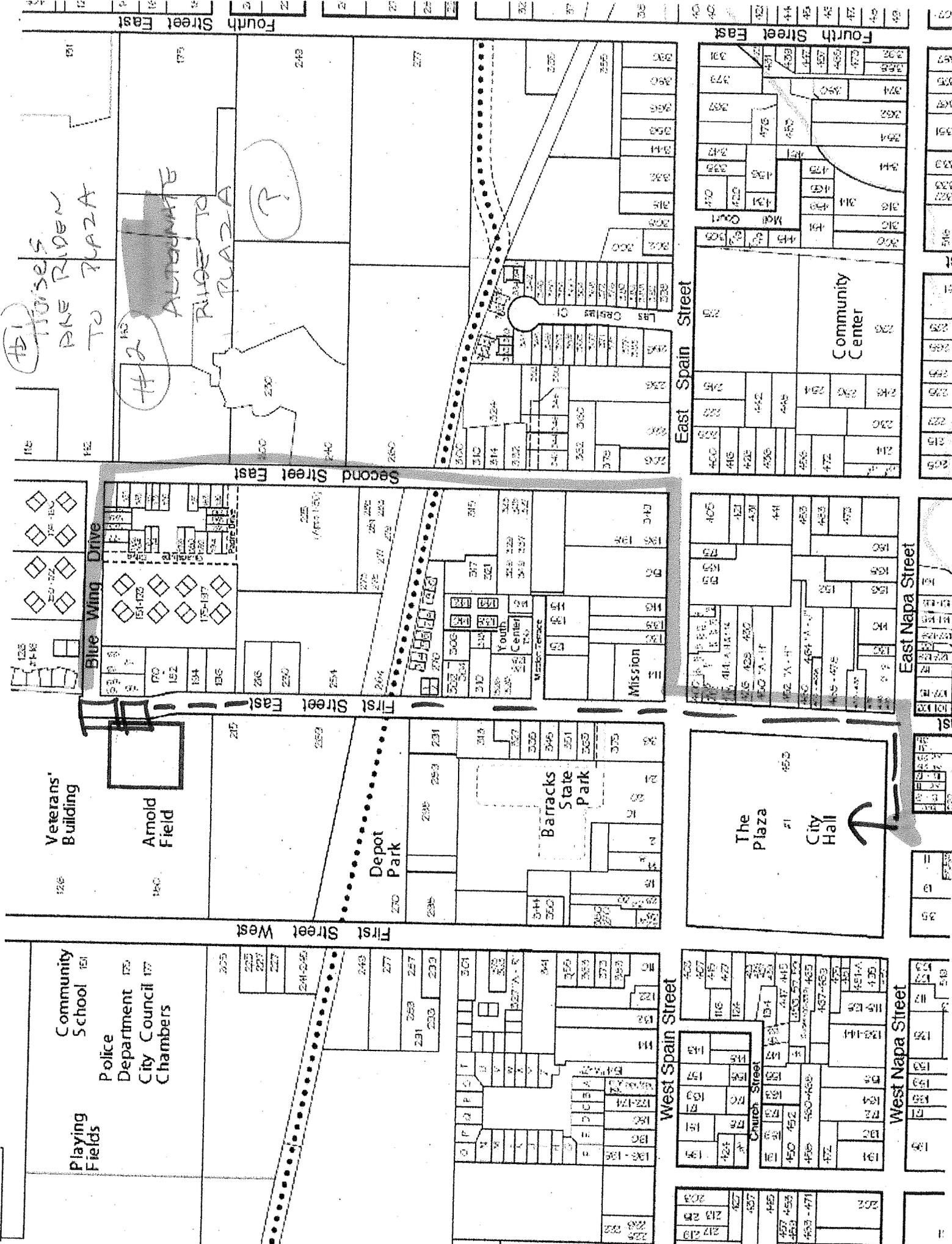
- a. **Garbage** (landfill) 10 50 Gal cans
- b. **Recycling** (indicate type e.g. glass, cans, plastic, aluminum, paper. Totals can be combined for blue cans)
- Type: 8 Gal (50) _____
- Type: 2 Gal (50) _____
- Type: _____ Gal (50) _____
- Type: _____ Gal (50) _____
- c. **Composting:** _____ Gal (50) _____
- d. **Other** (describe) _____ Gal (50) _____

2. What actions will you be taking to reduce the amount of waste generated at this event? Describe plan and outline steps.

Recycling monitoring by N.V. Volunteers along the event

3. What arrangements will be made for separation, collection and diversion from landfills of reusable and recyclable (list specific types) materials?

Recycling clearly marked, garbage separate, cardboard in blue bins.



#1 Horses
RNE RIDEN
TO PLAZA

#2 ALTERNATE
RIDER TO
PLAZA

Community School 151
Police Department 152
City Council Chambers 157

Veterans' Building 126
Arnold Field 140

Depot Park 270
Barracks State Park 270

Mission 310
Community Center 228

The Plaza City Hall 41

West Spain Street
Church Street
East Napa Street

Playing Fields
Community School 151
Police Department 152
City Council Chambers 157

Veterans' Building 126
Arnold Field 140

Depot Park 270
Barracks State Park 270

Mission 310
Community Center 228

The Plaza City Hall 41

West Spain Street
Church Street
East Napa Street

We'll acomodate Nine food Booths, five info booths & one alcoholic beverage station. Stage behind City Hall for music & dancing performance in a family ambience.

Horses & Horsemen Participation

Horsemen will arrive at 3:30 PM to Depot Park will park along side walks. At 3:45, The crew will ride on a line to the plaza Horse Shoe. They will be in two lines, both sides of the horseshoe, four on each side. Total of 8, maximum 40 will lead the horses to the front of the stage, where will be located at the back of the building of the City Hall to begin the Civic Ceremony of the event.

Security Plan

Nuestra Voz Volunteers are trained before the event. They will keep fire lines open, identify any possible problem and will be sure that all the areas of the event will be safe & accessible. ~~The Alcoholic beverage station will have a Profesional bartender to attend the customers.~~

POST EVENT SUMMARY

STAFF: Parks Department Supervisor Melberg

DATE: September 13, 2015

EVENT: Mexican Independence Day Celebration
Post Event Comments for the September 13, 2015 Event

Location: Plaza: X

Event Dates 9-13-15 Event Time 1 to 10 p.m.

Small Scale Event

OK to return deposit: Yes X No

Observation:

- There was a post event meeting with Parks staff.
- The area rented and impacted by the event was left in a neat and clean condition. Extra work was not required of City staff for post event clean up.
- The Plaza turf suffered minor damage due to heavy foot traffic. The impacted turf should recover with minimal efforts such as regular scheduled aeration and fertilization. The contributing impact to deeper soil compaction will be monitored for future comments.
- City Hall received three complaints related to loud music from the event: two from businesses around the Plaza and one from a residence on First Street West. Next year consider reducing the volume of the music.

cc Parks Supervisor

MEMO

To: Community Services and Environment Commission

Staff: Special Event Manager Janson

Agenda Item: **City Party 2016**
Plaza Permit Application

Sponsor: The City of Sonoma

Date(s) of use: July 28, 2016; Thursday

Area(s) of use: NW Section, NE Section, Horseshoe Pavement, Rear Parking

Discussion

The Special Event Committee (SEC) considered the event application on July 7, 2016.

New This Year:

Branding the event: The Sonoma City Council is delighted to present the 21st Annual Sonoma City Party! A unique event to celebrate the rich history of Sonoma, it's Citizens, Businesses and Community. There will be a vast array of food vendors who will be joining the celebration.

SEC Applicant Discussion and Conditions of Approval:

- Public Works:
 - City Party is a recurring event and will implement practices used for 2011-2014 to deal with event issues.
 - Press Release to Index Tribune in previous years helped to reinforce respecting the Plaza and being a good neighbor.
 - Volunteers to hand out flyers on proper set-up etiquette (not setting up early, what not to bring) and posting flyers on the back of the No Parking A-boards.
- Parks Department:
 - Event Organizer to arrange a pre-event meeting/walk through with Parks Supervisor Terry Melberg, Street Supervisor Dean Merrill.
 - Mandatory post event meeting 8 a.m. first working day subsequent to the event.
- Police Department:
 - **Contract:**

- Two Deputies from 5 p.m. – 10 p.m.
- Patrol cars (2).
- **Fire:**
 - Horseshoe to remain clear.
 - Provide staff to move barricades in emergencies.
 - Food Vendors are required to follow the Fire Safety Rules and Regulations
 - Fire extinguisher required in all tents.
 - Event day inspection of all vendors.
- **Special Event Manager:**
 - CSEC to review event on July 13, 2016.
 - No amplification in Plaza Park before 5 p.m.
 - At least one volunteer serving alcohol attend Responsible Beverage Service Training.

Committee recommendation: Approve application subject to the conditions of approval.

Recommended Commission Action: Approve the Plaza Permit Application for the 2016 City Party.

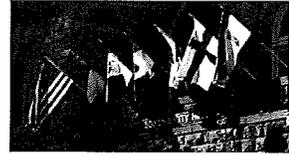
SEC Members: Administrative Captain Jones, Sergeant Carver, Parks Supervisor Melberg, Street Supervisor Merrill, Special Event Manger Janson.

Coordinator(s) Present: Lisa Janson

Attachments: 2016 Plaza Permit Application
2016 Budget
2016 Prelim Vendor List
2016 Event Narrative
2015 Post Event Evaluation



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



PLAZA USE APPLICATION

Revised 5/21/16 NEW EVENT RETURNING EVENT

NAME OF EVENT: Sonoma City Party 2016 EVENT DATE(S): July 28, 2016

EVENT ORGANIZER: Lisa Janson (Maven Events and Marketing Solutions) SPONSORING ORGANIZATION: City of Sonoma

EVENT CONTACT PERSON: Lisa Janson TITLE: Event Manager

MAILING ADDRESS: 1 The Plaza Sonoma CA 95476
 Street or P.O. Box City State Zip

DAYTIME PHONE: 415.259.9458 CELL PHONE: 415.259.9458 EMAIL: lisa@maveneventsllc.com

ON SITE CONTACT: Same as above CELL PHONE: _____

PLAZA AREAS REQUESTED

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

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

EVENT DATES: YEAR: 2016	Start Time - Set-Up:	Event Start Time:	Event End Time:	End Time - TearDown &Clean-up:	Estimated Attendance:
Date(s): July 28, 2016	7:00am	5:30pm	9:30pm	11:00pm	4500
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

Food and Beverage (If Alcohol is served applicant is required to submit an Possession and Consumption of Alcoholic Beverage on City Property Permit with Plaza Use Application. Following the approval of CSEC, approval by the City Manager and Police Chief will be required. The Applicant will be required to submit a vendor list with contact information and the cooking methods. If Food Vendors are selling directly to the public they are required to pay 40% of total profit to a local non-profit. All food and beverage vendors are required to have a current City of Sonoma Business License and Certificate of Insurance on file. Cooking safety will be reviewed by the Fire Department. Food Vendors may use canopies or tents but need advance review and approval by the CSEC)

- Food For Sale Food Included in Admission Fee Food Truck
 Alcohol For Sale Alcohol Included in Admission Fee Non Alcoholic Beverages For Sale
 Food Vendors (Cooking) Food Vendors (Non Cooking) Food Prepared by Organization
 Caterers and Sold to Public

Event Vendors

(A complete vendor list with contact information is required 30 days prior to event. All Vendors are required to have a City of Sonoma Business License or a one day event business license on file prior to the event. Vendors will be required to have certificate of insurance on file with the city. The event organizer will be required to submit

one payment of(\$23 for each vendor)to the city. If Vendors are selling directly to the public they are required to contribute 40% of gross receipts to a local non-profit. The accounting for this will be a requirement of the Post Event Report, failure to submit accurate accounting will prohibit future use of the space.)

- Booths (Free to Vendors) Booths (For Sale to Vendors) Estimated number of Booths 15

Structures(All structures need to appear on the Event Site Plan, the Name of structure, activity,(e.g. VIP Area, registration, catering station, etc.) plus dimensions(width, length, height), how they will be supported and the structural material (or submit a picture of the material being used. Food Vendors may use canopies or tents but need advance approval by the CSEC)

- Ez Pop Up Canopies Tents Stages/ Risers
- Booths (Free to Vendors) Booths (For Sale to Vendors) Fencing or Delineating Areas (by permit only)
- Banners Free Standing Signs Barricades (Security Only)
- Banner Sign on historic directory (by permit only) Plaza Light Pole Banners: (DRHPC application) Sanitation Stations
- Beer and Wine Gardens VIP Area Trash Containers and Dumpsters
- Tables Chairs Barricades (Security Only)
- Registration Area Cooking Areas Trailers (Native Sons is bringing a beer trailer)
- Vehicles First Aide Facilities (including Ambulance parking and exit route) Generators
- Fire Extinguishers(Every food vendor is required to have the proper fire extinguisher) Other _____

Vendors Required for Set Up

(a complete vendor list with contact information is required 30 days prior to event. All Vendors are required to have a City of Sonoma Business License or a one day event business license on file prior to the event. Vendors will be required to have certificate of insurance on file with the city.)

- Sanitation Services Party Rental Company Audio Visual Services
- Musicians and DJ Security Fork Lifts and Rigging
- Transportation Services Staging Company

Additional Services

(a complete vendor list with contact information is required 30 days prior to event)

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

Use of City Streets & Street Closure

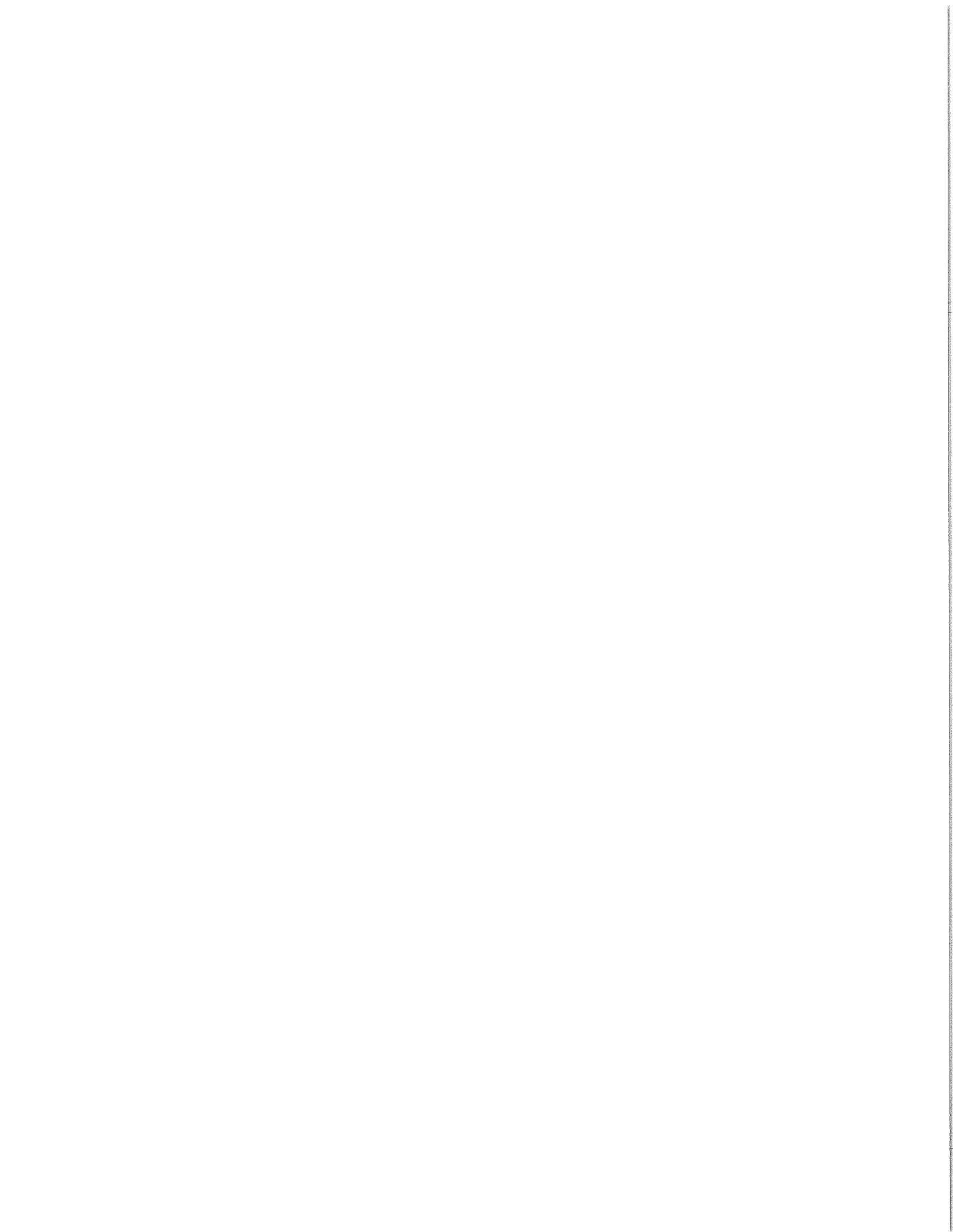
Requires approval by the City Council and Police Department. Submit a completed Permit Application for Use of City Streets along with your Use Application. Attach detailed maps that will be reviewed with the Police Department, showing streets and route being proposed. Requests to close some portion of Highway 12 Broadway, W. Napa Street, and/or Sonoma Highway- must also be approved by Caltrans Encroachment Permit: 707-762-5540

- Parade Marathon Other _____

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 holders 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:** If you are unable to obtain insurance coverage, you may purchase a "special event insurance certificate" through: **Gales Creek Insurance** at www.galescreek.com

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.

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, a description of method of support for all proposed fencing (Note: staking or fencing to delineate activity areas is discouraged and requires CSEC approval).
- SECURITY PLAN:** Required for events larger than 250 people or events closing streets. Safety Plan must contain 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 has 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, and 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:** 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**
- APPLICATION FEE PAID**
- CITY BUSINESS LICENSE**
- 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.

THIS SECTION TO BE COMPLETED BY STAFF:

Rental Fees Per Day:	Maintenance Fees:	Security Deposits:
# ____ of Days x Fee	# ____ of Areas x x Fee	# ____ of Days x Fee
____ x SE Section \$400 \$ _____	____ of Areas x \$ 93 (1- 12 hrs) \$ _____	____ x SE Section \$200 \$ _____
____ x NE Section \$300 \$ _____	____ of Areas x \$187 (12-24 hrs) \$ _____	____ x NE Section \$200 \$ _____
____ x SW Section \$300 \$ _____	____ of Areas x \$312 (24-36 hrs) \$ _____	____ x SW Section \$200 \$ _____
____ x NW Section \$300 \$ _____	____ of Areas x \$500 (36-48hrs) \$ _____	____ x NW Section \$200 \$ _____
____ x Amphitheater \$200 \$ _____	____ of Areas x \$750 (48 +hrs) \$ _____	____ x Amphitheater \$200 \$ _____
____ x Horseshoe Pavement \$300 \$ _____	TOTAL MAINTENANCE FEES \$ _____	____ x Horseshoe Pavement \$200 \$ _____
____ x Rear Parking \$300 \$ _____	Public Parking Permit:	____ x Rear Parking \$200 \$ _____
____ \$238 Barricade: Plaza Entrance \$ _____	# of Spaces ____ x \$20 per space per day x ____ days + \$ 238 \$ _____	
	TOTAL PUBLIC PARKING FEES \$ _____	
	Vendor Fees <i>(\$23 for each vendor)</i>	
	# ____ of Vendors x \$23 \$ _____	
TOTAL RENTAL FEES \$ _____	TOTAL VENDOR FEES \$ _____	TOTAL REFUNDABLE SECURITY DEPOSIT \$ _____

Application Fees
Small scale vs. large scale event \$306-\$958 \$ _____

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 with a For Profit Organization both the entities have to be equal partners in the revenue sharing (prior to salaries being 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

Vendor Fees Need to be Calculated Post Event. All vendors selling directly to the public are required to pay 10% of total gross profit directly to a local non profit.

TOTAL FEES	
Application Fee	\$ _____
Rental Fee	\$ _____
Maintenance Fee	\$ _____
Refundable Security Deposit	\$ _____
Public Parking Fee	\$ _____
Alcohol Permit Fee \$ 256 Attached Form	\$ _____
Street Use Permit \$519.00 Attached form	\$ _____
Business License Fee \$187 for Profit	\$ _____
Vendor Day Fee	\$ _____
Fire Dept. Inspection Fees	\$ _____
TOTAL FEES DUE UPON SUBMISSION OF APPLICATION	\$ _____

Special Event Committee R
Conditions of Appr

2016
Sonoma City Party

APPLICANT:

Must Schedule pre-event walk-through with **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.

COMMENTS-REQUIREMENTS:

PUBLIC WORKS: _____

STREET SUPERVISOR: Also meet 2 weeks prior - (DSD)

PARKS SUPERVISOR: MEET 2-WEEKS PRIOR TO EVENT

Port-O-Potties required: _____

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

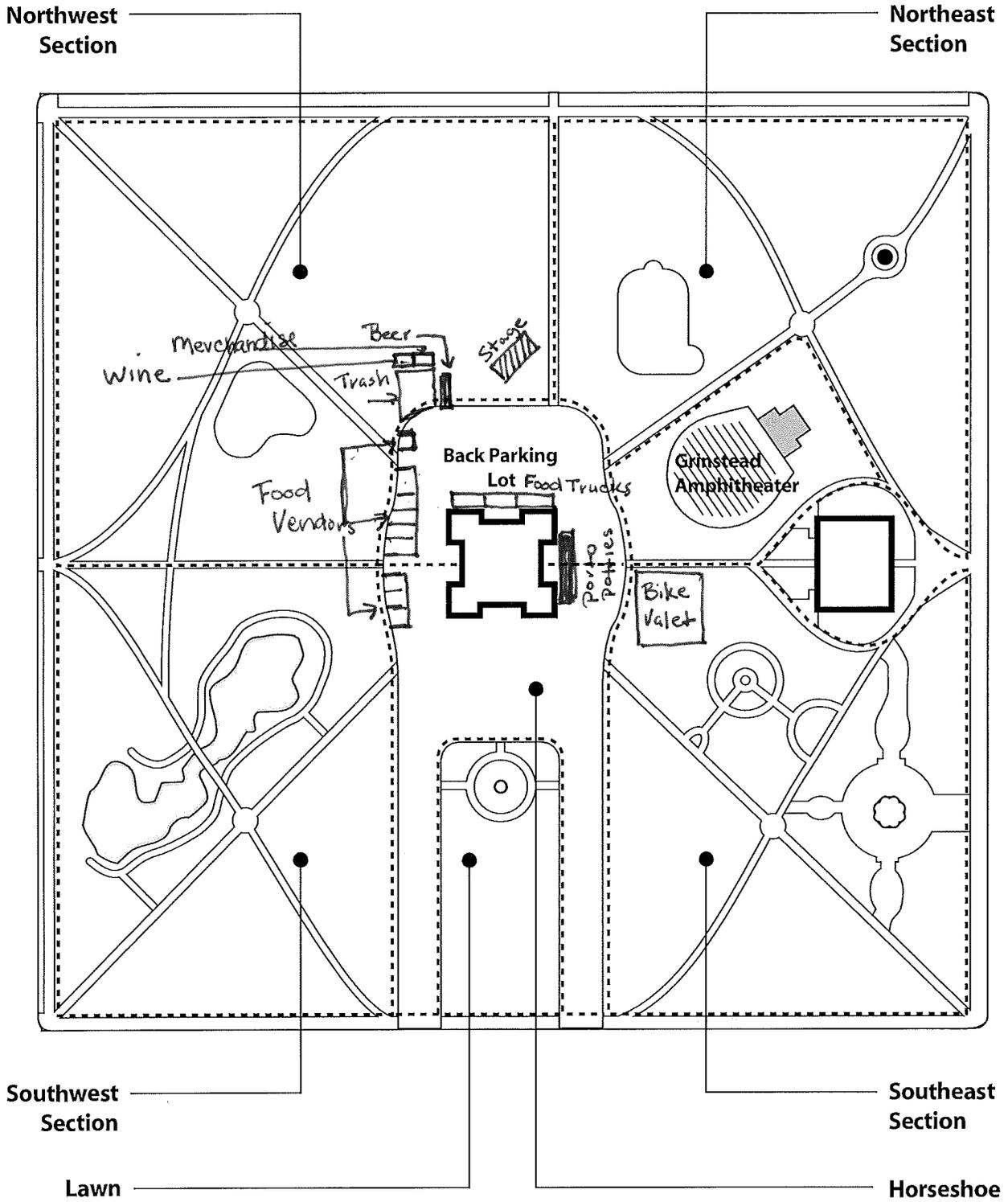
POLICE DEPARTMENT: 2 DEPUTIES w/ 2 CARS From 1700-2100
2 REP'S AND 1 CSD

FIRE DEPARTMENT: PROVIDE EMERGENCY VEHICLE ACCESS ENTIRE
HORSESHOE, PROVIDE VENDOR LIST (COOKING MEDIUMS FOR
COOKING VENDORS). CHECKLIST PROVIDED FOR COOKING. PROVIDE
PERSONNEL TO MOVE BARRICADES IN EMERGENCIES. EVENT
DAY INSPECTION.

SPECIAL EVENT COORDIANTOR: _____

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.

Please indicate the location of all major features and activities associated with this event.



Event Budget/Project Funding

Income	2016 Budget	2016 Actual	2015 Actual
Advertising	\$ -	\$ -	\$ -
Auction Live	\$ -	\$ -	\$ -
Auction Silent	\$ -	\$ -	\$ -
Beer Concession (non profit Native Sons)	\$ 3,000.00	\$ -	\$ 5,176.00
Beverage Concessions	\$ -	\$ -	\$ -
Charges to Exhibitors	\$ -	\$ -	\$ -
Donations (other than sponsorships)	\$ -	\$ -	\$ -
Food Concessions	\$ 1,350.00	\$ -	\$ -
Fund A Need	\$ -	\$ -	\$ -
Fund-Raising/Donations	\$ -	\$ -	\$ -
Registration / Admission Charge	\$ -	\$ -	\$ -
Sale of Merchandise	\$ 300.00	\$ -	\$ -
Sponsorships	\$ 13,350.00	\$ -	\$ 6,000.00
Vendor	\$ -	\$ -	\$ -
Wine Concessions (non profit tbd)	\$ 3,000.00	\$ -	\$ -
	\$ -	\$ -	\$ -
Total Income	\$ 21,000.00	\$ -	\$ 11,176.00

Expenses	2016 Budget	2016 Actual	2015 Actual
Adminstrative			
Banking Fees	\$	\$	\$
Postage	\$	\$	\$
Salaries & Wages (provide breakdown by position on separate sheet)	\$ 14,000.00	\$	\$ 19,554.00
Sponsorship Sales Commission	\$	\$	\$
Marketing			
Advertising	\$	\$	\$ 356.00
Website Design		\$	\$
Graphic Design		\$	\$
Printing Costs/Posters/flyers	\$ 200.00	\$	\$
Operational			
Baricades/Fencing	\$	\$	\$
Beer Concession Expense		\$	\$
Catering Costs	\$	\$	\$
Clean Up/ Labor	\$	\$	\$
Decorations	\$	\$	\$
Electricity/Generators	\$	\$	\$
Equipment / Rentals	\$ 350.00	\$	\$ 716.00
Event Signs & Banner	\$ 700.00	\$	\$

Food Concession Expense	\$	\$	\$
Hotels	\$	\$	\$
Insurance	\$	\$	\$
Lighting	\$	\$	\$
Merchandise Inventory (Costs of Goods Sold)* Maven Events is covering cost of merchandise	\$	\$	\$
Onsite Staffing/Labor *Bicycle Valet	\$ 350.00	\$	\$ 350.00
Permits/Licenses/Venue Fees (such as City Fees)	\$	\$	\$ 50.00
Photographer/Videographer	\$	\$	\$
Promotional Items/Items not sponsored or sold	\$	\$	\$
Registration	\$	\$	\$
Sanitation/Restrooms	\$ 800.00	\$	\$ 858.00
Shipping/Trucking	\$	\$	\$
Sponsorship Expense	\$ 4,000.00	\$	\$
Tents	\$	\$	\$
Transportation	\$	\$	\$
Waste, Recycling Services	\$ 1,200.00	\$	\$ 808.00
Wine Concession Expense	\$	\$	\$
Fundraising			
Auction Function Expense	\$	\$	\$
Silent Auction Expense	\$	\$	\$
Entertainment			
Audio Visual		\$	
Entertainment/Musicians/DJ	\$ 3,400.00	\$	\$ 1,500.00
Sound	\$ 950.00	\$	\$ 900.00
Stage/Risers	\$ 1,600.00	\$	\$ 1,600.00
Safety and Security			
Medical	\$	\$	\$
Security	\$ 500.00	\$	\$ 1,020.00
Other			
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Total Expenses	\$ 28,050.00	\$	\$ 27,712.00

Difference between Income and Expenses	\$ (7,050.00)	\$	\$ (16,536.00)
---	---------------	----	----------------

10% of Income:	\$ 2,100.00		
40% of Profit	0		

If Expenses exceed 10% of Income please explain (attach additional pages as necessary):	
---	--

Amount Contributed to Non-Profit Beneficiary:	\$ 7,350.00	\$ 5,176.00
---	-------------	-------------

Estimated Event/Project Funding			
Event Income	2016 Budget	2016 Actual	2015 Actual
Registration / Admission Charge			
Paid For Attendee Rate (Tier 1)	\$ -	\$ -	\$ -
Paid For Attendee Rate (Tier 2)	\$ -	\$ -	\$ -
Paid For Attendee Rate (Tier 3)	\$ -	\$ -	\$ -
Total Registration/Admission Revenue	\$ -	\$ -	\$ -
Additional Revenue			
	2016 Budget	2016 Actual	2015 Actual
Advertising	\$ -	\$ -	\$ -
Auction Live	\$ -	\$ -	\$ -
Auction Silent	\$ -	\$ -	\$ -
Beer Concession	\$ 3,000.00	\$ -	\$ -
Beverage Concessions	\$ -	\$ -	\$ -
Charges to Exhibitors	\$ -	\$ -	\$ -
Donations (other than sponsorships)	\$ -	\$ -	\$ -
Food Concessions	\$ -	\$ -	\$ -
Food Concessions	\$ -	\$ -	\$ -
Fund A Need	\$ -	\$ -	\$ -
Fund-Raising/Donations	\$ -	\$ -	\$ -
Sale of Merchandise	\$ 500.00	\$ -	\$ -
Vendor	\$ -	\$ -	\$ -
Wine Concessions	\$ 3,000.00	\$ -	\$ -
Sponsorship Revenue (Broken down by item)			
Redwood Credit Union (wine glasses)	\$ 2,900.00	\$ -	\$ 6,000.00
Real Care Insurance ((beer cups)	\$ 2,900.00	\$ -	\$ -
Esaan	\$ 300.00	\$ -	\$ -
Fig Rig	\$ 300.00		
Tri Tip Trolley	\$ 200.00		
Aunt Betty's Corn Dogs	\$ 300.00		
Sonoma Raceway	\$ 1,000.00		
Krave	\$ 150.00	\$ -	\$ -
Sonoma Clean Power (recycling)	\$ 800.00		
El Brinquinto	\$ 300.00		
Food Vendor	\$ 300.00		
Food Vendor	\$ 300.00		
Food Vendor	\$ 300.00		
Sonoma Market	\$ 150.00		
Additional Sponsor Revenue	\$ 3,000.00		
Sample Booth	\$ 150.00	\$ -	\$ -
Total Sponsorship Revenue	\$ 13,350.00	\$ -	\$ 6,000.00

Salaries & Wages Detailed (Position)			
	2016 Budget	2016 Actual	2015 Actual
Event Manager	\$ 6,000.00	\$ -	\$ -
Sales	\$ 3,000.00	\$	\$
Marketing	\$ 1,000.00	\$	\$
Onsite Staffing	\$ 1,000.00	\$	\$
Website Design and updating with current information	\$ 2,500.00	\$	\$
Graphic Design for posters, banners, website, T-Shirts, Wine Glasses	\$ 500.00	\$	\$
	\$	\$	\$
	\$	\$	\$
Total Salaries and Wages	\$ 14,000.00	\$ -	\$ 19,554.00

Vendor Information

Name of Vendor	Vendor Address	Vendor Phone Number	Type of Vendor (Equipment Vendor, Service Vendor, Non-Food Vendor, Food Vendor)	Type of Food Vendor (Cooking Booth or Food Truck)	Preparation (Grilling, Frying, Barbecuing, Flaming, Deep Fat Grilling, Baking, Warming and)	Use of canopy or tent (include size and material information)	Size of Space Needed	Gross Receipts
Native Sons (Dean Zellers)		707.337.9119	Beer Vendor	Trailer		Yes 2		
2nd Non Profit Wine Booth			Wine Vendor			Yes		
tbd			Food Vendor	Cooking Booth	Frying	Yes		
Aunt Betty's Corn Dogs			Food Vendor	Cooking Booth	grilling and Warming	Yes		
Esaan Thai		ysuwansap@gmail.com	Food Vendor	Cooking Booth	Warming	Yes		
Tri Tip Trolley		Susie Pyologie ssusie@tipstrolley.com	Food Vendor	Food Truck	Grilling and Warming	No		
Fig Rig			Food Vendor	Food Truck	Warming	No		
El Brinquinto				Cooking Booth	grilling and Warming	Yes		
Food Partner 6								
Food Partner 7								
Food Partner 8								
Food Partner 9								
Krave		Venter, Heidi <Heidi@kravejky.com>	Giving away samples			Yes		
Sample Booth 2								
Tbd (Stage Rental)			Stage Rental and Lighting			No	20x24	
Sonoma Valley Bicycle Coalition		Gary Helfrich <gary@bikesonoma.org>	Bicycle Valet			No		
Mr. Clean Green		707.721.9870						
Real Care Insurance		"Pat O'Brien" Spobrien@realcare.biz	Sponsor of the Beer Cups					
Redwood Credit Union		MCadair@redwoodcu.org	Sponsor of Wine cups					
Sonoma Clean Power			Sponsor of the Recycling Program					
Sonoma Raceway			Sponsor					
Zellers Insurance			Sponsor					

Sonoma City Party
July 28th, 2016

Event Description:

The Sonoma City Council is delighted to present the 21st Annual Sonoma City Party! A unique event to celebrate the rich history of Sonoma, it's Citizens, Businesses and Community.

Event Components

The event will take place in the rear parking lot, Northeast and Northwest quadrants of the Sonoma Plaza. There will be a 20x24 stage, lighting, amplified sound. We are expecting 4500 attendees. Canopies/tents will be located on the grass and on the asphalt. Alcohol will be served by non-profit organizations (Native Sons and tbd). The port -o potties will be located on the east side of the City Hall supplementing the Plaza restrooms.

Set-Up for Attendees-

A clear set of Do's and Don'ts are available on line, they will be referenced in our pre-event marketing and individuals will be reminded once on site. See information below:
For the safety of all City Party goers, please make sure to look at our prohibited items list below

NO UNATTENDED SETUP PRIOR TO 3PM ON THURSDAY, JULY 28. ITEMS LEFT UNATTENDED WILL BE REMOVED.

ONLY OFFICIAL CITY PARTY VENDORS CAN SELL FOOD, BEVERAGES OR MERCHANDISE ON PREMISE DURING THE PARTY

You CANNOT bring household furniture (this includes dining tables, sofas and chairs), NO barbecues of any kind, no candles, no tents or canopies, or aerosols of any kind.

You CAN bring blankets of any kind, camp chairs, camp tables, food, beverage and picnic supplies for private consumption.

The following items are prohibited from the event.

- Weapons of any kind
- No barbecues or cooking devices
- No outdoor patio tables or chairs
- No roping or taping off areas
- Illegal substances (including narcotics) or drug paraphernalia
- Medical or recreational marijuana
- Aerosol cans or sprays (including sunscreen)
- Household furniture of any kind
- Roller blades, skateboards, scooters, or motorized vehicle of any kind
- Large chains or spiked jewelry
- Fireworks, sparklers, or incendiary devices
- Chinese lanterns

- Umbrellas
- Tents or canopies of any kind
- NO Drones
- Focused light devices, including laser pointers
- Items intended for sale or promotion
- Water guns, water balloons, and/or any other kind of water projectiles
- NO Pets (except service animals with a current rabies certificate)
- Any item that can be used to disturb the peace, endanger the safety of the public, and/or inflict damage to people and goods

Pre-Event

All vendors will be given the Vendor Rules and Regulations, this document contains the Fire Regulations, City Rules and Regulations and information obtained from the Public Health Department. Vendors will be required to have City of Sonoma Business Licenses and a certificate of insurances on file. For those organizations serving alcohol they will be required to complete the Consumption of Alcoholic Beverages on City Property Form (and pay the fee), obtain the proper ABC license, provide a certificate of insurance that indemnifies the City of Sonoma and the Sonoma Police Department and attend the proper training. Pre-event meeting with Terry will be scheduled.

Event Day

7:00am-8:00am	Event Management will post the Flyers regarding proper set-up etiquette on the back of A Boards scattered around the Plaza (full set of Do's and Don'ts is available on the website) Radio announcements and ads in local paper will have some of the restrictions listed with a reference to the website for more information
8:00am- 9:00am	Event Management will mark off the vendor booths using chalk
9:00am-4:00pm	Security detail will be roaming the NE and NW sections of the Plaza keeping individuals from setting up and roping off space and leaving (Request out to Native Sons)
9:00am-10:00am	Set-up the merchandise booth
10:00am-12:00pm	Stage will be placed in NW section of the park set up will begin
1:00pm-1:30pm	Sanitation Services will drop off supplies (10 port-o potties and 2 hand washing stations)
3:00pm-11:00pm	Barricades will be requested to close down the rear parking lot, they will be moved to the Napa Street entrance of the Horseshoe after 5pm
1:00pm-4:00pm	Sound technicians will start setting up the stage with the Bands. Amplified music/speakers will face Spain Street.
2:00pm-3:00pm	Pipe and Drape will be delivered for the stage wings and dressing room area
3:00pm-	Announcement to City Hall employees that cars need to be moved
3:00pm-4:00pm	Hang the Side Banners
3:00pm-10:00pm	Bicycle Coalition will be located in the SE quadrant of the Plaza.
3:30pm-5:00pm	Food Vendors and Food Trucks will begin setting up approx 12
4:00pm-4:15pm	Drop off the plastic wine glasses and beer ups to the beverage tents
4:45pm-5:15pm	Walk Through with Fire Marshal
5:00pm-12:00am	Barricades requested to close down the horseshoe

5:00pm-5:15pm	Sound Check
5:30pm-5:35pm	MC will take the stage and introduce Mayor Laurie Gallin who will welcome everyone to the event. Quick introduction of City Council members.
5:35pm-5:40pm	Announcements will be made regarding Event Line Up, Food and Beverage Options, Thank you to our Sponsors, could add the Fireman's Boot to help fund next year's Fireworks.
5:40-10:00pm	Music and Fun!!!!
10:00pm-12:00am	Tear Down

Security Plan:

City of Sonoma/Event Organizer will coordinate with the Sonoma Police department to be on-site as event security during and after the event. The Native Sons of the Golden West will also be walking around the Plaza patrolling the area. The Native sons will be distributing wrist bands to individuals who are of the legal age to purchase alcohol. Anyone who is seen drinking alcohol (purchased onsite- identified with special glass) without a wrist band will be asked to show valid identification.

Accessibility Plan

The City of Sonoma/Event Organizer will provide port-o potties that are ADA compliant. Booths will be wheelchair accessible.

Entertainment

CONTIGO- SOUL, FUNK & ROCK

Brought together by vocalist and multi-instrumentalist, Chip Mallari, ConTigo will soul, funk and rock you up a bit. ConTigo features the dynamic vocals of the one and only Angie Byrd, Bay Area music veterans, Hardy Hemphill on keyboards, Vince Littleton on Drums, Stu Rosenberg on Guitar and Pat Tinling on Bass.

HALSEY AND THE HI-HATS- BACK TO A BYGONE ERA

Featuring the incredible vocal stylings of Halsey Varady. Led by musical director, Stu Rosenberg, Halsey and the Hi-Hats will take you back to a bygone era when hats, gloves and the ability to swing were required.

THC- CLASSIC ROCK & POP

Featuring well-known Bay Area Vocalists, Tim Carter, Dave Hagerman and Chip Mallari, THC faithfully recreates the complex harmonies of Crosby, Stills and Nash (CSN), as well as other classic rock and pop music from the last 50 years.

CARLOS REYES- LATIN JAZZ

World-renowned violinist and harpist Carlos Reyes has played with The Doobie Brothers, The Steve Miller Band, Roy Rogers, The Zac Brown Band and Jazz Virtuoso, Arturo Sandoval. Carlos has played for U.S. Presidents, as part of a Latin American contingent with Gloria Estefan, Ricky Martin and Christina Aguilera.

POST EVENT SUMMARY

STAFF: Parks Department Supervisor Melberg

DATE: July 31, 2015

EVENT: City Party
Post Event Comments for the July 30, 2015 Event

Location: Plaza: X

Event Dates 7-30-15 Event Time 10am till 12am

Small Scale Event

OK to return deposit: Yes No

Large Scale Event: Hold Deposit till CSEC Post Event Meeting

.

Observation:

•

- There was a post event meeting with Parks staff.
- The area rented and impacted by the event was left in a neat and clean condition. Extra work was not required of City staff for post event clean up.
- The Plaza turf suffered minor damage due to heavy foot traffic. The impacted turf should recover with minimal efforts such as regular scheduled aeration and fertilization. The contributing impact to deeper soil compaction will be monitored for future comments.

cc

Public Works Director
Debra Rogers
Planning Administrative Assistant

MEMO

To: Community Services and Environment Commission

Staff: Special Event Manager, Janson

Agenda Item: **Cinco De Mayo**
Plaza Park Event Review

Sponsor: La Luz

Date of use: May 1, 2016

Area of use: Amphitheater and Horseshoe Pavement

Section D.4. **Post-Event Review**

City of Sonoma Special Events Policy includes the following:

Sponsoring Organizations must attend a post event review at the next meeting of the CSEC that is held not more than ninety days after the event. The event representative shall provide the event's complete and full financial statements (actual gross income and expenditures) to the City Clerk within seventy days after the event. City staff shall provide completed post event evaluation for review and discussion at the post event review meeting. Payment of all post event invoices, charges, fees or penalties must be received within ten days subsequent to post event review.

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.

The purpose of this provision is to provide the opportunity for the CSEC to review an event's impact, compliance to conditions included with approval of its Plaza Use Application, and to provide comment/suggestion to an event organizer prior to submitting use applications for future events.

Additionally, this affords an event organizer opportunity to provide comment to post event evaluations completed by City staff.

Commission Action / Discussion Items:

- Issues:
 - Bathrooms were left tidy but not cleaned
 - City Dumpsters were left heaping with trash and it wasn't clear that the trash was sorted into recyclables
 - The areas rented was left with trash in and under the bushes
 - Vehicle drove down the sidewalk Southeast of the play structure to off load equipment
 - Other areas were impacted by this event there was an abundance of trash in the NE and SE section of the Plaza.
- Budget and Financial Summary
- Invoice 2016
- Ask questions of staff and/or the event representative
- Provide suggestions for 2017

Attachments:

- Post Event Evaluation
- Invoice 2016
- 2016 Financial Summary and Budget
- Waste Minimization Summary
- 2016 Plaza Permit Application

POST EVENT SUMMARY

STAFF: Special Events Manager Janson

DATE: May 6, 2016

EVENT: Cinco de Mayo May 1, 2016
Post Event Comments

EVENT LOCATION: PLAZA HORESHOE AND AMPHITHEATER

SMALL SCALE EVENT

OK to return deposit: Yes _____ No x

LARGE SCALE EVENT

Hold Deposit till CSEC Post Event Meeting

OBSERVATIONS:

- There was a post event meeting with Special Events Manager Janson at 8:00 pm on May 1, 2016.
- The woman's restroom was left tidy but not cleaned with cleaning solvents. The toilet paper appeared refilled. The men's restroom had vomit inside one of the sinks. The sink was rinsed out without the use of cleaning solvents.
- The dumpsters were left heaping with trash and it isn't clear if trash was sorted into recyclables. Eight additional bags of trash/recyclables were left in front of the dumpster. This item will be taken up with the Sonoma Garbage collector and additional costs might be passed on to applicant. The blue bins that the applicant ordered were never put to use.
- The area rented and impacted by the event was left with trash in the bushes, yellow markings on side wall of the amphitheater, vomit in front of the visitor's center and it took extra time for the city employees to tidy and clean up the area. The additional cost associated with having 1A maintenance worker cleaning up the area is \$78.26 for the 2.5 hours.

- It was reported that a vehicle drove into the Plaza down a sidewalk to off load materials. Driving is strictly prohibited in the plaza, vehicles are only allowed in the rear parking lot or in the horseshoe.
- The Plaza turf suffered minor damage due to heavy foot traffic. The impacted turf should recover with minimal efforts such as regular scheduled aeration and fertilization. The contributing impact to deeper soil compaction will be monitored for future comments.
- It appears that this event impacted other areas of the Plaza, there was an abundance of trash in areas outside of the reserved space.

Cc Angie Sanchez

Cc: Chief Sackett

Cc: Fire Marshall Jones

Cc: Public Parks Supervisor Melberg

	ITEM	AMOUNT
1	Plaza Usage Permit	\$2,182
2	Sonoma Garbage Collectors	\$475
3	HoneyBucket-Restrooms	\$440
4	Mariachi Barragan	\$1,100
5	Quetzalen Ballet Folkorico	\$200
6	Jorge Pureco-Sound Tech	\$200
7	Jose Zamora-Videographer	\$100
8	Volunteer Snacks/Drinks	\$150
9	Event Posters	\$150
		4996.81

	DONATIONS	AMOUNT
1	Vendors	\$2,226
2	Redwood Credit Union	\$1,000
3	Susan Gorin	\$100
4	Barking Dog	\$150
5	Crush Beauty Bar Giftcard	\$39
6	Sonoma Raceway Tickets	\$100
7	La Casa Restaurant Giftcard	\$50
8	Amy Chinese Cuisine	\$25
9	Scandia Bakery	\$30
		3720

RECEIVED

MAR 23 2016

City of Sonoma Special Events Waste Minimization and Recycling Plan

CITY OF SONOMA

Required for all special events

Name of Event: Cinco de Mayo Event Organizers Name: Angie Sanchez / La Luz Center
 Phone #: 707 935 6025 Recycling Monitor(s): Volunteer Coordinator w/volunteers

Please read the attached sustainable event guidelines and information. Included is a step-by-step guide, great ideas and many resources to ensure that yours will be a sustainable event!

Thank you for supporting a more sustainable Sonoma! Our goal is to divert waste from the landfill

Please complete the form below and outline your waste minimization and recycling plan. Your plan should include ways to address the following challenges that are inherent with special events:

- Large amounts of waste generated in short period of time
- Variation in type of waste
- Waste tends to be afterthought
- Diverse attendees
- Large amounts of single use items
- High level of food discards
- Contamination prevention

Remember, no Styrofoam!

1. What is the estimated amount and types of waste anticipated from this event?

- a. **Garbage** (landfill) 1 4yard Bin 50 Gal cans
- b. **Recycling** (indicate type e.g. glass, cans, plastic, aluminum, paper. Totals can be combined for blue cans)
- | | | |
|--------------------------|-------------------------------|---------------------------------|
| Type: <u>6 Recycling</u> | Gal ⁽⁹⁶⁾ <u>50</u> | <u>glass, plastic, aluminum</u> |
| Type: <u>6 Recycling</u> | Gal ⁽⁹⁶⁾ <u>50</u> | <u>mixed paper</u> |
| Type: _____ | Dumpster _____ | |
| Type: _____ | Dumpster _____ | |
- c. **Composting:** N/A Gal (50) _____
- d. **Other** (describe) _____

2. What actions will you be taking to reduce the amount of waste generated at this event? Describe plan and outline steps.

1. All vendors are responsible for hauling away all their waste & recycle
2. 12 Blue cans will be placed around event for recycling purposes
3. 1 4yard waste bin will be rented
4. waste & Recycle volunteer crew will be working throughout event
5. Sonoma Garbage Collector will pick up all waste & recycling from plaza after event.

3. What arrangements will be made for separation, collection and diversion from landfills of reusable and recyclable (list specific types) materials?

We will have 12 Blue 96 gallon recycling bins that will be placed around the ~~entire~~ event. 6 will be for glass, plastic etc and the other 6 will be for mixed paper. Each blue can will have a picture of what goes in which.

4. Did you have a pre-event meeting with hauler and/or park staff (or review their criteria)?

We will have a walk through meeting with volunteers explaining garbage/recycling duties.

**FINAL REPORT (POST EVENT)
TO BE COMPLETED AFTER EVENT & SENT TO CITY HALL
FOR CSEC REVIEW:**

5. Post Event report:

a. Name and location of event;

b. Description of event;

c. Description of types of waste generated;

d. Types and amounts of waste disposed and diverted;

e. Description of solid waste reduction, reuse, and recycling programs; and

f. If no programs were implemented, a description of why no programs have been identified or implemented.

3. What arrangements will be made for separation, collection and diversion from landfills of reusable and recyclable (list specific types) materials?

4. Did you have a pre-event meeting with hauler and/or park staff (or review their criteria)?

**FINAL REPORT (POST EVENT)
TO BE COMPLETED AFTER EVENT & SENT TO CITY HALL
FOR CSEC REVIEW:**

5. Post Event report:

- a. Name and location of event;

La Luz Cinco de Mayo Celebration

- b. Description of event;

A community and family event with live entertainment and food/info booths

- c. Description of types of waste generated;

Solid waste

- d. Types and amounts of waste disposed and diverted;

• 1 4 yard garbage bin

- e. Description of solid waste reduction, reuse, and recycling programs; and

All solid waste was divided in the different green bins, and cardboard recycled into the blue bins and all other plastic recycled in another the blue bins. All bins had visual & written instructions

- f. If no programs were implemented, a description of why no programs have been identified or implemented.

for patrons. La Luz Center also had event monitors making sure everything was being thrown in the appropriate bin.

g. Was the amount of waste generated/recycled different from your pre-event anticipated in your plan?

No, we order the perfect amount of garbage bin and extra recycling cans.



City of Sonoma
No. 1 The Plaza
Sonoma CA 95476

(707) 938-3681



PLAZA PERMIT APPLICATION

Revised 12/3/15

NAME OF EVENT: Cinco de Mayo EVENT DATE(S): 05/01/16

Sponsoring Organization: La Luz Center

New Event Returning Event Non Profit Tax-exempt organization (Tax Exempt letter required)

Event Contact Person Angie Sanchez Title: Family Resource Center Coord.

Mailing Address: 17560 Greger St Sonoma CA 95476
Street or P.O. Box City State Zip

Daytime phone: 707 935 6025 Email: angie@laluzcenter.org
 cell 707 466 1891

Plaza Area(s) Requested

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

Hours of Use (Include Set-up & Clean-up)

EVENT DATES: YEAR: 2016	Start Time - Set-Up:	Event Start Time:	Event End Time:	End Time - Tear Down & Clean-up:	Estimated Attendance:
Date(s): <u>05/01/16</u>	<u>10:00am</u>	<u>1:00pm</u>	<u>7:00pm</u>	<u>8:00pm</u>	<u>300</u>
Date(s):					

THIS SECTION TO BE COMPLETED BY STAFF:

Rental Fees Per Day:	Maintenance Fees:	Security Deposits:
# <u>1</u> of Days x Fee	# <u>2</u> of Areas	# <u>1</u> of Days Fee x Area / Section
___ x SE Section \$400 \$ _____	<u>2</u> x \$ 93 (1- 12 hrs) \$ <u>186⁰⁰</u>	___ x (SE Section) x \$200 \$ _____
___ x NE Section \$300 \$ _____	___ x \$187 (12-24 hrs) \$ _____	___ x (NE Section) x \$200 \$ _____
___ x SW Section \$300 \$ _____	___ x \$312 (24-36 hrs) \$ _____	___ x (SW Section) x \$200 \$ _____
___ x NW Section \$300 \$ _____	___ x \$500 (36-48 hrs) \$ _____	___ x (NW Section) x \$200 \$ _____
<u>1</u> x \$200 Amphitheater \$ <u>200⁰⁰</u>	___ x \$750 (> 48 hrs) \$ _____	<u>1</u> x (Amphitheater) X \$200 \$ <u>200⁰⁰</u>
<u>1</u> x \$200 Horseshoe Pavement \$ <u>200⁰⁰</u>	MAINTENANCE FEE: \$ <u>186⁰⁰</u>	___ x (Rear Parking) X \$200 \$ _____
___ x \$300 Rear Parking \$ _____	Reservation of Public Parking: \$238 + \$20 per # of spaces per day.	<u>1</u> x (Horseshoe Pavement) X \$200 \$ <u>200⁰⁰</u>
<input checked="" type="checkbox"/> \$238 Barricade: Plaza Entrance \$ <u>238.00</u>	PARKING FEE: \$ <u>—</u>	REFUNDABLE DAMAGE DEPOSIT: \$ <u>400⁰⁰</u>
RENTAL FEE: \$ <u>638</u>		

Application Fee → <small>Small scale vs. large scale event</small> <u>\$306-\$958</u>	\$ 958	Park 100-00000-000-30702	Insurance is required & must be submitted <u>two weeks</u> prior to the event.
Rental Fee	\$ 1638	Park 100-00000-000-30702	Insurance provided by your organization:
Maintenance Fee	\$ 186 ⁰⁰	Park 100-00000-000-30702	Yes <input type="checkbox"/> No <input type="checkbox"/>
Damage Deposit	\$ 400 ⁰⁰	750-00000-000-22950	
Parking Fee	\$		Other:
ALCOHOL PERMIT: \$230.00 <i>Attached form)</i>	\$ /	Park 100-00000-000-30702	Gales Creek www.galescreek.com or
Fire Dept. Inspection Fees:			
STREET USE PERMIT: \$519.00 <i>Attached form)</i>	\$	Encro 100-00000-000-30203	RVNA http://www.rvnuccio.com/specialevent.html
Business License Organizer * Plus Day Fee for Vendors **	TBD	\$187 * for organizer for-profit; \$23** per vendor per event	
TOTAL DUE:	\$ 2182 ⁷	<u>Application is incomplete until all fees are paid.</u>	

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

PROVIDE A COMPLETE DESCRIPTION OF THE EVENT:

PLAZA EVENT MAP: 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).

- | |
|---|
| <p>Include on the map – location, dimensions and type of structure:</p> <ul style="list-style-type: none"> • Canopies, tents, booths, stages, platforms, beer gardens, cooking areas, tables, chairs, vehicles, trailers, trash containers, dumpsters, generators, portable toilets, barricades, first aid facilities or ambulances exit locations, transportation buses, signs, etc. |
| <p>Include a list (map key) of each structure:</p> <ul style="list-style-type: none"> • Name of structure, activity (e.g. VIP area, registration, catering station, etc.) plus dimensions (width, length, height), how they will be supported and structural material (or submit a picture of the material being used). • Staking or fencing to delineating activity areas is discouraged and requires CSEC and Parks Department approval. |
| <ul style="list-style-type: none"> • Vendors require a one day event business license. For-profit events must comply with the City of Sonoma policy regulating Food and Beverage Ticket Sales. |

* Attach additional sheets as necessary to describe event components below.

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

- | | | |
|--|--|---|
| <input type="checkbox"/> Canopies or Tents | <input type="checkbox"/> Use of City Streets | <input type="checkbox"/> Banner Sign on historic directory (by permit only) |
| | <input type="checkbox"/> Reservation of Public Parking | <input type="checkbox"/> Water Needed |
| <input type="checkbox"/> Food Vendors (Vendor list required) | <input type="checkbox"/> Food cooked on site | <input type="checkbox"/> Electricity Needed |
| <input type="checkbox"/> Alcohol Permit and ABC | <input type="checkbox"/> Booths, Temporary Structures | <input type="checkbox"/> Barricades (security) |
| <input type="checkbox"/> Plaza Light Pole Banners: (DRHPC application) | <input type="checkbox"/> Amplified Sound or Music | <input type="checkbox"/> Fencing or delineating areas (by permit only) |

CANOPIES, TENTS & STAKING – Tents & Canopy standards are provided by the Fire Department during the SEC meeting review; heating and cooking safety is also reviewed. Due to underground utilities, **no stakes** - metal, wood, or any type of stake shall be driven into the lawn area without authorization from the Public Works Department.

FOOD VENDORS – Provide a **LIST** of all vendors before event (all must have a City business license); cooking safety reviewed by the Fire Department. If food vendors are selling direct to event participants, 40% is given back to a local non-profit. **Food vendors may use tents and canopies with CSEC event review and approval.**

VENDORS – Vendors must have a one day event business license. A vendor list must be provided to staff one week before the start of the event. The event Manager will make one payment (\$23 for each vendor) to the City. If a for-profit vendor is selling direct to public/participants, they must contribute 40% to the non-profit sponsor.

ALCOHOL SERVED – Submit a completed Permit Application for Possession and Consumption of Alcoholic Beverages on City Property along with your Plaza Use Application. Following CSEC review, approval by the Police Chief and the City Manager will be required.

USE OF CITY STREETS & STREET CLOSURES – **Requires approval by the City Council and Police Department.** Submit a completed Permit Application for Use of City Streets along with your Use Application. Attach detailed maps that will be reviewed with the Police Department, showing streets and route being proposed. 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.**

PROPOSED BUDGET: Please attach your proposed budget (income and expenses). \$1,500⁰⁰

SECURITY PLAN: Please describe your Security Plan (final will be approved by the Police Chief). _____

RECYCLING PLAN: Special Events Waste Minimization Planning form. Attach for all events. _____

ADDITIONAL PERMITS REQUIRED:

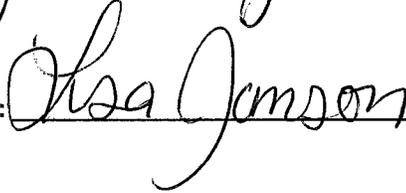
- | | |
|--|--|
| <input type="checkbox"/> City Alcohol Permit | <input type="checkbox"/> Caltrans Encroachment Permit |
| <input type="checkbox"/> City Street Use Permit (City Council) | <input type="checkbox"/> City Business License (all vendors) |
| <input type="checkbox"/> ABC Alcohol License | <input type="checkbox"/> Reservation of Public Parking |

SITE MANAGER:	Cell Phone:	Home Phone:
---------------	-------------	-------------

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.


Angie Sanchez
3/01/16

 Signature of Applicant and Co-Sponsor(s) Print Name (s) Date

Approved: 
4/25/16

 City of Sonoma Date

CINCO DE MAYO

Special Event Committee Review (SEC) Conditions of Approval

APPLICANT:

Must Schedule pre-event walk-through with **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.

COMMENTS-REQUIREMENTS:

PUBLIC WORKS: _____

STREET SUPERVISOR: NO meeting needed. (DSD) Streets

PARKS SUPERVISOR: MEET 2-WEEKS PRIOR TO EVENT

Port-O-Potties required: 4 plus 1 hand washing station

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

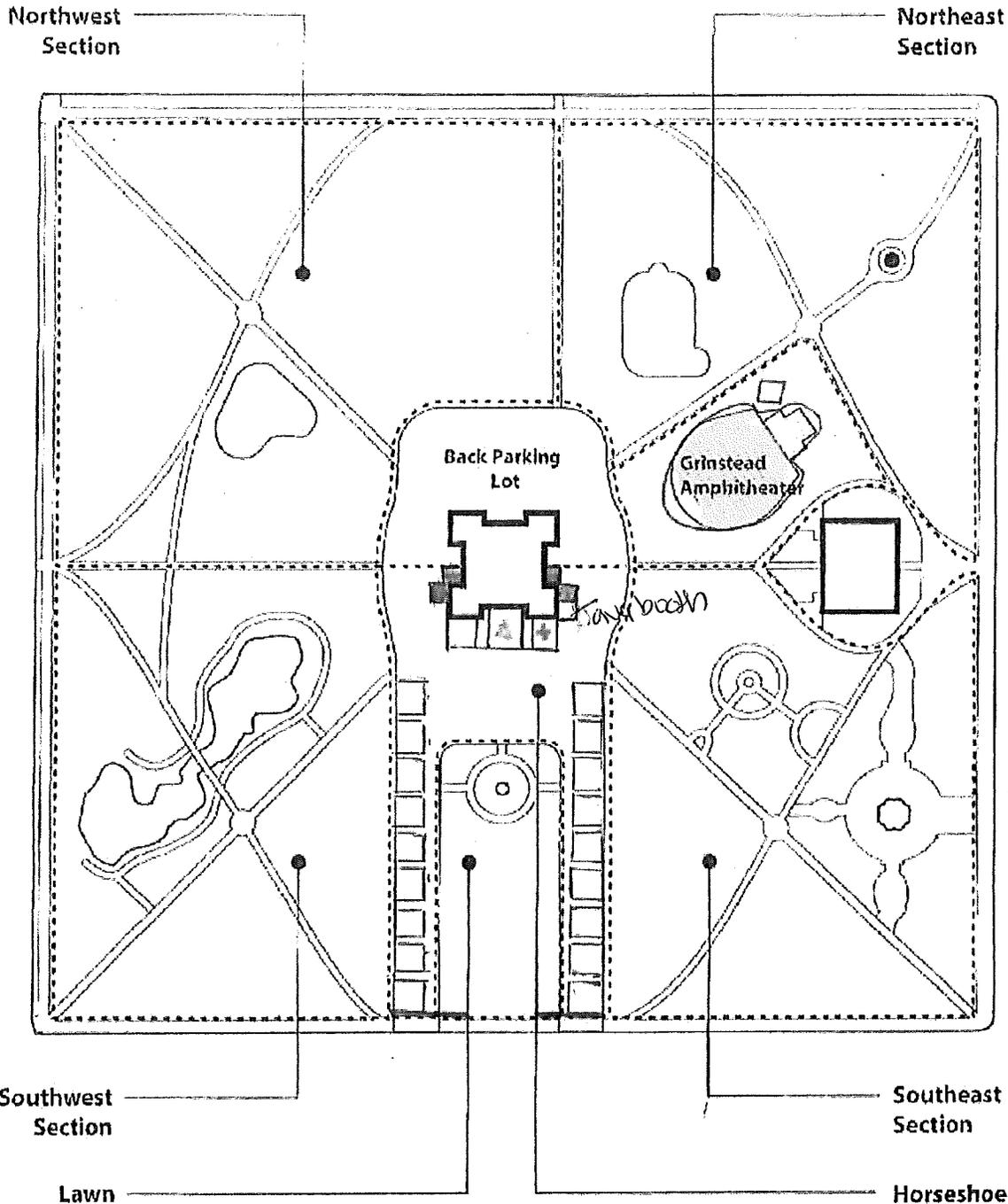
POLICE DEPARTMENT: No additional LE staff needed. No alcohol to be served. They will monitor level of noise/music.

FIRE DEPARTMENT: PROVIDE VENDOR LIST, EACH VENDOR TO HAVE FIRE EXTINGUISHER. MAINTAIN EMERGENCY VEHICLE ACCESS AROUND ENTIRE HORSESHOE (VENDORS TIGHT TO CURB) PROVIDE PERSONNEL TO MOVE BARRICADES (IF USED) IN EMERGENCY EVENT DAY INSPECTION.

SPECIAL EVENT COORDIANTOR: CSEC must grant exception to 120 day Submittal deadline - Submit 2017 application by 11/2017. On site monitoring (if required) shall occur at a rate not to exceed \$224 per hour.

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.

Please indicate the location of all major features and activities associated with this event.



Map key:

- ENTERTAINMENT
- Porter Potties
- First Aid booth
- Barracks
- La Loz
- Booths

Plaza Event Map



NOTE: Booths will be 10ft by 10ft, with ~ 2ft in between

Event Budget/Project Funding

Income	2016 Budget	2016 Actual	2015 Actual
Advertising		\$ -	\$ -
Auction Live	\$ -	\$ -	\$ -
Auction Silent	\$ -	\$ -	\$ -
Beer Concession	\$ -	\$ -	\$ -
Beverage Concessions	\$ -	\$ -	\$ -
Charges to Exhibitors	\$ -	\$ -	\$ -
Donations (other than sponsorships)	\$ -	\$ -	\$ -
Fund A Need	\$ -	\$ -	\$ -
Fund-Raising/Donations	\$ -	\$ -	\$ -
Registration / Admission Charge	\$ -	\$ -	\$ -
Sale of Merchandise	\$ -	\$ -	\$ -
Vendor	\$ -	\$ -	\$ -
Wine Concessions	\$ -	\$ -	\$ -
Food Concessions	\$ -	\$ -	\$ -
Sponsorships	\$ -	\$ -	\$ -
Total Income	-	-	-

Direct/Operational			
Baricades/Fencing	-	-	-
Beer Concession Expense	-	-	-
Catering Costs	-	-	-
Clean Up/ Labor	-	-	-
Decorations	-	-	-
Electricity/Generators	-	-	-
Equipment / Rentals	-	-	-
Event Signs & Banner	-	-	-
Food Concession Expense	-	-	-
Hotels	-	-	-
Insurance	-	-	-
Lighting	-	-	-
Merchandise Inventory (Costs of Goods Sold)	-	-	-
Onsite Staffing/Labor	-	-	-
Permits/Licenses/Venue Fees (such as City Fees)	-	-	-
Photographer/Videographer	-	-	-
Promotional Items/Items not sponsored or sold	-	-	-
Registration	-	-	-
Sanitation/Restrooms	-	-	-
Shipping/Trucking	-	-	-
Sponsorship Expense	-	-	-
Tents	-	-	-
Transportation	-	-	-

Waste, Recycling Services	-	-	-
Wine Concession Expense	-	-	-
Fundraising			
Auction Function Expense	-	-	-
Silent Auction Expense			
Entertainment			
Audio Visual	-	-	-
Entertainment/Musicians/DJ	-	-	-
Sound	-	-	-
Stage/Risers	-	-	-
Safety and Security			
Medical	-	-	-
Security	-	-	-
Other			
http://sonomaevent.com/pages/about-us/	-	-	-

Gross Margin	-	-	-
Margin %	0%	0%	0%

Expenses	2016 Budget	2016 Actual	2015 Actual
Administrative			
Banking Fees	-	-	-
Postage	-	-	-
Salaries & Wages (provide breakdown by position on separate sheet)	-	-	\$
Sponsorship Sales Commission	-	-	-
Marketing			
Advertising	-	-	-
Website Design	-	-	-
Graphic Design	-	-	-
Printing Costs/Posters/flyers	-	-	-
	-	-	-
	-	-	-
	-	-	-
Total Expenses	\$ -	\$ -	\$ -

Difference between Income and Expenses	\$ -	\$ -	\$ -
---	------	------	------

10% of Gross Income:	\$ -	\$ -	\$ -
40% of Net Income (Difference between Income and Expense)	\$ -	\$ -	\$ -

If Expenses exceed 10% of Income please explain (attach additional pages as necessary):	
---	--

Amount Contributed to Non-Profit Beneficiary:	
Name of Non-profit:	

Estimated Event/Project Funding			
Event Income	2016 Budget	2016 Actual	2015 Actual
Registration / Admission Charge			
Paid For Attendee Rate (Tier 1)	\$ -	\$ -	\$ -
Paid For Attendee Rate (Tier 2)	-	-	-
Paid For Attendee Rate (Tier 3)	-	-	-
Total Registration/Admission Revenue	-	-	-
Additional Revenue	2016 Budget	2016 Actual	2015 Actual
Advertising	-	-	-
Auction Live	-	-	-
Auction Silent	-	-	-
Beer Concession	-	-	-
Beverage Concessions	-	-	-
Charges to Exhibitors	-	-	-
Donations (other than sponsorships)	-	-	-
Fund A Need	-	-	-
Fund-Raising/Donations	-	-	-
Registration / Admission Charge	-	-	-
Sale of Merchandise	-	-	-
Vendor	-	-	-
Wine Concessions	-	-	-
Food Concessions	-	-	-
Total	-	-	-
Sponsorship Revenue (Broken down by item)			
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
Total Sponsorship Revenue	\$ -	\$ -	\$ -

Salaries & Wages Detailed (Position)			
	2016 Budget	2016 Actual	2015 Actual
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
Total Salaries and Wages	\$ -	\$ -	\$ -

Attendance Break Down

Attendee Category	Rate	Projected # of Attendees	Actual Number of Attendees	Total Revenue by Attendee Category
Paid For Attendee Rate (Tier 1)	\$ -			\$ -
Paid For Attendee Rate (Tier 2)	\$ -			\$ -
Paid For Attendee Rate (Tier 3)	\$ -			\$ -
Paid For Attendee Rate (Tier 4)	\$ -			\$ -
Paid For Attendee Rate (Tier 5)	\$ -			\$ -
Paid For Attendee Rate (Tier 6)	\$ -			\$ -
Free Attendee				
Number of Vendors (non food)				
Number of Food Vendors				
Totals		-	-	\$ -

The CSEC is tasked in its Special Events Policy with determining the cost/ benefit of events, and whether the costs outweigh the benefits for the city and the community. Budgets are part of event review by the CSEC. Event budgets give a window into how a non-profit is operating. Is the primary purpose to give people a job or to serve a community need? How can the CSEC know anything from an event budget? If there is no real way we can determine community and city cost/ benefit from a budget, why are we even looking at them? Overhead rate seems to be one budget category the CSEC might be able to tell cost/ benefit; if a non-profit was more mission driven or more running as a business to keep employees in a job. (We might ask then, what is a non-profit compared to a business? What are the similarities and diffs?)

So what is overhead and what is a reasonable overhead rate?

For non-profit events to show that donated money is spent as efficiently as possible, there is a common assumption that as high a percentage as possible of donated monies should go to programmatic expenses. Overhead is supposed to be kept at a low rate.

Yet as seen from the non-profit starvation cycle link below, it appears there are unreasonably austere expectations as to how a non-profit is supposed to realize programmatic goals.

For example, non-profit A donates money to homeless support. Non-profit A has an event on the Plaza where they have expenses for staff time, trash, wine glasses, t-shirts, tents etc. Are all of the latter "overhead" expenses? What percent for overhead is reasonable? If an overhead percent is unreasonable, would this be a basis for the CSEC to say that the event was not providing an adequate community benefit and thus the event should not be approved?

Just what a fair take on overhead rate is then, seems to be a matter of opinion, of whether you are a donor or a non-profit. "Overhead" could be classed as any expenses having to do with fundraising, admin, or general operating expenses. It could also be indirect costs, shared costs or fixed costs.

How can the CSEC arrive at a fair determination of overhead rate for Plaza and city parks non-profit events that takes both the city's and non-profit's values into consideration? What would keep non-profits from simply under-reporting numbers to meet an overhead threshold, if they knew there was no legal requirement here and that no one would really check their books?

A few links below open up a discussion on overhead and can maybe give the CSEC some basis for discussion.

<http://blueavocado.org/content/board-members-guide-nonprofit-overhead>

<http://overheadmyth.com/faqs/>

<http://www.thenonproffitimes.com/news-articles/survey-charities-should-spend-23-on-overhead/>

[http://ssir.org/articles/entry/the nonprofit starvation cycle](http://ssir.org/articles/entry/the_nonprofit_starvation_cycle)

Stanford SOCIAL INNOVATION^{Review}

Features

Pay-What-It-Takes Philanthropy

By Jeri Eckhart-Queenan, Michael Etzel, & Sridhar Prasad

Stanford Social Innovation Review
Summer 2016

Copyright © 2016 by Leland Stanford Jr. University
All Rights Reserved



A new grantmaking approach is needed—one that provides enough money for nonprofits to pay for all their operations, not just programs and services. The first step toward achieving that is for grantmakers to realize that different types of nonprofits have different cost structures.

Pay-What-It-Takes Philanthropy

BY JERI ECKHART-QUEENAN, MICHAEL ETZEL, & SRIDHAR PRASAD

Illustration by OLIVER MUNDAY

For years, nonprofits have campaigned for funders to end their widespread practice of providing full financial support for programs and services, but scrimping on overhead costs. This practice gives rise to the vexing “starvation cycle” that constrains nonprofits’ ability to invest in essential organizational infrastructure and creates tensions, and even dishonesty, between grantmakers and grantees.¹

Recently, a handful of major funders and important intermediaries have joined nonprofits in declaring that it’s time to develop a new approach to grantmaking. The model they collectively support centers on an idea that we call “pay-what-it-takes” philanthropy—a flexible approach grounded in real costs that would replace the rigid 15 percent cap on overhead reimbursement followed by most major foundations. (See “Indirect Cost Policies of Major US Foundations” on page 40.)

Ford Foundation President Darren Walker is among the most outspoken funders calling for a new grantmaking approach. “All of us in the nonprofit ecosystem are party to a charade with terrible consequences—what we might call the ‘overhead fiction,’” says Walker. “The data included in this article along with comparable data for our grantees convinced us that we had to make a change.” Beginning January 1, 2016, Ford doubled its “overhead rate” (the percentage above direct project costs that can be used to pay indirect costs) to 20 percent. In doing so, it hoped “to encourage more honest dialogue about the actual operating costs of nonprofit organizations,” adds Walker.²

To begin that dialogue, it’s important to understand exactly how much nonprofits do spend on all aspects of their operations. The Bridgespan Group recently examined the financial records of 20 well-known, high-performing nonprofits to determine their actual indirect costs—those not attributed to a specific program or service.

We discovered that indirect costs make up a much larger percentage of a nonprofit’s total costs than is widely understood. Of the nonprofits we surveyed, indirect costs made up between 21 percent and 89 percent of total costs. The median indirect cost rate for all 20 nonprofits was 40 percent, nearly three times the 15 percent overhead rate that most foundations provide. To be clear: Higher or lower is neither better nor worse. These figures are not measures of either effectiveness or efficiency. Rather, they reflect the mix of direct and indirect costs required to deliver impact.

That current reimbursement policy falls far short of covering nonprofits’ real costs came as no surprise. The real insight came from seeing that different types of nonprofit organizations have clearly different cost structures. Nonprofit research labs, for example, have a median indirect cost rate of 63 percent, two and a half times the 25 percent median rate of direct service organizations in our survey.

This variance in indirect cost rates mirrors the industry segmentation long recognized in the for-profit sector. Among firms in the S&P 500, for example, consumer staple companies have a median indirect cost rate of 34 percent, whereas information technology companies reach 78 percent.³ Unfortunately, an equivalent taxonomy of industry segments does not yet exist in the nonprofit sector.

Even without a taxonomy, it’s clear that philanthropy’s prevailing 15 percent indirect cost reimbursement policy does not take into account the wide variation in costs from segment to segment. Doing so would have far-reaching effects on philanthropy and grantees. If nonprofits committed to understanding their true cost of operations and funders shifted to paying grantees what it takes to get the job done, the starvation cycle would end.

ASSESSING INDIRECT COSTS

Before beginning our research into nonprofit cost structures, we had to be clear about what exactly we were looking for. We quickly set aside the term “overhead” because it lacks a standard definition. We opted instead to use “indirect costs.” That term typically includes

all costs that are not directly attributable to a specific project. “Indirect cost” is more inclusive than “overhead,” which is typically understood as only administrative costs. And it has an analog in the business world, where the term “SG&A” (selling, general, and administrative expenses) covers all non-production costs, such as executive salaries, staff training, office space, equipment, research, travel, and technology—all reasonable and necessary costs of doing business. Likewise, in the nonprofit world, indirect costs are necessary and inextricably tied to a nonprofit’s ability to accomplish its goals.

Substituting the term “indirect costs” for “overhead” still is a losing semantic battle, contends Roger Martin, former dean of the Rotman School of Management at the University of Toronto. “The language is a problem,” he says. “Who would want to support overhead or indirect costs?” He favors adopting more descriptive terms like those used in the for-profit world, such as research and development, administration, or distribution—“things that sound useful.” We agree that language is a problem—we just don’t have a better solution yet.

With indirect costs as our guide, we examined the financial records of a sample of nonprofits that included domestic and global organizations with annual budgets ranging from \$2 million to \$650 million. Regardless of their missions, which varied greatly, indirect costs fell into four general categories: administrative expenses, network and field, physical assets, and knowledge management. Because nonprofits can have very different funding models, we decided not to include fundraising costs as indirect costs. (See “A Note on Terminology” on page 39.)

The nonprofits in our sample can themselves be grouped into four segments: US-based direct service organizations, policy and advocacy organizations, international networks, and research organizations. (See “Participating Organizations” on page 39 for the names of most of the nonprofits that were surveyed.) There are, of course, other types of nonprofits that have different cost structures, but these four segments represent a diverse and broad group.

JERI ECKHART-QUEENAN is a partner in The Bridgespan Group’s Boston office, where she leads the Global Practice. She is the coauthor of “Stop Starving Scale: Unlocking the Potential of Global NGOs,” Bridgespan.org, April 2013. **MICHAEL ETZEL** and **SRIDHAR PRASAD** are managers in Bridgespan’s Boston office.

The authors thank their research team—*Thea Aguiar, Mike Levine, Alex Neuhoff, and Matt Plummer*—and editorial director *Roger Thompson* for their contributions to this article.

What becomes clear is that different segments of the nonprofit sector have different indirect cost structures. In addition, expenditures of otherwise similar organizations in the same segment vary because of different strategic choices. (See “Actual Indirect Costs as a Percentage of Direct Costs” below.) To better understand how costs vary by segment, let’s compare two nonprofits. One is an innovative biomedical sciences laboratory that employs researchers tasked with finding cures for lethal diseases. For this organization, *direct* costs are researchers’ time and materials to conduct complex experiments. In addition, this institution must make a significant *indirect* investment to conduct its work—it must pay for large facilities and sophisticated equipment capable of performing to the strictest biosafety standards. Required physical assets claimed 57 percent of this organization’s spending, more than double the amount (24 percent) spent on administration. Another 8 percent went to knowledge management, bringing total indirect costs to 89 percent.

The cost structure was very different for a large international NGO where network management is the salient capability. It takes a well-managed organization at global, regional, and local levels to translate funding from an international development agency into, for example, well-nourished children in India’s Bihar state. This organization’s largest indirect expenditure category, network and field at 17 percent, sustained the field office operations infrastructure. Physical assets for all those offices absorbed 12 percent of indirect costs, followed by 8 percent for administrative costs and 4 percent for knowledge management. Total indirect costs for this NGO came to 41 percent.

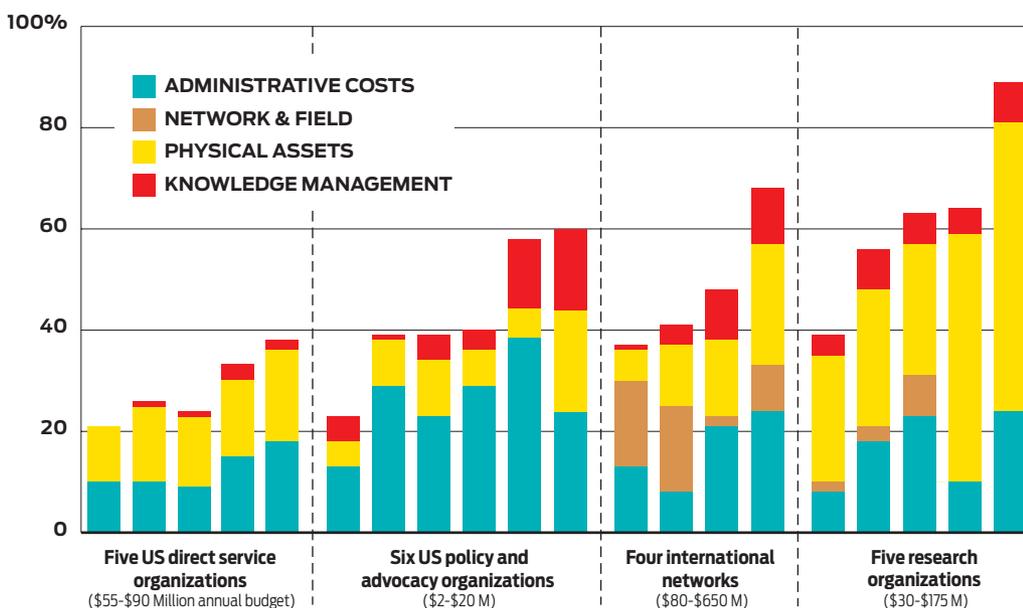
The cost and segmentation data derived from our research lead to two insights. First, flat-rate reimbursement for indirect costs is conceptually wrong because it doesn’t take into account the differences by segment. Second, the magnitude of actual indirect cost rates of the nonprofits we studied demonstrates that 15 percent—the typical reimbursement rate—is too low. It doesn’t represent the actual indirect costs it takes to run any of the nonprofits we analyzed.

CREATING A NEW CONVERSATION

Armed with data about the actual indirect costs incurred by a wide variety of nonprofits, we can begin to build a framework

Actual Indirect Costs as a Percentage of Direct Costs

Bridgespan examined the cost structures of 20 nonprofit organizations across four different segments. At those organizations, indirect costs made up between 21 percent and 89 percent of total costs.



A Note on Terminology

In calculating indirect cost rates, we considered all the organizational costs of nonprofits and determined whether those costs were directly allocable to specific projects, such as staff, or were shared across projects, such as facilities expenses. We also adjusted for whether an organization does a significant amount of subcontracting or is involved in the distribution of commodities, as these activities can distort the true indirect cost needs for an organization's core operations.

Fundraising costs were also excluded from this analysis. Although fundraising is a very real part of operating a nonprofit, fundraising costs represent a set of choices independent of core business model expenses. This approach follows principles laid out in the US Office of Management and Budget's Uniform Guidance, which governs federal grantmaking to nonprofits. In practice, fundraising is often expected to pay for itself,

generating a net surplus to finance other portions of the organization.

The indirect costs we tracked fell into four categories. (Other categories are likely to emerge when we examine the full diversity of nonprofit organizations.)

Administrative Costs

Costs of shared functions housed in headquarters, including leadership, finance, human resources, technology, legal, and bids and proposals.

Network & Field

Costs for maintaining field and network operations outside of headquarters.

Physical Assets

Costs for acquiring and maintaining project-related equipment, such as lab equipment and facilities.

Knowledge Management

Costs for building and maintaining subject and program expertise and internal knowledge, including staff costs.

for a new approach to philanthropic grantmaking. Starting with an organization's segment, and then identifying the associated component costs of achieving desired impact, reframes the grantmaking conversation. It shifts from an emphasis on what it takes to fund a *program* to what it takes to achieve *impact*. This is the essence of the pay-what-it-takes approach to grantmaking.

Today, this kind of meaningful conversation doesn't happen often. The CEO of a girls' mentoring program painted a stark picture of her reality: "It's very difficult to have honest conversations [about finances] with our city, county, and philanthropic funders," she says. "They don't want to listen. So we have to have two budgets: one that has the real numbers, and another that shows the funders what they want to see. If you don't give them what they want, they won't give you any money."

Funders need to take the first step. Don Howard, president of the Irvine Foundation, already has initiated a deeper conversation. "At a minimum, we have committed ourselves to have a conversation with every grantee about what their indirect costs really are," says Howard. But nonprofits also need to be prepared to discuss what it costs them to create real value, not just to fund programs. "Nonprofit leaders will benefit greatly from having a new shared language and way of thinking about this issue," says David Dodson, president of MDC, a Durham, N.C.-based nonprofit that publishes the *State of the South* reports and is dedicated to improving economic opportunity and mobility in the region.

THE CONSEQUENCES OF UNDERFUNDING

The advantage of a pay-what-it-takes policy is that it eliminates the need for the shadow economy in which funders and grantees purposely obscure financial data and quietly craft end runs around the arbitrary indirect cost spending caps imposed by most foundations.

Foundation program officers, for example, often team up with grantees to recategorize underfunded indirect costs as direct costs that the funder covers. Other times, funders approve capacity-building or general operating grants to close the indirect cost gap. As a result, we do not know as a sector what it really costs to achieve impact.

"We know that for a grantee, 15 percent is not enough, so we give general operating support and capacity-building grants to compensate the grantee," explains one program director. "One of our grantees is a very important partner," says a foundation deputy director, "but we had to do a number of work-arounds, including creating a separate institute that the foundation could fund directly."

A Bridgespan analysis of 10 grantees of one major foundation found that seven received additional financial support via work-arounds—the shadow economy in action. Work-arounds, particularly if under the table, create their own problems. They are inconsistently applied, and the time-consuming negotiations they entail increase complexity and raise transaction costs while distracting nonprofits and foundations

from programmatic work. The pain inflicted by all these financing schemes, in both hard feelings and valuable time lost, is a major source of irritation for grantees and funders alike.

"I had two hours in my calendar yesterday booked for science, but I ended up spending that time on indirect cost negotiations," says the CEO of a research nonprofit, who is also one of the world's leading scientists in his field. "Is that really the highest and best use

Participating Organizations

Below is a partial list of the 20 organizations that participated in Bridgespan's study on indirect costs. Others chose to remain anonymous.

- **Achieve**, Washington, D.C.
- **Advance Illinois**, Chicago
- **Campaign Legal Center**, Washington, D.C.
- **Catholic Guardian Services**, New York City
- **Center for Infectious Disease Research**, Seattle
- **The Children's Village**, Dobbs Ferry, N.Y.
- **Consortium of International Agricultural Research Centers**, Montpellier, France
- **FHI 360**, Durham, N.C.
- **Good Shepherd Services**, New York City
- **Heifer International**, Little Rock, Ark.
- **Leake and Watts Services**, Yonkers, N.Y.
- **Project on Government Oversight**, Washington, D.C.
- **Population Services International**, Washington, D.C.
- **R Street Institute**, Washington, D.C.
- **Roosevelt Institute**, New York City
- **Save the Children—United States**, Fairfield, Conn.
- **Sheltering Arms Children and Family Services, and Safe Space NYC**, New York City
- **TechnoServe**, Washington, D.C.

of my time?” A sympathetic foundation director agrees: “There’s an opportunity cost incurred by focusing on these issues versus the programmatic side of the grant, and this has an overall cumulative effect on impact.”

Work-arounds also create an environment that drives some nonprofits away and even discourages some organizations from applying for grants in the first place. “The best organizations don’t want to work for us, and the ones who want to work for us are not the best,” laments a foundation director about the impact of the organization’s 15 percent cap on indirect costs. A leader at one of the world’s largest global NGOs told us that the organization will no longer work with a foundation that fails to cover indirect costs.

Ultimately, if work-arounds don’t sufficiently cover indirect costs, organizations scramble to make up the difference. And they often end up short of funds. Some nonprofit CEOs, for example, report spending up to 40 percent of their time dealing with indirect cost reimbursement issues, between negotiations and fundraising to cover the gaps. Others resort to tapping unrestricted funds, forgoing institutional investments that improve effectiveness and efficiency.

“We had to spend \$12 to \$18 million of our own unrestricted dollars to fund forgone indirect costs in 2014,” says Carolyn Miles, president and CEO of Save the Children USA. “If we did not have to spend that money on indirect costs, we would redeploy these funds to initiatives such as helping push promising practices through the R&D pipeline.”

TOUGH QUESTIONS FOR THE SECTOR

Moving to a pay-what-it-takes approach to grantmaking won’t be easy. But some funders are rethinking their approach. For them, paying what it really takes to run a nonprofit would send a powerful message to grantees: We want to solve society’s biggest problems and recognize that we must build strong, effective organizations to do so—not just contract for projects and services.

For nonprofits, pay-what-it-takes means doing their homework to be clear about their operational needs and how those needs relate to

Indirect Cost Policies of Major US Foundations

Instead of paying for all of a nonprofit organization’s indirect costs, most US foundations allow an organization to allocate only a small percentage of its grant to paying overhead—typically 15 percent—with the bulk of the grant having to go for direct program-related expenses.

Ford Foundation	20%
Bill & Melinda Gates Foundation	15%
Carnegie Corporation of New York	15%
John Templeton Foundation	15%
The California Endowment	15%
The John D. and Catherine T. MacArthur Foundation	15%
W. K. Kellogg Foundation	15%
Gordon and Betty Moore Foundation	12.5%
The Leona M. and Harry B. Helmsley Charitable Trust	10–20%
Lilly Endowment Inc.	10%
The Andrew W. Mellon Foundation	0%

Note: Data as of March 2016

desired impact. Some funders are already working with grantees to accomplish this goal. At the William and Flora Hewlett Foundation, Daniel Stid, director of the Madison Initiative on good governance, has modified the initiative’s grant application form to provide grantees with links to resources to calculate their indirect costs when applying for project grants. “In our experience, the typical issue in grantee submissions is not that the overhead cost estimates are too high, but rather that they are too low,” says Stid. The president and CEO of the Weingart Foundation, Fred Ali, believes that more funders should help their grantees in a similar fashion. “We have the opportunity to provide grantees with better tools to understand their costs,” he says.

Some funders are joining forces to influence a change in funder policies about indirect costs. The newly formed Real Cost Project—comprising Northern California Grantmakers, San Diego Grantmakers, and Southern California Grantmakers—is exploring what it takes for funders to develop grantmaking practices based on what it really costs to deliver desired outcomes. A logical place for foundations and nonprofits to start is to work on collecting, reporting, and analyzing accurate information on actual indirect expenditures. Good data are essential for everyone involved to learn and improve, but they are hard to come by.

IRS Form 990, filed annually by most US nonprofits, is the best current source of information about a US nonprofit’s expenditures. Unfortunately, 990s don’t shed much light on actual indirect costs. The form has categories for “program” expenses and “management and general” expenses, but it gives nonprofits little guidance on defining the terms. That vagueness leads to widespread reporting inconsistencies as organizations apply their own definitions. As part of our research, we compared Form 990 management and general expenses to the indirect costs we identified in our analysis of nonprofit expenditures. Among the eight nonprofits we sampled, the 990 data frequently did not match our assessment of indirect costs. As one nonprofit executive says: “If you think you can analyze a nonprofit through IRS filings, you are in outer space.”

Accurate, comparable data on indirect costs would, for the first time, make it possible to create a set of benchmarks that foundations and nonprofits could use to gauge costs for organizations of comparable size and focus. The indirect costs for food pantries, for example, would look different from the cost structures of nonprofits with regional networks, like the YMCA. And arts organizations would differ from those serving the homeless.

Benchmarks could also lay the groundwork for identifying best practices and setting target indirect cost expenditure levels for most nonprofits. And they could create a basis for a shared understanding between nonprofits and foundations of a new approach to grantmaking that accounts for nonprofits’ real costs. Broad benchmarking across the sector lay beyond the scope of our project, but the segments and cost components we identified can be the basis for a joint effort by funders and nonprofits to develop benchmarks to advance sector-wide understanding of indirect costs.

An alternative to benchmarks for indirect costs is a custom, external audit, like those required by the federal government’s funding process. (See “Federal Rules for Indirect Costs” on page 41.) This approach would be cost-effective for foundations’ large grantees, and what we learn from custom audits may inform further segmentation and benchmarking.

Skeptics of benchmarking, however, maintain that it’s an attempt

Federal Rules for Indirect Costs

The US federal government uses what it calls a negotiated indirect cost rate agreement (NICRA) to guide how it allocates billions of dollars in indirect costs to domestic nonprofits, international NGOs, and universities. The government's goal is to pay its fair share of grantees' costs of doing business. To the extent that indirect costs are reasonable, allocable, and allowable as defined by federal rules, the government considers them a legitimate cost of doing business payable under a government contract. A nonprofit works with the federal agency that supplies the majority of its funding to develop its negotiated indirect cost rate. The resulting NICRA is binding on every government agency that funds the organization.

Large domestic nonprofits that receive significant funding from federal agencies tend to have a NICRA. Smaller nonprofits, especially

those that receive federal grants administered by a state or local government, typically don't have a negotiated rate. In the past, many nonprofits without a negotiated rate never received any federal reimbursement for indirect costs. But federal contracting rules that took effect December 26, 2014, for the first time ensure that all nonprofits receiving federal grant money—either directly or passed through state or local governments—receive at least 10 percent reimbursement for their indirect costs. Nonprofits that already have a NICRA will continue to receive that amount. The new mandate is embedded in grantmaking rules called the Uniform Guidance issued by the US Office of Management and Budget.

Universities operate under somewhat different rules. The indirect costs associated with a federal grant are incurred by the institution, not the professor who receives the grant. It's

the institution that maintains the buildings and equipment and provides operational support (utilities, janitorial services, and the like). With federal grants, universities rely on NICRAs, typically resulting in rates upward of 45 percent for on-campus grants and around 25 percent for off-campus work.

The rules vary across the landscape of federal grantmaking, but the goal remains the same: acknowledge and fairly reimburse indirect costs. For foundations, this general principle is more useful than the actual negotiated rates their grantees may have with the federal government. The rates reflect idiosyncratic ways grantees define indirect costs that may not align with how a foundation defines those costs. Nonetheless, the federal government's negotiated rates are useful guideposts for foundations to factor into their own indirect cost decision-making.

to rescue a flawed and outmoded funding model. As alternatives, some favor grantmaking based on paying total real costs per outcome, and others advocate a shift to greater general operating support. Although both approaches have their place, we believe benchmarking holds more promise for the majority of nonprofits.

A cost-per-outcome policy works for organizations that deliver readily identifiable services, such as vaccinations or daily meals. Many nonprofits that deliver such services are strengthening their impact measurement capabilities to more clearly demonstrate a social return on investment for their projects. This is a welcome trend, enabling the sector to increasingly focus on the underlying value of each dollar invested, instead of simply pure cost. But our work with some of the world's largest foundations leads us to conclude that this method is not feasible for the majority of their grantmaking. It's not practical for a significant percentage of nonprofits that would have difficulty measuring outcomes in the near term, say for early childhood programs designed to promote high school graduation. In addition, an outcomes approach broadly applied could stifle investments in early-stage programs and undermine the persistence it takes for social movements to try and fail on the road to eventual success, such as the marriage equality movement. We see a cost-per-outcome approach as complementary, but ultimately not a panacea to the problems with the current funding system.

Providing general operating support offers the flexible, adaptable funding that nonprofits desire. But greater general operating support does not necessarily lead to stronger, better organizations. Nonprofits first need a clearer understanding of their mission-critical capabilities—and what best-in-class execution costs—to allocate general operating funds to the highest-impact use.

For all of its potential benefits, benchmarking may take a toll on some nonprofits. It will inevitably create winners and losers. As the

Ford Foundation's Walker says, "Almost certainly, providing deeper, more intensive support will result in fewer grants, and, most likely, fewer grant recipients." This is not news for some funders that have a deep relationship with a small number of grantees, such as the Edna McConnell Clark Foundation and New Profit. But it represents a major shift in thinking for the philanthropic sector as a whole.

Of course, just making bigger grants to cover indirect costs does not guarantee the intended results. Our extensive literature review on organizational effectiveness confirmed that the social sector has accumulated anecdotal experience linking fuller funding of indirect costs to greater impact, but not much evidence. So early adopters that engage in benchmarking should work together to measure and learn in a way that will advance the state of evidence about what works for the field.

These open questions underscore the need for foundations and nonprofits to set their sights on a research agenda that tests the practical application of segmentation and benchmarking of indirect costs. Such an undertaking would harness the growing momentum for change in the grantmaking status quo while pursuing a path of proven value in the private sector. A lot of hard work lies ahead for paying-what-it-takes to become the solution to breaking the nonprofit starvation cycle, but this work is crucial to building sustainable, long-lasting nonprofits that are real agents of change. ■

NOTES

- 1 Ann Goggins and Don Howard, "The Nonprofit Starvation Cycle," *Stanford Social Innovation Review*, Fall 2009.
- 2 <https://www.fordfoundation.org/ideas/equals-change-blog/posts/moving-the-ford-foundation-forward/>
- 3 Based on a Bridgespan analysis of S&P financial data from the fourth quarter of 2013 through the third quarter of 2014. For the purpose of this comparison, indirect costs are calculated as (Operating expenses – cost of goods sold) / cost of goods sold.

City of Sonoma

Sonoma Sister Cities:

No. 1 The Plaza
Sonoma, California 95476-6618
Phone (707) 938-3681 Fax (707) 938-8775
E-Mail: cityhall@sonomacity.org



Aswan Egypt
Chambolle-Musigny France
Greve Italy
Kaniv Ukraine
Patzcuaro Mexico
Penglai China
Tokaj Hungary

July 7, 2016
City of Sonoma
#1 The Plaza
Sonoma, CA 95476

Subject: Tree Removal Review – 126 First Street West (Veteran’s Cemetery).

City:

At your request, the Tree Committee has approved your application for the removal of 33 Redwood trees located in the grass area side of the perimeter walkway at the Veteran’s Memorial Cemetery, 126 First Street West.

Mitigation for the removal: Install 24” root barrier in walking path to prevent roots from outside row of redwoods growing towards lawn. Will notify Veterans group before removal.

Sincerely,

Trent Hudson
Public Works Operations Manager

cc: Dean Merrill, Streets Supervisor

City of Sonoma

Sonoma Sister Cities:

No. 1 The Plaza
Sonoma, California 95476-6618
Phone (707) 938-3681 Fax (707) 938-8775
E-Mail: cityhall@sonomacity.org



Aswan Egypt
Chambolle-Musigny France
Greve Italy
Kaniv Ukraine
Patzcuaro Mexico
Penglai China
Tokaj Hungary

July 7, 2016

Steven Welch
599 Oregon Street
Sonoma, Ca. 95476

Subject: Tree Removal Review – 599 Oregon Street (APN 018-540-059).

Steven:

At your request, the Tree Committee has denied your application for the removal of 1 Oak tree located in the front yard on the east side of the property fronting 599 Oregon Street.

The residence at 599 Oregon St. will retain the Oak tree, with the ability to trim the canopy of the tree and sever any root that is causing damage to hardscape.

Sincerely,

Trent Hudson
Public Works Operations Manager

cc: Dean Merrill, Streets Supervisor

MEMORANDUM

Date: July 13, 2016

TO: Community Services and Environment Commission

FROM: Katherine Wall, Public Works Administrative Manager

SUBJ: Discussion, Consideration, and Possible Recommendations Regarding the Addition of Duck Related Signage in the Plaza Park

Background

The City Council would like for the Community Services and Environment Commission (CSEC) to review the possibility of adding duck-related signage in the Plaza Park due to an increase in concern from the public regarding the human disturbance of the ducks (i.e. chasing or harassing them). If signage is recommended, the City Council requests the CSEC include recommendations for the size of the signs as well as the language to be included on them. Typically 24" by 24" aluminum guide signs would cost approximately \$300 each with installation.

If the CSEC supports duck-related signage in the Plaza Park, a motion could be made to recommend that the City Council approve signage in the suggested size and with the suggested language from the CSEC.

If the CSEC does not support duck-related signage in the Plaza Park, a motion could be made for other alternatives with the goal of attempting to address the public's concern for the human disturbance of the ducks.

Recommended Commission Action:

City Staff recommends the CSEC consider the issue of sign clutter in the Plaza Park before considering the duck-related signage (see attached photos). Please keep in mind there are dozens of other park rules without signs to govern behavior. Also, similar signage has been posted in the Plaza Park to try and reduce the human disturbance of ducks with minimal to no success.

If CSEC would like to pursue the signage, the action is at the Commission's discretion. Staff would request guidance on the scope and scale of such signage.

Attachments:

1. Photos of existing signage at the Plaza Park

Cc: Dan Takasugi, Public Works Director

