

Special Events and Filming



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Special Events and Filming



Description

The Special Events and Filming Office provides a portfolio of services designed to support San Diego's neighborhoods, as well as the City's special event, filming, business, and tourism industries in order to generate local jobs, hundreds of millions of dollars in economic impact, and extensive worldwide media exposure for the San Diego region each year.

A primary function of the Office is to provide permitting, technical support, and promotional services for special events and filming in San Diego. Once a special event or film production is secured, the staff provides support services to key entities, such as the event organizer, location scout, producer, host committee, business, and residential community, as well as City departments to ensure the success of the activity.

The Office works with studios, production companies, and film industry professionals to promote the San Diego region as a competitive and film-friendly destination. The Department also participated in industry panels and workshops on COVID-19 safety protocols for film productions in San Diego, furthering San Diego's reputation as film-friendly. In addition, partnerships with visitor industry organizations, such as the San Diego Tourism Marketing District, San Diego Tourism Authority, and San Diego Convention Center that support events of national and international stature.

By leveraging collaborative partnerships with community and neighborhood organizations, as well as with the economic development, tourism, special event, and film industries, the Special Events and Filming Office seeks to maximize civic and economic returns to the San Diego region. Unfortunately, like so many industries, the event industry was severely impacted by the pandemic. Festivals, conventions, sporting events, exhibitions, block parties and concerts completely shut down in March 2020 and continuing to recover from the ongoing pandemic. With the retirement of the State's Blueprint for a Safer Economy on June 15, 2021, the economy along with events were able to begin to resume. The California Department of Public Health (CDPH) has developed an Event playbook for best practices and recommendations for event operators to produce safe and smart live events. We will continue to monitor state and county public health orders as needed.

Special Events and Filming

The vision is:

To be the leader of the municipal special event and filming permitting industry by putting customer service, innovation, and attention at the forefront of everything we do.

The mission is:

Special Events and Filming serves as a conduit between event applicants and the public. The mission of the team is to provide a unified customer service experience, increase public safety and reduce liability to the City of San Diego while enhancing the vitality and economic prosperity of San Diego through the support of special events and the expansion of filming in the region.

Goals and Objectives

Goal 1: Provide best practices and recommendations for event operators to produce safe and smart live events.

- Communicate any California Department of Public Health (CDPH) recommendations and strongly encourage event organizers and production companies to have COVID prevention protocols and mitigations in place to provide best efforts to ensure a safe event.

Goal 2: Evaluate mixed ages pilot program in January 2023.

- Pilot program to allow mixed ages to be present in permitted, enclosed venues was launched on January 1, 2022 and monitoring the program with adjustments as needed.

Goal 3: Explore additional efficiencies of the Eproval, the new on-line application and review system for Special Event applications.

- Implement IT enhancement to interface with Parks and Recreation and create efficiencies for permit issuance. Current process of two separate applications for a Reservation of Space would be consolidated into one application process in Eproval. Launch tentatively scheduled for July 2022.
- Collaborate with GIS team to provide diagrams for applicants to provide accurate site plans.
- Implement invoicing module to streamline and create more efficiencies for event organizers and staff.
- In collaboration with Fire-Rescue, explore process to streamline special event fire permit application process through Eproval integration.

Goal 4: Advance promotion of filming in San Diego through regional film office collaboration.

- Participate in discussions with the County of San Diego and Port Authority on regional efforts

Goal 5: Return to traditional December Nights on December 2-3, 2022.

- Monitor public health conditions and make appropriate adjustments depending on conditions at the time.

Key Performance Indicators

Performance Indicator	FY2021 Target	FY2021 Actual	FY2022 Target	FY2022 Actual	FY2023 Target
Average number of visits to the Special Events Calendar website ¹	100,000	67,665	150,000	16,746	150,000

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Key Performance Indicators

Performance Indicator	FY2021 Target	FY2021 Actual	FY2022 Target	FY2022 Actual	FY2023 Target
Number of special event and filming dates permitted	1,400	3,462	2,397	1,933	2,600
Number of special event and filming permit applications submitted and reviewed online	530	304	680	625	900

1. The City's Special Events Calendar was not available during the entirety of Fiscal Year 2022 due to COVID-19 health and safety precautions.

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Department Summary

	FY2021 Actual	FY2022 Budget	FY2023 Adopted	FY2022-2023 Change
FTE Positions (Budgeted)	0.00	6.00	6.00	0.00
Personnel Expenditures	\$ -	\$ 911,565	\$ 852,584	\$ (58,981)
Non-Personnel Expenditures	-	590,737	372,868	(217,869)
Total Department Expenditures	\$ -	\$ 1,502,302	\$ 1,225,452	\$ (276,850)
Total Department Revenue	\$ -	\$ 40,000	\$ 91,932	\$ 51,932

Transient Occupancy Tax Fund

Department Expenditures

	FY2021 Actual	FY2022 Budget	FY2023 Adopted	FY2022-2023 Change
Special Events & Filming	\$ -	\$ 1,502,302	\$ 1,225,452	\$ (276,850)
Total	\$ -	\$ 1,502,302	\$ 1,225,452	\$ (276,850)

Department Personnel

	FY2021 Budget	FY2022 Budget	FY2023 Adopted	FY2022-2023 Change
Special Events & Filming	0.00	6.00	6.00	0.00
Total	0.00	6.00	6.00	0.00

Significant Budget Adjustments

	FTE	Expenditures	Revenue
Regional Film Office Addition of one-time non-personnel expenditures to support the establishment of a Regional Film Office in partnership with participating jurisdictions.	0.00	\$ 123,000	\$ -
Non-Discretionary Adjustment Adjustment to expenditure allocations that are determined outside of the department's direct control. These allocations are generally based on prior year expenditure trends and examples of these include utilities, insurance, and rent.	0.00	(40,925)	-
Salary and Benefit Adjustments Adjustments to reflect savings resulting from vacant positions for any period of the fiscal year, retirement contributions, retiree health contributions, and labor negotiations.	0.00	(58,981)	-
Support for Information Technology Adjustment to expenditure allocations according to a zero-based annual review of information technology funding requirements.	0.00	(299,944)	-

Special Events and Filming

Significant Budget Adjustments

	FTE	Expenditures	Revenue
One-Time Additions and Annualizations	0.00	-	35,000
Adjustment to reflect one-time revenues and expenditures, and the annualization of revenues and expenditures, implemented in Fiscal Year 2022.			
Revised User Fee Revenue from New/Revised User Fees	0.00	-	16,932
Adjustment to reflect anticipated User Fee revenue increase from the implementation of new and/or revised user fees.			
Total	0.00	\$(276,850)	\$51,932

Expenditures by Category

	FY2021 Actual	FY2022 Budget	FY2023 Adopted	FY2022-2023 Change
PERSONNEL				
Personnel Cost	\$ -	\$ 629,935	\$ 643,248	\$ 13,313
Fringe Benefits	-	281,630	209,336	(72,294)
PERSONNEL SUBTOTAL	-	911,565	852,584	(58,981)
NON-PERSONNEL				
Supplies	\$ -	\$ 12,664	\$ 8,775	\$(3,889)
Contracts & Services	-	124,854	210,818	85,964
Information Technology	-	449,619	149,675	(299,944)
Energy and Utilities	-	3,600	3,600	-
NON-PERSONNEL SUBTOTAL	-	590,737	372,868	(217,869)
Total	\$ -	\$ 1,502,302	\$ 1,225,452	\$(276,850)

Revenues by Category

	FY2021 Actual	FY2022 Budget	FY2023 Adopted	FY2022-2023 Change
Licenses and Permits	\$ -	\$ 40,000	\$ 91,932	\$ 51,932
Total	\$ -	\$ 40,000	\$ 91,932	\$ 51,932

Personnel Expenditures

Job Number	Job Title / Wages	FY2021 Budget	FY2022 Budget	FY2023 Adopted	Salary Range	Total
FTE, Salaries, and Wages						
20000119	Associate Management Analyst	0.00	1.00	1.00	\$ 66,197 - 79,990	\$ 79,990
20001220	Executive Director	0.00	1.00	1.00	56,929 - 209,339	164,892
20001222	Program Manager	0.00	2.00	2.00	56,929 - 209,339	257,464
20000783	Public Information Clerk	0.00	1.00	1.00	36,705 - 44,178	36,705
20000918	Senior Planner	0.00	1.00	1.00	87,992 - 106,391	87,993
	Vacation Pay In Lieu					16,204
FTE, Salaries, and Wages Subtotal		0.00	6.00	6.00		\$ 643,248

	FY2021 Actual	FY2022 Budget	FY2023 Adopted	FY2022-2023 Change
Fringe Benefits				
Employee Offset Savings	\$ -	\$ 725	\$ -	\$(725)

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	FY2021 Actual	FY2022 Budget	FY2023 Adopted	FY2022-2023 Change
Flexible Benefits	-	87,293	69,183	(18,110)
Long-Term Disability	-	2,315	2,195	(120)
Medicare	-	8,389	9,092	703
Other Post-Employment Benefits	-	36,786	34,134	(2,652)
Retiree Medical Trust	-	752	1,368	616
Retirement 401 Plan	-	1,570	4,176	2,606
Retirement ADC	-	94,426	57,588	(36,838)
Retirement DROP	-	6,271	2,440	(3,831)
Risk Management Administration	-	6,366	6,990	624
Supplemental Pension Savings Plan	-	31,535	16,749	(14,786)
Unemployment Insurance	-	842	797	(45)
Workers' Compensation	-	4,360	4,624	264
Fringe Benefits Subtotal	\$ -	\$ 281,630	\$ 209,336	\$ (72,294)
Total Personnel Expenditures			\$ 852,584	