



## Agenda Report

18-624

Agenda Date: 5/15/2018

### REPORT TO COUNCIL

#### SUBJECT

Action on Sponsorship of the American Legion Santa Clara Post 419's Annual Car Show on June 9, 2018

#### BACKGROUND

At the May 8, 2018 City Council meeting, the American Legion Santa Clara Post 419, a non-profit organization, presented a petition to the Council regarding the City's permit fees for their June 9 Annual Car Show located at 958 Homestead Road and Washington Street between Lexington Street and Homestead Road. The annual American Legion Post 419 Car Show raises funds for veteran support programs. Scheduled to be held on June 9 from 10am to 3pm, the Car Show will include live music, BBQ, drawings and cars.

The City requires event organizers to obtain permits as required by the Municipal Code for street closures, outdoor amplification of music, and other components of their special event.

The American Legion Santa Clara Post 419 has requested that the City continue to sponsor the Annual Car Show by waiving the fees for the required Encroachment Permit, Outdoor Amplification of Music Permit, and Special Events Application for the June 9 Annual Car Show and future shows (attached). The Council voted unanimously to agendize the topic for consideration and potential action for the May 15, 2018 City Council meeting.

#### DISCUSSION

The Special Events Application allows City staff to review the proposed components of a special event on City property to determine the required permits and services. After reviewing the American Legion Santa Clara Post 419's Special Events Application, staff determined that the June 9 Annual Car Show will require a Special Event Application fee, Encroachment Permit, Special Permit, and Outdoor Amplification of Music Permit.

American Legion Santa Clara Post 419 has submitted applications for the required Encroachment Permit, Special Permit, and Outdoor Amplification of Music Permit. The Special Permit will be agendized for City Council consideration at its May 22 meeting.

The permits have the following processing fees: \$25 for the Special Events Application for non-profits, \$351 for the Encroachment Permit, \$246.10 for the Special Permit for non-profits, and \$57 for the Outdoor Amplification of Music Permit. The total cost for the Special Events Application fee and three City permits is \$679.10.

In 2017, the City Council approved a sponsorship for the American Legion Annual Car Show by transferring funds from the City Manager's budget to pay for the requisite permits. At that time, the

need to establish a policy for sponsorships of community events such as the Annual Car Show was part of the Council discussion. Since that time a draft Sponsorship Policy has been prepared and reviewed at the Governance Committee. A final draft will be brought forward for Council consideration in Summer 2018. In addition, funds have been set aside in the forthcoming FY18/19 Recommended Budget in order to provide a funding source for this type of sponsorship for community events. Until the policy is approved by Council and the FY 18/19 Budget adopted, Council action to fund specific events is required.

With Council approval, City funds would be used to pay for the fees and there would be no cost to the American Legion Santa Clara Post 419 for the permits associated with its June 9, 2018 Annual Car Show.

### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(4) in that it is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

### **FISCAL IMPACT**

The total fiscal impact associated with approval of the recommended action is \$679.10 plus administrative time and expense. There is sufficient vacancy savings in the City Manager’s Office budget to pay for the fees.

### **COORDINATION**

This report has been coordinated with the Finance Department and the City Attorney’s Office.

### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City’s official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City’s website and in the City Clerk’s Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk’s Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

### **ALTERNATIVES**

1. Approve the sponsorship of the required permit fees for the June 9, 2018 American Legion Annual Car Show at no cost to the American Legion Santa Clara Post 419.
2. Take no action.

### **RECOMMENDATION**

There is no staff recommendation for this issue.

Reviewed by: Ruth Shikada, Assistant City Manager

Approved by: Deanna J. Santana, City Manager

### **ATTACHMENTS**

1. Letter and Special Events Application received via Email March 20, 2018 from American Legion Santa Clara Post 419

2. Excerpt from May 9, 2017 Meeting Minutes