City Council Agenda Report

Meeting Date: May 13, 2025
Initiated By: City Council
Prepared By: Anthony Carnesecca
Approved By: Gabriel Engeland

Subject: Adoption of Resolution Creating Special Event Sponsorship Policy

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COUNCIL PRIORITY AREA
☒Business Communities

☐Circulation Safety and Efficiency

☒Environmental Sustainability

☐Housing

☒Neighborhood Safety Infrastructure

☒General Government

RECOMMENDATION
Adopt the resolution that creates a special event sponsorship policy and process moving forward.

FISCAL IMPACT
There is no fiscal impact at this time.

ENVIRONMENTAL REVIEW
This resolution are exempt from environmental review pursuant to Section 15061(b)(3) of the State Guidelines implementing the California Environmental Quality Act of 1970, as amended.

PREVIOUS COUNCIL CONSIDERATION
June 2015, October 2023, and April 2025

SUMMARY
- City Council created Los Altos Municipal Code 9.25 "Special Events" in March 2007 that governs special events and modified this code section in October 2023.
- The City sponsors certain special events as outlined in 2015-23.
- The City Council directed staff to bring back this sponsorship policy at the April 22, 2025 meeting.

BACKGROUND
The City Council adopted Los Altos Municipal Code 9.25 "Special Events" in March 2007 that governs special events.

Historically, sponsored special events have been identified by a resolution of the City Council and was last updated on June 9, 2015 to adjust per Council direction.

In October 2023, the City Council adopted changes to this code section that simplified a confusing code section, retained control over more events on public property, and simplified the special event and block party process.

DISCUSSION/ANALYSIS
At the April 22, 2025 meeting, the City Council directed City staff to bring back this sponsorship policy for approval. This policy, like the flag flying policy and its application process, allows City Council to review special event sponsorship requests and approve them on a case-by-case basis.

ATTACHMENT
1. Resolution