

Attachment 9: Proposed Special Event Policy Guide Modifications

Current Policies	Proposed Modification	Discussion
The Impact Characteristic Matrix currently considers the total amount of years an event was held in the City to determine whether an event is Impact Level I, II, or III.	Remove this from the Impact Characteristic Matrix.	The number of years an event has taken place in the City doesn't change the impact the event has on the City, community or staff resources. Additionally, with the current policy, any new event to the City may be considered an Impact Level III event, even if it's a lower impact event. Allowing this policy to remain could further impact the Peak Season Limits for Impact Level III events on the Beach, Strand or Pier Plaza.
The Impact Characteristic Matrix currently doesn't consider the use of the Volleyball Courts or Beach Tennis Courts to determine whether an event is Impact Level I, II and III.	Add this to the Impact Characteristic Matrix.	When event producers request use of these courts, it impacts the availability of these courts for other recreation services such as classes, camps and leagues, and the community's general use and enjoyment of these recreational courts.
The Impact Characteristic Matrix currently considers the total amount of event days throughout the year to determine whether an event is an Impact Level I, II, or III event.	Remove this from the Impact Characteristic Matrix.	With the current policy, one-to-two-day events that take place numerous times throughout the year, such as the CBVA Volleyball Tournaments and Beach Tennis Tournaments, may be categorized as Impact Level III. However, these events are low impact. Allowing the current policy to remain could further impact the Peak Season Limits for Impact Level III events on the Beach, the Strand or Pier Plaza. <i>Note: Staff is proposing that the Impact Characteristic Matrix still consider the total consecutive event days as multi-day events are of higher impact.</i>
Impact Level III events and new events to the City are subject to a Public Hearing by both the Commission and City Council.	Returning Impact Level III events would not be subject to a Public Hearing. New events would still be subject to a Public Hearing. Additionally, any returning event to the City that is requesting a significant change to the event format may be treated as a new event and subject to a public hearing at the discretion of the Community Resources Manager.	Public Hearings provide Public Notice in the Easy Reader (in the legal ad section), on the City website, and to members of the public who have subscribed to e-notifications through the City website. The Public Hearing requirement for new events is beneficial since the Public Notice serves as a tool to inform and invite the public to provide input on a new event in the City. This proposed update would discontinue the Public Hearing requirement for returning Impact Level III events each year that the Commission and City Council have already approved through the Public Hearing process. Public Hearings require additional staff resources to meet the Public Notice requirements and are at cost to the City, approximately \$150 each notice.

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<p>Peak Season (Memorial Day to Labor Day) event limits on the Beach, the Strand, or Pier Plaza:</p> <ul style="list-style-type: none"> • Maximum of 30 days used by Impact Level III events • Maximum of 40 days used by Impact Level I and II events 	<p>Adjust the Peak Season event limits to:</p> <ul style="list-style-type: none"> • Maximum of 45 days used by Impact Level III events • Maximum of 25 days used by Impact Level I and II events 	<p>The proposed limits would accommodate returning Impact Level III events on the Beach, the Strand or Pier Plaza that have taken place in the Peak Season for more than one year. Unless one or more of these events reduce their total event days, move outside of the peak season, or do not return, this proposed policy update may only leave 1-2 Impact Level III event days available on the Beach, Strand or Pier Plaza during the Peak Season in upcoming calendar years. Therefore, the City may not be able to accommodate future Impact Level III event requests within the Peak Season on the Beach, Strand or Pier Plaza. It should be noted that the current limits are in place to balance coastal access with beach events. The staff and the Special Event Subcommittee do not recommend increasing the Impact Level III limit any more than proposed.</p>