

Written materials relating to an item on this agenda that are distributed to the legislative bodies within 72 hours before the item is to be considered at its regularly scheduled meeting will be made available for public inspection at the City Clerk's Office, 300 West Third Street 4th Floor during customary business hours. Agenda reports are also on the City of Oxnard web site at www.oxnard.org.



AGENDA
OXNARD CITY COUNCIL
COMMUNITY SERVICES, PUBLIC SAFETY,
HOUSING & DEVELOPMENT COMMITTEE
Council Chambers, 305 West Third Street
May 10, 2022
Regular Meeting - 6:45 to 8:15 PM

Zoom details to call-in for public comment during a meeting:

- 1. Dial Phone Number: (888) 475-4499**
- 2. Enter Meeting ID: 895 4304 9663**
- 3. Passcode: 173125**

If you wish to speak during public comments or a particular item on the agenda, please sign-on by following the zoom calling in steps listed above. Once the Mayor calls for public speakers, press *9 to raise your hand to inform the City Clerk you would like to speak during the public speaking section for that particular item on the agenda, while in the zoom waiting room.

The public may view the meeting from home on Spectrum channel 10, Frontier channel 35, or YouTube at Youtube.com/oxnardnews. Video recordings of the meeting are typically available online following the meeting at the City's website at www.oxnard.org/city-meetings.

*Please see the link for the Measure M pre-recorded presentation video for each item listed on this agenda.

YOU MAY PARTICIPATE IN THE MEETING IN THE FOLLOWING WAYS:

1. ATTEND THE MEETING AT THE LOCATION LISTED ABOVE: Submit a speaker card to the City Clerk.
2. EMAIL COMMENTS OR SIGN UP TO SPEAK REMOTELY BEFORE THE MEETING
 - a. Submit a request to speak by no later than 3 p.m. on the day of the meeting by using the form available at www.oxnard.org/citymeetings.
 - b. Submit an email to cityclerk@oxnard.org no later than 3 p.m. on the day of the meeting (indicate the agenda item number in the subject line). All email correspondence will be forwarded to the City Council prior to the start of the meeting and made part of the legislative record.
 - c. Contact the City Clerk's Office at (805) 385-7803 to submit your request.
3. PROVIDING PUBLIC COMMENTS REMOTELY DURING THE MEETING
 - a. To provide public comment during the meeting dial (888) 475-4499 and enter the Meeting ID and Passcode listed above as the Zoom details for this meeting. When the Mayor announces the particular item on the agenda you want to speak on, press *9 to raise your hand while in the zoom waiting room. Once called on, press *6 to unmute your phone.
 - b. Public comments on agenda items will be taken following the announcement of the item. After the item is announced, members of the public may register or otherwise be recognized for the purpose of providing public comment.

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please contact the City Clerk's Office at 385-7803. Notice at least 72 hours prior to the meeting will enable the City to reasonably arrange for your accessibility to the meeting.

Agenda Item time estimates: (Presentation / Committee Discussion / Public Comment)

Detailed participation instructions can be found at www.oxnard.org/city-meetings.

* The City has filed pre-election and post-election lawsuits regarding the validity of Measure M.

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

A person may address the legislative body only on matters not appearing on the agenda and within the subject matter jurisdiction of the legislative body. Speaker requests shall be submitted as set forth on the first page of this agenda. Speakers are limited to three minutes. After 30 minutes, if all speakers have not had the opportunity to speak, the remaining speakers will be given an opportunity to speak prior to adjournment of the meeting. The legislative body cannot enter into a detailed discussion or take action on any items presented during public comments at this time. Such items may only be referred to the City Manager/Executive Director/Secretary for administrative action or scheduled on a subsequent agenda for discussion. Persons wishing to speak on public hearing items should do so at the time of the hearing.

C. CONSENT AGENDA

1. City Clerk Department

SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Community Services, Public Safety, Housing & Development Committee approve the minutes of the April 26, 2022 regular meeting as presented.

Legislative Body: Community Services, Public Safety, Housing & Development Committee

Contact: Rose Chaparro, (805) 385-7805

D. REPORTS

1. City Manager Department

SUBJECT: Approval of Proposed Special Event Support Program and Budget for FY 22-23.
(0/5/10)

RECOMMENDATION: That the Community Services, Public Safety, Housing & Development Committee recommend that City Council:

1. Approve the City's new proposed Special Event Support Program; and
2. Allocate \$115,000.00 toward the Special Event Support Program in the FY 22-23 Budget.

Please click the following link to view the required Measure M pre-recorded presentation video: <https://youtu.be/8ndVf7QQyvU>

Contact: Ashley Golden, (805) 385-7478

E. ITEMS FOR FUTURE AGENDAS

F. ADJOURNMENT



**COMMUNITY SERVICES, PUBLIC SAFETY, HOUSING &
DEVELOPMENT COMMITTEE AGENDA REPORT**

**CONSENT AGENDA
AGENDA ITEM NO. C.1**

DATE: May 10, 2022

TO: Community Services, Public Safety, Housing & Development Committee

FROM: Rose Chaparro, City Clerk, (805) 385-7805, rose.chaparro@oxnard.org

SUBJECT: Approval of Minutes.

RECOMMENDATION

That the Community Services, Public Safety, Housing & Development Committee approve the minutes of the April 26, 2022 regular meeting as presented.

BACKGROUND

Approval of Minutes.

STRATEGIC PRIORITIES

This agenda item is a routine operational item.

FINANCIAL IMPACT

There is no financial impact.

Prepared by: Rose Chaparro, City Clerk

ATTACHMENTS

1. MINUTES 04 26 2022 Community Services, Public Safety, Housing & Development

AGENDA
OXNARD CITY COUNCIL
COMMUNITY SERVICES, PUBLIC SAFETY,
HOUSING & DEVELOPMENT COMMITTEE
Council Chambers, 305 West Third Street
APRIL 26, 2022

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

At 6:45 p.m., Chair Bryan A. MacDonald called to order the regular meeting of the Oxnard City Council Community Services, Public Safety, Housing & Development Committee in the City Hall Council Chambers at 305 W. Third Street, Oxnard, California. The City Clerk called the roll and announced the posting of the agenda. Chair MacDonald, Member Oscar Madrigal, and Member John C. Zaragoza were present in person.

Staff members Ashley Golden, Assistant City Manager; Ken Rozell, Chief Assistant City Attorney; Emilio Ramirez, Housing Director; and Rose Chaparro, City Clerk were present in person.

Staff members that participated via videoconference were Alexander Hamilton, Fire Chief and Jason Benites, Police Chief.

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA (None received.)

C. CONSENT AGENDA

1. City Clerk Department

SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Community Services, Public Safety, Housing & Development Committee approve the minutes of the March 22, 2022 regular meeting as presented.

It was moved by Member Madrigal, seconded by Member Zaragoza, to approve the Information/Consent item as presented. VOTE: MacDonald, Madrigal, and Zaragoza voted in favor; the motion carried 3-0.

D. REPORTS

1. Housing Department

SUBJECT: Adoption of the Annual Action Plan for Fiscal Year 2022 - 2023 and amending the Annual Action Plans for Fiscal Years 2021 – 22 and 2020 - 2021. (0/15/15)

RECOMMENDATION: That the Community Services, Public Safety, Housing & Development Committee recommend that the City Council:

1. Conduct a public hearing to receive comments regarding 2020 and 2021 Annual Action Plan Amendments, and the Plan Year 2022 Annual Action Plan draft document with funding recommendations for the third year of the 2020 - 2024 Ventura County Regional Consolidated;
2. Approve the 2022 Annual Action Plan with recommended use of funds for selected activities that conform with City of Oxnard consolidated plan goals as defined in the Ventura County Regional Consolidated Plan for the three entitlement grants, Community Development Block Grant, Home Investments Partnership grant and the Emergency Solutions Grant to be submitted to the

United States Department of Housing and Urban Development, as prescribed;

3. Approve the updated changes in activities pertinent to the 2021 Annual Action Plan Amendment and Plan Year 2020 Annual Action Plan Amendment related to HEARTH Emergency Solutions Grant;
4. Authorize the City Manager and his designees, to incorporate the actual HUD grant allocation in the 2022 Annual Action Plan including increasing or decreasing approved activities by 10% of approved recommendation based on the actual HUD grant allocation;
5. Authorize the City Manager and his designees, to incorporate any recommended changes resulting from the public input to the 2022 Annual Action Plan, 2021 Annual Action Plan Amendment and 2020 Annual Action Plan Amendment, as directed by the City Council, including amending any budget appropriations approved by the City Council;
6. Authorize the City Manager and his designees, to execute the required applications, certifications, and other pertinent documents for the submission of the 2022 Annual Action Plan, 2021 Annual Action Plan Amendment and 2020 Annual Action Plan Amendment to the United States Department of Housing and Urban Development, Office of Community Planning and Development;
7. Authorize the City Manager, and his designees, to execute HUD agreements and sign all agreements for the implementation of the Annual Action Plan including subrecipients, interdepartmental, and intradepartmental agreements.

Emilio Ramirez, Housing Director, presented and answered the Committee's questions. Public comments were received from Margarita H. de Escontrias, Cabrillo Economic Development Corporation Executive Director. Discussion ensued among the Committee and staff.

It was moved by Member Zaragoza, seconded by Member Madrigal, to approve the recommended action as presented. VOTE: MacDonald, Madrigal, and Zaragoza voted in favor; the motion carried 3-0.

2. Housing Department

SUBJECT: The Oxnard Housing Authority Education Scholarship Program. (0/5/5)

RECOMMENDATION: That the Community Services, Public Safety, Housing & Development Committee support and recommend that the Board of Commissioners approve the Oxnard Housing Authority's new privately funded education scholarship program benefitting Section 8 participants and Public Housing tenants.

Emilio Ramirez, Housing Director, presented and answered the Committee's questions. There were no public comments. Discussion ensued among the Committee and staff.

It was moved by Member Madrigal, seconded by Chair MacDonald, to approve the recommended action as presented. VOTE: MacDonald, Madrigal, and Zaragoza voted in favor; the motion carried 3-0.

E. ITEMS FOR FUTURE AGENDAS (No requests were made.)

F. ADJOURNMENT

There being no further business on the agenda, and without objection, Chair MacDonald adjourned the meeting at 7:09 p.m.

ROSE CHAPARRO

City Clerk

BRYAN A. MACDONALD

Chair



COMMUNITY SERVICES, PUBLIC SAFETY, HOUSING & DEVELOPMENT COMMITTEE AGENDA REPORT

REPORTS AGENDA ITEM NO. D.1

DATE: May 10, 2022

TO: Community Services, Public Safety, Housing & Development Committee

FROM: Ashley Golden, Assistant City Manager, (805) 385-7478, ashley.golden@oxnard.org

SUBJECT: Approval of Proposed Special Event Support Program and Budget for FY 22-23. (0/5/10)

RECOMMENDATION

That the Community Services, Public Safety, Housing & Development Committee recommend that City Council:

1. Approve the City's new proposed Special Event Support Program; and
2. Allocate \$115,000.00 toward the Special Event Support Program in the FY 22-23 Budget.

Please click the following link to view the required Measure M pre-recorded presentation video: <https://youtu.be/8ndVf7QQyvU>

BACKGROUND

The City of Oxnard is home to more than thirty (30) special events each year, including programs and festivals that recognize major holidays. It is the intention of the City to encourage the production of free special events that enhance the quality of life, provide low-cost entertainment and other leisure activities, and contribute to the dynamic atmosphere of the community.

Special events in the City are permitted with a Temporary Use Permit (TUP) via the Planning Division of the Community Development Department. Event organizers may be required to utilize the services of the Police and Fire Departments and can request other services from the Cultural and Community Services and Public Works Departments. There are associated fees and charges from each department for the services provided.

Each year the City receives requests from event organizers to "waive" or reduce City service fees. With the exception of the TUP fee which "may be waived at the written request of the applicant and upon the approval of the city manager for charitable, youth or nonprofit organization projects" per Oxnard City Code Section 16-478, there is no policy or ordinance in place to allow reductions or waivers of fees associated with special events. However, historically, many of these events have received a discount on services provided, which means the city is not achieving cost recovery and event organizers rely on such "waivers". A "waiver" is in essence a subsidy.

DISCUSSION

To address these issues, staff proposes this formalized subsidy program. We compiled a list of special events

and programs associated with major recognized holidays and city events held within the City that require the support services of City departments. The Police, Fire, Cultural and Community Services, and Public Works Departments reviewed the event list, outlined the services provided for each event, the cost of the associated services, the billable amount an organizer would therefore be responsible for, and the amount actually collected per event in the past. In many cases, City staff determined that the total billable cost of services from the departments was not passed along to the event organizer, resulting in a loss of revenue for the city. Discussions with staff revealed that many factors contributed to this underbilling, including a history of waiving fees for particular events, all applicable fees not being applied to an event, or fee increases not being implemented.

The Special Event Support Program (SESP) is proposed to create a transparent policy-priority based process for subsidizing city events and special events associated with major recognized holidays within the City (Attachment 1). This program will formalize the requests for subsidy of fees the City receives on a year-round, rolling basis by establishing an annual request/application process, timeline, and maximum subsidy amount.

To be considered under the SESP events must meet the program goals and fall within one of the three outlined support categories. The program aims to support community events that:

1. Are Free and Open to the Public
2. Encourage Community Participation
3. Strengthen the City's Cultural Awareness and Identity
4. Attract Residents and Visitors
5. Enhance Economic Development

The SESP outlines three eligible support categories and the subsidy they will receive:

Category A - Major Recognized Holiday Ceremonial Programs: 100% subsidy of City service fees up to a total of \$7,500.00

- This category includes ceremonial programs designed to honor the importance of a major recognized holiday. The structure of these programs allows for attendees to show up, listen to the organized ceremonial program and leave. They do not feature a festival or entertainment element.

Category B: Major Recognized Holiday Festivals, Parades and Events: 50% subsidy of City service fees up to a total of \$15,000.00

- This category includes festivals, parades and events that provide entertainment for the community to celebrate a major recognized holiday. These events can feature live music, decorated vehicles and floats, vendors, and other elements that create a festival, parade, or celebration environment.

City Organized Events: 100% subsidy of City service fees including location deposit/cleaning fees, utility rental fees, and applicable TUP fees.

- This category includes events or festivals organized by City departments, committees, or commissions. Events in this category must be approved by Department Directors and/or the City Manager.

These categories were established by reviewing events held within the City on an annual basis and the benefit these events provide to enrich the culture and identity of the community. In addition to program goals and support categories, the SESP outlines event and event organizer criteria that must be met in order to be

considered for City support.

The criteria for the upcoming fiscal year includes, but is not limited to:

- A. Event must take place within each fiscal year and in the City of Oxnard
- B. Event must be established with at least one year of successful history with the City of Oxnard
- C. Event must require the use of City services on the day(s) of the event
- D. Event organizers must be in good standing with the City of Oxnard.

The policy also outlines events that would be ineligible for City support through this program, including but not limited to:

- A. For categories A & B, events managed or coordinated by a City employee or their immediate family
- B. Events planned primarily for a fundraising purpose or where participants must pay to participate or to experience the primary features of the event
- C. Activities restricted to members only or private events not open to the public
- D. Events that have a history of sustained complaints from previous years

There are twenty-two (22) events anticipated to qualify for this program in FY 22-23, including ten (10) City-organized events and twelve (12) events held by non-City organizations. This estimation is based on planned City events and past events tied to major recognized holidays within the City that also meet the program goals, support categories, and eligibility criteria of the proposed SESP.

Anticipated Events & Expected Subsidy Costs for FY 22-23 SESP*					
#	Category	Event	Estimated Total City Costs	Expected Subsidy %	Expected Total Subsidy Costs
1	City Organized	Dia de los Muertos/Halloween	\$1,650.00	100%	\$1,650.00
2	City Organized	Earth Day	\$7,100.00	100%	\$7,100.00
3	City Organized	Fall Festival	\$1,350.00	100%	\$1,350.00
4	City Organized	Halloween Float Tour	\$350.00	100%	\$350.00
5	City Organized	Job Fair	\$250.00	100%	\$250.00
6	City Organized	OPD Memorial	\$1,850.00	100%	\$1,850.00
7	City Organized	Oxnard Insect Festival	\$2,150.00	100%	\$2,150.00
8	City Organized	Oxnard Multicultural Festival	\$15,850.00	100%	\$15,850.00
9	City Organized	Oxnard Tamale Festival	\$6,450.00	100%	\$6,450.00
10	City Organized	Santa Float Tour	\$350.00	100%	\$350.00
11	Category A	Cesar Chavez Memorial March	\$1,300.00	100%	\$1,300.00
12	Category A	Philippine Independence Day Flag Raising Ceremony	\$1,350.00	100%	\$1,300.00
13	Category A	Veterans Day	\$7,250.00	100%	\$7,250.00
14	Category B	Channel Islands Harbor Fireworks	\$28,100.00	50%	\$14,050.00
15	Category B	Christmas Tree Lane	\$14,000.00	50%	\$7,000.00
16	Category B	Cinco de Mayo	\$34,900.00	50%	\$15,000.00
17	Category B	Downtown Holiday Parade & Plaza Park Christmas Tree Lighting	\$12,400.00	50%	\$6,200.00
18	Category B	El Grito/Fiestas Patrias	\$14,800.00	50%	\$7,400.00
19	Category B	Gueleguetza	\$2,950.00	50%	\$1,475.00
20	Category B	Halloween Haunt at the Park	\$2,050.00	50%	\$1,025.00
21	Category B	Juneteenth	\$6,000.00	50%	\$3,000.00
22	Category B	MLK March	\$2,050.00	50%	\$1,025.00
			\$164,500.00		\$103,375.00

**Events in Categories A & B must submit a SESP application if they wish to receive a subsidy for FY 22-23.*

Using the above events, for fiscal year 2022-23 staff recommends the SESP be allocated a budget of \$115,000 to cover the subsidies of the anticipated events that meet the SESP program requirements. This amount would reduce costs for events meeting the program requirements and provide a cost recovery mechanism to City departments for events that are approved to receive a subsidy through this program. This budget amount was determined by staff's review and estimation of billable event costs for events that fall within one of the three eligible support categories. Since the program outlines that events must have one prior year of successful history with the City to qualify for the outlined subsidies, this amount is anticipated to cover the department's costs for supporting the eligible events. Special events that fall outside of these categories are ineligible for City support through this program, and their costs were not included in this budget request.

The SESP will accept applications at the beginning of each fiscal year for events falling within that fiscal year. In order to receive a subsidy for FY 22-23, an application must be received for events in Category A or B. Events that meet the criteria and eligibility for Category A or B are responsible for completing an application each year if they wish to be considered for support. If an event is selected to receive support one year, **it does not guarantee** they will receive support in future years if the program remains active. There will not be money given to event organizers. The subsidy will be applied prior to the event bill being generated and approved. The SESP will be administered by the City Manager's office. City-organized events are not responsible for submitting applications for support.

STRATEGIC PRIORITIES

This agenda item supports the Organizational Effectiveness strategy. The purpose of the Organizational Effectiveness strategy is to reinforce, stabilize, improve, and strengthen the organizational foundation of the City in order to build a modern, high-functioning City government that effectively and efficiently supports the operating departments in providing high-quality services and programs for our residents and businesses.

This agenda item supports the Quality of Life strategy. The purpose of the Quality of Life strategy is to restore and increase quality services and programs that enrich Oxnard's diverse community, promotes safe neighborhoods, encourages community engagement, and supports our residents in their efforts to improve their quality of life.

FINANCIAL IMPACT

The Special Event Support Program would require a \$115,000.00 budget allocation in the FY 2022-23 budget from the General Fund and will be included in the proposed FY2022-23 budget. This allocation is included in the draft FY 22-23 budget.

Prepared by: Samantha Shapiro, Project Manager

ATTACHMENTS

1. Special Event City Support Program Policy
2. Special Event Support Program Presentation

City of Oxnard Special Event Support Program Policy

Overview and Goals:

The City of Oxnard Special Event Support Program offers a subsidy toward City services for City organized events and events associated with major recognized holidays within the City. It is the intention of the City to encourage the production of free special events that enhance the quality of life, provide low-cost entertainment and other leisure activities, and contribute to the dynamic atmosphere of the community.

An event is defined as a planned social function, occurring either one-time, on an annual basis or as part of a series. The program aims to support community events that meet these goals:

1. Are Free and Open to the Public
2. Encourage Community Participation
3. Strengthen the City's Cultural Awareness and Identity
4. Attract Residents and Visitors
5. Enhance Economic Development

This program was created to provide a transparent policy-priority based process for subsidizing events. This process seeks to formalize the various types of requests that the City receives on a year-round, rolling basis by establishing an annual request timeline.

Support Categories:

Any event applying for a subsidy must fall into one of the outlined support categories below. Special events that fall outside of these defined categories are ineligible for a subsidy as part of this program. With the exception of City Organized Events, the subsidy outlined in the categories below does not include charges associated with applicable Temporary Use Permit (TUP) application fees, utility rental fees, and/or location security/cleaning deposits.

Category A: Major Recognized Holiday Ceremonial Programs: 100% subsidy of City service fees up to a total of \$7,500.00

- This category includes ceremonial programs designed to honor the importance of a major recognized holiday. The structure of these programs allows for attendees to show up, listen to the organized ceremonial program and leave. They do not feature a festival or entertainment element.

Category B: Major Recognized Holiday Festivals, Parades and Events: 50% subsidy of City service fees up to a total of \$15,000.00

- This category includes festivals, parades and events that provide entertainment to the community to celebrate a major recognized holiday. These events can feature live music, decorated vehicles and floats, vendors, and other elements that create a festival, parade, or celebration environment.

City Organized Events: 100% subsidy of City service fees including location deposit/cleaning fees, utility rental fees, and applicable TUP fees.

- This category includes events or festivals organized by City departments, committees, or commissions. Events in this category must be approved by Department Directors and/or the City Manager.

Eligibility

To be considered for a subsidy, the event and the event organizer must meet **all** of the following eligibility criteria. Note that meeting the below criteria does not guarantee support. Final support decision is determined by the City Manager or his designee.

1. Event Criteria

- a. Event takes place within the fiscal year and in the City of Oxnard
- b. Event must be non-commercial in nature (primary purpose may not be to sell a product or service)
- c. Event must support the program goals
- d. Event must require the use of City services to support the event
- e. Event must have other sources of funding sufficient to cover the cost of all anticipated event-related expenses
- f. Event must be established with at least one year of successful history with the City of Oxnard, including acquiring a Temporary Use Permit (TUP). New events are not eligible until year two

2. Event Organizer (Organization) Criteria:

- a. Event organizer must be in good standing with the City of Oxnard
- b. Event organizer must have a valid City of Oxnard business tax certificate, or an Oxnard business tax exemption
- c. Event organization or principal officer must be located in the City of Oxnard

Ineligible Events:

The City of Oxnard has the right to **decline** support for any event if it is deemed to not be in the best interest of the City or if it would otherwise create a conflict of interest for the City. The following are considered ineligible events:

- A. For Categories A & B, events managed or coordinated by a City employee or their immediate family
- B. Events held outside the City limits of Oxnard
- C. Events planned primarily for a fundraising purpose or where participants must pay to participate or to experience the primary features of the event, such as a race or walk with an entry fee
- D. Events in which the primary purpose is issuing scholarships or redistribution of event's revenue
- E. Activities restricted to members only or private events not open to the public
- F. Trade shows, conventions, conferences, job fairs, workshops, etc.

- G. Events that have a history of sustained complaints from previous years
- H. Events with the primary purpose of supporting or opposing any political candidate, ballot measure, or political position
- I. Events that are intended to convey a religious message or promote and advocate religious beliefs

Restrictions:

Event organizers must complete an application each year if they wish to be considered for a subsidy. Prior success in receiving support is no assurance that an organization will be awarded support in the future. Even though an event may qualify, limited resources may not allow events to receive a subsidy from the City. Support will not carry over for future years if the event is not produced or is canceled by the event organizer. The City may terminate the program at any time.

Acknowledging City Support

Events receiving City Support must acknowledge the City's financial support in all appropriate materials and media. The acknowledgement should read, "Supported in part by the City of Oxnard" or similar language, unless the City is a part of a list of supporters. Grantees must display the City's logo wherever other sponsor logos are displayed, and in accordance with the City logo use guidelines.

City Obligation

If the event is granted a subsidy, the City of Oxnard is only a financial supporter to the event and not a promoter or co-producer of the event. The City will not be liable for any debts incurred for the event. The City does not assume any liability or responsibility for the ultimate financial success of the event.

Program Administration:

The program is administered by the City Manager's office. Staff is responsible for administering the program, including providing technical assistance to applicants, coordinating the review process, and notifying applicants of their status. Questions regarding the application process or program may be directed to:

Samantha Shapiro
City of Oxnard, City Manager's Office
300 W. Third Street, 4th Floor
Oxnard, CA 93030
805.385.7447 | samantha.shapiro@oxnard.org

Approval of Proposed Special Event Support Program and Budget for FY 22-23

Community Services, Public Safety, and Housing & Development Committee
May 10, 2022

Samantha Shapiro, Project Manager

That the Community Services, Public Safety, Housing & Development Committee recommend that City Council:

1. Approve the City's new proposed Special Event Support Program for FY 22-23; and
2. Allocate \$115,000.00 toward the Special Event Support Program in the FY 22-23 Budget.

The City of Oxnard is home to over 30 special events each year, including programs and festivals that recognize major holidays. It is the intention of the City to encourage the production of free special events that enhance the quality of life, provide low-cost entertainment and other leisure activities, and contribute to the dynamic atmosphere of the community.



Oxnard Insect Festival (2019)

The Special Event Support Program is proposed to create a transparent policy-priority based process for subsidizing city events and special events associated with major recognized holidays within the City



Halloween Float
Tour (2021)

The program aims to support community events that:

1. Are Free and Open to the Public
2. Encourage Community Participation
3. Strengthen the City's Cultural Awareness and Identity
4. Attract Residents and Visitors
5. Enhance Economic Development



Multicultural
Festival (2015)

Category A: Major Recognized Holiday Ceremonial Programs

- Receive a 100% subsidy of City service fees up to \$7,500
- Includes ceremonial programs designed to honor the importance of a major recognized holiday without a festival or entertainment element.

Category B: Major Recognized Holiday Festivals, Parades and Events

- Receive a 50% subsidy of City service fees up to \$15,000
- Includes festivals, parades and events that provide entertainment to the community in celebration of a major recognized holiday.

City Organized Events

- Receive a 100% subsidy of City service fees including applicable TUP fees, utility fees, and/or location deposits
- Includes events or festivals organized by City of Oxnard departments, committees, or commissions.

To qualify for support, events and event organizers must meet the eligibility requirements. The policy also outlines events that would be ineligible for support through the program.



Earth Day (2018)

ANTICIPATED EVENTS & ESTIMATED COST PER EVENT FOR FY 22-23

8

Anticipated Events & Expected Subsidy Costs for FY 22-23 SESP*					
#	Category	Event	Estimated Total City Costs	Expected Subsidy %	Expected Total Subsidy Costs
1	City Organized	Dia de los Muertos/Halloween	\$1,650.00	100%	\$1,650.00
2	City Organized	Earth Day	\$7,100.00	100%	\$7,100.00
3	City Organized	Fall Festival	\$1,350.00	100%	\$1,350.00
4	City Organized	Halloween Float Tour	\$350.00	100%	\$350.00
5	City Organized	Job Fair	\$250.00	100%	\$250.00
6	City Organized	OPD Memorial	\$1,850.00	100%	\$1,850.00
7	City Organized	Oxnard Insect Festival	\$2,150.00	100%	\$2,150.00
8	City Organized	Oxnard Multicultural Festival	\$15,850.00	100%	\$15,850.00
9	City Organized	Oxnard Tamale Festival	\$6,450.00	100%	\$6,450.00
10	City Organized	Santa Float Tour	\$350.00	100%	\$350.00
11	Category A	Cesar Chavez Memorial March	\$1,300.00	100%	\$1,300.00
12	Category A	Philippine Independence Day Flag Raising Ceremony	\$1,350.00	100%	\$1,300.00
13	Category A	Veterans Day	\$7,250.00	100%	\$7,250.00
14	Category B	Channel Islands Harbor Fireworks	\$28,100.00	50%	\$14,050.00
15	Category B	Christmas Tree Lane	\$14,000.00	50%	\$7,000.00
16	Category B	Cinco de Mayo	\$34,900.00	50%	\$15,000.00
17	Category B	Downtown Holiday Parade & Plaza Park Christmas Tree Lighting	\$12,400.00	50%	\$6,200.00
18	Category B	El Grito/Fiestas Patrias	\$14,800.00	50%	\$7,400.00
19	Category B	Gueleguetza	\$2,950.00	50%	\$1,475.00
20	Category B	Halloween Haunt at the Park	\$2,050.00	50%	\$1,025.00
21	Category B	Juneteenth	\$6,000.00	50%	\$3,000.00
22	Category B	MLK March	\$2,050.00	50%	\$1,025.00
			\$164,500.00		\$103,375.00

**Events in Categories A & B must submit a SESP application if they wish to receive a subsidy for FY 22-23.*

The SESP will require a budget allocation of \$115,000 for FY 22-23. This will reduce costs for events meeting the program requirements and provide a cost recovery mechanism to City departments for events approved through this program. Applications will be accepted once per year.



Tamale Festival
(2015)

The Special Event Support Program will require a \$115,000 budget allocation in the FY 22-23 budget.



Dia de Los Muertos (2021)

That the Community Services, Public Safety, Housing & Development Committee recommend that City Council:

1. Approve the City's new proposed Special Event Support Program for FY 22-23; and
2. Allocate \$115,000.00 toward the Special Event Support Program in the FY 22-23 Budget.



THE END