



Town of Windsor
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Mayor
Bruce Okrepkie

Vice Mayor
Dominic Foppoli

Councilmembers
Debora Fudge
Mark Millan
Sam Salmon

Town Manager
John Jansons

A G E N D A

REVISED

(The time of the meeting has been changed.)

TOWN OF WINDSOR SPECIAL EVENT AD HOC COMMITTEE MEETING

**Wednesday, September 26, 2018
4:00 p.m.**

**Town of Windsor Town Hall
9291 Old Redwood Highway, Building 400
Windsor, CA 95492**

(For further information please call Town Hall: 838-1000)

In compliance with the Americans with Disabilities Act, if you need special assistance to attend or participate in a Town Council meeting, please contact the Town Clerk's office at 838-5315. Notification at least 48 hours prior to the meeting will assist Town staff in assuring that reasonable accommodations are made to provide accessibility to the meeting.

1. ROLL CALL

John Cain, Julian Cohen, Linda Challoner, David Culley, Dominic Foppoli, Ben Lehr, Lorene Romero, Sam Salmon.

2. INTRODUCTIONS

3. CHANGES TO THE AGENDA

4. PUBLIC COMMENT

Members of the public wishing to speak to the Committee on any item *not listed* on the agenda may do so at this time. Pursuant to the Brown Act, the Committee is not allowed to consider issues or take action on any item not listed on the agenda during this period. Each Public Comment is normally restricted to three (3) minutes in length and must be spoken into the microphone from the podium.

5. REGULAR CALENDAR

5.1 Town of Windsor Special Event Policy Concept

Receive an informational report regarding existing Town of Windsor special events; evaluate Special Event Policy concept(s) and provide recommendation(s) to Town Council. Schedule additional meetings, if needed.

6. ADJOURNMENT

**TOWN OF WINDSOR
AGENDA REPORT**

Special Event Ad Hoc Committee Meeting Date: September 26, 2018

To: Special Event Ad Hoc Committee
From: Donna Legge, Parks and Recreation Director
Subject: Town of Windsor Special Event Policy Concept

Recommendation to Council:

Receive an informational report regarding existing Town of Windsor special events; evaluate Special Event Policy concept(s) and provide recommendation(s) to Town Council. Schedule additional meeting/s, if needed.

Background:

On January 11, 2017, the Town Council and Town Manager participated in a biennial facilitated goal-setting session for Fiscal Year 2017 to 2019. This included specific direction to staff including the review of a Special Event Policy.

At its regular meeting of August 2, 2017, Council briefly discussed the development of a Special Event Policy. Council directed staff to schedule a workshop with a select group of representatives including members of the Council and its Commissions to discuss a special event policy or guidelines and practices.

As a member of the California Parks and Recreation Society (CPRS) and National Park and Recreation Association (NRPA), the Town has identified the following six of the nine CPRS mission benefits that describe why parks and recreation services exist, specific to special events in Windsor. These benefits are necessary to develop healthy individuals and communities when the economy is strong - and are even more important when there are economic and social challenges:

- Strengthen community image and sense of place
- Support economic development
- Promote health and wellness
- Increase cultural unity
- Facilitate community problem solving
- Provide recreational experiences

NRPA defines a Special Event as follows: Special events are occasions for drawing individuals together to enjoy a recreation or educational experience that is meaningful, significant, and relevant to their well-being. A special event has several characteristics. Special events:

- are specifically planned and focused events;
- are a singular occurrence, or an unusual or extraordinary activity;
- involve “crowd” participation, either by specific invitation or open invitations; and
- are publicized occurrences of short duration.

Discussion:

Staff has compiled a comprehensive 2018 Special Event Schedule that shows “major” public Town and non-Town (non-profit/civic group) events that include days of week, dates, time, special event name, organizer, location, and purpose/goal (Attachment 1). In addition, the events are marked by an asterisk if it is a recipient from the annual Town Non-profit Grant Program. The documented events represent a total of 148 events (by day) including 78 or 52% of the events support community building and attract local participation and 70 (by day) or 47% of the events support economic development and are a regional draw; 33 free events are sponsored by the Town and 115 events are sponsored by other non-profit or civic groups. There are a few events that extend over several days and are counted per day. Examples include the Summer Nights on the Green concerts for 13 days; Kid Movies for eight (8) days; WE Foundation “Scarecrow Days” for 15 days; Windsor Sunday Farmers Markets for 37 days; the People4Parks Foundation “Charlie Brown Christmas Tree Grove” and Downtown Holiday Lights for 45 days.

While an event may serve more than one purpose, each event may clearly show a prominent goal for each event, based on marketing strategies, audience and content:

A - To Promote or Build Community at a Local Level

- foster community spirit;
- support community identity;
- develop community cohesiveness and involvement;
- generate community pride in and celebration of historical or cultural heritage;
- promote a cause; or
- extend recreation opportunities in the community.

B - To Support or Enhance Economic Development at a Regional Level

- provide money for support of the organization (fundraiser); and
- contribute toward community economic development.

Each event may serve residents as well as visitors, enhancing the economy at different levels. When considering the solicitation of additional events, it is important to note location availability, potential event conflicts or collaboration, season and weather. The attached 2018 Special Event Calendar shows community activity monthly (Attachment 2).

In regular discussions with Police, Fire, Parks and Recreation and Public Works, staff has identified a maximum capacity for what the Town can handle safely while providing a positive experience for the participant or visitor. This includes having the appropriate level of resources, staffing and amenities for parking, toilets, wash stations, trash, first aid, traffic control, emergency response, evacuation and public safety. For example, the attendance threshold for Windsor Kaboom at Keiser Park has been established at 8,500. As each new opportunity arises, it is recommended that each event be evaluated on a case-by-case basis, to determine capacity, based on available resources, impacts and cost.

Council is requesting that the Special Event Ad Hoc Committee review the current schedule and evaluate the Special Event Policy concept and provide recommendation(s) to Town Council at a

future meeting. Staff will facilitate a discussion including the questions and comments found on the attached Questionnaire Matrix (Attachment 3). Once direction is provided, staff and the Ad Hoc Committee will forward recommendations to Council.

Fiscal Impact:

There is no fiscal impact related to the proposed Council action.

Environmental Review:

Not applicable.

Attachments:

- 1) 2018 Special Event Schedule
- 2) 2018 Monthly Calendar
- 3) Special Event Policy - Questionnaire Matrix

Prepared by:

Donna Legge
Parks and Recreation Director

Recommended by:

John Jansons
Town Manager

Town of Windsor Parks and Recreation Department

2018 Major Community Event Schedule

(Updated as of September 17, 2018)

= Town Events

A = Promote/Build Community/Local



B = Enhance/Support Economic Development/Regional

* Non-Profit Grant Recipient

#	2018 Events	Event	Location	Organizer	Purpose/Goal
1	Saturday, March 10 10am – 2pm	25 th Annual Business Expo.	Mary Agatha Furth Center	Windsor Chamber of Commerce	A
2	Saturday, March 31 10 am	Easter Egg Hunt	Windsor High School	Windsor Kiwanis Club	A
3	April 8 to Dec 9 10am-1pm (37 Sundays)	* Windsor Certified Farmers Market	Market Street/ Windsor Town Green	Windsor Certified Farmers Market	A
4	Saturday, April 14 8:30 am to 1 pm	Community Yard Sale	Huerta Gymnasium	Town of Windsor	A
5	Sunday, April 22 10am-2pm	Earth Day & Wellness Celebration	Windsor Town Green	Town of Windsor	B
6	Saturday, May 5 Parade – 10 am to 12 pm Festival – 12 to 4pm	* Windsor Day Parade * Windsor Festival & Cinco de Mayo	WHS to Town Green Windsor Town Green	Windsor Kiwanis Windsor Odd Fellows Town of Windsor	A
7	Thursday, May 10 6 to 9am	Bike to Work Day	Windsor Town Green	So. Co. Bicycle Coalition Town of Windsor	A
8	Saturday, May 12	Ironman Santa Rosa (full triathlon)	Shiloh Road	Ironman	B

#	2018 Events	Event	Location	Organizer	Purpose/Goal
9	Sunday, May 20 7:30 am-5 pm	Windsor Green Half Marathon & Expo	Windsor Town Green	Run Wine Country	B
10	Thursday, May 31 Reception - 6 to 8 pm Fri to Sun, June 1-3 Gallery - 10 am to 4 pm	Windsor Community Art & Flower Show	Huerta Gymnasium	Town of Windsor	A
11	Saturday & Sunday June 9 – 10 4 to 10:30 am	Sonoma County Hot Air Balloon Classic	Keiser Park	Sonoma County Hot Air Balloon Classic	B
12	Tuesdays, June 5 – July 31 (No movie July 3)	Kids' Movie Series	Windsor Town Green	Town of Windsor Windsor Rotary Club	A
13	Thursdays June 7–September 6 5 to 8 pm (No concert July 5)	Summer Nights on the Green Concert Series	Windsor Town Green	Town of Windsor (9) Farmers Market (4)	B
14	Tuesday, July 3 4 to 10 pm	Kaboom 3rd of July Fireworks	Keiser Park	Town of Windsor Active 20/30 Club	B
15	Saturday, July 14 12 to 4 pm	* Windsor Chili Cook-off	Windsor Town Green	Windsor Chamber of Commerce	B
16	Saturday & Sunday July 21-22	Windsor Relay for Life	Keiser Park	American Cancer Society	A
17	Saturday, July 28	Ironman Santa Rosa (half triathlon)	Shiloh Road	Ironman	B
18	Saturday, August 4 11 am to 2 pm	* Windsor Kids	Windsor Town Green	Windsor Churches	A
19	Saturday & Sunday September 22 & 23 9 am to 4 pm	Wings Over wine Country Airshow	Sonoma County Airport	Pacific Coast Air Museum	B

#	2018 Events	Event	Location	Organizer	Purpose/Goal
20	Saturday, October 13 8:30 am – 1pm	Community Yard Sale	Huerta Gymnasium	Town of Windsor	A
21	October 20-Nov. 3 (15 days)	* Scarecrow Days	Windsor Town Green	Windsor Educational Foundation	A
22	Saturday, October 27 1 to 5 pm	Harvest Festival	Windsor Town Green	WE Foundation, Town of Windsor	A
23	Friday, November 2 4 to 8 pm	* Dia de los Muertos	Windsor Town Green	Windsor Bloco	A
24	Saturday, November 3 4 to 8 pm	Sagan Fondo 3 Bike Rides	Windsor Town Green	Bike Monkey Productions	B
25	Wed, October 31 6 to 8 pm	* Halloween Parade & BBQ	Raley's Shopping Center.	Lion's Club	A
26	Sunday, November 11 11am to 12pm	Veterans Day & Hometown Heroes	Windsor Town Green	VFW/American Legion Windsor Town Green	A
27	Thurs, November 15 5 to 8pm	Winter Wine Walk	Old Downtown Windsor	Old Downtown Windsor Merchants Association	A
28	November 24 To January 8 (45 days)	Charlie Brown Christmas Tree Grove & Snow	Windsor Town Green	People4Parks Foundation Town of Windsor	B
29	Thursday, December 6 5 to 8 pm	Windsor Holiday Celebration	Windsor Town Green	Town of Windsor	B
30	Monday, December 17 6 to 7:30 pm	Cookies & Caroling	Windsor Presbyterian Church	Old Downtown Windsor Merchants Association	A

January 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 	2	3	4	5	6
7	8	9	10	11	12	13
14	15 	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			



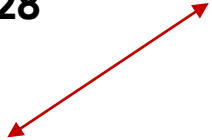
March 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10 25 th Annual Business Expo 10am-2pm
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Easter Egg Hunt 10am

April 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 	2	3	4	5	6	7
8 Windsor Certified Farmers Market 10am-1pm	9	10	11	12	13	14 Community Yard Sale 8:30am-1pm
15 Windsor Certified Farmers Market 10am-1pm	16	17	18	19	20	21
22 Windsor Certified Farmers Market Earth Day Health & Wellness Expo 10 am-1 pm	23	24	25	26	27	28
29 Windsor Certified Farmers Market 10am-1pm	30					

May 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5 Windsor Day Parade, Festival & Cinco de Mayo 10am-4pm
6 Windsor Certified Farmers Market 10am-1pm	7	8	9	10 Bike to Work Day 6-9am	11	12 Ironman Santa Rosa (full triathlon)
13 Windsor Certified Farmers Market 10am-1pm	14	15	16	17	18	19
20 Windsor Certified Farmers Market 10am-1pm Windsor Green Half Marathon & Expo	21	22	23	24	25	26
27 Windsor Certified Farmers Market 10am-1pm	28 	29	30	31 Community Art & Flower Show Reception 6-8pm		

June 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Community Art & Flower Show Gallery 10am-4pm	2 Community Art & Flower Show Gallery 10am-4pm
3 Windsor Certified Farmers Market 10am-1pm Community Art & Flower Show Gallery 10am-4pm	4	5 Kids' Movies At sunset	6	7 Summer Nights on the Green Concert 5-8pm	8	9 Sonoma County Hot Air Balloon Classic 4-10:30am
10 Windsor Certified Farmers Market 10am-1pm Sonoma County Hot Air Balloon Classic 4-10:30am	11	12 Kids' Movies At sunset	13	14 Summer Nights on the Green Concert 5-8pm	15	16
17 Windsor Certified Farmers Market 10am-1pm	18	19 Kids' Movies At sunset	20	21 Summer Nights on the Green Concert 5-8pm	22	23
24 Windsor Certified Farmers Market 10am-1pm	25	26 Kids' Movies At sunset	27	28 Summer Nights on the Green Concert 5-8pm	29	30

July 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Windsor Certified Farmers Market 10am-1pm	2	3 Kaboom 3 rd of July Fireworks 4-10pm	4 	5	6	7
8 Windsor Certified Farmers Market 10am-1pm	9	10 Kids' Movies At sunset	11	12 Summer Nights on the Green Concert 5-8pm	13	14 Chili Cook-off 12-4pm
15 Windsor Certified Farmers Market 10am-1pm	16	17 Kids' Movies At sunset	18	19 Summer Nights on the Green Concert 5-8pm	20	21 Relay for Life
22 Relay for Life Windsor Certified Farmers Market 10am-1pm	23	24 Kids' Movies At sunset	25	26 Summer Nights on the Green Concert 5-8pm	27	28 Ironman Santa Rosa (half triathlon)
29 Windsor Certified Farmers Market 10am-1pm	30	31 Kids' Movies At sunset				

August 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 County Fair Summer Nights on the Green Concert 5-8pm	3 County Fair	4 County Fair City Kid's North County Festival
5 County Fair Windsor Certified Farmers Market 10am-1pm	6 County Fair	7 County Fair	8 County Fair	9 County Fair Summer Nights on the Green Concert 5-8pm	10 County Fair	11 County Fair
12 County Fair Windsor Certified Farmers Market 10am-1pm	13	14	15	16 Summer Nights on the Green Concert 5-8pm	17	18
19 Windsor Certified Farmers Market 10am-1pm	20	21	22	23 Summer Nights on the Green Concert 5-8pm	24	25
26 Windsor Certified Farmers Market 10am-1pm	27	28	29	30 Summer Nights on the Green Concert 5-8pm	31	

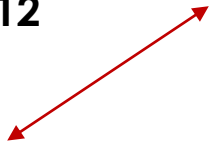

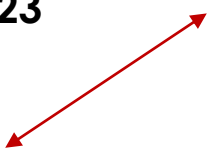
September 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 Windsor Certified Farmers Market 10am-1pm	3 	4	5	6 Summer Nights on the Green Concert 5-8pm	7	8
9 Windsor Certified Farmers Market 10am-1pm	10	11	12	13	14	15
16 Windsor Certified Farmers Market 10am-1pm	17	18	19	20	21	22 Wings Over Wine Country Airshow 9am-4pm
23 Windsor Certified Farmers Market 10am-1pm Wings Over Wine Country Airshow 9am-4pm	24	25	26	27	28	29
30 Windsor Certified Farmers Market 10am-1pm						

October 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7 Windsor Certified Farmers Market 10am-1pm	8	9	10	11	12	13 Community Yard Sale 8:30am-1pm
14 Windsor Certified Farmers Market 10am-1pm	15	16	17	18	19	20 Scarecrow Days
21 Windsor Certified Farmers Market 10am-1pm Scarecrow Days	22 Scarecrow Days	23 Scarecrow Days	24 Scarecrow Days	25 Scarecrow Days	26 Scarecrow Days	27 Harvest Festival 1-5pm Scarecrow Days
28 Windsor Certified Farmers Market 10am-1pm Scarecrow Days	29 Scarecrow Days	30 Scarecrow Days	31 Halloween Parade & BBQ 6-8pm Scarecrow Days			

November 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Scarecrow Days	2 Dia de los Muertos 4-8pm Scarecrow Days	3 Scarecrow Days
4 Windsor Certified Farmers Market 10am-1pm	5	6	7	8	9	10
11 Windsor Certified Farmers Market 10am-1pm	12 	13	14	15 Winter Wine Walk 5-8pm	16	17
18 Windsor Certified Farmers Market 10am-1pm	19	20	21	22 	23 	24 Charlie Brown Christmas Tree Grove CBCTG
25 Windsor Certified Farmers Market 10am-1pm	26 CBCTG	27 CBCTG	28 CBCTG	29 CBCTG	30 CBCTG	

December 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 CBCTG
2 Windsor Certified Farmers Market 10am-1pm CBCTG	3 CBCTG	4 CBCTG	5 CBCTG	6 Windsor Holiday Celebration 5-8pm CBCTG	7 CBCTG	8 CBCTG
9 Windsor Certified Farmers Market 10am-1pm CBCTG	10 CBCTG	11 CBCTG	12 CBCTG	13 CBCTG	14 CBCTG	15 CBCTG
16 CBCTG	17 Cookies & Caroling 6-7:30pm CBCTG	18 CBCTG	19 CBCTG	20 CBCTG	21 CBCTG	22 CBCTG
23 CBCTG	24 CBCTG	25 CBCTG	26 CBCTG	27 CBCTG	28 CBCTG	29 CBCTG

Special Events Policy – Questionnaire Matrix

Town-sponsored Special Events

Focus Area	No. Policy Option/Question	Consideration/Information	Options for Council to Decide
Frequency/ Function/ Purpose	<ol style="list-style-type: none"> 1. Are there too many events, too few? 2. Does Council want more Town-initiated and Town-funded (subsidized) special events? 3. If so, what kind of Town events are desired? 	<p>Based on Attachment 1 (2018 Special Events), the Town sponsors thirty-three (33) free events a year; seventeen (17) or 51% to promote/build community and sixteen (16) 49% to support/enhance economic development.</p> <p>115 events are planned by other non-profits</p>	<p>a) Adjust current number/ratio Or b) Maintain ratio 50/50</p> <p>a) Encourage more large-scale events as regional draws Or b) Encourage more, smaller-scale, focused events</p>
Size of Events	<ol style="list-style-type: none"> 4. Are large events or small events preferred? 5. Mix of both? What ratio? 6. Define large and small event – local versus regional? 7. Small = < 1,000? Large = > 1001 to 5,000? 	<p>Provide a positive experience for the participant or visitor. This includes having the appropriate level of resources, staffing and amenities for parking, toilets, wash stations, trash, first aid, traffic control, emergency response, evacuation and public safety.</p>	<p>a) Adjust current number/ratio Or b) Maintain number ratio 50/50</p> <p>a) Local draw Or b) Regional draw</p>
Location	<ol style="list-style-type: none"> 8. Any feedback on location of Town-sponsored events? 9. Should more events be held in Keiser Park, for instance? 10. More on the Town Green? 	<p>Assumptions: Town Green events attract more foot traffic to businesses than Keiser Park events. Sports events/tournaments at Keiser Park benefit non-profit snack bar and add heads in beds. Pass through events may benefit both. Impacts are on a case-by-case basis. Location availability, other event conflicts, season and weather.</p>	<p>a) Adjust current number/ratio Or b) Maintain number ratio 50/50</p> <p>Or c) Location does not matter</p>

Town-sponsored Special Events (continued)

Focus Area	No. Policy Option/Question	Consideration/Information	Options for Council to Decide
<p>Demo-graphics/ target audience</p>	<p>11. Is the primary audience for Town-sponsored events, residents (promote/build community), visitors (support/enhance economic development), or both?</p> <p>12. Should Town-sponsored events be geared to meet all Town demographics, or should some special events be geared toward specific populations; children or seniors only, for instance?</p>	<p>It is recommended that the events be predominantly inclusive and integrated for all levels of interest, abilities and cross-cultural and socio-economic levels.</p>	<p>a) Keep current audience Or b) Balance audience</p>
<p>Cost</p>	<p>13. Should all Town-sponsored events be free to the public? If not, is there feedback on the parameters for charging for some of the events?</p> <p>14. What is the expectation for recovering the cost through sponsorships, partners or donations?</p>	<p>Examples of events with entry fees include Windsor Kaboom (July 3rd).</p> <p>Existing recovery levels for event revenue (sponsorships, donations, in-kind) vary on a case-by-case basis.</p>	<p>a) Strive for 100% recovery Or b) Aim for an average of 50% cost recovery Or c) Other</p>

Town-sponsored Special Events (continued)

Focus Area	No. Policy Option/Question	Consideration/Information	Options for Council to Decide
Sponsorship	15. Is Council interested in maintaining the current sponsorship practice, and/or expanding or modifying it?	2018 Summer Nights Sponsorship Total (Record) = \$71,500 Other event sponsorships vary	a) Keep current program Or b) Increase revenue offset for all other Town-sponsored events, to match success of Summer Nights
Budget	16. Is Council open to funding more Town-sponsored special events from the General Fund?	General Fund budget is limited in resources for FY 2017-19	a) Keep current budget Or b) Increase budget, proportionate to revenue
Type of Events	17. Does Council want staff to facilitate bringing specific types of events to the Town? 18. If so, what type of events? 19. If a current special event is threatening to leave the Town, or proposed to come to town, should staff be authorized to offer financial incentives for new events to come to or stay in Windsor?	To date, the Town has not actively pursued special events by non-Town entities. Rather, the Town has taken a “passive” approach and has reacted to special event proposals brought to the Town. New Suggested Events: a) Art & Wine Festival b) Food Truck event – Kaiser PArk	c) Keep status quo Or d) Explore options and opportunities And/or e) Council shall review new and departing events on a case-by-case basis

Special Events sponsored by non-profit or private groups (continued)

Focus Area	No. Policy Option/Question	Consideration/Information	Options for Council to Decide
Funding subsidy	<p>20. Is Council in favor of subsidizing or incentivizing special events?</p> <p>21. If so, are there parameters regarding any such subsidy, or performance measures for events applying for subsidies?</p> <p>22. For example, would Council set an annual budget for subsidy and staff decide on the amount for each event or would Council wish to decide each on a case-by-case basis?</p>	<p>Council has approved \$25,000 in each Fiscal Year 17-18 and 18-19 for Town Special Event Promotions and Underwriting.</p>	<p>a) Keep status quo</p> <p>Or</p> <p>b) Explore options and opportunities</p> <p>And/or</p> <p>c) Council shall review current, new and departing events on a case-by-case basis</p> <p>d) Council delegate to Town Manager decision on amount of subsidy for an event, within \$25,000 budget parameter</p>
Cost of Town services	<p>23. If Council is interested in a subsidy or incentive program, should the cost of Police, Fire and PW, for instance, be borne by the Town for those events the Council wishes to entice to the Town and promote?</p>		<p>f) Keep status quo</p> <p>Or</p> <p>g) Subsidize or offer incentives</p> <p>And/or</p> <p>h) Council shall review new events on a case-by-case basis</p>

Special Events sponsored by non-profit or private groups (continued)

Focus Area	No. Policy Option/Question	Consideration/Information	Options for Council to Decide
Target Audience	24. Does Council prefer events intended to bring visitors for overnight or day stays, to spend dollars in Town and assist local businesses?	It is recommended that staff work with the Sonoma County Tourism to attract, monitor and track impacts.	a) Wait for events and opportunities Or b) Solicit events strategically
Revenue sharing	25. Should revenues generated by these events have a certain portion dedicated to the Town or local non-profits? 26. Should the Town defer fees until following the event revenue tally?		a) Keep revenue to offset expenses Or b) Contribute towards local non-profit programs Or c) Contribute towards Town events to offset cost And/or d) Determine fees based on event revenue
Partnerships	27. Should the Town seek out new partnerships with non-profits to encourage more special events? (for example, Charlie Brown Christmas Tree Grove, Windsor Kaboom, Non-profit Grant Partners)	Staff currently seeks partnership opportunities on an ongoing basis.	

Special Events sponsored by non-profit or private groups (continued)

Focus Area	No. Policy Option/Question	Consideration/Information	Options for Council to Decide
Use of Town Green for private events	28. Should the Town Green be promoted for <u>private</u> events such as weddings, family picnics on the Green, etc.?	<p>This is an opportunity for increased revenue and exposure to downtown</p> <p>Frequency and noise levels should be considered</p> <p>This could signal a change in Council’s longstanding philosophy of keeping the Town Green open to all uses at all times</p>	<p>a) Prohibit private events</p> <p>Or</p> <p>b) Encourage private events</p>