



City of Naples

City Council Chamber
735 Eighth Street South
Naples, Florida 34102

Community Services Advisory Board Regular Meeting August 12, 2008 - 9:00 a.m.

Chairman Selfon called the meeting to order and presided.

CALL TO ORDER **ITEM 1**

ROLL CALL **ITEM 2**

Present:

Lois Selfon, Chairman
Dianne Mayberry-Hatt, Vice Chairman
Douglas Finlay
Carol Olsen
Art Ritas
Jenah Victor-Smith

Also Present:

David Lykins, Community Services Director
Michael Leslie, Assistant Comm. Services Director
Kathy Brisson, Senior Administrative Specialist
Rachael McLean, Technical Writing Specialist
Mike Klein, Waterfront Operations Manager
Vicki Smith, Technical Writing Specialist
Jim Boula
George Dondanville
Other interested citizens and visitors.

Media: Jenna Buzzacco, Naples Daily News

ANNOUNCEMENTS **ITEM 3**

Community Services Director David Lykins presented a plaque of commendation to Member Victor-Smith in recognition of her years of service to the Board.

ITEMS TO BE ADDED **ITEM 4**

In response to Chairman Selfon, Community Services Director David Lykins agreed to include discussion of alcohol in City parks in the Board’s September 9 meeting agenda. Chairman Selfon explained that the timing of the discussion is important, because in September City Council will be reviewing the budget for fiscal year 2008-09. She also suggested that the Board limit initial consideration of alcohol regulations to the Norris Community Center, noting that Council may be more inclined to approve revisions in the policy on a trial basis at a single public facility.

APPROVAL OF MINUTES **ITEM 5**

***MOTION** by Mayberry-Hatt to **APPROVE** the June 10, 2008, meeting minutes as submitted; seconded by Finlay and unanimously carried by acclamation, all members present and voting (Finlay-yes, Mayberry-Hatt-yes, Olsen-yes, Ritas-yes, Victor-Smith-yes, Selfon-yes).*

Chairman Selfon thanked those Board Members who had attended the June 23 workshop meeting for their careful review of proposed special events policy revisions (See Item 6).

MOTION by Ritas to APPROVE the June 23, 2008, meeting minutes as submitted; seconded by Finlay and unanimously carried by acclamation, all members present and voting (Finlay-yes, Mayberry-Hatt-yes, Olsen-yes, Ritas-yes, Victor-Smith-yes, Selfon-yes).

SPECIAL EVENTS CRITERIA REVIEWITEM 6

(It is noted for the record that the draft Special Event Planning Guide (Attachment 1) has been paginated and renumbered for purposes of the record.) Community Services Director David Lykins stated that City Council is scheduled to review the Board’s recommendation in September, noting that suggestions from previous meetings had been incorporated into the draft Special Event Planning Guide. Assistant Community Services Director Michael Leslie explained that the text printed in red indicates the Board’s input from the July 8 meeting, while the purple text is included only for explanatory purposes. He pointed out that revisions include implementation of two event categorization systems, based on type (See Attachment 1, Page 1) and size (See Attachment 1, Page 7).

In addition to a request for various grammatical and minor compositional revisions, the Board offered various recommendations as reflected in the following discussion. Member Olsen requested that references to the City financial assistance program (Page 2, Attachment 1) be removed, because the Board had previously recommended the discontinuance of that program. Vice Chair Mayberry-Hatt pointed out that the guide includes an estimate of the savings realized by each revision, such as \$25,000 savings from elimination of the City financial assistance program.

Board Member Finlay questioned the accuracy of the 63-decibel noise level quoted from 2008 Naples Music Festival (to benefit the Garden of Hope and Courage at Naples Community Hospital/NCH) (a copy of which is contained in the file for this meeting in the City Clerk’s Office), indicating the belief that the figure seemed too low. The Board briefly discussed whether the City’s noise limitations (Section 22-37, Code of Ordinances) would be appropriate for special events, questioning whether a lower threshold would be enforceable. Assistant Director Leslie explained that staff had determined that very few municipalities have in fact enacted a maximum decibel level. He said he believed the City of Bonita Springs had however recently adopted a limit of 65 decibels, while the threshold in Boca Raton is 100 decibels. Chairman Selfon noted that in Washington, D.C., live music in nonresidential areas is limited to 85 decibels. Director Lykins clarified that City Council had however not asked the Board to review the existing 65 decibel threshold, that the reference to amplified sound on Page 3 of the planning guide (Attachment 1) had been included to inform event organizers of the existing noise ordinance. The Board questioned whether certain traditional or recurring events, such as the live bands in Cambier Park, would in fact be able to comply with the existing 65 decibel threshold. Following a brief discussion, the Board agreed that it would not recommend a change in this regard.

Chairman Selfon pointed out that a list of City-sponsored or traditional events had been included on Page 4 of the Special Events Planning Guide, noting the personnel costs to the City for each. In response to Member Finlay, Assistant Director Leslie clarified that only booths engaged in commerce or the sale of goods and services would be subject to the booth fee, confirming that registration tables would not be affected.

Member Victor-Smith characterized as insulting the imposition of a \$50 fee for commercial parade (See Page 4, Attachment 1), pointing out the considerable community effort to ensure that the parades are enjoyable. Further citing the historical and cultural value of parades, Ms. Victor-Smith also predicted that such a fee would reduce the number of entries; Member Olsen agreed. Chairman Selfon however pointed out that \$50 would in fact be a minimal expense to a business for the level of exposure available to it in the parade. Member Finlay questioned whether this fee would be applied to a commercial vehicle loaned to a nonprofit organization. Vice Chair Mayberry-Hatt expressed support for the proposed commercial entry fee, urging consideration not only of the promotional value, but in light of the City's current budgetary challenges, there should also be consideration of protecting the City's infrastructure with regard to special events; Chairman Selfon concurred. In response to Vice Chair Mayberry-Hatt, Assistant Director Leslie clarified that the entry fee for the Swamp Buggy parade is \$100 for political entries and \$50 for commercial or individual. He indicated that any fee charged by the City would be in addition to the one charged by the Swamp Buggy organization.

The Board briefly discussed whether nonprofit community organizations utilizing a loaned commercial vehicle should be subject to the parade unit fee; Member Olsen suggested an exemption for commercial vehicles that are donated for use by non-commercial riders. Member Finlay however asked whether this approach would be more difficult for staff to administer. Director Lykins stressed that coordinating such events is not one of the Community Services Department's essential services, although the parades are enjoyable for the community. He further explained that, from an administrative perspective, the proposed fee would not affect the City-organized Fourth of July and Christmas parades; however, since the St. Patrick's Day and Swamp Buggy parades are coordinated by others, any audit requirement would impact City staff. Member Finlay also pointed out that the staff position responsible for handling special events within the Community Services Department will be eliminated in fiscal year 2008-09, due to budgetary issues.

Chairman Selfon explained that requiring the parade organizer to provide a list of commercial/noncommercial entries and collect the fees would be based on trust, precluding the City staff from a need to audit the entries for compliance. Director Lykins agreed with Member Olsen's proposal to exempt nonprofit organizations which utilize a loaned commercial vehicle; various Board Members agreed.

Member Victor-Smith nevertheless reiterated her strong opposition to the proposed commercial parade unit fee, which she reiterated would place an undue burden on parade participants. She characterized participation in the City's parades as a benefit integral to the sense of community. In further discussion, Director Lykins clarified that there had been a significant number of parade entries in recent years, although, despite the limit of two vehicles per group, no entity has been denied the opportunity to participate. He also confirmed that such fundraising events as the Swamp Buggy parade would most likely pass on the increase to parade participants. Member Victor-Smith expressed further concern that an increase may discourage entrants, thereby also reducing the fundraising capacity of that event. Chairman Selfon nevertheless said that the Swamp Buggy parade, a traditional event, receives approximately \$10,000 in City funding for personnel expenses, including City fire and police. Member Ritas characterized the proposed fee as reasonable, noting his belief that commercial signage displayed on the vehicles of entrants implies some level of sponsorship.

Chairman Selfon proposed that the Board convey to the City Council a recommendation to establish a \$50 fee per entry for commercial vehicles which participate in parade events; this proposal was approved 4-2 (Finlay-yes, Mayberry-Hatt-yes, Olsen-no, Ritas-yes, Victor-Smith-no, Selfon-yes).

In response to Assistant Community Services Director Leslie, various Board Members clarified that any for-profit business or organization would qualify as a commercial entry, but that non-profits would not be subject to the fee, even if utilizing a vehicle loaned from a for-profit business.

With regard to the proposed fee for use of City electric, Mr. Leslie noted that analysis from Florida Power & Light (FPL) and fee comparison with other municipalities had indicated that a \$5 per hour per outlet fee may be appropriate. Chairman Selfon however said she believed an hourly fee structure would be difficult to administer, in terms of whether it would be based on the event length or amount of time actually using the outlets; she therefore suggested a daily fee. Member Finlay pointed out that proposed improvements to the electric and lighting infrastructure in the Fifth Avenue South area may affect the City's approach to electric usage fees, because there may be increased usage of outlets in the area. In response to Vice-Chair Mayberry-Hatt, Assistant Director Leslie explained that the level of electric use at past events was difficult to quantify because it has to date not been monitored; this is further complicated by variations with regard to type of event, location, and type of equipment using electric power. Mr. Leslie also reviewed various charges obtained from other municipalities and counties, including the following: \$25 per outlet per event (Gainesville); \$50 per vendor per event (Mount Dora); \$5 per event plus hourly rate for City electrician (Ocala); \$10 per outlet per day (Sanibel); \$15 per outlet per day (Brevard County); \$25 per day for both water and electric (Pinellas County); and \$100 per event (Sarasota County). Following a brief discussion, Assistant Director Leslie suggested that the Board consider a daily electrical power fee to be paid when submitting an application. Member Victor-Smith stressed that event organizers should be encouraged to utilize generators.

Public Comment: (9:58 a.m.) **George Dondanville, City of Naples**, first clarified that the Gulf Coast Runners organization conducts approximately nine annual events in the City and clarified that the Dave Connor 5k Foot Race has approximately 100 participants, not 1,800 as indicated in the Categorize Special Events list (a copy of which is contained in the file for this meeting in the City Clerk's Office). He further took issue with the temporary signage requirement in that signage for the annual half-marathon is typically installed one week prior to notify nearby residents, not on the day of the event which would be ineffective for a morning event.

In response to Member Finlay, Mr. Dondanville also explained that foot races use much less than \$25 worth of electric power, pointing out that in general the proposed revisions to the City's policy will greatly affect smaller events. He noted that the proposed elimination of financial assistance for police and fire personnel costs would impact his organization as well, although he agreed that it was an appropriate response to the City's ongoing budgetary challenges. Mr. Dondanville however suggested that a 501(c)3 certification should suffice to document non-profit status rather than requiring a Florida State Tax Exemption Certificate. He also disagreed with the proposed requirement of a letter from the owner of a private site, stating that contact with the private property owner of an event site should suffice. He however concurred with a recommendation from Member Olsen that the event organizer provide a letter to the City stating that permission had been obtained from the property owner for use of the site and/or electric. In

conclusion, Mr. Dondanville cautioned that any revision of the special events policy, while driven by major events, nevertheless affects all events. Chairman Selfon however disagreed, noting that the Board had developed a comprehensive policy that addressed concerns regarding parking, quality of life, and fiscal responsibility.

Member Finlay agreed with Ms. Olsen's proposal regarding property owner permission, but also pointed out that the organizer must provide liability coverage for the entire event, which includes the site where it will be conducted. Director Lykins agreed that documentation provided by the organizer, as suggested by Member Olsen, would be sufficient. There was Board consensus to require the event organizer to document that permission from the property owner has been secured.

In further discussion of electric fees, Member Ritas agreed with Mr. Dondanville's position that small and large events have varying impacts on City resources, suggesting that a lower electric fee may be appropriate. Vice Chair Mayberry-Hatt therefore suggested that the Board consider basing the electric fee on event size. Chairman Selfon agreed that a fee structure based on event type may be also appropriate, with an exemption for Category B (Bike/Race/Run/Triathlon/Walk). Assistant Director Leslie however stressed that it may be difficult to explain why one group was entitled to an exemption while others were not. Director Lykins however clarified that electric usage is included in park rental fees submitted to the facility with a reservation form. The proposed fee under discussion would therefore be limited to events in other public spaces, such as street fairs. Following further discussion regarding the use of generators by event organizers, the Board recommended that City Council establish a \$10 per outlet per day fee for electric, noting that an outlet consists of two plugs. The Board also clarified that those events subject to a park/facility usage fee will not be charged separately for electric.

Referring to Mr. Dondanville's earlier comment, Member Victor-Smith questioned whether any signage placement would be permitted prior to the day of the event (See Attachment 1, Page 8). Assistant Director Leslie however pointed out that the signage regulations in the guide were taken directly from the existing Code of Ordinances. The Board briefly discussed whether certain types of signage may be considered a form of notification.

In response to Vice Chair Mayberry-Hatt, Assistant Director Leslie explained that use of Cambier Park by Celebration Community Church for its services is not considered a special event due to a five-year use agreement with the City, which is set to expire in approximately two to three years.

Member Finlay also observed the proposed revision to financial requirements disclosure does in fact not represent a departure from the City's current policy, which indicates that a failure to provide the information may result in denial of future permits. Assistant Director Leslie agreed, noting that the issue of denying a permit for failing to provide the required information would continue to be left to City Council's discretion.

In response to Member Victor-Smith, Director Lykins confirmed that the special event permit application would be revised to reflect the changes to the guide (Attachment 1) as directed in that day's meeting. Chairman Selfon described the proposed revisions to the special events policy as simple, administratively feasible, and not punitive in nature.

MOTION by Mayberry-Hatt to RECOMMEND THAT CITY COUNCIL APPROVE the special events planning guide and application; seconded by Ritas and unanimously carried, all members present and voting (Finlay-yes, Mayberry-Hatt-yes, Olsen-yes, Ritas-yes, Victor-Smith-yes, Selfon-yes).

Chairman Selfon then pointed out that the City’s special events policy had been reviewed approximately 10 years before through a committee chaired by City Clerk Tara Norman. She therefore provided the Board with the previous committee’s meeting minutes and reports (a copy of which are contained in the file for this meeting in the City Clerk’s Office).

Vice Chair Mayberry-Hatt thanked the Community Services Department staff for its efforts with regard to the process for examining the City’s special events policy. Director Lykins expressed appreciation to Assistant Community Services Director Leslie and Senior Administrative Specialist Kathy Brisson for drafting the special events planning guide (see Attachment 1) and compiling supplementary material for the Board’s recent meetings. Member Ritas noted that the process had resulted in what he termed an exceptionally clear and understandable document.

Member Olsen apologized for her absence from the previous meeting and also recognized Recreation Services Manager Jill Orstad for her efforts with regard to the City’s summer camp program. Assistant Director Leslie also attributed the success of the summer camp program to the entire recreation staff, including Park Managers Jennifer Fox and Mercedes Puente.

Chairman Selfon cited the value of full Board participation, urging Member Olsen to limit her absences in the future; otherwise, Mrs. Olsen should consider stepping down.

DIRECTOR’S STAFF REPORTITEM 7

(It is noted for the record that a copy of the Director’s staff report is contained in the file for this meeting in the City Clerk’s Office.) Community Services Director David Lykins stated that the proposed Community Services Department budget for 2008-09 (a printed copy of which is contained in the file for this meeting in the City Clerk’s Office) will be presented to City Council on August 18. In response to Member Finlay, Director Lykins explained that the department’s operational budget would be provided to the Board at its next meeting for review, prior to Council’s final approval of the fiscal year 2008-09 budget. He also clarified that the Board’s regularly scheduled September meeting had not been cancelled.

In response to Member Finlay, Member Olsen explained that attendance at the Naples Preserve had increased due to significant interest in the gopher tortoises recently placed at the site, the introduction of year-round programming, and use by participants in geocaching/nature-caching (*an outdoor treasure-hunting game in which a Global Positioning System/GPS receiver or other navigational techniques are employed to locate containers or items (caches) throughout the world*).

Later in the meeting, Director Lykins confirmed that the Board would continue its review of the Level of Service (LOS) report, which was presented on April 8. Member Finlay noted that he and his wife had contributed to the summer camp program at River Park Community Center to assist with the effort to provide free breakfast and lunch to students in need. He pointed out that Park Manager Mercedes Puente had indicated that the donations received would be sufficient for the remainder of the summer. Mr. Finlay in general praised the generosity of the community, predicting that the River Park summer camp would qualify for the state-funded food grant

program by the following summer. Member Victor-Smith noted that, following the July 8 meeting, she had provided a donation of food to the summer camp program on behalf of the Board.

PUBLIC INPUT (10:52 a.m.)ITEM 8

Jim Boula, 702 Broad Avenue South/City Dock, questioned why the mooring field was not yet operational, given passage of the 21-day objection period in conjunction with the temporary use agreement approval. He also inquired about the status of the dinghy dock and mooring ball pendants and further expressed concern regarding the financial status of the City Dock enterprise fund, stressing that it in fact provides revenue to the general fund. He therefore urged the Board to examine the fund’s expenditures carefully, particularly with regard to the payment in lieu of taxes, transfer-administration fee, and self-insurance. Mr. Boula also predicted that the proposed reduction in staff would compromise the level of customer service, while necessitating overtime costs; he also took issue with the requirement that a dockkeeper be stationed in the office at all times, and thereby unable to assist with docking a vessel and other needs. Dockkeeper Robert Skorney, he said, whose position is proposed for elimination, had extinguished a boat fire at the City Dock on August 11. (It is noted for the record that a photograph depicting the damage is contained in the file for this meeting in the City Clerk’s Office.) In conclusion, Mr. Boula stated that, as an enterprise fund, the City Dock should be allowed to retain its current staff.

Waterfront Operations Manager Mike Klein explained that the 21-day objection period with regard to the mooring field had in fact expired without question, but the Army Corps of Engineers (ACOE) had yet to approve installation of the dinghy dock. The revised mooring field management plan had been submitted for review, he said, and approval should be forthcoming. Mr. Klein further clarified that pendants would not be utilized at the mooring field, because they are prone to accumulating barnacles, therefore, vessels will anchor through the galvanized eye, rod, and chain system. He stressed that the DEP had indicated that the ground system currently in place may not be altered, and that pendants were not included in the approved system. Member Finlay noted that an active mooring field may attract additional transient rentals during the winter season and asked whether staff levels would be sufficient. He further asserted that the quality of service would be impacted by a reduction in staff, and that residents must determine whether that is acceptable.

Director Lykins stated that the City Dock is considered the waterfront gateway to the City, stressing that its staff provides a high-level of customer service in all areas, including a high regard for the environment. Other tasks, he said, include monitoring vessels to ensure that lines are properly secured for storm events. He assured the Board that it is the City’s intention to maintain customer service levels in an efficient and responsible manner, given the existing budgetary challenges. As an enterprise fund, he explained, the City Dock is responsible for covering its operational expenses, but a recent decline in boating activity has severely impacted the facility’s revenue from fuel sales.

Director Lykins expressed appreciation to Dockkeeper Robert Skorney for his contributions to the City Dock facility, including his prompt and effective response to the fire referenced above by Mr. Boula. Citing the resolution of various issues, such as the mooring field, he further explained that Manager Klein will now have additional availability to assist with the general operation of the facility. He however noted that there may be occasions when only one staff member will be present at the City Dock, but that is also true of other facilities.

Waterfront Operations Manager Klein thanked Dockkeeper Skorney for response to the fire at the City Dock, noting that staff is trained to respond to fires and oil spills, and administer first aid/CPR. He further indicated his disappointment in the workforce reduction and the loss of Dockkeeper Skorney. Mr. Klein noted that the number of transient rentals had increased prior to March 2008, followed by a slight decline for four months; there was however an increase in July, he said. Mr. Klein also pointed out that the City Dock's occupancy level remains high at 94%, due to the ongoing efforts of staff to contact those on the waiting list.

Member Finlay questioned the 10.4% increase in the transfer-administration fee, despite the overall decline in revenue and expenditures. He also expressed concern that the general fund would be further subsidized, in whole or in part, by savings from the proposed layoff of staff at the City Dock. Chairman Selfon asserted that staffing levels are also relevant to maintaining safety, and asked about the incidence of fires at the facility. Manager Klein said he was aware of only two small fires in the past five years, but that the fire extinguishers and hoses are regularly inspected. Chairman Selfon expressed appreciation to the City Dock staff for their efforts, particularly with regard to fire prevention and safety.

ADJOURN **ITEM 9**
11:16 a.m.

Lois Selfon, Chairman

David Lykins, Community Services Director

Minutes prepared by:

Rachael McLean, Technical Writing Specialist

Minutes Approved: October 14, 2008

Special Event Planning Guide

- **THE PERMIT PROCESS:** The permit application process begins when you submit to the City of Naples Community Services Department a completed Special Event Permit Application. Keep in mind that acceptance of your application should in no way be construed as final approval or confirmation of your request. Staff will process your application internally through the necessary departments for approval. Throughout the review process you will be notified if your event requires additional information, permits, licenses or certificates. During initial application screening process you will be allowed time to provide us with all pending documents (i.e. certificate of insurance, non-profit information, additional permits, etc.)
 - **Note: Your Special Event Permit may be approved only a few days/weeks in advance of the event date due to the many elements of the approval process and depending on when your application is received. Delays in providing required items often adversely affect the ability to finish the internal review process and may prolong the final approval of your event.**

- **BEFORE YOU COMMIT TO A PLAN:** Contact the Community Services Department at (239) 213-7120 for information and assistance on submitting your special event request.

- **WHO NEEDS A SPECIAL EVENT PERMIT?** Any event that takes place on public property (other than indoor venues) and on private property requiring: Off-Site Parking, Street/Sidewalk Closure, Sound Amplification or City Personnel.

- **EVENT CATEGORIES:** A. Antique/Art/Auction/Craft Show; B. Bike/Race/Run/Triathlon/Walk; C. Boat/Car Show/ Festival/ Market/Tournament; D. Bonfire/Fireworks; E. Church/Concert/ Entertainment F. Fundraiser; G. Parade; H. Private Parties

- **IF EVENT IS HELD IN A CITY PARK:** First you must contact the park staff and complete a Park Reservation Request Form. The park manager must approve the reservation and any park rental/usage fees will be discussed with you at the time of reservation approval. Applicable park rental fees must be paid at the community center according to the park reservation form. Once you receive the approved park rental agreement and the park staff determine a special event permit is required you will then apply for a Special Event Permit through the Community Services Department at 280 Riverside Circle, Naples FL 34102, (239) 213-7120.

- **IF THE EVENT IS NOT HELD IN A CITY PARK:** You only need to complete a Special Event Permit Application through the Community Services Department at 280 Riverside Circle, Naples FL, 34102, (239) 213-7120.

Special Event Planning Guide

- **PERMIT APPLICATION DEADLINE:** The completed Special Event Permit application must be submitted to the Community Services Department **no earlier than one (1) calendar year** and **no later than sixty (60) business days PRIOR** to the day of the event.
- **SINGLE/MULTIPLE EVENT APPLICATION:** **Only a single event per each Permit Application will be allowed with the exception of Level 1 events (see Event Size Level section). A single event will be defined as a one-time event that utilizes public property, in consecutive days without a break in dates, from one (1) day to a maximum of three (3) days. Level 1 events will be allowed to include multiple events on one permit as long as each event is the exact same with the only difference being the date change. Cancellation of current multiple event permit will occur if violations occur.**
- **PERMIT APPLICATION FEES:** There will be a **\$75.00** non-refundable permit application processing fee and a **\$250.00** refundable damage/clean up deposit. **Damage deposit is refundable within thirty (30) days after the event if no damage occurs to City property and if there is no clean up, refuse removal or repairs required by City staff.** Payment is due for both fees when permit application is submitted. **(Increasing the permit application fee from \$50.00 to \$75.00 is an estimated increase of \$6,000.00 in revenues per year).**
- **WHAT GOES TO CITY COUNCIL FOR APPROVAL:** If any one of items 1–6 on the special event permit application is checked yes, your event will require City Council approval. The six items are as follows: 1. If the anticipated crowd is 1500 or more; 2. If Off-Site parking will be provided or required; 3. If there will be any closure of public streets or sidewalks; 4. If there will be amplified music or sound; 5. If city financial assistance is requested; 6. **If** Fireworks within city limits is requested.
- **ITEMS DUE AT TIME OF PERMIT SUBMITTAL (some may not apply):** Site Plan, Parking Plans (Public & Vendor), Alcohol Certificate, current Insurance Certificate, D.O.T. Approval, Signed City Personnel Contract, Application Fee, Damage Deposit, 501(c)3 Certificate, IRS 990 Statement, Residential Impact Notification, ROW Permit, FASAC Approval, Security Plan, Parking Plan info in all advertising, fliers, signage, etc. **Don't worry... an itemized checklist is included in the special event permit application to assist you with this.**
- **ITEMS DUE NO LATER THAN 60 DAYS AFTER EVENT IS HELD:** City of Naples Event Fundraising Financial Report (if event was a fundraiser), Booths Fees, City Personnel Costs. (A checklist is included in the special event permit application.)

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Special Event Planning Guide

- ■ **NON-PROFIT REQUIREMENTS:** To receive non-profit status you must provide: 1. A copy of a valid 501(c)3 or a government agency certification; 2. A copy of Florida State Tax Exemption Certificate. Note: All entities without a 501(c)3 valid tax exemption status or government agency are considered to be commercial in nature.

- **EVENT ATTENDANCE:** It is important to anticipate the attendance number for your event. If the anticipated attendance is over 1500 your special event permit will need to be approved by City Council and you will be required to notify local residents, businesses and neighborhood associations in writing of the event per the Notification Criteria on the last page of this guide.

- **PARKING PLAN:** It is important that you plan for the safe arrival/departure of event attendees, participants, vendors, etc. A parking plan must be submitted for both participants and vendors. The parking plan must address locations for any off-site parking, shuttle service, Right-of-Way (ROW) parking and obtaining a ROW permit, etc. It will also be the responsibility of the event organizer to promote the off-site parking in all advertising, event fliers and event signs and banners per the Notification Criteria on the last page of this guide.

- **STREET/SIDEWALK CLOSURE:** If your event will require any street(s) or sidewalk(s) to be closed your permit application must be approved by City Council. Please designate the location(s) on Site Plan. All signs, barricades and traffic control plans will be the responsibility of the applicant and will be required in conjunction with Police and Emergency Services review and approval. Note: If any traffic will be affected on U.S. 41 a separate permit must be filed with the Florida Dept. of Transportation, 2885 S. Horseshoe Dr., Naples, FL 34104, 239-252-5767.

- **AMPLIFIED SOUND/MUSIC:** If your event will have amplified music or sound your permit application must be approved by City Council. Please indicate on the permit application what type of sound/music you will be having and designate the location(s) on the Site Plan. City ordinance limits the decibel level to 65dBA and amplification must end by 10:00 p.m.

- **CITY FINANCIAL ASSISTANCE:** Non-profit organizations with a valid 501 (c)3 costs. Financial assistance is limited to a maximum of \$500.00 (may request financial assistance to pay for 50% of Police/Fire personnel max. of \$2,500.00 per year). Financial assistance must be approved by City Council. **CSAB RECOMMENDS ELIMINATING ALL CITY FINANCIAL ASSISTANCE.** (Deletion of this item would be a \$25,000.00 savings per year).

Special Event Planning Guide

- **CITY SPONSORED EVENTS:** (Previously called "Traditional" Events) The following are events currently sponsored by the City of Naples and all city personnel costs are paid by the City in full: 1. Swamp Buggy Parade (\$10,075); 2. Great Dock Canoe Race (\$4,330); 3. City of Naples 4th of July Parade (\$2,970) and Fireworks (9,314); 4. Naples High School Homecoming Parade (\$0); 5. Collier County NAACP Martin Luther King Parade (\$1,842); 6. City of Naples Christmas Parade (\$2,339) and 7. Naples National Two Day Art Fest in Cambier Park (\$3,484). Total cost for City sponsored events = \$34,354.00. Note: The above costs are for City personnel costs only. There are other additional costs to the City associated with items #3 and #6 (which are City staff run events).
- **BOOTH/VENDOR FEE:** There will be a \$35.00 per booth/vendor fee, per each day of the event. This fee will be charged for each booth, tent, or stand engaged in the selling of food/drink, art, crafts, books or other merchandise. Booths that provide free information and does not sell any product or collect money will be exempt from this fee. Booth fees must be paid in a single check by the host organization, for each event within 60 days after the event. (Increasing booth fees from \$10.00 to \$35.00 is an estimated increase of \$50,000.00 in revenues per year).
- **PARADE ENTRY FEE:** Commercial parade entries will be required to pay \$50.00 per entry. A commercial entry is any for-profit business, politician running for an elected office, advertising for profit, etc. Non-profit, community and volunteer organizations, government/military officials/etc., will not be included in this fee. Parade Entry Fee must be paid in a single check by the host organization within 60 days after the parade. (Note: This item recommended for discussion by a CSAB member after July 8 Mtg.)
- **SITE PLAN:** A Site Plan must be submitted with every special event permit application. Site Plan should include the set up location(s) of the event, street/sidewalk closures, cooking location(s), activity locations, restroom/port-o-let location(s), barricade locations, number of booths, booth locations, electric usage locations, equipment locations, and other pertinent event information.
- **FUNDRAISING REQUIREMENTS:** If the event will contain fundraising elements you must provide: 1. Name of the organization that will benefit from the event; 2. Percentage of profits or the estimated donation amount that will go to the named benefactor; 3. A copy of the charity's last IRS 990 form; 4. Submit a completed City of Naples Event Fundraising Financial Report 60 days AFTER the event is held.

Special Event Planning Guide

- **SIGN/BANNERS:** Any signage in the Public/Right of Way require a permit through Public Works/Engineering Dept 380 Riverside Circle, Naples 34102, 239-213-5000. Signage similar in size and shape of real estate or political signs will be required to notify participants of any off site parking and/or shuttle service per the Notification Criteria on the last page of this guide.
- **ALCOHOL:** If alcohol will be sold and/or consumed on the premises a copy of the Florida Beverage Commission permit and name of permit holder will be required at the time of permit application. If your event includes the use of alcohol on city property, liquor Liability Coverage must be included on your certificate of insurance.
- **SECURITY:** If security (other than city police) is provided include the name of the company and a contact number. A security plan is required if the event anticipates 1500 or more participants. Security Plan should include where security will be located, how will security be utilized, the plan for allowing the public access/egress to public facilities/locations, name of company providing security, etc.
- **EVENTS ON PRIVATE PROPERTY:** If the event is to be held on private property and the event organizer is not the owner a letter of permission from the owner will be required. Approval from neighbors will also be required if amplified sound will be used. Must adhere to all parking and noise ordinances.
- **TENT/CANOPIES:** In order to avoid damage to irrigation and other buried systems, the number and placement of tents/canopies must be indicated on the Site Plan. Fire staff will inspect all tents once in place for the event. There will be a fire inspection fee.
- **GENERATORS/AC UNITS:** We **highly** recommend use of generators instead of city electric due to the lack of necessary power and associated costs. Be sure and designate all equipment location(s) on Site Plan.
- **USE OF CITY ELECTRICITY:** Electrical power is extremely limited on public property and all event organizers/vendors should be prepared to supply their own power. If use of city electrical outlets, lighting, etc., is requested the type of uses must be included in the permit and outlet locations designated on the site plan. **There will be a charge of \$5.00 per hour per each electrical outlet (includes 2 plugs). This charge was determined by an estimated average outlet cost analysis from FP&L and fee comparisons with other municipalities. Electrical outlet use fees must be paid within 60 days after the event. Note: Use of electrical outlets on private property is prohibited unless you provide written approval from the property owner(s).**

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- **FOOD/COOKING ON SITE:** Guidelines for food service is provided by the Collier County Health Department. Indicate on Site Plan the locations of food/cooking areas and type of cooking equipment to be used during event. Must provide appropriately rated fire extinguishers in all the cooking areas. Proper removal and disposal of grease and refuse will be required by the end of the event (see Refuse Removal section).
- **REFUSE/WASTE REMOVAL:** *If you, as an event organizer, set a standard of leaving the venue better than you found it, you will promote a highly beneficial impact on the Naples community.* It will be the responsibility of the event organizer for the proper removal and disposal of all trash, refuse and debris throughout the term and immediately upon conclusion of the event. Additional dumpsters and trash containers can be arranged through the Solid Waste Department at (239) 213-4700. **Loss of deposit and/or additional City personnel charges will result if City staff has to clean up refuse/waste from event site.**
- **RESTROOMS/SANITARY FACILITIES:** It is recommended to have one (1) toilet per every 250 people, or a portion thereof who attend your event. This figure can be based upon the maximum number of attendees at your event during peak time. If public restrooms are not available to meet or exceed this number then portable restrooms will be required at the event organizers expense. Portable restrooms are provided by a number of private firms. Please contact them directly and specify location on the Site Plan.
- **CITY PERSONNEL:** Based on responses to questions in the permit certain City personnel may be required, i.e. Police Officer, E.M.T. Fire, etc. Once staffing needs are determined, applicant will be required to complete and sign a contract detailing obligated City personnel costs necessary to stage the event. Payment for any city personnel will be invoiced by the City Finance Department after the event.

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- **INSURANCE:** Certificate of Insurance must be provided for property and liability coverage of the event, naming the City as additional insured. Liability = \$1 Mil each occurrence; Aggregate = \$2 Mil; Property Damage = \$1 Mil. Proof of insurance must be provided prior to permit processing and approval. See alcohol section for insurance requirements for events serving alcohol.

- **RESIDENTIAL (COMMUNITY) IMPACT:** Event organizers may be required to develop mitigating measures to accommodate the negative impact your event may have on entities that may be affected by your event. Most neighborhoods and business areas are represented by a number of community groups that are officially recognized by the City of Naples. Event organizers may be required to notify local residents, businesses and neighborhood associations and provide signs regarding parking during the event, due to impacts by the event to the surrounding community. Information in this notice(s) should include date(s), time(s), location(s), the types of activities, provide alternate route information if regular access is affected and include a contact name and telephone number where members of the public can contact the organization if they have any questions, concerns or issues. A detailed review of the notification guidelines is included in the Notification Criteria on the last page of this guide. Letters of support or endorsement from the impacted entities and community groups should be attached to the permit application.

- **EVENT SIZE LEVELS:** The size level for the purposes of determining the level of residential/community impact and other event requirements will be:
 - **LEVEL 1: Less than 500 participants;**
 - **LEVEL 2: 500 - 1500 participants;**
 - **LEVEL 3: 1500 - 2499 participants;**
 - **LEVEL 4: 2500 - 4999 participants;**
 - **LEVEL 5: 5000 - 9999 participants**
 - **LEVEL 6: 10,000 participants or more.**

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■ NOTIFICATION CRITERIA FOR SPECIAL EVENTS:

GUIDELINES FOR NOTIFICATION:

Events held in a City Park:

- **LEVEL 1 & 2:** No notification is necessary.
- **LEVEL 3 & 4:** Must notify in writing: neighborhood & business association(s) in immediate area of the City park.
- **LEVEL 5 & 6:** Must notify in writing: residents, neighborhood & business association(s) along the outer perimeters of the park. For example: Events in Cambier Park should notify 8th Street South, 8th Avenue South, 6th Street South, Park Street and the Downtown Naples Association (DNA).

Events held on a City Street/Sidewalk/etc

- **LEVEL 1 & 2:** No notification is necessary.
- **LEVEL 3 & 4:** Must notify in writing: residents, neighborhood & business association(s) immediately where the event will take place.
- **LEVEL 5 & 6:** Must notify in writing: residents, neighborhood & business association(s) within a four (4) block radius from the event.

APPROVED TYPES OF NOTIFICATION:

- **Letters/Fliers notifying of upcoming special event:**
 - Must clearly state date, time and location(s) of event.
 - Must detail the off-site parking plan and locations(s).
 - Must include a contact name and phone number.
 - Must attach a copy of all letters/fliers to permit application.
- **Signage/Banners:**
 - Directional signs similar to small real estate/election signs.
 - Signs can only be put up the day of the event and removed immediately following the event.
 - Signs must clearly state the off-site parking location(s).
 - Any Public/Right of Way signage require a permit through the Public Works/Engineering Department at 380 Riverside Circle, Naples, FL 34102 or call 239-213-5000.