

# CITY OF DIXON CITY COUNCIL POLICY

## EVENT CO-SPONSORSHIP

### **PURPOSE**

The purpose of the Event Sponsorship Policy is to provide guidelines and procedures for the identification, submission and priority, of city co-sponsored events.

### **DEFINITIONS**

**City:** means the City of Dixon and its Departments and events sponsored by the City.

**City co-sponsored event:** means any public event, program or activity in which the City allows the use of its name and/or logo by another sponsoring organization with regards to conduct of the event as well as advertising, promotion or general public awareness. In addition to the use of its name and/or logo, the City may assist by means of personnel, facilities and services in the preparation and conduct of the event.

**City-sponsored event:** means any public event, program, or activity which is directly related to a recognized function of the City, which is initiated, and in major part financed and executed by the City.

**City Manager:** means the City Manager of the City or the Manager's designee.

**Community/Special Events:** means local events that are of a civic, public, or educational nature, including City festivities and other similar events that promote the community and are open to the general public.

**For-Profit Organization:** means a business or other organization whose primary goal is making money (a profit) or has not been deemed eligible for nonprofit status by the Internal Revenue Service.

**Local Nonprofit Organization:** means an organization that has been conferred eligible for nonprofit status by the Internal Revenue Service under United States Internal Revenue Code Section 501(c) and maintains its principal office or place of operation within the City of Dixon.

**Non-City:** means and includes Local Nonprofit Organizations, Community/Civic Events, and Local Public Schools.

**Special event:** means an event and/or activity:

1. Sponsored entirely by the City, or co-sponsored by the City, or a nonprofit organization event;
2. Of limited duration as provided for herein;
3. That may or may not involve an assembly of persons;

4. That may or may not require a special event permit; and
5. That calls attention to the City, its natural advantages, resources, enterprises, attractions, climate, facilities, business and community.

## **POLICY**

### **A. Responsibility**

The Recreation Division is responsible for collecting co-sponsorship requests and presenting them to City Council.

### **B. Policy**

1. The applicants or sponsors will be required to submit an application by December 1 of each year to be considered for events that take place March 1-February 28 the following year.
2. The list of qualifying events will be presented to the City Council in February and approved for the calendar year.
3. City Council will continue to waive fees and co-sponsor the events which are approved annually.
4. The City will continue to waive staff recovery costs for the approved events that the City Council determines to be of benefit to the community.
5. The City can amend the list at any time provided the event sponsor meets the criteria set forth below.
6. The special events application must include the date of the event, number of people expected, where the event will take place, hours of operation, and what activities will take place at the event.
7. The applicant must provide a list or estimate of the level of staff assistance needed such as police, fire and public works to staff the event.

### **C. Evaluation Criteria and Conditions of Approval**

The following criteria will be used by City Council to evaluate and choose the co-sponsored events:

1. Held within the City limits.
2. Be of a citywide nature.
3. Demonstrate an ability to draw participants.
4. Be free and open to the public with both a citywide and regional draw.
5. Occur within the prescribed approval year.
6. Encourages celebration of the community.
7. All sponsors and or co-sponsors are identified and approved by the City Council.
8. Host shall apply for a special event permit with the City and meet the requirements of the special events policy.
9. Alcohol consumption and street closures require separate City Council approval due to City ordinances and CalTrans requirements.