



CITY OF NEWPORT BEACH

SPECIAL EVENTS ADVISORY COMMITTEE

AGENDA

MEETING DATE: **Thursday, October 1, 2009**

TIME: **4:00 PM**

PLACE: **Council Conference Room,
3300 Newport Blvd**

1. Call to Order
2. Self Introductions
3. The Committee's Role (Attachment - City Council Charge to the Committee)
4. Establish a Schedule for Regular Meetings
5. Discussion of Criteria for Evaluating Applications
(Copies of past requests for assistance will be made available at meeting)
6. Comments from the Public
7. Adjourn

SPECIAL EVENTS ADVISORY COMMITTEE

AUTHORIZATION: Established by Resolution No. 2009-22, adopted on May 12, 2009.

TERM: Indefinite.

MEMBERSHIP: The Committee shall consist of seven (7) persons appointed by the Mayor from applications received and from recommendations provided by the Economic Development Committee, Conference and Visitors Bureau, Chambers of Commerce, Restaurant Association, Film Festival, charitable groups, and other groups with an interest in special events in Newport Beach. The members should be professionals with experience in event organization and promotion, marketing including advertising, public relations, web marketing and brand development, as well as an understanding of the Newport Beach visitor base and the City's infrastructure and resources to support special events. Members need not be residents of Newport Beach.

One committee member will be a representative of the Economic Development Committee.

One committee member will be a representative of the Newport Beach Conference and Visitors Bureau.

The Committee will be provided organization and staff support by the City and the Conference and Visitors' Bureau.

The Committee will meet as needed, and all meetings will be noticed and open to the public.

Committee members may not participate in the evaluation of a request made by an organization of which they are a member or by which they are employed or have been employed or compensated in any manner in the past two years.

The Mayor shall name the Chairperson of the Committee from the list of approved members. The Chairman shall then organize the Committee as necessary to accomplish the assigned functions and duties. Committee appointees may be replaced after three (3) consecutive unexcused absences from Committee meetings. All members shall serve at the pleasure of the City Council.

MISSION:

The Committee's mission is to develop criteria to be used in evaluating special events and to evaluate special event requests for City support.

**PURPOSE &
RESPONSIBILITIES:**

- A. To recommend to the City Council criteria to be used in evaluating future requests for City support of an event. Criteria may include civic pride, building of the Newport Beach brand, financial return on investment through participant spending, community benefit, etc.
- B. To use the established criteria to evaluate the benefits, tangible and intangible, of special events and provide the City Council with professional advice on special events reviewed by the Committee. Special events qualifying for Committee evaluation will include those requesting City support of more than \$20,000 in some combinations of cash, in-kind services or fee waivers. City staff will determine which proposals will be forwarded to the Committee for review.
- C. To create a Citywide "Master Calendar of Special Events" and to provide advice on event coordination throughout the City so that event organizers, City businesses, residents and visitors can derive maximum benefit and minimum impact from such events in terms of economics, mobility, timing and effectiveness.
- D. The Committee will be purely advisory in nature, and will not make determinations as to the approval of any special event. That responsibility rests exclusively with the City Council.