

**PLEASANT VALLEY RECREATION & PARK DISTRICT
ADMINISTRATION OFFICE – ROOM #6
1605 E. BURNLEY ST., CAMARILLO, CALIFORNIA**

**POLICY COMMITTEE
AGENDA**

**Thursday, February 24, 2022
2:30 P.M.**

Please Note: Under current orders from the Ventura County Health Officer, all individuals, unvaccinated are required to wear a face covering at all times in indoor public settings and businesses. PVRPD thanks you for your cooperation and understanding.

This meeting will take place both in person and remotely in accordance with Government Code section 54953(e) et seq. (AB 361). Members of the public can participate in the meeting by choosing one of the following options:

1. Attend in person or
2. Join via Zoom -

Meeting Link: <https://us06web.zoom.us/j/86574724324>

Webinar ID: 865 7472 4324

Phone Number: 1-669-900-6833

- a. Cell Phone/Computer with Microphone: Click on the Zoom link included above. Enter your name so we may call on you when it is your turn to speak. The Chair will ask if anyone wishes to speak on the item. At that time, raise your hand by clicking the “Raise Hand” button. Follow the instructions below regarding speaking.
- b. Phone – If you wish to make a comment by phone during the public comment section of the meeting or on a specific agenda item, please call in to the listed phone number above and when prompted, enter the Webinar ID. You will then be admitted to the meeting and your line will be muted. The Chair will ask if anyone wishes to speak on the item. At that time, raise your hand by dialing *9. Then, follow the speaking instructions below.

Speaking Instructions

When it is your turn to speak, the Chair will call your name or the last four digits of the phone number you are calling from. You will have three minutes to address the Committee. **Please ensure all background noise is muted (TV, radio, etc.)** You will be prompted to unmute your microphone/phone. Unmute your device and begin by stating your name. After three minutes has elapsed your microphone will be muted and the next speaker will be invited to speak.

1. CALL TO ORDER

2. APPROVAL OF AGENDA

3. PUBLIC COMMENTS

4. SPECIAL EVENT POLICY

5. ORAL DISCUSSION

6. ADJOURNMENT

Note: Written materials related to these agenda items are available for public inspection in the Office of the Clerk of the Board located at 1605 E. Burnley Street, Camarillo during regular business hours beginning the day preceding the Committee meeting.

Announcement: Should you need special assistance (i.e. a disability-related modification or accommodations) to participate in the Committee meeting or other District activities (including receipt of an agenda in an appropriate alternative format), as outlined in the Americans With Disabilities Act, or require further information, please contact the General Manager at 482-1996, extension 114. Please notify us 48 hours in advance to provide sufficient time to make a disability-related modification or reasonable accommodation.

**PLEASANT VALLEY RECREATION AND PARK DISTRICT
STAFF REPORT / AGENDA REPORT**

TO: BOARD OF DIRECTORS

FROM: MARY OTTEN, GENERAL MANAGER
By: Macy Trueblood, Recreation Supervisor

DATE: February 24, 2022

**SUBJECT: DISCUSSION AND GUIDANCE FOR DEVELOPING A
SPECIAL EVENT POLICY**

SUMMARY

The Pleasant Valley Recreation & Park District (“District”) develops and manages internal and contracted special events. Currently, staff rely on existing processes to reserve, manage, and report on internal and externally-contracted special events.

Even with the COVID-19 pandemic, there is continued demand for District facilities and services. Staff have utilized opportunities for modernizing and improving internal processes with the goal of developing a Special Event Policy (“Policy”).

BACKGROUND

The District maintains 28 parks throughout the Camarillo area including a Community Center, a Senior Center, an Aquatic Center, and several sport park facilities.

Currently, no District-wide guideline exists to designate the difference between a Special Event facility reservation and a conventional facility reservation, nor does a standard definition of what constitutes a “special event.” Staff aim to be as consistent as possible in providing information and in issuing permits.

Special Event Defined

An organized, permitted activity that can be as small as 25 people* or as many as 50,000 that takes place on public property including parks, streets, sidewalks, or buildings and may or may not be open to the general public. Special event organizers may or may not charge attendees admission or some other fee for attendance.

*as defined in the District’s Ordinance 8. This number constitutes an “Organized Group.”

Common examples of special events the District has permitted include 5k/10k/fun runs, food truck festivals, seasonal holiday events, community art festivals, age/demographic-specific events, summer concerts, bingo events, community rummage sales, outdoor movie events, and commercial filming.

As diverse as these events may seem, there are common elements to the reservation and event management process including:

- Information gathering on the event requests such as date, time, location, number of attendees, additional services requested, potential conflicts, etc.
- Setup requirements of the requestor/organization and/or District
- Whether or not District staffing is required to be onsite before/during/after the event
- Fees to be charged
- Clearly set expectation of the requestor/organization and of the District
- Clearly set expectation by the requestor/organization and by the District
- Feedback and reporting

In current practice, staff approach these processes differently with different results.

ANALYSIS

Discussion items for this topic:

What is the District trying to achieve with the creation of this Policy?

Why does the District need it? Why is it important?

1. What is the process a customer must undertake to book a special event? Current? Ideal?
2. What criteria qualify a facility reservation request as a special event?
3. What are the qualifications for having an Event Manager on site?
4. How does the process for reserving a facility for a special event compare to the process of reserving a facility for a conventional reservation?
5. What kind of timeline(s) are necessary to mandate as part of ensuring the efficient production of an event on District property?
6. How do third-party permitting agencies fit in to the District facility reservation process?
7. Does the District handle or contract with food trucks onto the premises and collecting fees?
8. How can we ensure that special event requests are handled with consistency from phone call to thank-you card?
9. What should the process of event production look like for internal events to ensure adherence to deadlines and comparability across different events/events across different years?
10. How should the District address customer violations of District policies in the context of special events? The FFAU is a good start, but how much should the process for special events mirror it when most special event reservations through the District are annual for no longer than one day?

11. How much lead time is appropriate for reserving and managing large special events?
12. What additional services can the District offer the customer besides a facility? Ads? Decorations?
13. What elements require staff to bring an event to the Board for approval?

FISCAL IMPACT

To be determined. Currently, costs are limited to staff time to prepare this report.

STRATEGIC PLAN COMPLIANCE

Meets 2021-2026 Strategic Plan Goals:

1.1B: Develop sustainable funding sources for implementation of the Strategic Plan, deferred maintenance, priority projects, and on-going operations.

1.3C: Proactively encourage and promote the film industry rental of District-owned property, work with the City of Camarillo and the County of Ventura to revise and streamline the permitting process to facilitate such filming.

1.3D: Explore the feasibility of promoting and encouraging District properties and facilities to serve as a suitable venue for weddings, commitment ceremonies, and related events.

1.3E: Regularly evaluate whether the District is capturing adequate revenue through facilities and program usage, seeking new and enhanced revenue-generating facilities, special events and programs.

RECOMMENDATION

It is recommended the Policy Committee provide guidance and direction for developing a Special Event Policy.

ATTACHMENTS

None

Special Event Policy for the Pleasant Valley Recreation & Park District



Table of Contents

Introduction	3
Statement of Philosophy.....	3
Definition of Terms	4
Customer Classifications	5
Sport Priority by Season.....	5
Facility Hours of Operation	5
Athletic Facility Hours of Operation.....	5
Dog Park Facility Hours of Operation.....	6
External Event Reservation Process.....	6
Special Event Manager Steps for Special Event Processing.....	7
Customer Service Representative (“CSR”) Steps for Special Event Processing	8
Facility Fees.....	8
Marquee Requests.....	8
Activity Guide Ad Sales	8
Internal Event Policy	8
Planning:	8
Event Production (Should largely be outlined in specifics by the Event Production Notes):.....	10
Event Evaluation:	10
Maintenance Operations	11
Turf Preservation	11
Sports Field Lining/Marking.....	11
Field & Facility Closures	11
Field and/or Facility Modifications	11
Inclement Weather	11
Special Event Policy Violations.....	12
First Offense.....	12
Second Offense	12
Third Offense	12
Fourth Offense	12
Violation examples include but are not limited to:	12
Permit Cancellation.....	13
Appeals.....	13
Appendix (Table of Contents and then actual docs).....	13

Introduction

The Pleasant Valley Recreation & Park District, hereinafter referred to as “District,” coordinates and issues permits for the use of District parks, open space, sports fields, the Aquatic Center, Senior Center, and other facilities, to organizations and the public for sports, cultural, social, and recreational activities and programs. The purpose of this policy is to outline the necessary steps District employees as well as customers must take to legally and effectively hold a special event on District property. The District may charge to recover public costs to operate, maintain, supervise, and administer the use of parks and District facilities per the General Use Policy.

The District will monitor proper use of allocations and permits with priority given in the following order: District Programming, Community Service Organizations, resident organizations, in-District residents, and all other requests. This policy does not outline the process for designation as a Community Service Organization. For information on this process, please refer to the Community Service Organizations Application Form.

Requests for special event rentals involving District facilities not covered by the Special Events Policy, Field and Facility Allocation and Use Process, Ordinance 8, or the General Use Policy should be addressed in writing to the District.

Statement of Philosophy

The District is dedicated to creating ample opportunities for individuals and organizations to congregate in safe and viable locations. The primary goal with the provision of these opportunities is to streamline and standardize the necessary steps one must take to legally and effectively produce a special event on District property. The permitting and allocation process provides an individual or organization the exclusive use of a designated field or facility at a designated time, to the exclusion of all others. The objective of this policy is to create clear, written instructional procedures that:

- Define the necessary steps a customer must take to conduct a special event while adhering to police, fire, health, city and District regulations.
- Provide guidance for District staff conducting District special events as to timelines and best practices
- Provide guidance for District staff serving as event managers for external events
- Establish cleaning and refund procedures

Definition of Terms

After-Action Report (AAR) – shall refer to a post-event report completed by District staff with the intent of recapping the important notes of event production.

Community Service Organization – shall mean an organization that performs a service for the benefit of the public, is approved by the Pleasant Valley Recreation & Park District, and the organization resides within the District boundaries. These activities are not part of the District programs/classes.

Customer – shall refer to any individual or entity that seeks to pay or has paid for a facility permit within one of the District facilities.

Customer Service Representative (CSR) – shall refer to District staff who serve as the first line of customer interaction and who handle the majority of facility reservations with the District.

District – shall mean the Pleasant Valley Recreation & Park District and/or all land/facilities managed by the Pleasant Valley Recreation & Park District.

General Use Policy – shall mean the procedures used in application of District property.

In-District Resident – shall mean any person, group, organization, association, partnership, firm, entity, or corporation residing within the boundaries of the District.

District Facility – shall include any of the parks operated by the District and any buildings/structures or elements that lie within them.

Ordinance 8 – shall mean the provisions and rules governing the Pleasant Valley Recreation & Park District, to include the use of parks, recreation areas, and facilities in order that all people may enjoy and make use of such parks and buildings and to protect the rights of all concerned.

Out-of-District/Non-Resident – shall mean any person, group, organization, association, partnership, firm, entity, or corporation that resides outside the District's boundaries.

Program Analysis – shall refer to the financial analysis evaluation tool used by District staff to track expenses and revenues for an event in relation to their budgeted line items (if applicable).

Punch list – shall refer to the list of tasks needed to be completed by District staff as part of pre-event setup. These tasks are often those needed to be completed in the facility setup days prior to the event.

Resident Organization – shall mean public and private educational, service and civic groups and nonprofit organizations with members who reside within the District when such groups are located within the District and providing programs open to the public with a primary purpose of recreation and/or youth sports.

Special Event – an organized congregation of people with the intention to participate in shared activities contingent upon size, type, and context restrictions. Special Event status is determined as a result of filling out the attached qualifications checklist.

Special Event Manager (SEM)– shall mean the District staff member in charge of handling the proper execution of the permit from initial phone call to after-action report and thank you card.

When-To-Work (W2W) – shall refer to the online staff management software used by District supervisory staff to schedule part-time employees.

Customer Classifications

Customer Classifications determine facility rental rates as outlined in the District’s Board Approved Fee Schedule and should be referenced consistently once a classification has been determined. Every effort will be made to assign fees based on a consistent customer classification process.

Class	Class Designation	Additional Class Description
0	Pleasant Valley Recreation & Park District	All District Activities
1	Community Service Organizations	Community Service Organization as approved by the Board of Directors.
2	Resident Organizations	Local school districts, governmental agencies, and non-profit organizations
3	In-District Residents	Residents living within the bounds of District influence
4	Out-of-District or Non-Residents	Residents living outside the bounds of District influence

*The District reserves the right to modify these classifications.

Sport Priority by Season

Given notification in the proper amount of advance time, sports facilities will always be prioritized for community service organizations over other rentals. However, during seasons where a sport does not have priority, the rules of sports field priority fall to the timeliness of application submission.

Spring Season Sport Priority	Fall Season Sport Priority
Baseball	Football
Softball	Soccer
Swimming (for Aquatic Center facilities)	Basketball

Facility Hours of Operation

The District’s General Use Policy outlines facility hours as follows:

Athletic Facility Hours of Operation

No use permit shall be granted if, at the time of application, there is a conflict with a prior reservation or a District-sponsored event taking place at the same time and place. Reservable Athletic Facility hours are as follows:

- Monday through Friday: 6:00 AM – 10:00 PM
- Saturday and Sunday: 6:00 AM – 10:00 PM

Field hours are set at the discretion of the District and field conditions. All user groups must have a copy of their permit available upon request by District staff.

All parks, recreation areas, and open space areas within the District boundaries will be available to the general public from dawn to dusk or hours as otherwise posted except with the permission of the General Manager or designee.

District Lands, buildings, park areas, and facilities (except sports parks/fields) are available for individual and group use during normally scheduled hours of operation as posted at the facility. Exceptions are subject to General Manager or designee approval.

Dog Park Facility Hours of Operation

- *Camarillo Grove Park*- Open daily from 7:00 a.m. to dusk. Entire park is off-leash Monday - Friday. Saturday & Sunday, dogs are allowed off-leash only in the designated dog park area and on the trails from 7:00 a.m. until 10 a.m.
- *Mission Oaks Park Off-Leash Area*- Open daily from 4 p.m. to dusk. Saturday & Sunday, dawn until dusk.
- *Springville Dog Park*- Open daily 7 a.m. to dusk. Closed Friday mornings until 10:00 a.m. for lawn maintenance.

External Events Reservation Process

In creating a fair and equitable process for allocation of fields and facilities, the following timelines will be utilized as part of the submission process for administering fees and assessing permit requirements. Exact dates are contingent upon the nature of the event for permit requirements but remain consistent for fee collection. Applications are available online and will be emailed to returning vendors with an appropriate amount of lead time in advance of their likely event date.

Application packets can be submitted in-person to the District Administrative Office at 1605 E. Burnley Street, or by email to specialevents@pvrpd.org but must be complete and accompanied by initial payments at the time of submission in order for a facility reservation to be made.

The Application Timeline is at the discretion of the District. Completed applications received within the appropriate time frames will be processed as soon as possible. Submittal of the required items listed below does not constitute approval of use; however, every effort will be made to accommodate the customer request.

Required items to be submitted with the Special Event Application request:

1. A completed District Special Event application with all requested event dates listed along with a signed waiver page. (See Attachment 1)
2. \$25 application fee and \$100 special event fee (per event request, an event series qualifies as one request)
3. A copy of insurance naming the District as additionally insured with the attached endorsement page in line with requirements found in the General Use Policy.
4. Scheduled application review meeting with District Staff (phone or in-person).
5. Scheduled site walkthrough with District staff.
6. A copy of the customer's IRS Letter of Determination (if applicable).
7. Site Map(s) for the event in question. Customer may choose from the available site map templates or create their own. (See Attachment 2)

Application packets will be processed according to:

1. Completed application packets (Items 1-7)
2. Park and facility availability
3. User Group classifications

The District recognizes that there may be conflicts for space and time that arise from this process. Conflicts on many location/day/time will be prioritized utilizing the following methods, in order:

1. District Programming to include special events and classes to include District-partnered programming.
2. Community Service Groups (in the case of field & facility use consistent with normally scheduled operations and predicated on the timely and complete submission of facility requests).
3. Returning customers applying for an established event involving a District facility (predicated on the timely and complete submission of facility requests).

4. Customers with new events for a District facility (prioritized by those with the most timely and complete submission of facility requests).

The District reserves the right to schedule fields and facilities in accordance with the greatest benefit to the general public and/or the District.

Special Event Manager Steps for Special Event Processing

*Note: All steps to be taken in this list should be done so in accordance with the submission timelines set forth earlier in this policy.

Step 1: Initiate contact with the District either through Customer Service Representatives (“CSR”) or Special Event Manager (“SEM”).

*The following steps should be taken for an event that would be handled by the SEM. Steps for CSR processing are outlined in further below.

Step 2: Discuss needs of the event with SEM from planning to evaluation. Customer may use this opportunity to request a complementary site visit.

Step 3: Customer submits complete and detailed special event application complete with additional documents.

Step 4: SEM re-evaluates the request based on submitted application and develops an appropriate price quote for the services that need be rendered for event production. Manager also provides customer with schedule for future payments in advance of the event. All third-party permitting fees will be assessed by the event manager and included in the price quote for the event as appropriate.

Step 5: Customer makes first payment on price quoted and SEM makes ActiveNet reservation for facility.

Step 6: SEM provides Customer with list of necessary permits and associated submission requirements.

Step 7: Customer submits a list of all vendors associated with the event to the SEM.

Step 8: Customer submits requests for any additional facility needs for the event. Customer can also make additional requests for site visits in advance of the event.

Step 9: SEM ensures all required permitting paperwork is submitted with respect to third-party agencies. Third-party agencies can include, but are not limited to: City of Camarillo, Ventura County Environmental Health Department, Ventura County Fire Department, Alcoholic Beverage Control, and Ventura County Sheriff’s Department. For specific guidance on individual processes related to third-party agency permitting and when such steps are necessary, please consult The Event Permits Guide in the Appendix of this policy.

Step 10: Customer makes final payment on event reservation. Timelines for this process can be found in the District’s General Use Policy.

Step 11: EVENT DAY

Step 12: SEM conducts a walkthrough with the customer post-event, evaluates for any cleaning needs, and issues return of cleaning deposit to customer if deemed appropriate. SEM will issue the return of the cleaning deposit as deemed appropriate in the week following the event.

Make up days due to inclement weather or unforeseen circumstances are at the discretion of the General Manager and are facility and date permitting. The District shall make every effort to accommodate a facility request for the rescheduling of an event in such a manner.

Any facilities not specifically addressed on the approved District Fee Schedule are considered open for public use during the hours of park operation and cannot be reserved for exclusive use.

Customer Service Representative (“CSR”) Steps for Special Event Processing

Step 1: Filling out Qualifications Checklist determines lack of score required for reservation to qualify as Special Event and CSRs take over reservation processing.

Step 2: CSRs communicate with customer to obtain necessary information for the processing of a permit to include general customer information, hours of permit needs, and desired permit location.

Step 3: CSRs collect payment for permit as well as Certificates of Insurance if necessary. Certificates of Insurance will be necessary if the event will involve the sale of alcohol, if there will be vendors involved in the event, or if the permit involves the use of an indoor facility.

Step 3: CSRs create the permit for the reservation in ActiveNet.

Step 4: CSRs will handle all communication with the customer leading up to and after the event has taken place. CSRs will also communicate with Park staff as to setup, day-of, and post-reservation needs.

Facility Fees

Initial payment for facilities reserved as part of a Special Event application are to be paid prior to the issuance of a facility permit. The District reserves the right to cancel the facility permit in question should the customer fail to make subsequent payments toward the facility fees invoice. Special Event applications submitted outside of the 30-day minimum advance notice period will be evaluated on a case by case basis for feasibility of accommodation at the discretion of the SEM.

Marquee Requests

Event Customers may request the advertisement of their event on the District marquee for a fee consistent with that found on the Marquee Rate Sheet (Attachment 5). Customer should make such a request on the Special Event Application as part of their complete application submission.

Activity Guide Ad Sales

Customers applying for a special event permit are able to purchase advertising space in the District’s seasonal Activity Guide. Rates can be found on the Activity Guide rate sheet available on the District website or by request. Advertising fees for the event will be included on the customer invoice. (Attachment 6)

Internal Event Policy

District Staff produce on average between 15-20 special events over the course of the calendar year largely through the use of District resources. Much like any of the programming the District offers throughout the year, there is considerable value in making the District-run events cohesive with the necessary steps that must be taken to bring an event to fruition. With very few exceptions, the SEM is responsible for the facilitation of these events and as such, it falls on the SEM to complete the required steps. With events ranging from the Camarillo Christmas Parade to the Movies in the Park series, the responsibilities vary widely, but maintain a consistent structure which will be outlined here:

Planning:

Step 1: Identify Event Goals – SEM should identify at least three goals that make note of financial, material, or personnel elements related to the event. The goals should be SMART (Specific, Measurable, Attainable, Relevant, Time Bound) and should be created at the outset of event planning.

Step 2: Reserve Needed Facilities – SEM should ensure needed District facilities are reserved through ActiveNet. If the event in question requires use of alternative facilities such as those owned by the City of Camarillo, there should be appropriate requests for facility usage in the form of a City Special Event Application.

Step 3: Identify Necessary Permits to Complete – SEM should evaluate the scope of the event to assess for permitting needs from various agencies. See the Attachment 3 for The Event Permits Guide for specific guidance on permit needs.

Step 4: Establish Event Matrix Projections – SEM should identify budgetary line items that tie to event in question and evaluate material, staffing, and permitting expenses for the event. There is no required template for such a document, but it is recommended that the SEM begin by using the format utilized by various other Internal Special Events.

Step 5: Identify and Reach Out to Potential Sponsors/Partners – SEM should develop sponsorship options for the event by sharing financial and material needs with potential sponsors, particularly if the event matrix demonstrates a shortage of funding for the event needs.

Step 6: Submission of Event Marketing Material Needs – SEM should identify marketing needs for the event along with necessary information to be included on marketing materials. SEM should then submit a list of marketing needs to the Marketing Specialist with the appropriate amount of lead time.

Step 7: Creation of Site Map - SEM should utilize Publisher to create and maintain an updated site map of the event including vendor locations, entertainment setups, traffic plans, and landmarks as SEM sees appropriate. These maps should be kept as up-to-date as event details change and should be saved in an easily accessible place for other members of the staff.

Step 8: Vendor Applications – If appropriate, SEM should secure the creation of any vendor applications for the event including food, craft, informational, and in some cases, band applications. SEM may recruit assistance from CSRs for processing applications, but SEM should oversee application approval and data entry for vendor spreadsheets when appropriate.

Step 9: Securing Event Materials – SEM should be in charge of procuring all necessary materials for event production to include both District-owned materials and those needed from external sources. District materials do not necessarily need to be stockpiled in any fashion, but the SEM needs to have a plan for collecting such items within an appropriate time frame.

Step 10: Scheduling Event Staff on When To Work (“W2W”) – SEM should utilize the W2W software and work with other District staff to see that available staff are scheduled at the appropriate times for the event in question. Make sure to also include staffing for setup and cleanup in the days before and after the event as appropriate.

Step 11: Creation and Release of Event Production Notes – SEM should now have enough information to create the Production Notes (Event workplan) for the event. Production Notes should be as specific about timeframes as possible. SEM should be well-versed in the Production Notes. While the Production Notes should serve as a helpful guide for the event, it is not necessary to hold true to them should the needs of the event change.

Step 12: Begin Event Binder – SEM should begin the process of formulating one of the colored folders for a final event report. The beginnings of the report should include the Binder Checklist, the Production Notes, Site Maps, and copies of any receipts paid thus far.

Step 13: Pre-Event Punch Lists – SEM should create punch lists as appropriate for tasks to be completed in the day(s) before or day of the event prior to the event beginning. Punch lists should be coordinated between staff and should be communicated with the SEM as to their completion.

Event Production (Should largely be outlined in specifics by the Event Production Notes):

Step 1: Pre-Event Preparation – SEM should be prepared to conduct pre-event preparations with scheduled staff in the days before or on the day of the event as appropriate. Staff should be able to work from the established punch lists for tasks and as such, should have appropriate amounts of time to complete required tasks on schedule.

Step 2: Placing District/Vendor Provisions – SEM should ensure all District/vendor provisions, whether they be Easter Eggs, Portable Restrooms, or Mobile Stage elements are placed in a timely manner in accordance with the process outlined in the Production Notes.

Step 3: Vendor Placement – While often done in tandem with Provision Placement, the placement of vendors for the event is a task the SEM needs to ensure is accomplished well before the first event guests are likely to arrive. The SEM may use a pre-event placement map or place vendors in spots as they arrive. The strategy for such action is dependent upon the needs of the event.

Step 4: Monitor adherence to Production Notes and District Policies During Event – If the event has been well-planned, the SEM should have the freedom to monitor staff and program adherence to the Production Notes, while also ensuring adherence from staff and attendees to District policies including General Use Policy and Ordinance 8.

Step 5: Serve as Point of Contact for External Services and Attendee Concerns – SEM should serve as the POC for dealings with vendors, emergency services, and customer concerns during the event.

Event Evaluation:

Step 1: Event Clean-Up – SEM should ensure staff have appropriately cleaned the facility of event trash as well as packed up and appropriately stowed event-related District supplies after the event has concluded. SEM should also be informed as to the removal of larger District/vendor-rented materials such as the mobile stage or portable restrooms should such items be scheduled for removal on a later date.

Step 2: Event Evaluation – SEM should coordinate the submission of After-Action Reports (“AAR”) from staff associated with the event in question, while also filling out an AAR for themselves to include reflection on all stages of the event production process. Support staff should only be required to report on event elements that they were involved with or had knowledge of as part of their event role.

Step 3: Post-Event Survey Conduction – SEM will need to work with the Marketing Specialist to ensure a Post-Event Survey is conducted for anyone who may have attended the event. Current practice suggests the use of Facebook or Survey Monkey as viable survey tools. The survey should be made available online immediately following the event while best practices and experience indicate that the prime amount of time to leave a survey up live should be no longer than one week from the date of the event.

Step 4: Post-Event Financial Reports – SEM should combine the financials from all aspects of the event into a revised and completed Event Matrix. The Marketing Specialist will provide a complete Marketing Report (to include financials from marketing expenditures) and SEM will need to factor such costs into the Event Matrix. Once the Event Matrix is complete, the SEM will need to compile a Program Analysis.

Step 5: Event Binder Completion – SEM should at last complete the Event Binder for the event to include all appropriate items from the Special Event Binder Checklist (Attachment 4). No event will have need for every box on the list to be checked and it is recommended that the SEM first highlight the Checklist items that will need to be included in the binder, for the sake of clarity. Once all necessary documentation is included in the binder, the event binder can be submitted to the SEM’s immediate supervisor for approval.

Step 6: Filing and Organization – After the event binder has been approved by management staff and has been updated to include any recent changes to financial information or otherwise, it should be filed in the internal events drawer

alphabetically by event name for later reference. All financial information as well as any maps and vendor application scans should be made available digitally on the shared J Drive for reference as well.

Maintenance Operations

Turf Preservation

It is the goal of the District that fields and facilities remain safe and of the highest quality. Guidelines for preservation of turf:

- Field use, especially practices, should be conducted in such a way that the action takes place on different sections of turf, thus reducing excessive turf damage in one area. User Groups should rotate use of areas and when possible, stay off fringe or bare areas to limit erosion and further damage.
- User Group should notify the District of any turf divots found while using fields.
- Tarps may only be placed on the turf with prior written approval and at the direction of District staff. Turf covering must be made of a breathable material.
- Fields may not be used during or after a heavy rain, when fields are wet or muddy, or when closed by the District.
- Soccer practices may not take place on the infield area of a softball or baseball diamond.
- No vehicles are allowed on District property, other than parking lots, without prior written permission noted on the permit issued by District.
- For practices scheduled at Pleasant Valley Fields, turf shoes are required for all participants 11 years of age and older.

Sports Field Lining/Marking

- Lining of District fields is prohibited without prior written approval on the field use permit.
- Lining must be coordinated with District staff.
- Line colors must be approved by the District.
- Burning lines on the District fields is prohibited.
- Any user failing to comply with established guidelines and notification requests are subject to reimbursement of costs for all damages occurring to the facility and termination of field use permit.

Field & Facility Closures

The District closes fields and facilities annually for scheduled maintenance and rest. Field and facility closure schedules and duration varies dependent on individual field and facility needs. The District reserves the right to schedule maintenance in an emergency or as needed to provide a safe environment for all users.

Field and/or Facility Modifications

All requests for modifications or improvement to District field or facilities must be submitted in writing to the District. All requests will be reviewed by District staff. The field or facility modification request review process may take a minimum of six (6) weeks.

Submission of request to modify or improve a site does not constitute approval. Approval will be given according to District Ordinance 8 or General Use Policy.

Inclement Weather

The District reserves the right to cancel or suspend field or facility use permits when conditions could result in injury or cause damage to District property. Permits may also be cancelled when the health and safety of participants are threatened due to impending conditions, including but not limited to, rain, muddy conditions, smog alerts, smoke, extreme heat, maintenance issues, lightening, earthquakes, or other reasons as decided by the District.

During inclement weather, District staff will assess the playability of all District-owned and managed fields and facilities. The District's field and facilities condition line will be updated by 2:00 PM on inclement weather days. It is the responsibility of the permit holder to obtain status and notify participants. Inclement weather determination is at the sole discretion of the District.

Special Event Policy Violations

The District recognizes that from time to time, customers may find themselves in situations that may violate District Ordinance 8, General Use Policy, or more specifically, the terms of their event reservation. The District will work with customers to correct the issue and have set guidelines for types of violations and resulting administrative actions that may result. Offenses are to be recorded by the SEM but are encouraged to be reported by any District Staff if such violations fall under their purview.

*It is the responsibility of the customer to ensure all participants, vendors, spectators, volunteers and staff under their supervision understand and abide by this process.

The District reserves the right to skip steps in this process at the discretion of the SEM if egregious violations occur at the outset or if malicious intent is perceived that suggests earlier punitive action is necessary. Egregious violations for annual events will be subject to further District review and permits may be denied for the following year at the discretion of the General Manager. All customer violations and their frequency will be recorded by the SEM in the After-Action Report. This process does not include parking violations set forth in the General Use Policy and enforced by Park Rangers, as such violations may warrant altogether separate forms of ticketing and/or towing of vehicles.

First Offense

The SEM will issue a verbal warning to the customer and evaluate remedies to ensure the violation does not reoccur. Such warning shall also be indicated in the after-action report for the event from the SEM.

Second Offense

The SEM will provide a second verbal warning to the customer evaluating remedies to ensure the violation does not reoccur. The SEM will make verbal note of this second warning being as such for the violation in question and will verbalize the loss of the reservation deposit for the customer. The SEM will then indicate the consequences of a third offense should the customer reach that stage.

Third Offense

Depending on the nature of the violation and the response of the customer to repeated warnings and SEM assistance at preventing subsequent violations, the District may issue a third verbal warning or may cancel event. Receipt of paid funds from a cancelled event due to policy violations may be prohibited at the discretion of the General Manager.

Fourth Offense

Depending on the nature of the violation, user group may be denied future access to District facilities for event in question and/or customer may be suspended from access to additional District facility reservations for an undetermined amount of time. Note that such restrictions would apply to events in which violating customer is involved regardless of event name changes or customer leadership changes for the event in question.

Violation examples include but are not limited to:

1. Use of facility without permit.
2. Use of facility that has been closed due to inclement weather.
3. Use of facility prior to or beyond permit time.
4. Use of additional areas of a facility without proper permitting.

5. Subletting, loaning, or trading facility reservation with another customer.
6. Driving vehicles on fields without permission from the District.
7. Violation of District Ordinance 8 or General Use Policy.
8. Use of Special Event Permit for major elements not discussed in the pretext of the event.
9. Intentionally misleading SEM as to the likely attendance of the event resulting in major attendance discrepancies.
10. Intentionally leaving trash, damaging District property, or vandalizing District property.

Permit Cancellation

Special Events may be cancelled and/or rescheduled at the discretion of the District. Permits cancelled by the District due to inclement weather or emergency situations may be rescheduled as facility availability allows or may be refunded in full.

Special Event Permits cancelled by the customer at least sixty (60) days prior to the permitted use will be refunded in full. Cancellations between fifty-nine (59) and thirty (30) days prior to permitted use will be refunded at the rate of fifty (50) percent. Cancellations less than 30 days prior to the permitted use will not be refunded.

The District may cancel or reassign use of District fields or facilities for the following reasons, including but not limited to:

1. District maintenance or repairs involving any District field or facility.
2. Concerns related to the health and safety of participants including, but not limited to, rain, muddy conditions, smoke and/or smog alerts, extreme heat, maintenance issues, lightening, earthquakes, or additional emergency situations.
3. Non-adherence to Field, Facility Allocation & Use Policy, District Ordinance 8, or General Use Policy.

The District reserves the right to schedule fields and facilities in accordance with the greatest benefit to the general public and/or the District.

Appeals

An appeal may be submitted in writing to the District within four (4) working days from the decision. This process can be found in the District's Ordinance 8, Section 110. The decision of the General Manager is final.

*Acceptance of this Policy will be indicated by the signature of the customer at the Agreement and Waiver page of the Special Events Application.

Appendix (Table of Contents and then actual docs)

All documents are currently working copies until approved

The Event Permits Guide

District Special Events Application

Special Event Qualifications Checklist (Excel Doc)

Event Matrix Template

Program Analysis Template

Special Event Binder Checklist (To include third-party agency applications)

Activity Guide Rate Sheet

Site Map Templates for District Parks

After-Action Report Template – Senior Event Staff

After-Action Report Template – Support Staff

DRAFT