



SONOMA'S

TUESDAY NIGHT FARMERS MARKET



CITY OF SONOMA REQUEST FOR PROPOSALS (RFP)

FOR PROFESSIONAL SERVICES

MANAGEMENT OF CITY OF SONOMA'S TUESDAY NIGHT FARMERS MARKET

SUBMITTAL DEADLINE - DECEMBER 21, 2009

REQUEST FOR PROPOSAL FOR PROFESSIONAL SERVICES: MANAGEMENT OF CITY OF SONOMA'S TUESDAY NIGHT FARMERS MARKET

INTRODUCTION

The City of Sonoma is seeking proposals from qualified firms for professional services in the overall management and marketing of a Tuesday Night Farmers Market from April 6, 2010 to October 26, 2010.

This Request for Proposal (RFP) describes the project, the required scope of services, the market manager selection process, and the minimum information that must be included in the proposal.

BACKGROUND AND GENERAL COMMUNITY DESCRIPTION

Located in the heart of one of the world's premier wine producing regions, Sonoma is a working town with approximately 9,800 residents and a rich cultural heritage. The adjacent scenic hills and agricultural valley provide a setting of unparalleled natural beauty. The San Francisco de Solano mission and other historic buildings that surround the central Plaza complement the area's viticulture prominence and visual beauty to make Sonoma a distinctive and successful tourism destination. The City serves as the economic hub for the rural Sonoma Valley, which has a population of about 39,000.

The Tuesday Night Farmers Market is a certified Farmers Market which takes place in the City's historic eight-acre Plaza in the heart of downtown. The Market has been in operation for 20+ years and has grown in size and scope, and has become one of the trademark summer events for the City. The City and the community at large have a stake in the Market continuing as a signature event for Sonoma Valley. The Market is not only a hub for residents who wish to purchase fresh, locally grown produce, but is also a social gathering place for all ages, a popular picnic destination, and culturally important to the City. As such, the goal of this RFP and selection process is to enhance what currently exists, and integrate the community's values into the process of Market Management and operations.

PROJECT OBJECTIVES

The primary purpose of the Tuesday Night Farmers Market will be to offer community members an opportunity to purchase fresh, locally grown produce and other artisan goods, provide farmers an opportunity to sell their products locally, to benefit local businesses, provide an opportunity for local musicians to perform, and provide a festive community event which highlights the town character and to create a social gathering place in the Town Square, the Plaza.

The City of Sonoma is requesting proposals from qualified organizations/individuals for professional services in the creation and overall management of the Tuesday Night Farmers Market. Management services are expected to begin in anticipation of the first Market night on April 6, 2010.

The Sonoma City Council and Community Services and Environment Commission recently took public testimony and deliberated on their preferred values and management philosophy for the Farmers Market. As a result, the following values must be reflected in any proposal and implemented in the Market: transparency in operations; openness and fairness in selection process for vendors; accountability of Market management to the City and to the community; emphasis on locally grown produce and locally produced goods; and sustainable environmental and green practices throughout.

The successful proposer shall be expected to comply with all applicable California Codes, Regulations, Certified Farmers Market rules, maintain a valid City Business License and meet the Insurance Requirements of the City. The proposer should also seek to provide a consumer mix that reaches all aspects of the local marketplace, and appeals to both adults and children. Proposers shall include how local vendors will be supported and given priority.

PROPOSAL REQUIREMENTS

General

The proposal should be concise, well organized, and demonstrate the proposer's qualifications and experience applicable to the project. The proposal shall be limited to 10 pages, double-sided (8-1/2 x 11 inches), exclusive of resumes, graphics, forms, photographs, cover letter, etc. Type size and margins for text should be in keeping with accepted standard formats for desktop publishing and processing.

The proposal must include a discussion of the proposer's approach to the project, a breakdown and explanation of project tasks, a proposed project schedule, an estimate of revenues and expenditures, documentation of the proposer's qualifications for the scope of work, and any other relevant materials.

Contents

Proposals submitted in response to this RFP shall be in the following order and shall include:

Executive Summary: Include a (1) page summary of the entire proposal describing the most Important elements of the proposal.

Identification of the Lead Entity, including:

- Legal name and address of company or non-profit to serve as lead entity.
- Legal form of company or non-profit (e.g. partnership, corporation, non-profit status, etc.). If joint venture, identify the members of the joint venture and provide all information required within this section for each member.
- Disclosure of "parent company" if proposer is a wholly-owned subsidiary (or subject to other partnerships).
- Physical address(es) of office(s) working on this project.
- Name, title, address, email, and telephone number of the person to serve as project manager and a proposal contact (if different).

Experience and Technical Competence-:

- Describe the team's experience in operating other certified farmers markets or related community event management experience. List the name and location of the farmers market and type of work accomplished in operating the market. Include reference contact information, as applicable.
- Describe experience recruiting, retaining, and managing community event logistics.
- Describe any past event management experience including, but not limited to, vendor recruitment, booth arrangement, traffic flow, parking, market event set-up and take-down, and any other related information.
- Briefly describe your advertising and marketing philosophy and experience as it relates to farmers markets.

- Describe your knowledge of and indicate your ability to obtain all regulatory/health permits and County and State certifications applicable to the operation and management of a certified farmers market.

Proposed Method to Accomplish the Work

- Explain how current vendors of the Tuesday Night Farmers Market will be integrated into your approach to the Market.
- Briefly describe the proposer's technical and management philosophy regarding the successful operation of a farmers market.
- Describe how proposer will work with special event managers to promote the City Party, Jazz Nights in coordination with the Farmers Market.
- Explain space requirements. Proposers should be aware that the Plaza Chavoya Horseshoe is the primary Market location, with additional space around City Hall available if requested and necessary.
- A website for the Tuesday Night Farmers Market is required and will need to be updated and maintained regularly. Describe how the website will be utilized to provide key information.

Knowledge and Understanding of Local Environment

- Express and demonstrate a knowledge and understanding of the local environment and culture by describing the applicant's experience with the City of Sonoma and how the applicant plans on maintaining an open local presence while working with City of Sonoma staff.
- Display understanding of the Plaza use guidelines and Special Event Policy.

Project Organization and Key Personnel

- Describe proposed project organization, including team structure and identification and responsibilities of key personnel. Include CVs for key personnel as attachments.
- Describe type of availability and hours during non-market hours including office location/hours, phone and fax numbers and email addresses. Provide an indication of the approximate staffing level(s) for the project.
- If there will be a Board for the Farmers Market, describe the composition of the Board, how Board members are chosen, their terms, how Board meetings will be held and conducted, and their decision-making authority with respect to vendor selection and Market rules. Include any appeal procedures.
- Provide a projected operational budget of costs and services proposed, including but not limited to costs associated with marketing, vendor recruitment, special events, and projected City monetary and/or in-kind contribution(s), if any.
- Provide a project timeline for services provided leading up to, and including the opening day of the market, operation throughout the market season, and the close of the market at the end of the season.

Rules and Regulations

- Provide an organized and detailed set of Rules and Regulations, which should include consideration of, but is not limited to, the following:
 - Farmers Market certification: requirements for managing organization and vendors
 - General rules for all participants
 - Application process for vendors
 - Process for Vendor selection and space allocation
 - Process for vendor approval, or denial and maintenance of a waiting list
 - Requirements for Edible Food Vending
 - Fundraisers and Non-Profit organizations

- Political, Religious and other Informational Groups
- Entertainment
- Arts & Crafts
- Merchant Booths
- Include a comprehensive and “green” waste management system for the event, including how the requirement of “No Styrofoam” will be enforced, and how recycling/composting will be encouraged and supervised.
- Provide a Power Plan for electrical needs and information on what steps will be taken to preserve the Plaza lawn, turf, vegetation and other Plaza amenities.

Financial Sustainability and Fees

- Fees for the Weekly Farmers Market are as follows:
Chavoya Horseshoe - \$175.00 week
- For additional space, charges will be determined in accordance with the City Fee Schedule.
- Include a proposed budget and any other relevant financial documents which demonstrate your ability to undertake this endeavor.

Exceptions to this Request for Proposal

- The proposer shall certify that it takes no exception(s) to any portion of the RFP. If the proposer does take exception(s) to any portion of the RFP, the specific portion of the RFP to which exception(s) is taken shall be identified and explained.

SUBMITTAL REQUIREMENTS

- Proposals may be submitted by email, mail, or hand-delivered to City Hall. If hard copy, please submit one original proposal. Proposals submitted by facsimile are not acceptable and will not be considered.
- The proposal shall be signed by an individual or individuals authorized to execute legal documents on behalf of the proposer.
- The entire proposal must be received no later than **2:00 PM, December 21, 2009**. E-mail, mail or hand-deliver all proposals to:

Milenka Bates, Public Works Director
City of Sonoma
#1 The Plaza
Sonoma, CA 95476
mbates@sonomacity.com

- Failure to comply with the requirements of the RFP may result in disqualification.
- Proposals and/or modifications received subsequent to the hour and date specified above will not be considered

PRE-SUBMITTAL ACTIVITIES

All questions relating to the RFP should be presented to:

Milenka Bates, Public Works Director
mbates@sonomacity.org
(707) 933-2230

The City of Sonoma reserves the right to revise the RFP prior to the date that proposals are due. Revisions to the RFP shall be mailed to all potential proposers and all holders of the RFP.

SELECTION PROCESS

A selection committee (the "Committee") will be established for this project which will include City of Sonoma staff, CSEC Commissioners, and may include representatives from the private sector, the general public, or individuals with expertise and experience in managing a farmers market.

- If applicable, the Committee may interview the short listed organizations. Based upon the proposal and interview, the Committee will rank the finalists as to their individual qualifications and merits.
- Due to the short timeline, the negotiations regarding the scope of work, contract schedule, contract terms and conditions, technical specifications, and price may be held with the primary and secondary manager candidates concurrently.
- Following Committee and staff review, a recommendation will be brought to the Community Services Environment Commission (CSEC) and City Council for approval.

REVIEW PROCESS

During the first year, the Farmers Market Manager will be required to meet on the following dates with the CSEC and staff to review the event:

May 12, 2010
July 14, 2010
September 1, 2010
November 10, 2010

EVALUATION CRITERIA

Proposers will be evaluated on the following criteria:

- Proposer qualifications and experience, including internal organization and resources, comparable project experience, and knowledge of the Sonoma community.
- Proposer's approach to project management, including coordination with City of Sonoma staff, budget monitoring and quality control, and applicable progress/reporting systems.
- Ability to meet the City's requirements and the unique needs of the Sonoma community with respect to the Market.

SCHEDULE FOR RFP, SELECTION, AWARD AND MARKET IMPLEMENTATION

Issue RFP	November 25, 2009
Proposal Due Date	December 21, 2009
Oral Interviews	January 11-13, 2010
CSEC Makes Recommendation to Council	January 13, 2010
Council Awards RFP	January 20, 2010
Contract Negotiations Complete	January 27, 2010
Market Opens	April 6, 2010

SPECIAL CONDITIONS

Reservations

This RFP does not commit the City of Sonoma to award a contract, to defray any cost incurred in the preparation of a proposal pursuant to this RFP, or to procure or contract for work.

Public Records

All proposals submitted in response to this RFP become the property of the City of Sonoma and public records and, as such, may be subject to public review.

Right to Cancel

The City of Sonoma reserves the right to cancel, for any or no reason, in part or in its entirety, this RFP, including but not limited to: selection schedule, submittal date, and submittal requirements. If the City of Sonoma cancels or revises the RFP, all proposers will be notified in writing by the City of Sonoma.

Additional Information

The City of Sonoma reserves the right to request additional information and/or clarification from any or all proposers to this RFP.

Public Information

Proposers who wish to release information to the public regarding operators selection, contract award or data provided by the City of Sonoma must receive prior written approval from the City of Sonoma before disclosing such information to the public.

Insurance Requirements

The City of Sonoma requires consultants doing business with it to obtain insurance. The required insurance certificates must comply with all requirements of the standards as shown in this document and must be provided within fifteen (15) days of notice of selection and prior to the commencement of any work on the project.

###

CITY OF SONOMA
SPECIAL EVENTS POLICY

Revised by Resolution No. 19 - 2007

A. PURPOSE

The purpose of this policy is to set rules and processes that will guide the Community Services and Environment Commission and City staff in seeking an appropriate balance between the benefits of organized events and their associated impacts on the community.

B. COMMUNITY BENEFITS OF SPECIAL EVENTS

Special Events can create a sense of community for the City of Sonoma and Sonoma Valley by, among other things:

- Providing a gathering place for residents
- Establishing and maintaining local traditions
- Providing exposure and celebration of diverse cultures
- Showcasing the talents of local artists
- Enhancing the local economy by promoting Sonoma as a destination for tourists and shoppers
- Generating income for local community-serving non-profit organizations
- Generating funds to support public programs and projects
- Generating income for non-local causes
- Educating the public and increasing public awareness about issues of local concern

C. COMMUNITY COSTS OF SPECIAL EVENTS

Special Events can generate impacts to area residents and businesses and to the City of Sonoma by, among other things:

- Adding to traffic congestion and exacerbating parking problems
- Impinging on the use of public spaces for non-structured, passive enjoyment by area residents
- Having a negative impact on the health and appearance of public landscaping and on the condition of public buildings
- Adding direct expenses to the City budget for maintenance of public facilities
- Adding indirect expenses to City operations by diverting staff resources away from other high priority work programs and projects

D. SPECIAL EVENT APPLICATION AND PERMIT PROCESS

Every special event held on property or in a facility owned, leased, or otherwise controlled by the City of Sonoma requires a special event permit.

This provision is not intended to regulate recurring program activities on public property, conducted by the City or by a lessee of City property, where the activity is specifically authorized by use permit and/or by the terms of the property lease.

1. Application Content and Deadlines

- a. A complete application must be submitted prior to a proposed event being considered for approval.
 - 1) For small scale events, complete applications must be submitted at least 21 days prior to the event.
 - 2) For all other events, complete applications must be submitted at least 120 days prior to the event. An exception to the 120 day submittal deadline may be granted provided 2/3 of the Community Services and Environment Commission vote in the affirmative to grant the exception.
- b. A complete application must include the following:
 - 1) Special Event Application Form with required attachments.
 - 2) All required application fees, rental fees, cost and damage deposits.
 - 3) If the event includes an admission charge, sale of event promotional items such as, but not limited to clothing and souvenirs, charges to exhibitors or vendors for booth or display space, sponsorship involving cash donations to the sponsoring organization, on-site solicitation of donations or any other cash income, an event budget shall be submitted showing estimated income by source, estimated event production expenditures (including, but not limited to, the costs of goods to be sold) and identifying the planned beneficiary(ies) of any excess of income over expenditures.
- c. Costs associated with efforts required of City forces to provide traffic control, parking restrictions, special barricading, emergency medical services, on-site monitoring of events or other special event needs shall be the responsibility of the applicant and shall include all costs incurred by the City, including actual time, material and equipment costs. A cost estimate will be provided subsequent staff review of the application. A deposit for estimated costs shall be provided prior to the application being considered by the CSEC. Payments and deposits for police services must be arranged through the Police Department with the Sonoma County Sheriff's Department.
- d. Special Events proposing encroachments on the state highway or the closure of City streets must obtain the appropriate permits as set forth in Chapter 12.20 of the Sonoma Municipal Code.
- e. New events that are unusually unique in nature will be evaluated case by case and may be subject to City Council approval. All costs associated with efforts required of City forces to review the Special Event Application and provide comment to event needs and City impact shall be the responsibility of the applicant. A cost estimate will be provided with initial application review; a deposit for estimated costs shall be provided at the time the application is submitted and is required to complete the application process.

- f. Special events sponsored by, or, held on the property owned by other governmental agencies including, but not limited to the Sonoma Valley Unified School District, Sonoma County, and the State of California Department of Parks and Recreation, are not required to obtain special events permits from the City. Such agencies are encouraged to consult with the Special Events Coordinator during the planning stages of such events to address community impacts such as traffic, parking, noise, security, etc.

2. Staff Review

- a. Small-scale events may be reviewed and approved by the Special Event Coordinator, with or without interdepartmental review.
- b. Events of eight hours or more in duration or events of any duration which in the judgment of the Special Event Coordinator raise unusual issues, will be subject to an interdepartmental review prior to a decision by the Special Event Coordinator or by the CSEC. Interdepartmental review will be scheduled on an as-needed basis by the Special Event Coordinator. Interdepartmental review may result in recommended conditions of approval to be considered by the Special Event Coordinator or by the CSEC.

3. CSEC Review and Findings

Applications for events requiring CSEC approval will be placed on the next available CSEC agenda after staff review is completed. Applications will not be scheduled for CSEC review and approval until all required information has been provided and all staff reviews have been completed. CSEC meetings are scheduled in conformance with Brown Act noticing requirements.

Findings

In making determinations about approval or conditions of a special event permit, the CSEC shall consider and make findings regarding the following factors:

- a. Does the application conform to all general and site-specific restrictions, requirements and guidelines as set forth in this Policy and in the Appendices hereto?
- b. In the case of a recurring event, to what level did prior events adhere to all general and site-specific restrictions, requirements and guidelines and to specific conditions of approval, as indicated in post-event reports prepared by staff and in the post-event reviews conducted by the CSEC?
- c. What are the nature and magnitude of the community benefits that are anticipated for this event, and, for recurring events, what was the magnitude of community benefits, including the value of donations to non-profit beneficiaries, realized by prior events?
- d. What are the nature and magnitude of the community costs and impacts that are anticipated for this event and, for recurring events, what was the magnitude of community costs and impacts that were experienced in prior events?

4. Post-Event Review

Sponsoring Organizations must attend a post event review at the next meeting of the CSEC that is held not more than ninety days after the event. The event representative shall provide the event's complete and full financial statements (actual gross income and expenditures) to the City Clerk within seventy days after the event. City staff shall provide completed post event evaluation for review and discussion at the post event review meeting. Payment of all post event invoices, charges, fees or penalties must be received within ten days subsequent to post event review.

Conditions of approval of subsequent years' events may be affected by the organization's failure to attend the mandatory post event review and/or to provide required information, which failure may also constitute grounds for denial of future years' event permits.

5. Modification of Approved Permit

Once an application is approved, no event shall be modified without prior approval of the CSEC or of the Special Event Coordinator, whichever approved the event. The Special Event Coordinator is authorized to approve minor modifications. Modifications that require CSEC approval include, but are not limited to, changes in the dates, duration, and location of the event.

6. Appeal of CSEC or Staff Decisions

Decisions of the Special Event Coordinator or of the CSEC to approve or deny a permit, and any conditions of an approved permit may be appealed to the City Council as provided in the Municipal Code.

E. RESTRICTIONS, REQUIREMENTS AND GUIDELINES

1. Date and Location Preference

- a. Date and location preference for City facility use is given to longstanding recurring events and to locally based City or Sonoma Valley organizations benefiting the community on a non-profit basis.
- b. In order to qualify for a preference in conducting a regularly scheduled event, sponsors of recurring events of eight hours or more in duration (including set-up and take-down time) shall submit a letter to the City Clerk by January 1 of the year in which the event is to take place indicating the date or dates and the location on which the event is expected to take place, being sure to include set-up and take-down dates. This letter will be used for scheduling purposes only and will not constitute an application as required above.
- c. A "master calendar" shall be prepared by City staff to assist with schedule coordination.
- d. Upon receiving their approvals, all other events shall be placed on the master calendar on a first-come, first-served basis subject to location availability and adherence to policies limiting the number and frequency and the location of events.

Applicants are encouraged to submit an alternate venue location as a back up, along with the application for the desired venue.

Except for small scale events as defined herein, in no case shall two or more special events be scheduled on the same weekend at any given venue.

2. Plaza Park Events

For restrictions, requirements and guidelines applicable to events at Plaza Park, see Appendix A.

3. Depot Park Events

For restrictions, requirements and guidelines applicable to events at Depot Park, see Appendix B.

4. Events at All Other Venues

For restrictions, requirements and guidelines applicable to events at any venue other than Plaza Park and Depot Park, see Appendix C.

5. Unique Events and/or Locations

As determined by the City Manager, event locations or new events that are unusually unique in nature may be referred to the City Council for review and approval.

F. FEES AND COSTS

1. The City Council shall from time to time by resolution as it deems necessary and appropriate provide for and set all rates, charges and fees for special event permit applications, use of, or impact to, City facilities and other costs related to special events.
2. Application and facility rental fees shall not be charged for "City-sponsored events," although such events shall be subject to the normal application and review process. The decision of the Special Event Coordinator as to whether an event is a "City-sponsored event" may be appealed to the City Council as provided in the Municipal Code.
3. Rental fees shall not be charged for "Small-scale events." Application processing fees may be charged at the discretion of the Special Event Coordinator, depending on the amount of time deemed necessary to review the application. Decisions of the Special Event Coordinator in this regard may be appealed to the City Council as provided in the Municipal Code.
4. The Community Services and Environment Commission shall annually establish an appropriate rental fee for the Farmers' Market, as part of its annual review of the Farmers' Market Plaza Use Application.
5. Except as provided for with respect to "City-sponsored events" and Small-scale events," as defined, fee waivers for Special Event application fees, rental fees and other related costs are prohibited.

G. DEFINITIONS

For the purpose of this Policy, the following definitions shall apply:

Application Processing Fee – Charges for staff time and expenses for processing special event permit applications. Application fees are established by the City Council by resolution.

City Property – Any City street, sidewalk, parking lot, park, plaza, or any other property owned or controlled by the City.

City Sponsored Event – A special event that meets at least one of the following criteria:

1. The City is the primary financial beneficiary of the event.
2. The City provides significant funding or material support to the event due to its overall civic importance.
3. The City Council has agreed to be named as the sponsor or co-sponsor of the event

Event – Includes special event.

Event Organizer – Any person or organization that conducts, manages, promotes, organizes, aids or solicits attendance at a commercial or non-commercial special event.

Goods – Includes goods, wares, personal property, merchandise or any other similar item which is generally sold.

Gross Proceeds – the sum of all cash received by an event organizer for a special event, including, but not limited to, admission charges, sale of event promotional items, charges to exhibitors or vendors for booth or display space, licensing, sponsorships, television, advertising, sale of goods, donations at the event and similar revenues and concessions.

Longstanding Recurring Event – An event that has utilized the same City venue for 20 consecutive years.

Public Facility – Any property located within the Sonoma City limits and owned by the City of Sonoma or by any other governmental agency, such as the Sonoma Valley Unified School District, California State Parks or Sonoma County.

Rental Fee - A fixed amount for the rental of all or a portion of a venue, based on the length of the event; where applicable a maintenance fee for facility rehabilitation/maintenance is included with the rental fee. Rental fees are established by the City Council by resolution.

Sidewalk – That portion of a highway or street, other than the roadway, set apart by curbs, barriers, markings or other delineation for pedestrian travel.

Small Scale Event – An event that, in the judgment of the Special Event Coordinator, requires less than two hours of total staff time for pre-event preparation and/or post-event rehabilitation of the event venue, makes use of no more than two sectors of the Plaza or other venue, and does not exceed six hours in duration (including time required for set-up and take down).

Special Event – An activity on public property open to the general public, with or without an admission charge. Special events include:

1. Any organized formation, parade, procession or assembly of persons, which may or may not include animals, vehicles or any combination thereof which is to assemble or travel in unison on any street which does not comply with normal or usual traffic regulations or controls; or,
2. Any organized assemblage of persons at any park or facility, owned by the City or by any other governmental agency, such as the Sonoma Valley Unified School District, California State Parks or Sonoma County which is to gather for a common purpose under the direction and control of a person; or,
3. Any other organized activity conducted by a sponsoring organization or person for a common or collective use, purpose or benefit which involves the use of, or has an impact on, City property or facilities and the provisions of city services in response thereto.

Examples of special events include, but are not limited to concerts, parades, special interest shows or expos, markets, fairs, festivals, block parties, community events or mass participation sports (such as, marathons and running events, bicycle races or tours, etc.).

For the purpose of this policy, special events are distinguished from the following:

- Private events which may be authorized on public property but which are not open to the general public;
- Recurring program activities on public property, conducted by the City or by a lessee of City property, where the activity is specifically authorized by use permit and/or by the terms of the property lease;
- Events on private property.

Special Event Coordinator — The person assigned by the city manager to carry out the duties and responsibilities set forth in this policy.

Special Event Permit - A permit issued under this Resolution.

Special Event Venue - That area for which a special event permit has been issued.

Street — A way or place of whatever nature publicly maintained and open to use of the public for purposes of vehicular travel. Street includes Highway 12.

Tax-exempt non-profit organization — An organization that is exempted from payment of income taxes by federal or state law and which has been in existence for a minimum of three months preceding the date of application for a special event permit.

Tax-exempt non-profit organization; locally based — An organization that qualifies as a tax-exempt non profit organization and provides community benefit within Sonoma City, Sonoma Valley, or Sonoma County.

Vendor — any person who sells or offers to sell any goods, food, or beverages within a special event venue.

**CITY OF SONOMA
SPECIAL EVENTS POLICY**

APPENDIX A

**PLAZA PARK
RESTRICTIONS, REQUIREMENTS AND GUIDELINES**

The following restriction, requirements and guidelines apply to all special events conducted at Plaza Park.

1. Limitations on the number and frequency of events and on event activities

- a. Events exceeding eight hours in duration (including set-up and take-down time) shall not be scheduled in the Plaza Park on successive weekends between June 1 and October 1 of any given year.

With the approval of the CSEC, exceptions may be granted to the following Longstanding recurring special events: The Ox Roast sponsored by the Community Center, Hit the Road Jack sponsored by VOM Boys & Girls Club and VOM Hospice, Flag Day Celebration sponsored by Native Sons of The Golden West, Fourth of July Celebration co-sponsored by the City and the Sonoma Community Center.

- b. The Plaza Horseshoe Lawn shall not be available for active use, such as, but not limited to, tents, booths, Jumping Jacks, etc. during special events. This restriction is intended to allow an unobstructed view of City Hall a National Historic Landmark and to minimize damage to the lawn. With the approval of the CSEC, an exception may be granted for limited active use of the Plaza Horseshoe Lawn.
- c. In order to minimize compaction and damage to the Plaza landscape during the wet season, Special Events shall be restricted to paved areas of the Plaza from and including November through May. Small scale events, as defined in this policy, may be allowed to use lawn area during the wet season.
- d. The number of Special Events held in the Plaza Park is limited to twenty-five events per year. The Farmers Market events shall be counted as one event.

2. Rotation of off-limit areas in the Plaza

Each calendar year on a rotational, four-year cycle, one quadrant of the Plaza shall be closed to Special Event use for the entire year. This restriction does not prevent the restricted quadrant from being open to casual use and enjoyment by the general public. With the approval of the CSEC, an exception may be granted for limited active use of the restricted quadrant.

3. Duration and Hours of Operation

- a. No Special Event shall exceed a maximum of 72 hours, including set-up and take-down time. The CSEC shall have the discretion to place specific time limits on any event through its review of event applications within the total seventy-two hour limit.

Should a Special Event exceed the 72 hour limit, event organizers shall be subject to a penalty charge to be established by the City Council by resolution. In addition, conditions of approval of subsequent years' events may be affected by the organization's failure to observe the 72-hour limit, which failure also may constitute grounds for denial of future years' event permits.

With the approval of the CSEC, the "Salute to the Arts" event may be permitted to use the Plaza for up to a maximum of 96 hours, including set-up and take-down time.

4. Restroom Facilities

All events utilizing public restrooms shall be required to provide restroom monitors to ensure that no vandalism occurs during the course of the event and that restrooms are vacated and locked at the close of the event. Event Sponsors shall be responsible for cleaning and supplying restrooms.

5. Solid Waste and Recycling

All event applicants are required to submit a recycling and solid waste plan that minimizes the production of solid waste, provides for convenient recycling containers for event attendees and for event participants/vendors/etc., that provides for a sufficient number of trash receptacles for non-recyclable waste and that assures that the venue is returned to a trash-free and sanitary condition for use by the general public. Helpful hints for event planners will be provided as part of the special event application packet.

6. Noise

Amplified music shall normally cease no later than 10:00 PM; however, the CSEC shall have the authority to extend the time through the application review process if circumstances warrant an extension.

7. Banners

With approval of the Sonoma City Council, a banner may be displayed on the Plaza to advertise Special Events held at the Plaza or at other locations in the City. Banners advertising a community-wide event of general interest and sponsored by a noncommercial community group shall not exceed six square feet, nor shall they be displayed for longer than 3 consecutive days; allowable display time commencing one day prior to the event. Appearance and content of the banner are subject to Council review and approval. Banners shall not be displayed in the Plaza horseshoe lawn. Methods of supporting the banner and location in the Plaza are subject to review and approval by the Public Works Administrator or his or her designee.

8. Minimum Contributions

- a. For events that are sponsored by a non-tax exempt organization (as defined in this policy) that anticipate any cash income from the event (as described in Section D(1)(b)(3)), sponsoring organizations must donate a minimum of 40% of the gross proceeds from the event to one or more locally based non-profit organizations. The

amount of donation to each specified non-profit beneficiary must be submitted at the post event review meeting.

- b. Should a sponsoring organization wish to provide donation to a designated non-profit recipient other than a locally based non-profit organization, those donations must be channeled through a locally based non profit organization, such as the American Red Cross Sonoma Chapter, or other such organization approved by the CSEC.

Conditions of approval of subsequent years' events may be affected by the organization's failure to provide the required information regarding the 40% donation to non-profit beneficiaries, which failure may also constitute grounds for denial of future years' event permits. A copy of non-profit IRS form 990 or equivalent shall be required with subsequent year's Special Event Application submittal.

9. Limitations on the Sale of Wholesale Purchased Arts and Crafts

Arts and crafts sold at special events shall not be purchased wholesale and then sold retail at the event.

10. Proof of Insurance

- a. Proof of insurance shall be provided at least one week prior to the commencement of any event.
- b. No event shall commence set up or delivery of event supplies, materials, or equipment without required insurance documents submitted and verified by the City Clerk to meet all City requirements.

11. Business Licenses and Sales Tax

- a. Every vendor or exhibitor participating in an event is required to obtain a City of Sonoma business license, as provided in Title 5 of the Sonoma Municipal Code.
- b. Sponsoring organizations are required to cooperate with the City in assuring compliance with the City's business license requirements, for example, by providing lists of vendors and exhibitors upon request by the City.
- c. Sponsoring organizations shall cooperate with the City in programs to assure that all taxable retail sales occurring at events are reported as taking place within the City.

12. Public Access to City Facilities During Events

Special Events shall not exclude the public from the general use of any park or public property or charge an entry fee to any city park or public property during the course of the event. Fees may be charged for event participation.

**CITY OF SONOMA
SPECIAL EVENTS POLICY**

APPENDIX B

**DEPOT PARK
RESTRICTIONS, REQUIREMENTS AND GUIDELINES**

The following restriction, requirements and guidelines apply to all special events conducted at Depot Park.

1. Limitations on the number and frequency of events and on event activities

- a. Events exceeding eight hours in duration (including set-up and take-down time) shall not be scheduled in the Depot Park on successive weekends between June 1 and October 1 of any given year.
- b. In order to minimize compaction and damage to the Depot Park landscape during the wet season, Special Events shall be restricted to paved areas of the Depot Park from and including November through May. Small scale events, as defined in this policy, may be allowed to use lawn area during the wet season.
- c. The number of Special Events held in the Depot Park is limited to twenty-five events per year. The Farmers Market events shall be counted as one event. .

2. Signage

A Banner advertising the event will be allowed in the Depot Park only with the approval of the CSEC. Banners shall not exceed six square feet, nor shall they be displayed for longer than the duration of the event; allowable display time commencing with the first day of the event. Appearance and content of the banner are subject to CSEC review and approval. Methods of supporting the banner and location in the Depot Park are subject to review and approval by the Public Works Administrator or his or her designee.

3. Duration and Hours of Operation

- a. No Special Event shall exceed a maximum of 72 hours, including set-up and take-down time. The CSEC shall have the discretion to place specific time limits on any event through its review of event applications within the total seventy-two hour limit.

Should a Special Event exceed the 72 hour limit, event organizers shall be subject to a penalty charge to be established by the City Council by resolution. In addition, conditions of approval of subsequent years' events may be affected by the organization's failure to observe the 72-hour limit, which failure also may constitute grounds for denial of future years' event permits.

- b. With the approval of the CSEC, the "Salute to the Arts" event may be permitted to use the Depot Park for up to a maximum of 96 hours, including set-up and take-down time.

4. Restroom Facilities

All events utilizing public restrooms shall be required to provide restroom monitors to ensure that no vandalism occurs during the course of the event and that restrooms are vacated and locked at the close of the event. Event Sponsors shall be responsible for cleaning and supplying restrooms.

5. Solid Waste and Recycling

All event applicants are required to submit a recycling and solid waste plan that minimizes the production of solid waste, provides for convenient recycling containers for event attendees and for event participants/vendors/etc., that provides for a sufficient number of trash receptacles for non-recyclable waste and that assures that the venue is returned to a trash-free and sanitary condition for use by the general public. Helpful hints for event planners will be provided as part of the special event application packet.

6. Noise

Amplified music shall normally cease no later than 10:00 PM; however, the CSEC shall have the authority to extend the time through the application review process if circumstances warrant an extension.

7. Banners

With approval of the Sonoma City Council, a banner may be displayed on the Plaza to advertise Special Events held at the Plaza or at other locations in the City. Banners advertising a community-wide event of general interest and sponsored by a noncommercial community group shall not exceed six square feet, nor shall they be displayed for longer than 3 consecutive days; allowable display time commencing one day prior to the event. Appearance and content of the banner are subject to Council review and approval. Banners shall not be displayed in the Plaza horseshoe lawn. Methods of supporting the banner and location in the Plaza are subject to review and approval by the Public Works Administrator or his or her designee.

8. Minimum Contributions

- a. For events that anticipate any cash income from the event (as described in Section D(1)(b)(3)), sponsoring organizations must donate a minimum of 40% of the gross proceeds from the event to one or more locally based non-profit organizations. The amount of donation to each specified non-profit beneficiary must be submitted at the post event review meeting.
- b. Should a sponsoring organization wish to provide donation to a designated non-profit recipient other than a locally based non-profit organization, those donations must be channeled through a locally based non profit organization, such as the American Red Cross Sonoma Chapter, or other such organization approved by the CSEC.

Conditions of approval of subsequent years' events may be affected by the organization's failure to provide the required information regarding the 40%

donation to non-profit beneficiaries, which failure may also constitute grounds for denial of future years' event permits. A copy of non-profit IRS form 990 or equivalent shall be required with subsequent year's Special Event Application submittal.

9. Limitations on the Sale of Wholesale Purchased Arts and Crafts

Arts and crafts sold at special events shall not be purchased wholesale and then sold retail at the event, except that the Sonoma City Council, may, in its discretion, grant an exception for limited sale of arts and crafts purchased wholesale and then sold retail at the event.

10. Proof of Insurance

- a. Proof of insurance shall be provided at least one week prior to the commencement of any event.
- b. No event shall commence set up or delivery of event supplies, materials, or equipment without required insurance documents submitted and verified by the City Clerk to meet all City requirements.

11. Business Licenses and Sales Tax

- a. Every vendor or exhibitor participating in an event is required to obtain a City of Sonoma business license, as provided in Title 5 of the Sonoma Municipal Code.
- b. Sponsoring organizations are required to cooperate with the City in assuring compliance with the City's business license requirements, for example, by providing lists of vendors and exhibitors upon request by the City.
- c. Sponsoring organizations shall cooperate with the City in programs to assure that all taxable retail sales occurring at events are reported as taking place within the City.

12. Public Access to City Facilities During Events

Special Events shall not exclude the public from the general use of any park or public property or charge an entry fee to any city park or public property during the course of the event. Fees may be charged for event participation.

**CITY OF SONOMA
SPECIAL EVENTS POLICY**

APPENDIX C

**ALL VENUES OTHER THAN PLAZA PARK AND DEPOT PARK
RESTRICTIONS, REQUIREMENTS AND GUIDELINES**

The following restriction, requirements and guidelines apply to special events conducted at venues other than Plaza Park and Depot Park

1. Restroom Facilities

All events utilizing public restrooms shall be required to provide restroom monitors to ensure that no vandalism occurs during the course of the event and that restrooms are vacated and locked at the close of the event. Event Sponsors shall be responsible for cleaning and supplying restrooms.

2. Solid Waste and Recycling

All event applicants are required to submit a recycling and solid waste plan that minimizes the production of solid waste, provides for convenient recycling containers for event attendees and for event participants/vendors/etc., that provides for a sufficient number of trash receptacles for non-recyclable waste and that assures that the venue is returned to a trash-free and sanitary condition for use by the general public. Helpful hints for event planners will be provided as part of the special event application packet.

3. Noise

Amplified music shall normally cease no later than 10:00 PM; however, the CSEC shall have the authority to extend the time through the application review process if circumstances warrant an extension.

4. Banners

With approval of the Sonoma City Council, a banner may be displayed on the Plaza to advertise Special Events held at the Plaza or at other locations in the City. Banners advertising a community-wide event of general interest and sponsored by a noncommercial community group shall not exceed six square feet, nor shall they be displayed for longer than 3 consecutive days; allowable display time commencing one day prior to the event. Appearance and content of the banner are subject to Council review and approval. Banners shall not be displayed in the Plaza horseshoe lawn. Methods of supporting the banner and location in the Plaza are subject to review and approval by the Public Works Administrator or his or her designee.

5. Minimum Contributions

- a. For events that are sponsored by a non-tax exempt organization (as defined in this policy) that anticipate any cash income from the event (as described in Section D(1)(b)(3)), sponsoring organizations must donate a minimum of 40% of the gross

proceeds from the event to one or more locally based non-profit organizations. The amount of donation to each specified non-profit beneficiary must be submitted at the post event review meeting.

- b. Should a sponsoring organization wish to provide donation to a designated non-profit recipient other than a locally based non-profit organization, those donations must be channeled through a locally based non profit organization, such as the American Red Cross Sonoma Chapter, or other such organization approved by the CSEC.

Conditions of approval of subsequent years' events may be affected by the organization's failure to provide the required information regarding the 40% donation to non-profit beneficiaries, which failure may also constitute grounds for denial of future years' event permits. A copy of non-profit IRS form 990 or equivalent shall be required with subsequent year's Special Event Application submittal.

6. Limitations on the Sale of Wholesale Purchased Arts and Crafts

Arts and crafts sold at special events shall not be purchased wholesale and then sold retail at the event.

7. Proof of Insurance

- a. Proof of insurance shall be provided at least one week prior to the commencement of any event.
- b. No event shall commence set up or delivery of event supplies, materials, or equipment without required insurance documents submitted and verified by the City Clerk to meet all City requirements.

8. Business Licenses and Sales Tax

- a. Every vendor or exhibitor participating in an event is required to obtain a City of Sonoma business license, as provided in Title 5 of the Sonoma Municipal Code.
- b. Sponsoring organizations are required to cooperate with the City in assuring compliance with the City's business license requirements, for example, by providing lists of vendors and exhibitors upon request by the City.
- c. Sponsoring organizations shall cooperate with the City in programs to assure that all taxable retail sales occurring at events are reported as taking place within the City.

9. Public Access to City Facilities During Events

Special Events shall not exclude the public from the general use of any park or public property or charge an entry fee to any city park or public property during the course of the event. Fees may be charged for event participation.

10. Duration and Hours of Operation

Hours of operation shall be established by the permitting authority based on the nature of the event and the nature of impacts on neighboring properties.

11. Other Conditions

- a. Other restrictions, requirements and guidelines for events at City venues other than Plaza and Depot Parks may be developed on a case by case basis during the application review to address specific impact or issues at such venues.
- b. Recommended conditions are identified through the staff review process; conditions for approval are moved forward with applications that require CSEC approval.
- c. As determined by the City Manager, event locations or new events that are unusually unique in nature may be subject to City Council approval.

CITY OF SONOMA

RESOLUTION 21-2003

ESTABLISHING PLAZA USE POLICIES AND FEES

WHEREAS, the City Council and the Community Services and Environment Commission recognize that the Plaza is the primary community focal point for Sonoma, and that as the defining place of Sonoma's identity and character, it requires special care and attention; and

WHEREAS, policies and guidelines are necessary to regulate the size, nature and frequency of Plaza events.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Sonoma does hereby establish the following policies and fees for use of the Plaza, and that said policies and fees shall be effective upon adoption of this resolution:

Scheduling

1. Recurring events of eight hours or more in duration (including set-up and take-down time) shall submit a letter to the City by January 1 of the year in which the event is to take place indicating the date or dates on which the event will occur (including set-up and take-down). This letter will be used for scheduling purposes only and will not constitute an application. A "master calendar" shall be prepared by City staff and presented to the City Council for approval at its second meeting in January. The Council shall have the discretion to reschedule events in order to provide at least one weekend between major events.
2. New events of eight hours or more in duration and new or recurring events of less than eight hours in duration shall be placed on the master calendar on a first-come, first-served basis subject to Plaza availability and maintaining the "one weekend between major events" restriction.

Application Process

1. All applicants must submit a complete application prior to being placed on a Community Services and Environment Commission (CSE) agenda. A complete application shall be defined as having all required plans and information submitted with the application form. For events of eight hours or more in duration or which in the judgment of the Public Works Administrator raise unusual issues, an interdepartmental review shall be conducted prior to referring the application to the CSE in order to identify recommended conditions of approval.
2. All applications must be approved by the CSE, except for "Small-scale events" as defined below. Once an application is approved, no event shall be substantially modified without prior approval of the CSE or the Public Works Administrator, as applicable.
3. CSE approval shall be final. No subsequent City Council review or approval shall be required, although decisions of the CSE may be appealed to the City Council.
4. Required rental and maintenance fees and proof of insurance shall be provided at least 24 hours prior to the commencement of any event.

Other Regulations

1. Events exceeding eight hours in duration (including set-up and take-down time) shall not be scheduled on successive weekends between June 1 and October 1 of any given year.
2. Amplified music shall normally cease no later than 10:00 PM; however, the CSE shall have the authority to extend the time through the application review process if circumstances warrant an extension.
3. Applications for state highway encroachment or street closures in conjunction with Plaza events shall be subject to the approval of the City Council.
4. "Salute to the Arts" shall be permitted to be in the Plaza up to a maximum of ninety-six hours, including set-up and take-down time. All other events in the Plaza shall be limited to a maximum of seventy-two hours, including set-up and take-down time. The CSE shall have the discretion to place specific time limits on any event through its review of event applications. Events that exceed the designated maximum time limit may be subject to sanctions by the CSE on any subsequent year's Plaza Use Application for that event, up to and including denial of that application.
5. All events utilizing the public restrooms at the rear of the Carnegie Library shall be required to provide restroom monitors to ensure that no vandalism occurs during the course of the event and that restrooms are vacated and locked at the close of the event. Monitors shall not be responsible for cleaning or supplying restrooms, unless specifically required by the conditions of the Plaza Use Application.

Fees

Fees for all events would be based on a fixed amount for the rental of all or a portion of the Plaza, plus a maintenance fee based on the length of the event. The fee structure shall be as follows:

Rental Fees (per day):

Southeast Quadrant:	\$200
All Other Quadrants (inc. rear parking area):	\$150 (per quadrant or rear parking area)
"Horseshoe":	\$200 (lawn area and pavement)
"	\$100 (pavement only)
Grinstead Amphitheater:	\$100
Refundable Damage Deposit:	\$100 per quadrant, Horseshoe or Grinstead Amphitheater

Plaza Maintenance Fee per Quadrant or "Horseshoe" lawn area (Per event):

Events of up to 12 hours:	\$75
Events of 12 hours to 24 hours:	\$150
Events of 24 to 36 hours:	\$250
Events of 36 to 48 hours:	\$400
Events of more than 48 hours:	\$600

City-sponsored Events: Fees and Definition

Rental and maintenance fees shall not be charged for "City-sponsored events," although such events shall be subject to the normal application process. A "City-sponsored event" is defined as a

plaza event that meets one or more of the following criteria: A) the City is the primary financial beneficiary of the event; B) the City provides significant funding or material support to the event due to its overall civic importance; C) the City Council is the sponsor or the co-sponsor of the event. Unless a determination has already been made by the City Council, the decision as to whether an event is a "City-sponsored event" shall be made by the Public Works Administrator unless the question is referred to the City Council by the Public Works Administrator or appealed to the City Council by an interested party.

Small-scale Events: Fees and Definition

Rental and maintenance fees shall not be charged for "Small-scale events" and such events shall be subject to the review and approval of the Public Works Administrator. A "Small-scale event" is defined as a Plaza event that, in the judgment of the Public Works Administrator, requires less than two hours of set-up and/or take-down time, makes use of no more than two sectors of the Plaza, and does not exceed six hours in duration (including set-up and take-down). The decision as to whether an event is a "Small-scale event" shall be made by the Public Works Administrator. Decisions of the Public Works Administrator in this regard may be appealed to the CSE and decisions of the CSE may be appealed to the City Council.

Farmers Market

The Community Services and Environment Commission shall annually establish an appropriate rental and maintenance fee for the Farmers' Market, as part of its annual review of the Farmers' Market Plaza Use Application, because of the unique circumstances of their use of Plaza.

Fee Waivers

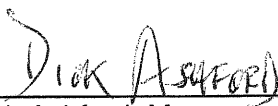
Except as provided for with respect to "City-sponsored events" and Small-scale events," as defined, fee waivers for Plaza event applications are prohibited.

Resolution 65-1998

This resolution supersedes and replaces Resolution 65-1998 (Establishing Plaza Use Policies and Fees).

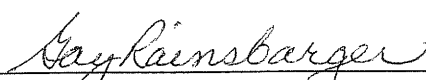
PASSED AND ADOPTED this 7th day of May 2003, by the following vote:

AYES: Ashford, Costello, Brown, Barnett, McKesson
NOES: None
ABSENT: None



Dick Ashford, Mayor

Attest:



Gay Rainsbarger, City Clerk

CITY OF SONOMA

RESOLUTION 65-1998

ESTABLISHING PLAZA USE POLICIES AND FEES

WHEREAS, the City Council and the Community Services Commission recognize that the Plaza is the primary community focal point for Sonoma, and that as the defining place of Sonoma's identity and character, it requires special care and attention; and

WHEREAS, throughout 1998 the City Council and Community Services Commission have held numerous meetings and public hearings to address the problems associated with the growing size and frequency of events on the Plaza and their associated impacts on the Plaza and neighboring residents; and

WHEREAS, on September 9, 1998, the Community Services Commission, responding to direction from the City Council, considered draft policies and fees for the use of the Plaza and at the conclusion of its deliberations made a unanimous recommendation supporting said policies and fees; and

WHEREAS, on October 7, 1998, the City Council held a duly noticed public hearing on the recommendations of the Community Services Commission.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Sonoma does hereby establish the following policies and fees for use of the Plaza, and that said policies and fees shall be effective upon adoption of this resolution:

Scheduling

1. Events of eight hours or more in duration (including set-up and take-down time) shall submit a letter to the City by November 1 of the year preceding the year in which the event is to take place indicating the date or dates on which the event will occur (including set-up and take-down). This letter will be used for scheduling purposes only and will not constitute an application. A "master calendar" shall be prepared by City staff and presented to the City Council for approval at its first meeting in December. The Council shall have the discretion to reschedule events (except the Fourth of July Parade and related festivities) in order to provide at least one weekend between major events.
2. Events of less than eight hours in duration shall be placed on the master calendar on a first-come, first-served basis subject to Plaza availability and maintaining the "one weekend between major events" restriction.

Application Process

1. All applicants must submit a complete application prior to being placed on a CSC agenda. A complete application shall be defined as having all required plans and information submitted with the application form, including any required approvals from Public Works, Police and Fire.

It shall be the responsibility of the sponsoring organization to work out any issues with other departments prior to submitting the application for CSC approval.

2. All applications must be approved by the CSC at least three months prior to the event. Once an application is approved, no event shall be modified without prior approval of the CSC.
3. CSC approval shall be final. No subsequent City Council review or approval shall be required, although a sponsoring organization shall have the ability to appeal a decision of the CSC to the City Council.

General Regulations

1. Events exceeding eight hours in duration shall not be scheduled on successive weekends between June 1 and October 1 of any given year.
2. Amplified music shall cease at 10:00 PM; however, the CSC shall have the authority to extend the time through the application review process if circumstances warrant an extension.
3. Applications for sale of beer and wine, state highway encroachment or street closures in conjunction with Plaza events shall be subject to the approval of the City Council.
4. "Salute to the Arts" shall be permitted to be in the Plaza up to a maximum of ninety-six hours, including set-up and take-down time. All other events in the Plaza shall be limited to a maximum of seventy-two hours, including set-up and take-down time. The CSC shall have the discretion to place specific time limits on any event through its annual review of event applications. Events that exceed the designated maximum time limit shall be subject to sanctions by the CSC on any subsequent year's Plaza Use Application for that event, up to and including denial of that application.
5. All events utilizing the public restrooms at the rear of the Carnegie Library shall be required to provide restroom monitors. The primary role of the monitors is to insure that no vandalism occurs to the public restrooms during the course of the event and that restrooms are vacated and locked at the close of the event. Monitors shall not be responsible for cleaning or supplying restrooms, unless specifically required by the conditions of the Plaza Use Application.
6. In order to reduce the intensity of larger events on the Plaza, organizers shall make every effort to locate ancillary or subsidiary events out of the Plaza.

Fees

Fees for all events would be based on a fixed amount for the rental of all or a portion of the Plaza, plus a maintenance fee based on the length of the event. The fee structure shall be as follows:

Rental Fees:

Southeast Quadrant:	\$200
All Other Quadrants (inc. rear parking area):	\$150 (per quadrant or rear parking area)
"Horseshoe":	\$200 (lawn area and pavement)/\$100 (pavement only)
Grinstead Amphitheater:	\$100
Refundable Damage Deposit	\$100 per quadrant, Horseshoe or Grinstead Amphitheater

Plaza Maintenance Fee per Quadrant or "Horseshoe" lawn area (based on duration, including set up and take down time; no fee for use of Grinstead Amphitheater or Plaza parking areas & driveways):

Events of up to 12 hours:	\$37.50
Events of 12 hours to 24 hours:	\$75
Events of 24 to 36 hours:	\$125
Events of 36 to 48 hours:	\$200
Events of more than 48 hours:	\$300

For events in calendar year 2000 and thereafter until otherwise revised by the City Council, the Plaza Maintenance fees shall be as follows:

Events of up to 12 hours:	\$75
Events of 12 hours to 24 hours:	\$150
Events of 24 to 36 hours:	\$250
Events of 36 to 48 hours:	\$400
Events of more than 48 hours:	\$600

Fees for "Fourth of July Celebration", "Red and White Ball" "Cinco de Mayo" and Farmers' Market

The City Council does hereby deem the annual Fourth of July Celebration, Cinco de Mayo Celebration and Red and White Ball as events of community-wide and cultural significance and of direct benefit to the Plaza, respectively, and waives all rental and maintenance fees for those events so long as, in the determination of the City Council, those events continue for the purposes for which they presently exist. The Council further directs the Community Services Commission to annually establish an appropriate rental and maintenance fee for the Farmers' Market, as part of its annual review of the Farmers' Market Plaza Use Application, because of the unique circumstances of their use of Plaza.

The foregoing Resolution was duly adopted this 7th day of October, 1998 by the following roll call vote:

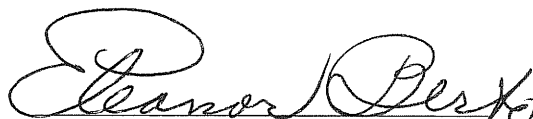
AYES: (3) Clm. Barnett, Dorf, Mazza,
NOES: (2) Clm. Ramponi, Mayor Carter
ABSENT: (0) None
ABSTAINING: (0) None
DISQUALIFIED: (0) None


MAYOR




CITY CLERK

I hereby certify that the foregoing resolution was duly and regularly passed by the City Council of the City of Sonoma at a regular meeting thereon held October 7, 1998


CITY CLERK

CITY OF SONOMA
CALIFORNIA

A RESOLUTION OF THE CITY OF SONOMA

RESOLUTION NO. 14 (1974)

APPROVING PLAZA USE APPLICATION FORM.

WHEREAS, the acting City Manager has presented and recommended to this Council a revised form of application for use of the City Plaza with the recommendation of the Park and Recreation Commission that it should be approved; now therefore

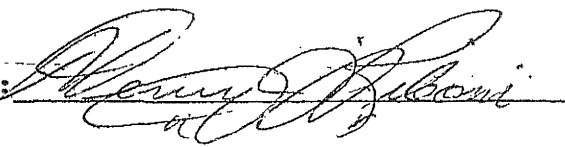
BE IT RESOLVED by this City Council that the application form entitled "Plaza Use Application" as attached to this Resolution, incorporated herein by reference, is approved for the use of the City of Sonoma.

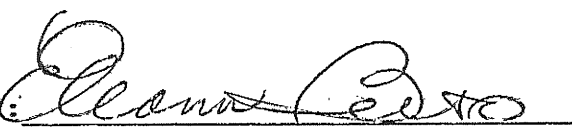
The foregoing resolution was duly adopted this 25th day of February, 1974 by the following roll call vote:

AYES: (5) CLM. PARMELEE, PITTS, RUGGLES, TULLER, MAYOR RIBON

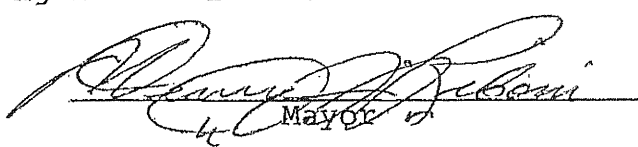
NOES: (0) CLM. NONE

ABSENT: (0) CLM. NONE

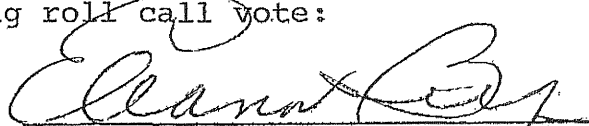
APPROVED: 

ATTEST: 

I hereby approve the foregoing resolution No. 14 this 25th day of February, 1974.


Mayor

I hereby certify that the foregoing resolution No. 14 was duly adopted this 25th day of February, 1974 at a regular meeting of the Sonoma City Council, by the foregoing roll call vote:


City Clerk

RULES AND CONDITIONS

GOVERNING THE USE OF THE SONOMA PLAZA

1. Use is restricted to locally-based City or Sonoma Valley organizations dedicated to the welfare of the community on a non-profit basis..
2. A \$50 Plaza Use Fee per day will be required at the time the application is submitted. If the application is denied by the Park and Recreation Commission, the Plaza Use Fee will be refunded in full. An additional fee may be required for fund-raising or non fund-raising events that will cause unusual wear and tear on the Plaza facilities, or unusual clean-up requirements of City employees, or unusual manpower requirements from the Police Department.
3. Laws regarding health, sanitation, safety, and food handling of the City of Sonoma and of the State of California shall be observed.
4. Booths, cooking, or other devices placed upon the Plaza are subject to continuing safety approval by the appropriate departments of the City. Flammable materials are prohibited.
5. Signs advertising the event will be allowed in the Plaza only with prior approval by the Park and Recreation Commission. No other signs, placards, etc. shall be fastened to any tree, shrub, or building within the Plaza.
6. Parking within the confines of the Plaza may be prohibited or restricted on the week-ends.
7. Applicant will be charged for damage due to causes within the control of the applicant.
8. Due to the underground facilities no metal, wood, or any type of stakes shall be driven into lawn area without authorization from the Public Works Department.
9. Within 24 hours after the event all facilities used shall be removed from the Plaza. After the 24 hours there will be a \$15 per day charge for every day items remain in the Plaza.
10. The City of Sonoma expressly states that it assumes no liability for any damage or injury occurring during the course of applicant's permitted use. Applicant specifically agrees to indemnify City, its officers and employees, from all claims of any kind whatsoever arising from applicant's use, and, upon request, shall furnish to City with evidence of insurance satisfactory to City, and in amounts and form required by City.
11. All rules and regulations as set forth in City of Sonoma Ordinance No. 381-67 and 432-71 pertaining to parks shall be in effect.

OFFICE USE ONLY



City of Sonoma

PARKS AND RECREATION
COMMISSION

PLAZA USE APPLICATION

ORGANIZATION OR APPLICANT

Name _____
Address _____ Phone _____

PERSON RESPONSIBLE FOR ACTIVITY

Name _____
Address _____ Phone _____

ACTIVITY

Proposed Activity or Use _____

Areas to be used: NE 1/4 _____ SE 1/4 _____ NW 1/4 _____ SW 1/4 _____ Amphitheater _____
Other _____

Dates Requested _____ Hours _____ Person responsible and to supervise activity _____
_____ to _____
_____ to _____
_____ to _____

Will this be a fund raising activity? Yes _____ No _____

PARADE

Will there be a parade in conjunction with this activity? Yes _____ No _____
Where will parade start _____ Time _____
Where will parade end _____ Time _____
Will there be horses? Yes _____ No _____
Route _____

SPECIAL REQUESTS

Will it be necessary to barricade front entrance? Yes _____ No _____
Will other special barricading be required? Yes _____ No _____
Will special policing be required? Yes _____ No _____
If yes, has Police Department been contacted? Yes _____ No _____
Will special traffic or parking control be required? Yes _____ No _____
If yes, has Police Department been contacted? Yes _____ No _____
Describe needs: _____

Will 110 volt electrical service be used? Yes _____ No _____

Where _____
For what appliances _____

Will 220 volt electrical service be used? Yes _____ No _____

Where _____
For what appliances _____

How will refuse be disposed of? _____

CONDITIONS

APPLICATION SHALL BE SUBMITTED TEN DAYS BEFORE THE PARK AND RECREATION MEETING.
MEETINGS ARE ON THE THIRD WEDNESDAY OF EACH MONTH.

CITY OF SONOMA
RESOLUTION NO. 11 (1971)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SONOMA
ESTABLISHING FEES FOR USE OF THE PLAZA

WHEREAS, the Parks and Recreation Commission by written recommendation dated January 20, 1971 has suggested that a charge of Fifty Dollars (\$50.00) per day be applied to each authorized fund-raising activity in the City of Sonoma Plaza, upon the basis of maintenance costs of the Plaza; and

WHEREAS, this City Council has reviewed the recommendation of the Parks and Recreation Commission and finds that the same should be established as the policy of the City to assist in defraying maintenance costs of the Plaza when the Plaza is used by persons and groups of persons for events which have among other things the objective of fund-raising; now therefore

IT IS RESOLVED by the City Council of the City of Sonoma that a charge of Fifty Dollars (\$50.00) per day be made for each authorized fund-raising activity conducted by any person or group of persons, or by any association, firm, or other entity, authorized to use the Plaza for such event. Additional charges may be imposed for any particular use when, in the finding of the Parks and Recreation Commission or the City Council the event will require special police services, or more than normal clean-up by the City forces, or unusual wear or tear on Plaza facilities. For any event to be conducted in the Plaza pursuant to permit or authorization, fees may be levied by the Parks and Recreation Commission to defray maintenance costs regardless of whether the activity is fund-raising in nature, when the event would require special police services, more than normal clean-up, or unusual wear and tear on Plaza facilities.

The foregoing Resolution was adopted by roll call as follows:

AYES: (5) CLM. RTRONT PARMETER SHAREK SHONE MAYOR LORSENCE

John W. Lobringen
Mayor

ATTEST:

Carol E. [Signature]

I hereby approve the foregoing Resolution on February 22, 1971.

John W. Lobringen
Mayor

I hereby certify that the foregoing Resolution was duly and regularly
passed by the City Council of the City of Sonoma at a regular meeting thereof
held on February 22, 1971.

Carol E. [Signature]
City Clerk

CITY OF SONOMA
Resolution No. 31 (1967)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
SONOMA DELEGATING AUTHORITY TO THE PARKS AND
RECREATION COMMISSION TO ACT ON APPLICATIONS
FOR SPECIAL EVENTS IN THE CITY PLAZA

WHEREAS, many applications are received for the use of the City Plaza for public events sponsored by nonprofit civic organizations; and

WHEREAS, the Parks and Recreation Commission as presently constituted is capable of administering such applications pursuant to the regulations, standards, and policies of this Council; and

WHEREAS, this Council finds that the administration of such applications by the Parks and Recreation Commission would facilitate city business and would place the Commission in better position to perform its functions under Ordinance No. 375; now therefore

BE IT RESOLVED by the Council of the City of Sonoma that there is hereby delegated to the Parks and Recreation Commission the authority of this Council to grant applications for the restricted and temporary use of the City Plaza by civic and nonprofit organizations, for functions of general interest to the public; and

BE IT FURTHER RESOLVED that the form of application marked "Exhibit A" and attached hereto is hereby adopted as the official form of application to be filled in by applicants for the use of the Plaza, and the rules and conditions governing use of the Sonoma Plaza attached to this resolution and marked "Exhibit B," are hereby adopted as the rules and regulations

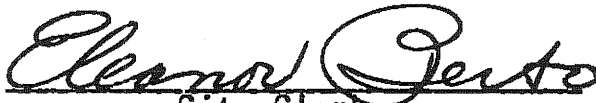
BE IT FURTHER RESOLVED that the Parks and Recreation Commission shall grant or refuse to grant the use of the Plaza on the basis of compliance with the said rules and conditions.

The foregoing Resolution was adopted by roll call as follows:

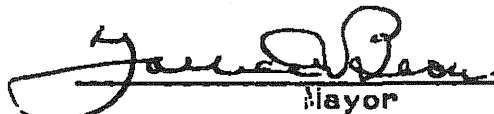
AYES: (4) C.M. PARMELEE, PEDERSON, TULLER, MAYOR BEAN
NOES: (2) C.M. JESS
ABSENT: (0) None


Mayor

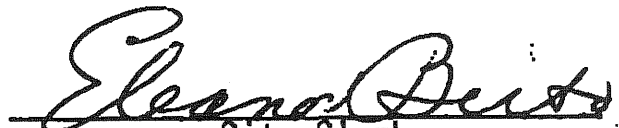
ATTEST:


City Clerk

I hereby approve the foregoing Resolution on June 12, 1967.


Mayor

I hereby certify that the foregoing Resolution was duly and regularly passed by the City Council of the City of Sonoma at a Regular Meeting thereof held on June 12, 1967.


City Clerk

RULES AND CONDITIONS

GOVERNING USE OF THE SONOMA PLAZA

1. Use is restricted to organizations dedicated to the welfare of the community on a non-profit basis.
2. Laws regarding Health, Sanitation, Safety and Food Handling of the City of Sonoma and of the State of California must be reigldly observed.
3. Booths, cooking devices and other devices placed upon the Plaza are subject to continuing safety approval by the fire department of the City. (Flammable Materials prohibited.)
4. No signs, placards, etc., shall be fastened to trees, shrubs or buildings upon the Plaza, save with special permit.
5. No parking within the confines of the Plaza is permitted on the weekends.
6. The cleanup bond or deposit shall be estimated by the City Administrator, and may be refunded by him if the applicant performs the required cleanup satisfactorily as of the day of the permitted use. If city personnel are requested, or must be assigned to cleanup, said cleanup time, at the per man hour rate assigned, plus 20%, shall be deducted from the cleanup deposit and the balance, if any, shall be paid thereafter, to the applicant. Should cleanup time debt be in excess of the deposit, applicant will remit same promptly upon billing by the City.
7. Applicants will be chargeable for damage due to causes within the control of applicant.
8. The City of Sonoma expressly states that it assumes no liability for any damage or injury occurring during the course of applicants permitted use. Applicant specifically agrees to indemnify City, its officers and employees, from all claims of any kind whatsoever arising from applicants use, and, where requested, to furnish City with evidence of insurance satisfactory to City, and in amounts and form set by City.

Adopted: August 6, 1965
Reso. 1438 (65-67)
Exhibit "B"

Signature of Applicant

City of Sonoma:

ORGANIZATION APPLICATION FOR USE OF PLAZA

Date _____

1. Name and kind of activity or use being requested _____

2. Name of organization conducting the activity: _____

3. Name of local representative, officer, or responsible party _____

4. Address _____
5. Telephone: Home _____ Business _____
6. Schedule of proposed activities:
 - a. Dates and hours of use, including dates and hours needed for preparation.
 - b. Areas of the Plaza to be used and person to be on duty in the area.

Dates	Hours	Area and Persons Responsible
	from to	
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
7. Describe any need for special change in street parking zones _____

8. Amount of cash deposit for cleanup and/or damage _____
(Refundable if satisfactorily completed by the organization.)
9. Name of persons to be employed for janitorial service during hours of use.
(State here if City is requested to contract for this service.)

10. Electrical appliances to be use.

11. Special conditions, if any _____

I/We understand that the Sonoma Plaza is a designated National Historical Landmark and that I/We will take particular care to avoid damage to or defacing of the Sonoma Plaza in any manner should this permit be granted. I/We acknowledge we have read and understand the rules and conditions set forth on the reverse hereof, and that I/We shall be bound thereby. I am authorized by the above named organization to apply and sign in their behalf.

Signature

City Data: License Granted: _____ Deposit Posted: _____