



PLANNING YOUR SPECIAL EVENT IN SAN DIEGO

THE CITY OF SAN DIEGO



OFFICE OF
SPECIAL
EVENTS



Planning Your **SPECIAL EVENT** in San Diego

Contact the Office of Special Events
at (619) 685-1331 to coordinate
a preliminary discussion about
your special event.



San Diego is host to more than five hundred public special events on an annual basis. As you begin to plan your event it is important to recognize that each of these events serves a unique role in forming the intricate fabric of our community and that the quality of your special event can make a difference to San Diego.

Community festivals add to the spirit of our neighborhoods and provide an opportunity for residents, local artisans, performers, merchants and city employees such as neighborhood police officers to interact with one another.

Athletic and cultural events strategically located in key business districts provide marketing opportunities and bring new patrons to businesses. Events of national and international stature create millions of dollars of economic impact, instill civic pride and serve as long-term economic development tools for our city.

This brochure is intended to help you better understand the special event permitting process and to provide tips that will facilitate your special event planning process.

HAVE AN IDEA? GIVE US A CALL BEFORE YOU COMMIT TO A PLAN

The City of San Diego is committed to supporting quality special events throughout the community. If you are planning a first time event or simply making venue or programmatic changes to an annual event, give us a call *before* you complete your event plans. City staff members have valuable experience with hundreds of events and want to see your event succeed. Whether you are wondering about the availability of a venue or seeking technical assistance with traffic and safety planning, a preliminary conversation with city staff may help you save valuable time and provide you with initial guidance in the development of your special event plan.

Contact the Office of Special Events at (619) 685-1331 to coordinate a preliminary discussion about your special event.

CONSIDER HOW YOUR EVENT PLANS WORK WITH THE COMMUNITY

As you begin the preliminary plans for your event, think carefully about the impacts and benefits the event brings to a community.

Following are some common impacts that thoughtful planning can help reduce:

Remember, when you close a street, even for two or three blocks, this can affect traffic for miles around the venue as traffic is rerouted or turned away.



The impact of a street closure is similar to dropping a pebble in a pond with each concentric circle expanding.

Does your street closure block or impede access to police stations, fire stations, hospital emergency access routes, churches, schools, businesses or residents?

How does your event affect our public transportation system with regard to bus, trolley, freeway and airport access? Are alternate routes available to accommodate the thousands of people who daily use these systems?

Are you planning to serve alcohol at the event? How will the use of alcohol affect the tenor, participant safety and enjoyment of the event as well as security and insurance costs?

What type of music will be featured at the event? How will the noise impact the surrounding neighborhood? What type of audience behaviors and crowd numbers may result from the genre of music booked?

Have you made plans to ensure that your event is accessible to the disabled? Disabilities include, but are not limited to, vision, hearing and physical limitations. Do your booths block access ramps? Is parking readily available? Are TDD phones on site? Will portable toilets accommodate wheelchairs?

What other events are planned throughout the city on the chosen date of your event? Will they reduce attendance at your event or inhibit the ability of the city to provide necessary staffing?

What other local, state and federal agencies may require additional permitting? Some examples include: County Health Department in order to sell food; State Alcohol Beverage Control to serve liquor; Port of San Diego should the event occur on Port property; California Coastal Commission if the event takes places in certain coastal areas; and federal environmental agencies if the event or related activities may impact natural resources.





NEIGHBORHOOD AND BUSINESS IMPACT

Special events can add to the character, vibrancy and economic synergy of a neighborhood. Events can also be highly impactful to a community if the event organizer is not sensitive to the issues and needs of a neighborhood. Therefore, it is vital that you meet with the entities, agencies and organizations that may be impacted by your event.

Residents, businesses, churches and schools may be impacted by noise and street closures related to your event. Meet with representatives from these entities so that you can jointly develop mitigation strategies that address their concerns. Through these discussions you may create ways that your event can benefit from local participation while contributing to the needs of the community through programs, business opportunities and public relations efforts created by the event.

SUBMIT YOUR SPECIAL EVENTS PERMIT APPLICATION

After you have carefully developed your special event plan, submit your proposed event description and plan to the City of San Diego in the form of a Special Events Permit Application. Include any letters of support or endorsement for your event that you have received from community groups or entities affected by your event. *Please be aware that failure to gain the written support of recognized community groups and business entities may result in a denial of your permit application.*

Once you have submitted your Special Event Permit Application to the City of San Diego, a representative from the city will contact you upon receipt of the application and thereafter will serve as your primary point of contact for the processing of your permit. This person will review your permit application and notify you if your event requires any additional information, permits, licenses, certificates or community involvement. Your city liaison will also distribute copies of your application to all city departments and agencies affected by your event. You will be contacted individually by these departments or agencies only if they have specific questions or concerns about your event, or if they required additional documentation. Please note that during this time period you will be allowed to provide us with all pending documents. Delays, however, in

MEET WITH MEMBERS OF THE COMMUNITY

Most neighborhoods are represented by a number of community groups that are officially recognized by the City of San Diego. These groups include Community Planning Groups, Town Councils, Business Improvement Districts, and Recreation Councils. If your event venue is in an area that is governed by one or more of these groups, *you must present your event concept to these organizations for their support or endorsement.* These groups are primarily comprised of local residents and business representatives. Their experience and input is critical to the success of your event.

Finally, get letters of endorsement that clearly indicate an understanding of your proposed event from the organizations, entities and individuals with which you have had meetings. Submitting these letters with your Special Events Permit Application will help city staff to better assess the support of your event in the community and will facilitate in the expeditious processing of your permit application. Without support from these impacted groups, your event may not be approved by the City of San Diego.

providing these items often forestall our ability to finish our review and approve your application in a timely manner. In some cases, Special Event Permits are issued only a few day in advance of the event date.

HAVE A GREAT EVENT!

A well planned event should translate to a well attended and enjoyed activity that benefits the community and sponsoring organization. Enjoy the event, revel in its success and plan to meet with the community and city representatives soon after its completion to develop plans for next year's event.

Visit our web site at www.ci.san-diego.ca.us/specialevents/

This information is available in alternative formats upon request.

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