

Special Events



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Department Description

The Office of Special Events is responsible for the overall management of events and filming that take place on public property. It supports the significant role that events and filming play in the development of San Diego's economic prosperity and enhancement of civic pride.

Representatives from the Office of Special Events work collaboratively with special event, filming, business, and visitor industry organizations, as well as residential leadership throughout the community to facilitate events that provide unique and memorable experiences for residents and visitors while ensuring the public's safety and reducing the risk to the City of San Diego.

The Office of Special Events provides crucial leadership to the citywide Special Events Management Team. This team is comprised of more than sixty representatives from city, county, State, and federal governmental agencies involved in the recruiting, planning, permitting review, and on-site management of special events and filming.

The Office of Special Events also works with the tourism industry to coordinate the development of bid proposals to bring major events and conventions to San Diego. It also serves as a liaison to these events once they have been secured.

The Office's mission is:

To enhance the vitality, quality, and economic prosperity of San Diego through the support of special events and filming

Goals and Objectives

The following goals and objectives represent the action plan for the Department:

Goal 1: Provide leadership and coordination for the management of special events and filming in San Diego

The Department will move toward accomplishing this goal by focusing on the following objectives:

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- Ensure a coordinated approach to the planning and onsite management of special events and filming
- Manage internal reviewing authority procedures for the review of special event permit applications and filming registrations

Goal 2: Establish safe and enjoyable venues to support special events and filming in San Diego

The Department will move toward accomplishing this goal by focusing on the following objectives:

- Minimize the City of San Diego's exposure to risk as it relates to special events and filming
- Establish and support the implementation of best practices

Goal 3: Promote and enhance the economic strength of San Diego

The Department will move toward accomplishing this goal by focusing on the following objectives:

- Participate in regional business development and visitor industry initiatives
- Maintain San Diego's national and international reputation as an industry leader in special event management
- Maintain San Diego's reputation as a film industry-friendly city

Goal 4: Utilize information technology solutions to support internal and external customers

The Department will move toward accomplishing this goal by focusing on the following objectives:

- Support internal customers through the development of technology that enables multi-disciplinary and multi-agency online interaction for the review and issuance of special event permits
- Develop an online special event permit application that supports external customer needs and interfaces with the permit application review process

Key Performance Indicators

Performance Measure	Actual FY2013	Actual FY2014	Target FY2015
1. Number of major special event and filming dates supported by permitting, technical, and or promotional assistance	1,235	1,250	1,250
2. Number of attendees at major civic and community events that received support services	8.0M	8.0M	8.0M
3. Number of production meetings conducted with Citywide Special Events Management Team, event organizers and film producers	175	173	180

Service Efforts and Accomplishments

In Fiscal Year 2014, the Office of Special Events provided management services for several national and international events that took place in San Diego, including the Farmer's Insurance Open, Rock 'n' Roll Marathon, Comic-Con International, Surf Cup, and the Poinsettia and Holiday Bowls. The Department also absorbed the management responsibilities of the San Diego Film Commission. In addition, the Office of Special Events provided permit, technical support, and promotional services to support more than 1,200 major community event and filming dates attended by approximately 8.0 million people.

The Office of Special Events oversees the fundraising and management of Balboa Park December Nights, the largest free-of-charge festival in San Diego. An average of 0.3 million people attend San Diego's favorite kick-off to the holiday season which will be one of the signature events featured in the 100th anniversary celebration of Balboa Park

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in 2015. Representatives from the Office of Special Events are actively involved in the strategic planning for the Centennial Celebration of Balboa Park in 2015.

The Office of Special Events works collaboratively with the visitor industry organizations such as the San Diego Tourism Marketing District, San Diego Tourism Authority, and San Diego Convention Center Corporation to support events of national and international stature that each year bring hundreds of millions of dollars in economic impact along with extensive worldwide media exposure to the San Diego region.

The City of San Diego continues to serve as an industry leader in the management of special events. The impact of Special Events trends ranging from Homeland Security issues to flash mobs and extreme sports/stunts have been significant to the special event industry with many agencies and organizations recognizing the potential exposure special events can bring to their municipality. Each year, dozens of municipalities, agencies, and organizations have sought best practice materials and information from the Office of Special Events to use as benchmarks in the establishment of their internal policies and operating procedures. The City of San Diego's reputation as a leader in event management complements the economic development and visitor industry initiatives to bring major national and international events, conventions, and film productions to San Diego that benefit the regional economy.



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Department Summary

	FY2013 Actual	FY2014 Budget	FY2015 Adopted	FY2014–2015 Change
FTE Positions (Budgeted)	3.00	3.00	5.00	2.00
Personnel Expenditures	\$ 382,392	\$ 396,009	\$ 627,441	\$ 231,432
Non-Personnel Expenditures	344,115	392,465	417,360	24,895
Total Department Expenditures	\$ 726,507	\$ 788,474	\$ 1,044,801	\$ 256,327
Total Department Revenue	\$ 108,330	\$ 150,000	\$ 150,000	\$ -

Transient Occupancy Tax Fund

Department Expenditures

	FY2013 Actual	FY2014 Budget	FY2015 Adopted	FY2014–2015 Change
Special Events	\$ 726,507	\$ 788,474	\$ 1,044,801	\$ 256,327
Total	\$ 726,507	\$ 788,474	\$ 1,044,801	\$ 256,327

Department Personnel

	FY2013 Budget	FY2014 Budget	FY2015 Adopted	FY2014–2015 Change
Special Events	3.00	3.00	5.00	2.00
Total	3.00	3.00	5.00	2.00

Significant Budget Adjustments

	FTE	Expenditures	Revenue
Addition of Senior Planner Addition of 1.00 Senior Planner to support environmental review for all special event and park use permit applications for California Environmental Quality Act (CEQA) compliance.	1.00	\$ 114,583	\$ -
Addition of Associate Management Analyst Addition of 1.00 Associate Management Analyst to support special event programs, services, and visitor industry initiatives that promote San Diego as a tourist destination.	1.00	106,622	-
Equipment/Support for Information Technology Adjustment to expenditure allocations according to a zero-based annual review of information technology funding requirements and priority analyses.	0.00	27,721	-
Salary and Benefit Adjustments Adjustments to reflect the annualization of the Fiscal Year 2014 negotiated salary compensation schedule, changes to savings resulting from positions to be vacant for any period of the fiscal year, retirement contributions, retiree health contributions, and labor negotiation adjustments.	0.00	10,227	-
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	(2,826)	-
Total	2.00	\$ 256,327	\$ -

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Expenditures by Category

	FY2013 Actual	FY2014 Budget	FY2015 Adopted	FY2014–2015 Change
PERSONNEL				
Personnel Cost	\$ 223,598	\$ 223,415	\$ 362,336	\$ 138,921
Fringe Benefits	158,794	172,594	265,105	92,511
PERSONNEL SUBTOTAL	382,392	396,009	627,441	231,432
NON-PERSONNEL				
Supplies	\$ 1,607	\$ 6,828	\$ 4,179	\$ (2,649)
Contracts	54,315	56,946	46,642	(10,304)
Information Technology	258,691	284,720	312,441	27,721
Energy and Utilities	1,813	2,000	2,000	-
Other	1	-	-	-
Transfers Out	27,687	41,971	52,098	10,127
NON-PERSONNEL SUBTOTAL	344,115	392,465	417,360	24,895
Total	\$ 726,507	\$ 788,474	\$ 1,044,801	\$ 256,327

Revenues by Category

	FY2013 Actual	FY2014 Budget	FY2015 Adopted	FY2014–2015 Change
Charges for Services	\$ 41,929	\$ 100,000	\$ 100,000	\$ -
Licenses and Permits	66,401	50,000	50,000	-
Total	\$ 108,330	\$ 150,000	\$ 150,000	\$ -

Personnel Expenditures

Job Number	Job Title / Wages	FY2013 Budget	FY2014 Budget	FY2015 Adopted	Salary Range	Total
FTE, Salaries, and Wages						
20000119	Associate Management Analyst	0.00	0.00	1.00	\$54,059 - \$65,333	\$ 59,363
20001222	Program Manager	2.00	2.00	2.00	46,966 - 172,744	188,325
20000783	Public Information Clerk	1.00	1.00	1.00	31,491 - 37,918	37,918
20000918	Senior Planner	0.00	0.00	1.00	65,354 - 79,019	65,354
	Termination Pay Annual Leave					11,376
FTE, Salaries, and Wages Subtotal		3.00	3.00	5.00		\$ 362,336

	FY2013 Actual	FY2014 Budget	FY2015 Adopted	FY2014–2015 Change
Fringe Benefits				
Employee Offset Savings	\$ 5,598	\$ 6,029	\$ 6,898	\$ 869
Flexible Benefits	28,495	29,265	45,581	16,316
Long-Term Disability	1,285	1,211	1,207	(4)
Medicare	3,322	3,281	5,090	1,809
Other Post-Employment Benefits	19,901	18,723	30,330	11,607
Retirement ADC	77,785	89,643	147,379	57,736
Retirement DROP	1,156	1,157	1,157	-
Risk Management Administration	3,189	2,841	4,735	1,894
Supplemental Pension Savings Plan	14,403	14,897	18,701	3,804
Unemployment Insurance	655	643	692	49
Workers' Compensation	3,005	4,904	3,335	(1,569)
Fringe Benefits Subtotal	\$ 158,794	\$ 172,594	\$ 265,105	\$ 92,511
Total Personnel Expenditures			\$ 627,441	