

City of Hercules, California

Council Policy on City-Sponsored Events

PURPOSE

To establish guidelines for: (1) City co-sponsorship of community events and (2) in-kind contribution of City permit fees to City co-sponsored events.

POLICY

It is the policy of the City of Hercules that community events sponsored by City-recognized nonprofit organizations may be co-sponsored by the City at the sole discretion of the City Manager.

In order to establish a policy with respect to the types of events the City may wish to co-sponsor and the City's contribution to such events, the following standards should be followed.

The City Manager is responsible for ensuring the proper execution of this policy.

STANDARDS

A. City Co-Sponsorship of Certain Community Events

1. At the discretion of the City Manager or his or her designee, the City may choose to co-sponsor certain community events that are organized by City-recognized nonprofit organizations.
2. "City-recognized nonprofit organizations" shall refer to organizations recognized by the City through its Nonprofit Group Recognition Program, which is administered by the Recreation Department and reviewed annually by the Community & Library Services Commission.
3. "Co-sponsored events" shall refer to public events organized by City-recognized nonprofit organizations that the City Manager elects to co-sponsor.
4. Co-sponsored events shall be open to the entire Hercules community and shall be nonpartisan and nonsectarian.
5. Publicity for co-sponsored events, such as event registration webpages, marketing communications, banners, and signs, shall include the City's name and/or logo on an equal basis with those of other sponsors.

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6. Event organizers must apply for all required Special Event Temporary Use Permits through the City's Community Development Department and/or Encroachment Permits through the City's Public Works Department. Requests for City co-sponsorship, if desired, shall be included as part of the permit application(s).
7. The City Manager shall determine, within ten (10) business days of the City's receipt of an application, whether the City wishes to co-sponsor the event. Such determinations shall apply only to the event date(s) listed on the permit application and shall not apply to subsequent events not listed on the application.

B. In-Kind Contribution of City Permit Fees for Co-Sponsored Events

1. At the sole discretion of the City Manager or his or her designee, the City may choose to make an in-kind contribution of a portion or all of the required permit fees for co-sponsored events.