



SUBJECT: Discussion of Parks and Recreation Special Event Process

DEPARTMENT: Parks and Recreation

STAFF: Bruce Mulder, Director of Parks & Recreation
Thien Nguyen, Recreation Manager
Amanda Chaney, Recreation Supervisor

TITLE/RECOMMENDATION

This report is intended to provide background about the existing Parks and Recreation Department’s Special Event process and to share with the City Council the research, feedback, and recommendations from community stakeholders for potential changes to the process. This staff report references discussion and direction City Council provided to staff at the June 27, 2023 City Council Meeting. Staff recommends the Council receive this report and provide feedback on the suggested changes.

FISCAL IMPACT

The City of Brentwood’s current external Special Event process incurs costs that are not passed along to the event host. The costs include Recreation staff assigned to work the event (i.e. event requirements and facility operation support, part-time parking garage attendants, etc.) and overtime costs for Public Works staff, vehicles and equipment for street closures. As an example, an average street closure cost in 2023/24 includes the cost of staff time for City full-time Public Works staff and use of equipment of approximately \$905. This cost is calculated using the salary and benefit rate of full-time Public Works staff members outside of their regular working schedule and cost of the use of equipment.

The General Fund provides the funding for City staff for Special Events. If any of the recommendations for additional fees for Special Events are approved, the revenue would be recorded in the General Fund.

BACKGROUND

The Brentwood Municipal Code (“BMC”) provides definitions and policy for the regulation and use of parks and recreation facilities to “provide maximum enjoyment in the use of such parks and facilities and reduce disturbance or interference with the



CITY COUNCIL AGENDA ITEM NO. H.2
01/09/2024

use of surrounding areas” (BMC 7.02.080). The BMC, available online at [Brentwood, California Municipal Code \(qcode.us\)](https://www.brentwoodca.gov/California-Municipal-Code-qcode.us), also outlines policies on how to obtain a permit, meaning “a written permit for the permitted use or exclusive use of a park, facility, or other city property”. From these policies, the Parks and Recreation Department creates procedures to execute this direction. Special Event applications, requirements, and more information is available online ([Special Event Permits | Brentwood, CA \(brentwoodca.gov\)](https://www.brentwoodca.gov/Special-Event-Permits-Brentwood-CA)) and/or by contacting the Parks and Recreation Department. Basic definitions of Special Events and the Special Event Process summary including information about City’s Special Event Review Team [SERT] team is included (Attachment 3) for reference.

On June 27, 2023, City Staff provided an update about the Special Event process to City Council. This update was in response to a number of factors influencing the Special Event process including:

- Increases to the number of events in downtown Brentwood and City Park
- Staff time and resources being committed to these events
- Street closures
- Use of facilities impacting surrounding businesses and residents
- Conditions of facility amenities (i.e., turf and landscaping)
- Trash and clean up

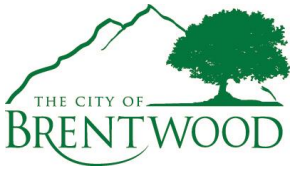
At the June 27, 2023 meeting, the City Council discussed many of these items and directed staff to collect additional information and return with suggestions and options for improving the Special Event process.

Some items that the City Council requested staff to explore are already in place and/or are currently being addressed in tonight’s item. These items include highlighting and placing more emphasis on existing conditions of permits (waste management plans, conditions to revoke permit, etc.) and communicating with other divisions and parties in regards to special events (park maintenance, vendors, school district, notifying businesses of street closures, etc.). Other items requested will be implemented over time and/or need additional City Council direction.

For simplification, City Staff’s categorized City Council direction into “Attachment 2” including all items Council mentioned at the June 27, 2023 meeting, estimated timeline to implement/execute, and additional notes related to each item.

Some additional steps City Staff have taken in reviewing the Special event process, since the June 27, 2023 Meeting include:

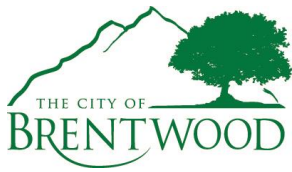
1. Benchmarking fees and procedures with other agencies in the area with a similar population to the City of Brentwood (Attachment 6).



CITY COUNCIL AGENDA ITEM NO. H.2
01/09/2024

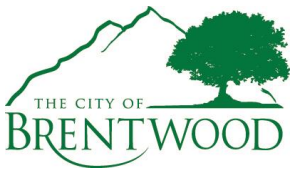
2. Hosting a Special Events Stakeholder meeting on November 8, 2023, for organizations that have gone through the Special Event process in the past two years and receiving feedback regarding proposed updates to the Special Events process.
3. Presenting to the Park and Recreation Commission the current Special Event process and receiving feedback and proposed changes in November 2023.
4. Hosting two business meetings to receive feedback and input from downtown businesses in December 2023.
5. Updating the Special Events Application.

Feedback received from stakeholders and business community meetings are summarized in Attachment 5. For tonight's City Council Meeting, City Staff is requesting that the City Council receive this update about Special Events and to provide feedback and direction on the items included in the table on the next pages.



**CITY COUNCIL AGENDA ITEM NO. H.2
01/09/2024**

	City of Brentwood Current Practice	Staff Recommendation	Alternative Option	Notes
Refundable Cleaning/Damage Deposit for All Special Events	No Fee	Implement cleaning/damage deposits (\$500-\$1000)	Charge Renter pre or post-event fees and/or research and assess other fees	Recommendation is based on Comparable Cities Research (Attachment 6)
Assessment of Staff Fees for Parks & Recreation Staff	No Fee	Apply Part-Time Staff Fee on a per hour bases to all Special Events**	Full Cost Recovery, incorporate fee into application fees, or continue to pilot this fee with no cost to applicant**	City Staff is currently "piloting" having Part-Time Staff at events, with no cost to applicant, since Council Direction on 6/27/23 (when staff has been available)
New Street Closure Fees	No Fee	Implement street closure fee/ per closure (\$200- \$400)*	Full Cost Recovery of Public Works Streets Staff Overtime** or make equal to Temporary Use Permit costs (\$981)	Recommendations are based on average cost of City Street Closure of Public Works Staff and feedback from Stakeholders (Attachment 5)
"Additional" re-occurring Black-Out Dates in City Park and Downtown Brentwood Streets	Staff is "piloting" having City Park four (4) week Spring Closure for Turf Maintenance for 2024	Continue to pilot City Park closure for 2024 and return to City Council if needed with more data on conditions of turf.	Explore additional (1-3 month) black-out dates in City Park and downtown Brentwood to include one consecutive Saturday/Sunday each month but for Farmer's Market	City Park Turf maintenance is impacted not only by volume of Special Event permits, but also City Park permitted and community use, weather, and seasonal changes.



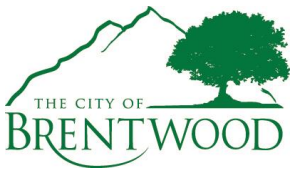
**CITY COUNCIL AGENDA ITEM NO. H.2
01/09/2024**

	City of Brentwood Current Practice	Staff Recommendation	Alternative Option	Notes
Consider application timelines based on the number of attendees	Current application submittal range is 60 days (minimum) and 18 months (maximum) not based on attendees	Staff recommends no change at this time.	Following implementation of on-going changes, Staff can return to City Council with more recommendations, as needed.	Special Events are all unique, and City Staff works with each applicant closely within the Special Event Process.
Offer incentives for use of locations other than City Park	With the implementation of blackout dates the last 6 months of 2023, Staff saw a natural increase in other venue locations	Staff recommends no change at this time.	Once any additional fees are introduced to Special Event process, Staff can track changes in requests to use City Park, and Downtown Brentwood.	Staff will return to City Council following implementation of changes to Special Event process, as needed. There may be a natural decrease in requests/events that staff can monitor before making further changes.
Consider a reduction of Farmer's Markets street closures	City currently approves weekly Farmer's Markets	Staff recommends no change at this time.	Work with Farmer's Market to discuss reduction of dates.	In the meetings held with stakeholders and downtown businesses, there were no recommendations to reduce Farmer's Markets dates

*These fees are based on research comparison of surrounding Cities and similar sized Cities to Brentwood. It is important to note that these fees will need further discussion as it pertains to the Farmer's Market due to their weekly events and they are one of the few groups who execute their own street closures.

**All hourly fees will be based upon hourly costs found in the City's Cost Allocation Plan

Following feedback from the City Council, City Staff intends to come back to City Council for approval of future fees to be included in the City's Cost Allocation Plan and implementation timelines for the City Council to consider. Staff also intends to



CITY COUNCIL AGENDA ITEM NO. H.2
01/09/2024

provide City Council with another Special Event update once more items have been implemented.

CITY COUNCIL STRATEGIC INITIATIVE

Not Applicable

PREVIOUS ACTION

Previous Action by the City Council is included on Attachment 1.

ENVIRONMENTAL DETERMINATION

Not Applicable.

ATTACHMENT(S)

1. Attachment 1: Previous Action
2. Attachment 2: City Council Direction from June 27, 2023 with Staff Update Jan 2023
3. Attachment 3: Special Event Definition and Process Summary
4. Attachment 4: DRAFT - Special Event Application Update
5. Attachment 5: Feedback from All Stakeholder Meetings in 2023
6. Attachment 6: Research on Special Event Fees from Comparable Cities