



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Torres
Councilmember Cohen
Councilmember Ortiz,
Councilmember Candelas
Councilmember Foley

SUBJECT: SEE BELOW

DATE: November 1, 2023

Approved

SUBJECT: SPECIAL PARK USE POLICY

RECOMMENDATION

Direct the City Manager to modify the special park use policy to allow each Council an increase of one standard free-use event and three additional small-scale events of a neighborhood or regional park for the purpose of a community event sponsored and/or produced by the Council office.

DISCUSSION

Council offices play a crucial role in fostering community cohesion through their sponsorship and implementation of special events in parks. These events provide a unique opportunity for neighbors to interact, forging stronger social bonds and enabling resources to reach people in their own communities. This interaction between residents and Council offices allows more direct communication, facilitating and addressing local concerns.

By granting Council offices the increase of free park usage for event sponsorship, we can underscore our commitment to inclusivity. This approach ensures that individuals from diverse socioeconomic backgrounds can participate without financial barriers. When residents gather in local parks, it often increases economic activity, benefiting local businesses, food vendors, and artisans, thereby stimulating the local economy.

To enhance the effectiveness of this initiative, we propose increasing one standard free-use event and three additional small-scale events. A small park event is an activity as prescribed in the Special Event Fee Matrix. This free usage would exempt Council offices from special park use applications and permit fees, while other relevant charges, such as staff time and damage deposits, would still apply. It's important to emphasize that these events will be open to the

public, free of charge, and serve as a platform for promoting services. To streamline event planning and avoid conflicts, Special Park Use staff will continue to oversee event scheduling and collaborate closely with Council offices to coordinate support services.

By expanding the free access to neighborhood and regional parks for community events sponsored or produced by Council offices, we can contribute significantly to community strengthening and enhance the overall well-being of our residents. This approach fosters inclusivity, supports local businesses, and promotes civic engagement, aligning with our goal of building thriving, vibrant communities.

The signers of this memorandum have not had, and will not have, any private conversation with any other member of the City Council, or that member's staff, concerning any action discussed in the memorandum, and that each signer's staff members have not had, and have been instructed not to have, any such conversation with any other member of the City Council or that member's staff.