

Special Events Sponsorship

April 22, 2025





Policy Question

- Would the City Council wish to adjust the special event sponsorship for any events moving forward?
- Would the City Council wish to adopt the resolution that will create the Los Altos Special Event Sponsorship Policy?

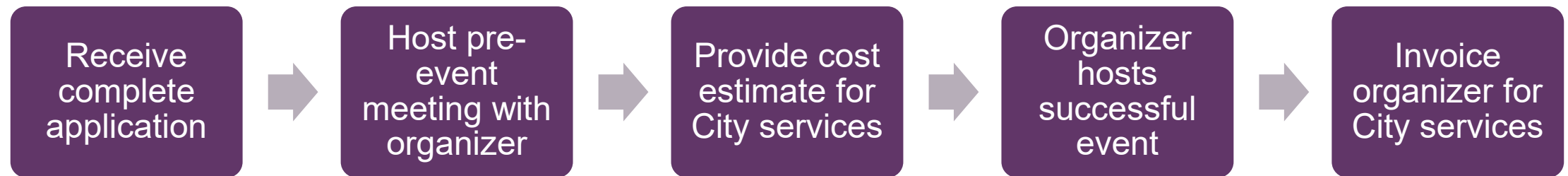


Background

- 2007 – Adopted LAMC Chapter 9.25 governing special events
- 2015 – Adopted Resolution No. 2015-23 listing City-sponsored special events
- 2023 – Amended LAMC Chapter 9.25



Special Event Process



Sponsoring Current Events





Resolution No. 2015-23

<u>Event</u>	<u>City Sponsorship</u>
Festival of Lights Parade	100%
Glorious Fourth Celebration*	100%
Los Altos High School Homecoming Parade	100%
Pet Parade	100%
Arts and Wine Festival	50%
Bus Barn Follies	50%
Chanukah Menorah Lighting	50%
Corvette Spectacular	50%
Easter Downtown Spring Egg Hunt	50%
Fall Festival^	50%
Farmers' Market	50%
Fine Art in the Park	50%
Halloween Spooktacular (A Boo-tiful Downtown Halloween)	50%
Holiday Tree Lighting Ceremony	50%
Movie Nights^	50%
Veterans' Day*	50%

* denotes that the event is now a City-coordinated event so it can be removed from sponsorship list if directed

^ denotes that the event has not happened in at least the last year



Fully-Sponsored Events

<u>Event</u>	<u>Date</u>	<u>Street Closure</u>	<u>City Cost</u>	<u>Sponsored?</u>
Pet Parade	5/18/2024	Yes	\$\$	100%
Los Altos High School Homecoming Parade	11/1/2024	Yes	\$\$	100%
Festival of Lights Parade	12/1/2024	Yes	\$\$\$\$\$	100%



Half-Sponsored Events

<u>Event</u>	<u>Date</u>	<u>Street Closure</u>	<u>City Cost</u>	<u>Sponsored?</u>
Spring Egg Hunt	3/23/2024		\$	50%
Farmers' Market	Every Thursday May 24 through October 10 & December 5 and 12	Yes	\$\$\$\$	50%
Art & Wine Festival	7/13/24-7/14/24	Yes	\$\$\$\$\$	50%
Fine Art in the Park	8/10/24-8/11/24	Yes	\$	50%
Corvette Spectacular	9/15/2024	Yes	\$	50%
A Boo-tiful Downtown Halloween	10/31/2024		\$	50%
Veterans' Day	11/11/2024		\$	50%
Holiday Tree Lighting Ceremony	12/6/2024	Yes	\$	50%
Chanukah Menorah Lighting	12/29/24		\$	50%



Non-Sponsored Events

<u>Event</u>	<u>Date</u>	<u>Street Closure</u>	<u>City Cost</u>	<u>Sponsored?</u>
First Fridays	First Friday of every month		\$	
Valentine's Choco Stroll	2/10/2024		\$	
St Paddy's Beer Stroll	3/15/2024		\$	
Headwest Market	Fourth Sunday of every month March through October	Yes	\$\$\$	
Bubbly Stroll	5/10/2024		\$	
Juneteenth Festival	6/22/2024		\$	
Wine Stroll	9/20/2024		\$	
Whisky Stroll	10/18/2024		\$	

Sponsoring New Events





Special Event Sponsorship Policy

- Creates standardized policy and process
- Similar to Flag Raising Policy
- Sponsorship applications would come before Council
- Council would choose to sponsor and adopt as government speech



Policy Question

- Would the City Council wish to adjust the special event sponsorship for any events moving forward?
 - If yes, City staff will amend existing resolution by determining that City-sponsored events qualify as government speech for approval at a future meeting
- Would the City Council wish to adopt the resolution that will create the Los Altos Special Event Sponsorship Policy?

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Valentine's Choco Stroll	2/10/2024		\$	
St Paddy's Beer Stroll	3/15/2024		\$	
Spring Egg Hunt	3/23/2024		\$	50%
Headwest Market	Fourth Sunday of every month March through October	Yes	\$\$\$	
Bubbly Stroll	5/10/2024		\$	
Pet Parade	5/18/2024	Yes	\$\$	100%
Farmers' Market	Every Thursday May 24 through October 10 & December 5 and 12	Yes	\$\$\$\$	50%
Juneteenth Festival	6/22/2024		\$	
Art & Wine Festival	7/13/24-7/14/24	Yes	\$\$\$\$\$	50%
Fine Art in the Park	8/10/24-8/11/24	Yes	\$\$	50%
Corvette Spectacular	9/15/2024	Yes	\$\$	50%
Wine Stroll	9/20/2024		\$	
Whisky Stroll	10/18/2024		\$	
A Boo-tiful Downtown Halloween	10/31/2024		\$	50%
Los Altos High School Homecoming Parade	11/1/2024	Yes	\$\$	100%
Veterans' Day	11/11/2024		\$	50%
Festival of Lights Parade	12/1/2024	Yes	\$\$\$\$\$	100%
Holiday Tree Lighting Ceremony	12/6/2024	Yes	\$\$	50%
Chanukah Menorah Lighting	12/29/24		\$	50%

