



CITY OF VENICE
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Interoffice Memorandum

City Manager's Office

TO: Mayor Holic and City Council Members

FROM: Edward F. Lavallee, City Manager

RE: Special Events Policy

DATE: August 16, 2017

Previously, the City Council approved amendments to the policy governing the EDAB review and administrative processing of Special Events permitting. At that time, Council also requested more detail on a few specific issues. Following is additional information related to the review process.

These specific changes were made to the existing Special Events policy:

- * A new cost was added - a rental charge for the use of public space to host a special event (e.g.: local park, local street)
- * A provision was added to allow non-profit applicants to apply to the City for relief of the public property rental cost by meeting specified criteria
- * The existing provision allowing non-profit applicants to apply for subsidy of the City's imposed operational costs has been changed. The amended policy raises the limit of subsidy that the City may award to the specified applicant agencies
- * The subsidy limit for relief of City-imposed operational cost is directed to personnel and material costs only and does not include public property rental costs. In other words, the potential rental cost for public space does not reduce the overall eligible City subsidy for operational and material costs

Detail:

Requests for Relief of Public Property Rental Cost: In order to be granted relief of rental cost for the use of public space the special events applicant/sponsor must provide the following:

- * Evidence that the applicant organization is a non-profit, or not-for-profit entity (private agencies are not eligible for public property rental fee relief)
- * An accounting to the City of the gross revenues, total event expenses, and percentage of gross defined as net from the previous year's Venice event. (First year applicants are not eligible for property rent relief.)
- * A minimum of 25% of gross remains with the applicant agency (as a benefit to the citizenry that derives services from the non-profit applicant agency)

Note: in the event that an outside organization partners with a local non-profit agency in application for a special events permit, the calculation of percent of net remaining with the applicant agency refers to the percentage of gross revenues that is retained by the non-profit partner organization.

* Subsidy of City Costs: The previous subsidy limit for City imposed services was 50% of cost, not to exceed \$2,000. The amended policy establishes a specific class of special event applicant defined as Heritage Event. The amended policy changes the subsidy limit for non-profit heritage events. (Heritage events are defined as an event that has successfully operated in Venice for a minimum of 10 years). Heritage events are eligible to apply for subsidy up to \$5,000 of City-imposed operational costs. The \$5,000 eligibility limit does not include or incorporate the rental cost for the use of public space. In other words, the request for relief of rental space cost and the request for relief of specified City-imposed personnel and material cost are separate and distinct

The amended policy was designed and approved to apply to special events occurring on or after October 1, 2017.

EFL/jg