



CITY COUNCIL

Policy: City Support of Community Special Events

1. PURPOSE

Community Special Events and programs enhance residents' quality of life, promote civic engagement, celebrate local culture, and further the City's core values.

This Policy applies to support requests submitted through the Special Event application process. The Event Organizer (special event applicant) is typically responsible for fees associated with a Community Special Event, which could include application and permit fees as well as the actual cost of any required City service (Police, Fire, Public Works, etc.). In certain cases, the City may provide resources in the form of in-kind services, including: facility access, staff assistance, and/or marketing support.

This Policy establishes a transparent and equitable framework for the City's support of special events, ensuring that Event Organizers have clarity on process and public resources are directed toward events that provide meaningful community benefit and align with City goals. This Policy does not supersede existing adopted City policies or agreements.

Community events and/or support approved by the City are not intended to create public forums for general speech and/or public expression.

2. GUIDING PRINCIPLES

All City support decisions shall be guided by the following principles:

- **Community Benefit:** Events must provide a clear, direct benefit to Pleasanton residents.
- **Equity & Access:** Priority is given to events that are open and accessible to the broader community, including underserved populations.
- **Alignment with City Values and Goals:** Events should reflect the City's commitment to inclusion, cultural enrichment, and economic vitality.
- **Fiscal Responsibility:** Support resources are subject to budget and resource availability; the City will not guarantee continuation of support year over year.
- **Transparency:** All support decisions are made through a consistent, documented process.

3. DEFINITIONS

The following terms apply throughout this Policy:

Term	Definition
Special Event	An organized activity of a civic, cultural, recreational, educational, or charitable nature that occurs on City property or in City facilities, or that requires the coordination of City services. Events may be recurring or one-time.
Event Organizer	The individual, organization, or entity responsible for planning, executing, and taking legal responsibility for a special event, including meeting City insurance requirements.
In-Kind Support	Non-monetary support provided by the City, including but not limited to use of City facilities, staff time, equipment, marketing, and/or permit fee waivers.
Community Benefit	The measurable positive impact an event has on Pleasanton residents, including cultural enrichment, civic engagement, access to services, educational programming, or economic vitality.

4. ELIGIBILITY

A. Organizational Eligibility

Requests for support shall be considered from eligible Event Organizers, including the following:

- Local nonprofit organizations classified under Internal Revenue Service (IRS) Code Section 501(c)(3), (c)(4), or (c)(6) that operate within the City of Pleasanton with mission statements in alignment with City values, vision, and goals. This could include religious organizations with the required IRS status for charitable or social welfare organizations, if the event is not expressly focused on religious activities.
- Community or civic organizations or local service clubs operating within Pleasanton with mission statements aligned with City goals.
- Homeowner Associations (HOAs) or informal neighborhood groups, so long as there is a designated individual or entity that can act as the Event Organizer.
- Educational institutions serving Pleasanton residents.
- Veteran's organizations serving Pleasanton residents.
- Other government agencies whose use of a City facility is consistent with their normal functions.
- In limited cases, for-profit organizations may apply only when an event is demonstrably charitable in nature.

B. Event Eligibility

To be considered for support, a proposed events must meet all the following criteria:

- Supports the City's mission, vision, and goals, and is of significant value to the Pleasanton community.

- b. Will not have a significant adverse impact upon City facilities; any minor impacts must be mitigated by the Event Organizer.
- c. Does not conflict with or duplicate any City-organized event, program, or activity.
- d. Will not adversely impact City resources or finances.
- e. If expected attendance exceeds 2,500, Event Organizer must have demonstrated experience through prior successful events or be a professional event organizer.
- f. Must comply with all applicable City, County, and State regulations, including permit requirements.
- g. Must comply with the City's non-discrimination policies and all other City policies.

C. Ineligible Events

The following events are not eligible for City support under this Policy. Please note that all City support is subject to approval, as outlined below, budget and resource availability:

- a. Private events not open to the general public, or public events not providing a significant community benefit to Pleasanton residents.
- b. Events intended to provide commercial benefit to private businesses (except as permitted through applicable economic development programs), or to generate profit for a business.
- c. Events solely intended for fundraising purposes.
- d. Events held on behalf of, or in advocacy of, any political activity, platform, or candidate.
- e. Religious ceremonies, worship services, or events that use City resources primarily in support of religious activity.
- f. Events that conflict with City ordinances or facility use guidelines, including advocacy or promotion of the sale or use of tobacco, alcohol, controlled substances, weapons, or similar products.
- g. Events requiring recurring use of City property or facilities, or events of a duration lasting longer than two days.
- h. Events previously supported by the City where the organizer did not provide good faith information or did not adhere to City-provided permits or agreements.
- i. Organizations currently in legal dispute with the City.

Approval of support in a given year does not guarantee approval in subsequent years. Each application is reviewed independently.

5. CITY SUPPORT LEVELS

City support for Special Events is organized into three categories. Criteria, review, and approval vary based on the level of support requested.

Category 1: City Events

Events organized, funded, and managed solely by the City. City Events are not governed by this Policy and are given resource priority over Category 2 and Category 3 events.

Category 2: City-Partnered Events

City-Partnered Events involve a substantial contribution of City resources in the form of staffing or other significant support. The following requirements apply:

- Events must be no more than one time per year.
- Events must be open to the public and free of charge.
- Events must follow all City-required procedures and gain all required approvals no later than 6 months prior to the event date.

Category 3: City-Assisted Events

City-Assisted Events are those events that receive direct City support for actual costs, in the form of discounts for designated classes of user groups, as outlined in the City's Master Fee Schedule, Section V. B., Police Department Special Permits. Events must follow all City-required procedures and gain all required approvals no later than 90 days prior to the event date.

For both City-Partnered and City-Assisted Events: organizers must collaborate with City staff on event operations, logistics, audience, marketing, purpose, and adherence to approved proposal.

- The City must be acknowledged on all marketing materials as a supporting organization.
- The City may promote the event on City platforms at its discretion.

6. COMMUNITY BENEFIT EVALUATION CRITERIA

Applications will be evaluated on the degree to which the proposed event demonstrates community benefit. Staff will assess the following criteria:

Criterion	Description
Community Benefit	The estimated number of Pleasanton residents served and the event's reach across different age groups, zip codes, and demographics.
Negative Impact	The event's community benefit will be weighed against negative impacts to other community stakeholders (i.e., traffic congestion, road closures, property access, noise).
Equity & Accessibility	Extent to which the event includes free or reduced-cost access, ADA accommodations, multilingual outreach, and programming for underserved or vulnerable populations.
Alignment with City Priorities	Degree to which the event supports adopted City Council goals, strategic priorities, or departmental service objectives.
Organizational Capacity	Demonstrated ability of the organization to plan, execute, and evaluate a successful event, including fiscal accountability.

Event Track Record	For recurring events, prior attendance data, budget performance, and post-event reporting history.
Leveraged Resources	Extent to which the organization has secured other funding or in-kind support, reducing reliance on City resources.
Community Partnerships	Collaborations with other local organizations, schools, businesses, or agencies that broaden the event's reach and impact.

7. APPLICATION AND REVIEW PROCESS

A. Application Window

Special Event Applications submitted annually between October 1 and 31 of each year for events in the following calendar year will receive special priority. Applications received outside this window may be considered. Applications are available at:

<https://www.cityofpleasantonca.gov/your-community/community-support/#special-event>.

B. Required Application Materials

In addition to a completed City of Pleasanton Community Special Event Application, Category 2 (City-Partnered) requests for support must include:

- Completed City of Pleasanton Community Special Event Support Application
- Description of how the event meets the Community Benefit Evaluation Criteria
- Post-event reporting plan as outlined in Section 9.

C. Review and Approval

- Category 2 (City-Partnered) requests are approved by the City Council annually based upon the criteria outlined in this policy.
- Category 3 (City-Assisted) requests are reviewed and approved by the City's Special Events Team based upon the criteria outlined in this policy and the City's Master Fee Schedule.
- Facility use and/or marketing support may be approved by the Special Events Team.
- The Event Organizer will be notified in writing regarding the outcome of the request.

8. SUPPORT AGREEMENT REQUIREMENTS

All approved Category 2 support arrangements shall be documented through a written agreement executed prior to the event. Agreements shall include, at a minimum:

- Names and roles of all parties.
- Description of the event and scope of City support being provided.
- Specific obligations of the Event Organizer, including insurance requirements, permit compliance, and indemnification of the City.
- City branding and acknowledgment requirements outlined in Section 10.
- Post-event reporting obligations and deadlines.
- Conditions for suspension or termination of the agreement.

The City Attorney's Office will review all agreements.

9. POST-EVENT REPORTING & ACCOUNTABILITY

Event Organizers receiving City support in Category 2 shall submit a Post-Event Report to the Special Events Team within 30 days of the event or the final event in a series. Reports shall include:

- Actual attendance figures.
- Description of how City support was utilized.
- Summary of community benefit delivered (demographics served, accessibility measures, equity outcomes).
- Photographs or media coverage documentation.
- Any incidents, complaints, or safety concerns.

Organizations that fail to submit required post-event reports will be ineligible for future support consideration. Reports will be retained and used to inform future partnership decisions.

10. CITY ACKNOWLEDGMENT & BRANDING REQUIREMENTS

All organizations receiving City support must acknowledge the City's support in event materials, consistent with the following standards:

- The City of Pleasanton name and/or logo must appear on event promotional materials, including flyers, social media graphics, banners, and event programs, as applicable.
- Use of the City logo must comply with City branding guidelines and is subject to prior approval.
- The City shall not be identified as the event's primary or sole sponsor unless the event is City-produced.
- Verbal acknowledgment of the City's support is required at live events.

11. POLICY ADMINISTRATION

The Special Events Team is responsible for administering this Policy and shall:

- Maintain and update the Community Special Event Support Application and agreement templates.
- Maintain a record of all support applications received, approved, and denied.
- Report annually to the City Manager on support activity, including resources provided and community benefit metrics.

Approval Date: 9/15/26