

## City of South Pasadena / Co-Sponsorship Policy

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### **Introduction:**

The City of South Pasadena (City) routinely receives requests from nonprofit organizations, service clubs, and others requesting to co-sponsor various activities, or to waive temporary use permit fees and /or rental fees for the use of City facilities. Examples of these activities include public music performances, art exhibitions, cultural, service club, sporting and school events.

Recognizing the value of partnering with local organizations and the benefits to the community while still upholding its fiscal responsibilities, the City has established the following policy to direct when fees may be waived or co-sponsorship approved.

### **Policy:**

Fees may be waived or reduced when co-sponsored by the City when the City Council makes a determination that the program or event: 1) is of significant value to the community or to a significant portion of its residents; and 2) is within the scope of services normally provided by the City.

Before recommending approval, the City Manager, or his/her designee, will also consider factors including but not limited to: 1) benefit to the City; 2) proposed event location and time of day; and 3) impact on the surrounding neighborhood, City staff and resources.

While individuals, organizations, agencies, and private enterprises within South Pasadena may qualify for fee waivers or co-sponsorship based on meeting this policy's criteria, the City does not guarantee all requests will be accommodated. The City Council, or its designee, may determine not to provide support, due to lack of adequate funds or other resources, or when the request represents a conflict of interest or is not in the best interest of the City.

Activities specifically prohibited from City co-sponsorship or waiver of fees include those that: 1) enhance private business; 2) held on behalf of, in support of, or in opposition to any political candidate or ballot measure or advocate a political position; 3) advocate or promote adult – oriented businesses; or 4) solicit criminal activity. Religious organizations, companies or groups may obtain fee waivers or co-sponsorships if the proposed program, event, or project neither promotes religious messages nor advocates for or promotes religious beliefs.

All resources to be provided by the City in co-sponsorship of an event or program shall be within current funding allocations, and expenditures shall not result in a reduction of other City services. The City Council periodically approves the City Fee Schedule. Fee waivers may be reflected in reduced revenue totals at fiscal year-end.

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## City of South Pasadena / Co-Sponsorship Policy

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The City reserves the right to assess all activities at any time to ensure all rules, regulations, conditions of use, City and health and safety laws are not violated. Co-sponsorships and fee waivers can be revoked at any time effective immediately, if the recipient agency or organization fails to comply with this policy or any other local, state or federal regulations.

### **Qualifications for those seeking fee waivers or co-sponsorship:**

1. Must be a valid non-profit or community service organization based within the City of South Pasadena (proof of non-profit status is required if applicable);
2. All of the following criteria shall be demonstrated by the applicant:
  - a. Consistent with the City's economic, social, or recreational goals;
  - b. Free and open to the public, unless otherwise authorized by the City Council (or its designee);
  - c. Demonstrate community pride and involvement; and
  - d. Not have a religious or political purpose.

### **Co-sponsorship may include fee waiver or reduction for any of the following:**

1. Use of a facility;
2. Temporary Use Permit;
3. Street Banner;
4. Tent Permit;
5. Encroachment Permit; and/or
6. Street Closure and /or traffic control plan.

### **Co-sponsorship does not include the following:**

1. Staff costs;
2. Refundable security deposit;
3. Outdoor use of any city equipment such as tables, chairs, Public Address Systems, canopies; and
4. Insurance.

### **Procedures:**

The following information should be submitted by the non-profit organizations when requesting use of City streets, right-of-ways, and other City properties. The request must be made in writing, at least 60 days prior to event and must include details of the event, including, but not limited to:

1. Name and mailing address of organization making request;
2. City facility, property, or street requested for use;
3. Proof of non-profit status if applicable;
4. Description and purpose of event;
5. Time of event and time access to the site is needed;

6. Proposed street closure or traffic control plan, prepared and stamped by a registered engineer (if applicable); and any and all street closures related to events, must be preapproved, via traffic control plans, by the Public Works Department. Moreover, no entity, under any circumstance, other than the City of South Pasadena may execute traffic control plans within the City's Limits. Proper insurance must accompany the Stamped Street Closure Plan for final approval.
7. Concession information, including whether food or drink will be sold;
8. List of equipment that will be brought in for the event;
9. List of event sponsors and their role (if any);
10. A description of the benefits the non-profit will receive and the benefit the City or its residents will receive from the event;
11. Detailed description of any support needed from City staff, including police, fire or public works (**NOTE: These costs will be the responsibility of the event organizers. Any hours designated for the set-up of approved nonprofit organization events, during regular business hours, will be at the expense of the nonprofit and must be approved by the City Manager or his/her designee.**)
12. City equipment and supplies will not be available for use or rent unless the facility that is being used houses these items such as tables and chairs. The following will not be used or rented for outdoor use: Audio visual, Public Address System, Tables, Chairs, Canopies, or Electrical Outlets. Use of City vehicles for nonprofit organization use is prohibited.

**Alcohol:**

The South Pasadena Municipal Code allows liquor on the premises (wine, beer, whiskey, etc.) under special conditions. Obtain an Alcohol Beverage & Control (ABC) permit by calling the ABC (626) 927-1060. See City Staff for additional info on ABC requirements. Alcohol may not be sold or served to minors. Failure to comply, monitor and enforce this law is grounds for terminating the activity and forfeiting all deposits, fees and co-sponsorship. Injuries caused to any person or damage to City premises, shall be the sole responsibility of the organizations, its sponsor or the adult representative. Alcohol may not be served or sold during set-up time. Service for any alcoholic beverage must end one hour before the time stated on the contract for the event to end. Alcohol is only permitted in the rented facility (Senior Center and War Memorial Building only) Alcohol may not be served or consumed in parking lots, public patio areas, or outside grounds adjacent to rented facility. For Library Community Room, please see the Library Administration for Alcohol Policy. (<http://www.ci.south-pasadena.ca.us/index.aspx?page=261> )

**The following conditions apply once fee waiver and or co-sponsorship is approved:**

1. Appropriate recognition of the City as co-sponsor of or contributor to the event or program will be provided on all promotional materials and at all events and programs. The City Manager or his/her designee must approve promotional materials, the event/program schedule and activities. If the City is not recognized for its contributions to the event/program, the organization

could potentially lose future co-sponsorship opportunities with the City. For further clarification see the South Pasadena Municipal Code Chapter 2 Administration, Article I In General, Section 2.6-5 (Adoption of City Seal).

2. No fliers, posters, banners or signage can be placed, posted or distributed on City parks, City facilities, on street pole or on sandwich boards throughout the city without the approval of the City Manager or his/her designee. Street Banner and encroachment permits fees are waived but must be obtained through the City. For further clarification see the South Pasadena Municipal Code Chapter 3 (Advertising).

3. All non-profits must complete a Facility Use Permit with the Recreation Division of Community Services Department. Conditions may be placed on the use to minimize impacts to facilities or costs to the City, or to restore facilities to pre-event conditions.

4. Special Event Insurance can be purchased through the City. If Special Event Insurance is not purchased the organization must adhere to the following: Proof of General Liability Insurance and Endorsements with the City additionally insured as well as a hold harmless agreement will be required for each event with a minimum of \$2 million per occurrence and \$4 million aggregate. The insurance coverage will be determined on a case by case basis between the City, non-profit organization and Insurance Advisor and will depend largely on the requirement of street closures, serving of alcohol, duration, location and number of participants.

5. A refundable security deposit is required. Deposit amounts are set to ensure proper clean up and cover the City's costs for remediation of any damage or loss. If the full deposit is not accompanied with the Facility Use Permit by the specified date, the facility request shall be cancelled and approval withdrawn. Security Deposits will be refunded within four (4) to six (6) weeks of the event or activity, if standards have been met. Security Deposits will not be waived.

6. Applicants are responsible for payment of the full cost of materials, labor, replacement, repairs, or damages related to the event, project or program, regardless of the amount. If damage occurs and the complete remediation costs the City less than the amount of the deposit, the difference shall be refunded.

7. Secure necessary additional permits, e.g., vendors need business license, from food sales need County Health Department permits, and alcohol use permits.

**City Policy Pertaining to Styrofoam and Plastic Carryout Bags:**

The City prohibits the use and sale of expanded polystyrene food services ware by food providers within the city and in City facilities, City-managed concessions, City sponsored or co-sponsored events, city permitted events and all franchisees, contractor and vendor doing business with the city. (South Pasadena Ordinance No. 2305, SPMC 16.40-.46)

The City prohibits the use or distribution of plastic carryout bags at any facility, any event held on City property, or at any City sponsored event. (South Pasadena Ordinance No. 2269, SPMC 16.31-.39).

**Street Banner:**

Street Banners will be hung in accordance with the event which will average two to three weeks prior to the event. Location requests cannot be made as the banner will be hung where another banner is coming down. If the applicant chooses to request a banner location, the banner fee will not be waived. One banner per organization will be hung per event due to the multiple requests received. The City only has four banner locations.

## City of South Pasadena / Co-Sponsorship Policy

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All banners must be delivered to the Public Works Department at the City Yard located at 825 Mission Street (not City Hall) at least four weeks prior to the event and picked up one week after the event from the same location.

No banners will be hung on Fair Oaks Avenue between Thanksgiving and the New Year as City Holiday decorations will be placed in these two locations.

Street Banner will only be approval for South Pasadena organizations within the List.

The attached “Exhibit A” is a list of current co-sponsored organizations or City committees and events that have been approved in the past. If any new organizations request co-sponsorship by the City, that request will come to the City Council for approval. If an existing organization would like to amend their current request, that request will also be brought to City Council for approval.

This Policy and list of events and organizations will be approved annually by the City Council.

This Policy is subject to interpretation. The City Council designates the City Manager or his/her designee in conjunction with the Department Head to interpret the Policy when items are not specifically addressed in the Policy.

Attached: Exhibit A – List of Current Co-Sponsored Organizations or City Committees and Events for 2019

Approved in May 2019 by City Council

**City of South Pasadena / Co-Sponsorship Policy**

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**Exhibit A**

**2019 List of Co-sponsored Organizations and Events**

South Pasadena High School Boosters	Tiger Run/Walk (Street Closure and Banner) Booster Bash (Banner)	December September
<i>South Pasadena Middle School Tiger Cub Boosters Club</i>	<i>Main Event Poker Tournament (Facility use)</i>	<i>March</i>
Chinese American Club	Moon Festival (Facility and Banner)	September
Vecinos de South Pasadena	Annual Event (Facility)	October
South Pasadena Educational Foundation (SPEF)	Parti Gras (Golf Course) Color Festival (Street Closure and Banner) Fall Fundraiser (Banner) Summer School (Banner)	May or June March October May
South Pasadena Kiwanis Club	4 <sup>th</sup> of July Pancake Breakfast (Facility) Shred Day (Banner)	July April
South Pasadena Little League	Baseball and softball fields, storage and facilities for meetings (Park, Facility & Banner)	February - December
American Youth Soccer Association	Soccer fields, storage and facilities for meetings (Park, Facility & Banner)	August - March
Holy Family Catholic School and Church	Field rental – flag football (Park)	August - November
Boy Scouts	Troop meetings at various facilities	Year Round
Girl Scouts	Troop Meetings at various facilities	Year Round
South Pasadena Beautiful	Garden Tour (Banner) Earth Day (Facility and Banner) Meeting Space (Facility use)	April April Year Round
Rotary Club of South Pasadena	Taste of South Pasadena (Banner) Chili Cook off (Facility use)	April November
The Institute for the Redesign of Learning	Abilities Job Fair (Facility use and Banner)	October
South Pasadena Arts Council (SPARC)	Meeting space and fundraising events (Facility use)	Year Round

**(Continue)**

**City of South Pasadena / Co-Sponsorship Policy**

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**City Committee Events**

4 <sup>th</sup> of July/Festival of Balloons Committee	Festival of Balloons daylong event Parade, Garfield Park games, Fireworks show (Street Closure, Banner, Facility use and staff)	July
South Pasadena Tournament of Roses Committee	Classic Car Show (Street Closure, Banner and staff) Float Building and Storage (Facility and staff) Crunch Time Party (Facility use and staff) Spring Event (Facility use and staff)	September September - January December April

**South Pasadena Chamber of Commerce**

South Pasadena Chamber of Commerce	Farmers' Market (Street Closure) Eclectic Music Festival (Banner, Street Closure, Temp Use Permit, tent permit, Facility use, street closure and staff) Art Crawl (Banner)	Every Thursday April/May  3 times a year
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