



Office of the Mayor

CONSENT CALENDAR
February 25, 2014

TO: Members of the City Council

FROM: Mayor Tom Bates

SUBJECT: Amendments to Special Event Ordinances and Fee Structures to Provide for Multiple-Use Event Permits

RECOMMENDATION

Refer to the City Manager to review the City's current event ordinances and fee structures and return to the Council with a multiple-use event permit (where conditions of the permit remain the same at subsequent events) for City of Berkeley sponsored events.

FISCAL IMPLICATIONS OF RECOMMENDATION

Staff time required for amendments.

BACKGROUND

The City's Street and Park Event Planning Guides state that the "City strives to keep fees as low as possible by charging only for the cost of processing the application and provision of City Services." The current Special Event fee structure provides for one-day events with a separate permit being needed for each day of a multi-day event. In many multi-day City-sponsored events, the conditions of the multiple one-day permits required do not change scheduled subsequent events. However, the cost of the repetitive permits can become extremely costly.

In the case of Sundays on Telegraph, the event repeated with the same conditions over a 15-week period. This resulted in weekly charge of \$390 for the same street-closures and sound permits, or a total \$5,850 for 15 weeks.

In comparison to neighboring cities, the Cities of Oakland and San Francisco charge one fee for each different permit to cover an event series. The three-day Oakland Eat Real festival files one set of permits for the entire event and pays one-day charges, whereas in Berkeley they would be required to file three sets and pay the corresponding three charges. In San Francisco, permits are called "application fees" and multi-day events producers can buy permit bundles. In San Francisco, there is special legislation that allows one permit for four dates of small, repetitive events such as the farmer's market.

The City Manager should review and make recommendations to change pertinent City ordinances and fee structures for multi-day City of Berkeley sponsored events, including those by Business Improvement Districts. This permit should discount repetitive fees, such as street/park, sound, food, and alcohol permits, for multi-day events that retain the same conditions such as footprint and programming structure. This multiple-use permit should take into consideration the impact of the neighboring communities and be revocable if the terms of the permits or other relevant City ordinances are violated. Staff should also make recommendations to make permitting more efficient.

CONTACT PERSON

Tom Bates, Mayor 981-7100