



**INFORMATION GUIDE
SPECIAL EVENTS PERMIT**

The City of Capitola is known throughout the west coast for its relaxing atmosphere and wonderful beach setting. With some of the finest restaurants and shopping in the Monterey Bay Area at your fingertips, come join us and experience the City of Capitola

A wide variety of special events and activities have chosen to make Capitola their home due to the moderate year-round weather and event-friendly atmosphere of the city. Annual events in Capitola include the Begonia Festival, Art and Wine Festival, Easter on the Beach, Halloween Parade, Kite Classic and the women's Long Board Surfing Championships just to name a few. Each of these events helps to contribute to the distinct atmosphere found only in the City of Capitola.

The following pages include the City of Capitola's Special Events Application and Permit. The accompanying instructions for each section were developed to guide your organization through the process and assist you in producing a successful event.

Please complete the application fully and return it to the Capitola Police Department. You will be contacted by a member of our special events staff to review your request and schedule an interview with an events coordinator. At that time, specific issues will be discussed to assist you in proceeding with your request. While many public agencies joined together to make this application simple and complete, please be aware that in some cases you may have to contact Federal, state or county agencies, in addition to the City of Capitola, to complete the required application. Please do so in a timely fashion to avoid possible delays in processing your application.

On behalf of the City of Capitola, we thank you for contributing to the spirit and vitality of our fair city. Best wishes for a successful event, and by all means – experience the City of Capitola.



SPECIAL EVENT PERMIT APPLICATION INSTRUCTIONS

INTRODUCTION

A completed general special events permit application may be filed as early as one year before the event, but it must be received no later than three months before the actual event date. A completed minor special events permit application must be completed within one month before the date of the event. Any organized activity involving the use of, or having impact upon, public property, facilities, public parks, sidewalks or street areas require a permit. Please refer to the Special Event Permit program Fee for application and security fee deadlines.

It is our goal to assist event organizers in planning safe and successful events that create a minimal impact on the communities surrounding the events. We hope that you find these instructions helpful in completing the Special Events Permit Application.

PROCEDURE

The permit process begins when you submit a completed Special Events Permit Application. Keep in mind that acceptance of your application should in no way be construed as final approval or confirmation of your request. Upon receipt of your application, the City assigns a liaison to help guide you through the permit process. Copies of the application are forwarded and reviewed by all affected departments and/or agencies. During the review process, you will be notified if your event requires any additional information, permits, licenses or certificates. During our initial application screening process, you will be allowed time to provide us with all pending documents. We must receive these items before issuing a Special Events Permit. Delays in providing these items often delay our ability to finish our review and approve your application in a timely manner.

INTERNET/WORLD WIDE WEB

The City of Capitola provides a calendar of upcoming special events on the Internet. When we issue a Special Events Permit, we often post the name, date, time, location, contact person and media referral information pertaining to the event on the calendar of events in the City of Capitola Home Page on the Internet. The City of Capitola Home Page can be accessed on the Internet at <http://www.ci.capitola.ca.us>.

Mailing Address:

**420 Capitola Ave.
Capitola, CA 95010**

Phone:

(831) 475-7300



SPONSORING ORGANIZATION AND APPLICANT INFORMATION

AUTHORIZED OFFICER OF ORGANIZATION

This is the person who has overall authority of the Sponsoring Organizations.

APPLICANT

This may be the Chief Executive Officer or a member or agent of the Sponsoring Organization who has been authorized by the Chief Executive Officer, or Board of the Organization, to apply for the permit to plan the event. This person must be available to work closely with the City's event planning staff throughout the permitting process and be available at all planning meetings with staff.

CONTACT PERSON "ON SITE" DAY OF EVENT

During your event, a person representing the Sponsoring Organization, and designated as the contact person, must be immediately available on the site with authority over all segments of the event. This person will usually be the Applicant or the authorized Professional Event Organizer. The Contact Person should provide the City with a cellular telephone number, pager number or designate some other way to contact him/her during the event. The Contact Person on the day of the event will have full authority to act on behalf and make decisions for the Sponsoring Organization.



EVENT INFORMATION

TYPE OF EVENT

If your proposed event is not listed in this section, please check “Other” and attach a written description of the event

PARADE POLICY

The City of Capitola does not permit the throwing of candy or any other items from parade entries. The blowing of vehicular horns and sirens is not permitted in parades for public safety reasons. Motorized vehicles in parades may be required to have parade escorts to separate vehicular and pedestrian traffic.



PROMOTION – ADVERTISING – MARKETING – INTERNET

Please assure approval of your event before you promote, market or advertise it. Conditional approval will be made after the event organizer submits the application and it is initially screened by your City liaison. Acceptance of your Special Events Permit Application is not a guarantee of the date, location or an automatic approval of your event. Before the City will issue a Special Events Permit, the event organizer must complete the application requirements entirely.

FEEES – PROCEEDS - REPORTING

TAX EXEMPT, NON PROFIT

This refers to an organization that has been recognized as tax exempt by the Internal Revenue Service at least six months prior to application. Please attach copies of the IRS 501C tax exemption letter to your application.

ESTIMATED GROSS PROFITS

The Applicant may attach a projected event budget in lieu of completing this section.

SALES TAX

An Applicant applying for a seller's permit to sell food or beverages should include Capitola as the origin of sales. This will ensure the City receives its share of these taxes.



OVERALL EVENT DESCRIPTION

When planning a moving route, the Special Events Unit of the City of Capitola is available to assist you in planning your route. Consider the following in your planning:

- Impedance of emergency fire, police or paramedic vehicles.
- Conflict with public transportation, such as buses.
- Interference with people trying to reach hotels, their own residences, businesses, places of worship and public facilities.

If your event involves street closures, you may be required to obtain traffic safety equipment. Depending on the type of event, you may need barricades, traffic cones, signs, etc. Depending on the type of event and after evaluating roadway conditions, you may be required to properly place this equipment prior to commencing the event. If the closure creates a potential hazard, your organization will be required to contract traffic service from the Capitola Police Department and/or Public Works.

SET UP – ASSEMBLY – CONSTRUCTION

Some events may require more than one day to set up, or the construction plan may be too complex to describe on the application. In these cases, attach a detailed plan with a time line that lists various times and locations where streets or public property will be impacted and when dismantling will be completed.



OVERALL EVENT DESCRIPTION (continued)

FOOD CONCESSIONS OR PREPARATION

Food facilities: Guidelines are provided by the County of Santa Cruz Department of Environmental Health. These should enable you to plan food handling, preparation and distribution in the most responsible and legal manner.

Health permits may be required by the County of Santa Cruz if food or beverages are sold or given away during special events. Be sure to include your organization's IRS 501 C identification number to receive a nonprofit classification number by the County's Department of Environmental Health. Different permits, policies and procedures depend on your classification and the number of days in your event.

ALCOHOL

The sale or furnishing of alcoholic beverages by nonprofit organizations will require an additional permit from the State Department of Alcoholic Beverage Control (ABC). The Applicant must obtain and take a Letter of Authorization from the City to the ABC before the ABC will issue an ABC Permit. (This requirement may not be applicable in all cases, so please consult with your City permit liaison official.)

In many areas of the City, the public consumption of alcohol is illegal. The Special Event Permit from the City will likely prohibit the consumption of alcohol in the event venue outside of a controlled, clearly defined containment area.

CONCESSIONS

The Special Events Ordinance authorizes the City to allow you exclusive control and regulation of any concessionaires present at your event if it takes place on City streets or in City facilities. You will want to provide a plan for regulation and controlling such concessionaires. Park regulations may vary, so contact the City's Parks and Recreation Division for specific information. These regulations will be discussed with you upon receipt of your application.



OVERALL EVENT DESCRIPTION (continued)

TOILET FACILITIES, SANITATION AND RECYCLING

The Santa Cruz County Department of Health Services recommends one (1) chemical toilet for every two hundred fifty (250) people. This figure is based upon the maximum number at your event during peak time. The total number of toilets will be determined on a case-by-case basis.

You must properly dispose of waste and garbage throughout the term of your event, and the area must be returned to a clean condition immediately upon conclusion of the event. If you, as an event organizer, set a standard of leaving it better than you found it, you can have a highly beneficial impact on the Capitola community. Should you fail to perform adequate cleanup or damage occurs to City property and facilities, you will be billed at full cost recovery rates plus overhead for cleanup and repair. In addition, such failure may result in denial of future approval for a Special Events Permit or the requirement of a cash deposit or surety bond for future events. (Authorized placement locations for portable toilets and trash receptacles will be determined by the City of each event.)

State law requires Capitola to recycle fifty percent (50%) of the waste we generate. To reach these goals, everyone must participate. Recyclables generated at your event (i.e., aluminum cans, glass, cardboard, etc.) need to be recycled. Several organizations provide collections of recyclables at special events.



PARKING PLAN – SHUTTLE PLAN – MITIGATION OF IMPACT

If an event involves closing a street for three (3) hours or more, the organizer will be required to provide temporary disabled parking outside the closed venue area. One space will be required for each block closed plus an additional space must be provided for each permanent disabled parking place displaced. For specific disabled parking requirements, contact the City of Capitola's Special Event Unit.

In some situations when sufficient parking is not available, the event organizer may be required to provide a shuttle plan.

You are required to include mitigations measures for negative consequences imposed upon others by your event. We require that notices be sent or hand delivered two weeks before each special event to businesses, residences, churches, etc. It would be helpful for you to get signatures in support of your event from those affected, which will help show cooperation for the continuation of such events. Mitigation may include a notice in local community newsletters, flyers in business windows, local press releases, including radio and television. Notices must reflect the date(s), day(s), time(s), location(s) and types of activities taking place during your event. The notice must give detour or alternate route information if normal access is affected or if transportation systems are impacted. Please attach a draft sample of the notice and a proposed list of recipients with your application.

You may be required by the City's Traffic Division to provide advisory signs, placed a minimum of two weeks prior to the event, if your event impacts a major-use roadway. Advisory signs are intended to provide advance notice to the regular users of a roadway of the scheduled closure.

ACCESSIBILITY PLAN

"Accessible" describes a site, building, facility or portion thereof that can be approached, entered and used by persons with disabilities.

It is the Applicant's responsibility to comply with all city, county, state and federal disability access requirements that are applicable to the event.

All indoor and outdoor sites for special events must be accessible to persons with disabilities. If a portion of the area is inaccessible, an alternate area must be provided with the same activities that are in the inaccessible area. It cannot, however, be offered only to patrons with disabilities.

Disabled access may include parking, restrooms, telephones, clear paths of travel, transportation, accessible vendors and booths. If all areas are not accessible, a map or program must be provided to attendees, indicating the accessible restrooms, parking, phones, drinking fountains, etc.

SAFETY - SECURITY

CROWD CONTROL AND INTERNAL SECURITY

Event organizers are required to provide a safe and secure environment for their event. This is accomplished through sound preplanning by anticipating potential problems and concerns. The size, type, time of day, and location of the event, as well as the overall activities, are all areas that need to be analyzed in depth. Events having the potential to draw a large crowd, such as street fairs or concerts, are of particular concern. Some events require the services of a professional licensed security company. A representative of this company, commonly known as a security consultant, will work closely with you to review and analyze your proposed event. The security consultant will determine points of concern and anticipate potential problems. The consultant will make recommendations to rectify the concerns and/or problems and, when appropriate, recommend the number of private security guards needed. If your event organizers choose security services from Capitola Police Officers, you should contact the City of Capitola Special Event Unit for the required fees and other information.



ENTERTAINMENT – ATTRACTIONS – EVENT RELATED ACTIVITIES

Event organizers must be certain that all event activities comply with the local laws applicable to noise abatement. Please be aware that loud and unreasonable noise (including music) is a violation of state law. A police officer who determines that noise from your event is offensive to others may require you to stop the noise. Also, the police may order musical entertainment to end if it incites a crowd to become unruly or creates risk of injury.

Banners, pennants, flags, signs, streamers, inflatable displays and similar devices are regulated by local ordinance. The number and location for these items will be determined by the City. In certain areas and under certain conditions, these items are prohibited. Please contact our office for specific applications.

FIRE DEPARTMENT REQUIREMENTS

The Central County Fire Department must review and approve the following: your plans for first aid and/or emergency medical services; your route for emergency vehicle access; street parade floats; use of an open flame; use of fireworks or pyrotechnics; handling of vehicle fuel; cooking facilities; the location of power sources; the availability and location of on-site fire suppression equipment; the occupancy and spacing of tables or enclosures; and the use of tents, air-supported structures, canopies or any fabric shelters. The fire department may require an inspection at your cost before and/or during the event. For more information or assistance, please contact the Central County Fire Prevention District at (831) 479-6842. These plans will be reviewed with you upon receipt of your application.

BUILDING PERMITS

Review by the City of Capitola Building Department may be required before your event. You will be notified if event requires a review, depending on the components of your event.



INSURANCE REQUIREMENTS

Insurance requirements depend upon the risk level of the event. If your event will include alcohol, liquor liability coverage must be included on your certificate of insurance.

Before final permit approval, you will need commercial general liability insurance that names as an additional insured: the City of Capitola, its officers, employees and agents” and any other public entities impacted by this event. Insurance coverage must be maintained for the duration of the event. To determine the necessary amount of coverage required, please contact the City’s Risk Management office at (831) 475-7300.

AFFADAVIT OF APPLICANT

The Applicant and, if applicable, the professional organizer must complete, sign and date the application before returning it to the City of Capitola Special Events Coordinator at 420 Capitola Ave., Capitola, CA 95010. Please be certain to include all required attachments before submitting your Special Events Permit Application.

In some cases, a Special Events Permit may result in a taxable possessory interest and you may be subject to the payment of property taxes. A possessory interest is the taxable value for the private use of public property. You may contact the Santa Cruz County Assessor’s Office for additional information.

