



Sunnyvale

Special Event Permit Process

Michelle Perera
Sunnyvale City Council
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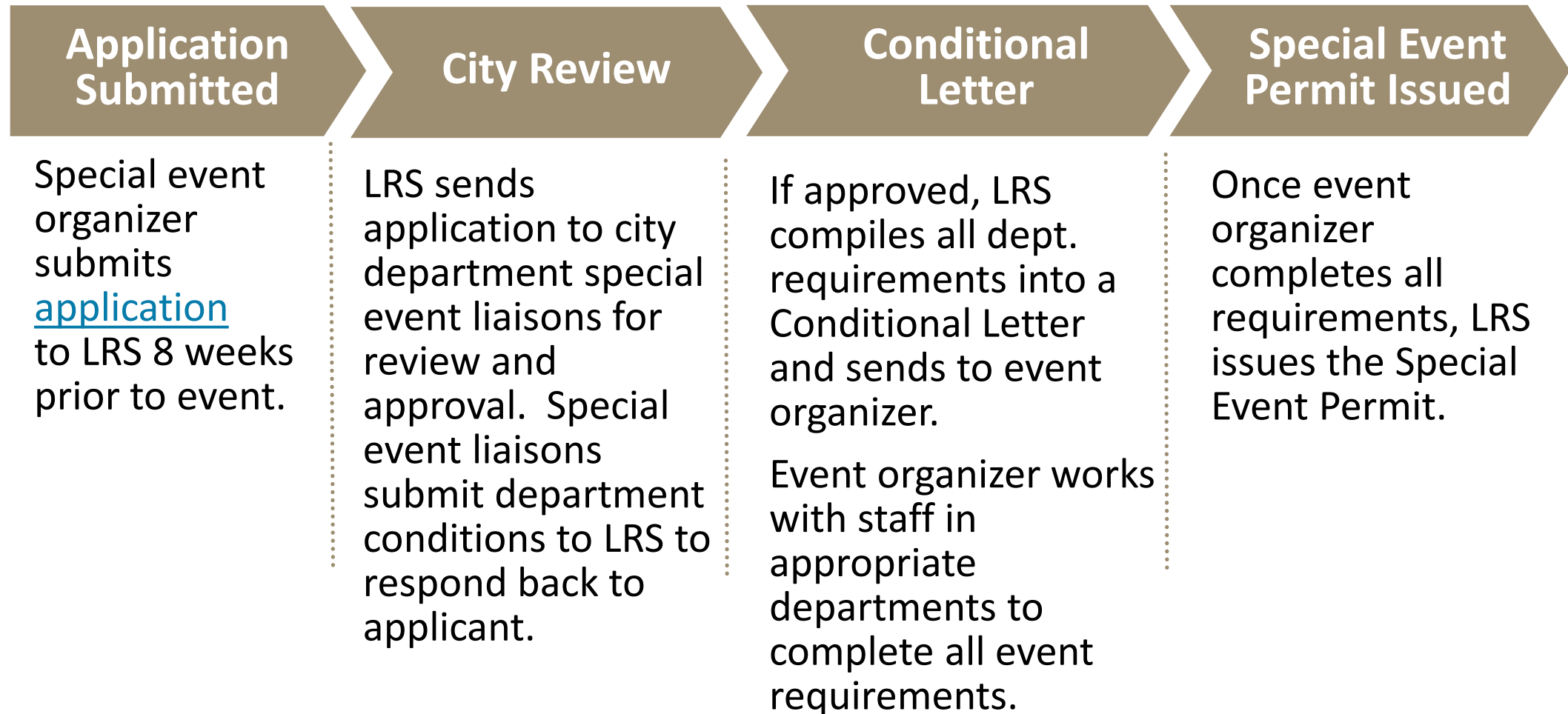
Special Event Permit Overview

- ▶ **Background**
- ▶ **Special Event Permit Overview**
- ▶ **Understanding Applicant Feedback**
- ▶ **Baseline Requirements to Meet City Standards**
- ▶ **Process Improvements**
- ▶ **For Council Consideration**

Background of Special Events Study Session

- Colleagues Memo outlining issues with special events process
- Council Study Session staff presentation – July 30, 2024
 - ◆ Presented special events process
 - ◆ Outlined applicant “pain points” (as identified by community members)
 - ◆ Presented ideas for improving the process
- Council Study Session, comments from Council – July 30, 2024
 - ◆ Look for solutions to streamline process for applicants
 - ◆ Easier application form
 - ◆ Assistance with insurance requirements
 - ◆ Enhance the Community Events & Neighborhood Grants Program (CENGP) – making events more affordable
 - ◆ Support events with party rental equipment
 - ◆ More events in the City
- Which brings us to today...

Special Event Process



City Departments Involved

- LRS – initial point of contact, helps applicants meet conditions, and staff liaison to applicant throughout the process
 - DPW – parks, streets, traffic control plans, portable restroom rentals, onsite staff, event banners
 - ESD – waste management plan – dumpsters/zero waste
 - DPS – emergency plan approval, tents larger than 10x10 require meeting with Fire, Fire inspection day of
 - HRD – risk and insurance review
 - CDD – large tents/engineering for stage plans, one stop permit counter and permits for events on private property
 - OCM – economic development involved with Downtown events and business impacts
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- County Public Health
 - ABC License for selling alcohol

Associated Fees

<u>Permits / Fees</u>	
Special Event Permit	\$155
40 ft Banner	\$1,000
Baylands/Plaza Del Sol	\$1,105/\$800
Dumpster	\$225-\$1,100
Portable Restrooms	\$80-175 / day + \$350 delivery/pickup
Zero Waste Provider	\$1,300
County Health Permits	Up to \$441
Insurance	\$150 - \$1,300
Stage Engineering Plans/Permit	\$2,000/\$600
Deposit for Event	\$676-\$6,762

<u>Staffing Costs / Hr</u>	
Casual Recreation Staff (LRS)	\$19
After Hours Inspection (DPS)	\$161
Traffic Control / Event Security (DPS)	\$215
Park Worker (DPW)	\$75
Traffic Management (DPW)	\$74-84
Banner Hanging (DPW)	\$400

SMC 9.45.010 - This chapter is further intended to create a mechanism for cost recovery for events which result in a need for city services.

Applicant Pain Points

- Cumbersome application
- Costly: permit fees, portable restrooms, engineered stage, insurance
- City conditions: portable restrooms, trash plan, zero-waste, emergency plan, in-person meetings
- Lead time: 8-weeks
- Applicant equipment needs: cones, barricades, tents, tables/chairs, A-frames, etc.
- Cost recovery (SMC) vs. fee waiver
- Insurance requirements
- Must interact with several departments and no lead department that can override a condition



Special Event Trends

Event Type	2023	2024	2025*
Community Events	21	28	14
Charitable Events	1	3	0
Outdoor Festival	4	8	11
Parade or Procession	2	4	0
Private	4	9	0
Race, Run, Walk	10	13	7
Other (Yard Sale/e-waste)	2	2	0
TOTAL	44	67	32*



*As of March 20, 2025

Block Party Permits

- Process overseen by Fire Prevention
- One page application
 - ◆ Fillable PDF to be emailed or submitted in person
- Requests must be reserved no later than 10 days prior to event date
- \$35
 - ◆ Fee can be refundable if group representative picks up and returns traffic control equipment
- Peak time - Spring through Labor Day
- 30-40 requests a year



City Run **Medium** / **Large** / **XL** Events

Month	Event	2024 - 80+ events
January	STEM Event	
February	Lunar New Year	
March	Job Fair	
March-May	Recruitment Fairs	
April	Earth Day Festival / Space Camp	
May	Hands on the Arts	
May-June	Open House/Outreach Event	
June-July	Family Fun Night at the Park / Summer Reading Programs	
July	4th of July Drone Show	
August – Sept.	Sunset Movie Series AND Back to School Night/Outreach	
September	State of the City	
September-Nov.	Phase II Outreach	
December	Santa, StoryWalk + Movie	

Understanding Applicant Feedback

- Every event is different – size, scope, needs, new or returning, etc.
- Benchmark neighboring cities
- 50% increase of event applications has added to workload for all dept. liaisons
- Balancing cumbersome application with need for specific information for each department to set conditions
- Balance desire for simplified process with mitigating risk to the City
- Provide better tools for applicant to successfully submit an event application
- Establish monthly department liaison meetings to discuss event issues
- Identify additional liaisons to serve as a back-up and understand the permitting process
- Ideas for event cost reduction to applicant
- Can 60-day requirement for application be reduced?
- How do we address growing number of applications? Almost doubled in 2024

City Benchmarking

- Benchmarked Cities Special Event Permit Process (Application Process, Fees, Insurance, Waste Management, City Equipment/Staffing)

- Santa Clara
- Mountain View
- Palo Alto
- Cupertino
- San Jose
- Fremont
- Santa Monica
- Santa Barbara
- Grand Prairie, TX

- Findings

- Application length is similar (some have a process for new/first time and returning applicants)
- Applicants are responsible for covering cost of event requirements
- Some cities, supply staffing and equipment for traffic control at a cost
- 50% of the cities have the same insurance requirements
- All cities are following similar waste management plan requirements
- Application fees are on a tier system based on event size, scope and some have a rush fee
- Many cities require higher processing fees (10-38% higher)

Requirements for Safe and Successful Events

- Detailed application outlining scope of event
- Conditions that meet public health and safety requirements (emergency plan, health permit for food, waste management, safe and accessible stages, etc.)
- Adequate time for staff and applicant to complete permitting process
- Insurance requirements
- City staff time for safety, park maintenance, signage, inspections, etc. will need to be accounted for

Streamlining / Assistance to Applicant

- New application and instructions
- One-page application – staff assistance
- Kick-Off meeting - pre-event conditions meetings for new and large events (1,000 or more people)
- Post event debrief meeting for applicants for new and large events (1,000 or more people)
- Repeat/multiple events
- Developed four site diagrams with more to come (Baylands Park, Plaza del Sol, McKinley Ave. and Murphy Ave.) to help with laying out event

Improved Special Event Application

- Launched Jan. 22, 2025
 - Created step-by-step application instructions
 - Physically reduced application by two pages
 - Added an option to skip sections based on responses to checklist (page 3 image)
 - Made required fields (red)

Specific Event Information: (Please answer all questions)

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Will the event require closure of any public street or traffic lane (including before, during and after your event)?
<input type="checkbox"/>	<input type="checkbox"/>	Will there be any food and/or beverages prepared, sold or served at your event (e.g. catered, food concessions, etc.)?
<input type="checkbox"/>	<input type="checkbox"/>	Will your event involve the serving and consumption of alcoholic beverages?
<input type="checkbox"/>	<input type="checkbox"/>	Will there be any open flame, open burning or use of any open flame device during the event?
<input type="checkbox"/>	<input type="checkbox"/>	Will this event feature any hands-on attractions (e.g. inflatables, animals, petting zoos, attraction rides, game booths, etc.)?
<input type="checkbox"/>	<input type="checkbox"/>	Will there be any temporary structures? (e.g. tents, canopies, stage, portable toilets, etc.)
<input type="checkbox"/>	<input type="checkbox"/>	Will you be using any amplified sound, generators, heaters and lights (e.g. public address [PA] system, DJ, boom box)?
<input type="checkbox"/>	<input type="checkbox"/>	Is there an attendance fee? Fee per person? <input type="checkbox"/> Fee collected in advance? <input type="checkbox"/> At event? <input type="checkbox"/> Both?
<input type="checkbox"/>	<input type="checkbox"/>	Are donations being accepted? <input type="checkbox"/> Collected in advance? <input type="checkbox"/> At event? <input type="checkbox"/> Both?
<input type="checkbox"/>	<input type="checkbox"/>	Are you interested in hanging a 40ft banner advertising your event at a designated City banner site? (Fees apply)

If you answered No to ALL questions in this section, skip to sections 11 – 16.

If you answered YES to ANY of the question in this section, please complete the sections 3 – 16.



Special Event Permit Application Instructions

Use this handbook as a resource to complete the Special Event Permit Application.

Section 1: Organization/Applicant Information

- **Organization:** Enter the name of the organization, corporation, neighborhood group, etc. that is conducting the event. This is the entity that will be financially responsible. If the applicant contracts with a firm or agency to produce the event, the event producer may be listed as a primary or alternate event contact, but not as the applicant. **Event Applicant filling out application must have authorization to sign on behalf of the Organization.** Written documentation must be received from the organization, corporation, neighborhood group, etc. contracting with the event producer granting the producer permission to act on the organization's behalf.
- **Event Contact:** Enter the name and contact information for the primary person who is to be contacted regarding the application, permits or the event, as well as an alternate contact. It is important that permitting agencies have the ability to quickly communicate with an event contact.

Section 2: Event Information

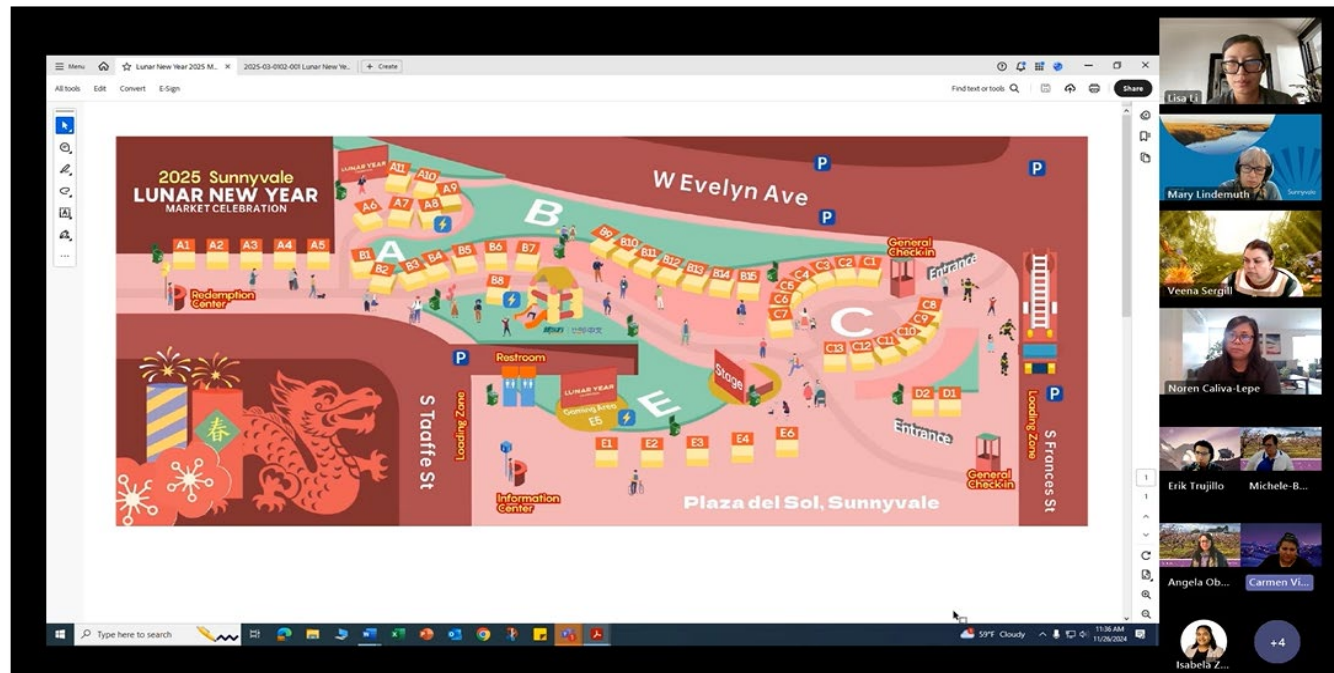
- **Event Title:** should be the name that is used to advertise the event.
- **Event Type:** check and complete all applicable boxes (for example "Outdoor Festival, Celebration or Street Fair" AND Parade or Procession").
- **Event Location:** indicate ALL venues you event will use. If you are holding your event in Downtown Sunnyvale, you must provide notice to Sunnyvale Downtown Associations and the Sunnyvale Chamber of Commerce.
- **Begin Setup:** indicate the specific day and time that you want access to the event site for setup.
- **Event Date(s):** indicate the day of the week as well as the date. For multiple day events, list each day on a separate line.
- **Start and End Times and Attendance:** indicate the event start, end times and attendance for each day.
- **Finish Cleanup:** indicate the specific date and time that the event venue will be completely cleared of all event equipment and litter (within a 300' radius), with all power washing and street cleaning completed. The venue is considered fully cleaned up when it is fully returned to its normal use as a park, street, sidewalk, private parking lot, etc.
- **Attendees:** indicate the breakdown of youth and adults within total attendance as well as indicate the number of attendees present during the most crowded period of the event. If serving directly with minors, your Certificate of Insurance must include coverage for molestation and sexual abuse with limits not less than \$1,000,000 per occurrence and \$2,000,000 aggregate.
- **Event Description:** Detailed event information is necessary to get a full understanding of your event's needs. Either complete the field or attach a detailed description that accurately displays your event plan. The event description should include a description of the event that will give the reader a clear idea of its purpose and main components, including (if applicable) the event theme and purpose, proposed street closure(s) and tow-zone(s), schedule of activities, vendor information, staging and entertainment and first aid. If your event was held in the previous year, but not in Sunnyvale, please indicate.
- **Event Promotion:** provide a detailed description of how you plan to notify businesses and/or residents impacted by this event. Example: send an email, leave flyers at business(es). Note: if holding an event in Downtown Sunnyvale, the notice should include [Cityline](#), [Sunnyvale Downtown Association](#) and [Sunnyvale Chamber of Commerce](#) in addition to businesses impacted.
- **Specific Event Information:** This information will determine the permits, inspections, and City services that the event will require. If you answer NO to all questions in this section, skip and complete sections 11 through 16 and submit the application. However, if you answer YES to any question in this section, you must complete sections 3 through 16 (including any additional attachments that may be required).

See next page for Section 3.

Page 1

Pre/Post Event Meetings (Launched October 2024)

- Required meeting for all large scale and/or new events
 - Applicants will provide an overview of the event for liaisons
 - Both applicants and department liaisons can ask questions to build conditions
 - Post event meeting reviews events successes and learning lessons for the following year



Streamlining / Assistance to Applicant – (cont)

- Insurance for “City Sponsored” events now will be covered under the City’s insurance coverage (at no cost to applicant)
 - Events where City is providing financial support – SDA, CENGP, and City events
- Trash – Contract with trash company includes trash bins and pick up for certain City Events and City Sponsored Events (at no cost to applicant)
 - Increasing that to include CENGP

For Council Consideration

Enhance CENGP - Increase overall funding from \$48,000 to \$150,000 / \$200,000

- Allow for increase to individual Neighborhood Grants and allow for more associations to apply
- Allow for increase to number of Community Grants (approx. 7-15 more depending on size)
- City Council Subcommittee for CENGP can work out specific details at future meeting
- Increase CENGP applications process to twice/year
- All CENGP events will be considered City Sponsored (includes city insurance coverage & waste management)

For Council Consideration

Additional Staffing

- One full-time staff person for greater oversight of special event process
- One-two part time staff and/or overtime to assist with conditions and growing number of applications

Does the Council support additional fee waivers?

Study Issue on loaning party rental equipment (long term)

Expectation from Council on additional City Run events to be included in City budget

For Council Consideration - Budget Breakdown

Community Events & Neighborhood Grants

- Increase of \$100,000
- \$5,000 increase every other year already in place
- \$3.5M /20-year

Staffing Request

- One FT Recreation Manager –
 - \$220,070/year
 - \$6.4M /20-year
- Overtime Expenses for Staff Liaisons
 - \$50,000/year
 - \$1.4M/20-year

To be funded by the Council Service Level Set Aside Fund



QUESTIONS

