



**CITY OF SALINAS  
FINANCE COMMITTEE**

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**DATE: JULY 1, 2019**  
**DEPARTMENT: FINANCE DEPARTMENT**  
**FROM: MATT N. PRESSEY, CPA, FINANCE DIRECTOR**  
**TITLE: SPECIAL EVENTS POLICY**

RECOMMENDED MOTION:

A motion to recommend the City Council approve adding a special events policy to the Financial Policies.

DISCUSSION:

At the April 1, 2019 Finance Committee meeting, staff reviewed the current special events process, provided a three-year summary of special events costs and provided suggestions on a special events policy regarding funding thresholds, controlling costs, and billing. The Finance Committee members directed staff to have the policy recommend the police department use private security to replace a portion of the police services where applicable to alleviate the impact on City police resources and the cost to the event. There are currently 9 special events sponsored by the City through an in-kind match totaling \$230,000, as shown in the table below:

	<b>In-Kind Match (Budget)</b>
<b><i>FY 18-19 (YTD)</i></b>	
El Grito Festival	10,000.00
Rodeo	75,000.00
Carnival & Kiddie Kapers	75,000.00
California Air Show	20,000.00
Ciclovía	20,000.00
Parade of Lights	7,500.00
Food & Wine Festival	5,000.00
Veteran's Day Parade	7,500.00
Founder's Day Event	10,000.00
<b>Total</b>	<b>230,000.00</b>

The in-kind contribution is in the form of services provided by various departments such as Police, Fire and Public Works staff, with Police historically being about 82% of the costs (based on the last three years of cost data).

Attached is a draft policy for the Finance Committee to review and provide feedback. Staff will incorporate any feedback and bring the policy back to the City Council for adoption by resolution.

FISCAL AND SUSTAINABILITY IMPACT:

There is not cost of implementing this financial policy.

ATTACHMENTS:

1. Proposed Policy