



## Special Event Guidelines

### Event Date, Location, Attendance and Admission

This section of the permit application is intended to provide us with an overview of your event. Information you provide in this section of your permit application may be used for promotional purposes including, but not limited to, print, electronic and web-based formats. In many instances, the information you provide will be used in developing the City of San Diego's Calendar of Special Events.

#### Event Date/Time

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The time frame denoted on your final permit is based on the times indicated in this section. No set-up will be permitted before a permit is issued and dismantle must be completed by the time indicated on your permit. Your insurance must cover all time frames.

If your event takes place over multiple sequential calendar days and the event plans are similar in nature from day-to-day, one application may be submitted to include all of your event plans per calendar year.

The City of San Diego may also accept one permit application spanning a series of periodic dates for events such as concert series or farmer/art markets that have identical event set-up and dismantle times, site plans, and service providers.

Inaugural farmer/art markets may begin at any time during their first year. All farmer/art markets must renew their annual permits by January 1 of each successive year.

If your event plans vary significantly from day-to-day or have multiple distinct event types (e.g. a parade with a separate festival) that may be best managed as separate events, the city may require separate permit applications for the specific event types.



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#### Attendance

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Providing the estimated attendance or number of participants for your event helps in the review of your event plans with emphasis on public safety, venue occupancy, staffing, and impact to the surrounding neighborhood.

Your estimated attendance should be based on the total number of people you anticipate will attend or watch your event. Examples include the total number of people coming and going at a festival, watching a parade, or in the general area of an event.

The estimated number of participants should be based on the total number of people you anticipate will participate in the event or provide support services to the event. Examples include the total number of people walking or running in an athletic event, marching in a parade, providing vendor support at a festival, or serving guests at a gala.

#### Admission

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This information will appear in the city's Calendar of Special Events. You should include all admission information related to your event. Examples of information you should provide include:

- Free to the public
- Ticket price structure (e.g. list by age, activity, etc.)
- Discounts for children, seniors, early ticket purchase
- Entry/participant fee schedule
- Donation/pledge
- Parking/shuttle Fee
- Entry to age 21 and up only
- Private event/invitation only