

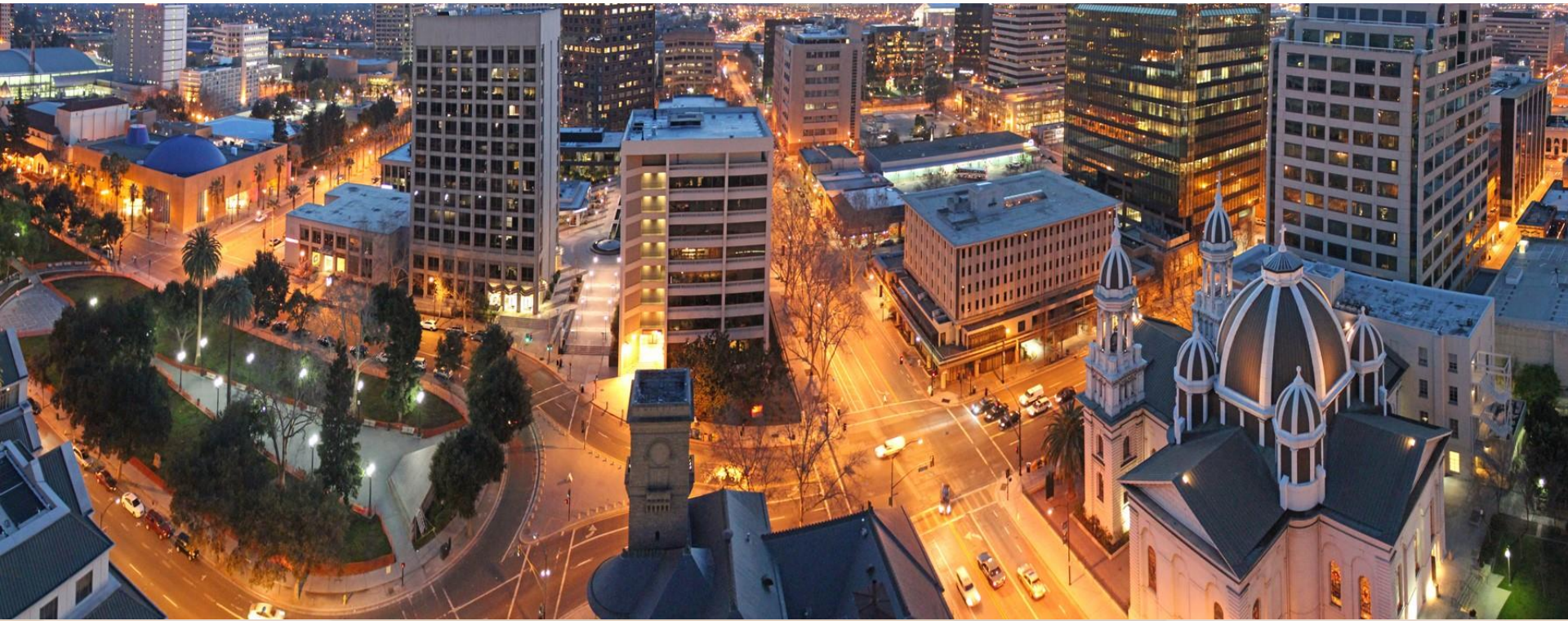
Special Events Update

City of San José

Tammy Turnipseed, Events Director
Office Economic Development/Cultural Affairs

Arts Commission
August 21, 2017

Evolution of Special Events



By the numbers.....FY16-17

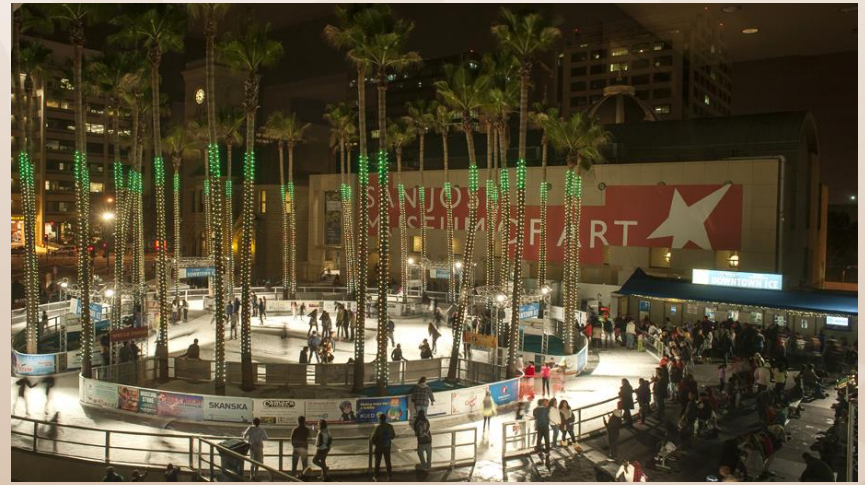
- 3=Special Event Staff Members
- 147=Event Applicants
- 500=Total Event Days
- 2M=Total Attendees
- 3=In-House Productions
- 50=Downtown Construction Projects
- 1=“Big Top” Production (Cirque du Soleil’s LUZIA)
- 3=Major Conventions & 2 Sporting Events
- 1,300=Total Public Inquiry Responses
- 186=Placemaking or “Information Only” Activities
- OODLES=TOT Funds Generated by Special Events

Who's Involved with Special Events?

- Internal City Departments
- External County, State & Federal Agencies
- City Partners
- Downtown Stakeholders
- Community Members



Festivals, Parades & Celebrations





Runs, Races, Walks & Marches

Placemaking & Creating “Stickiness”





MAKE
MUSIC

SAN JOSÉ

JUNE 21



cityDANCE
SAN JOSE

SOCIALIZE & DANCE AFTER WORK

- LIVE BANDS
- BEER GARDEN
- FOOD TRUCKS
- DANCING

FREE
EVERY THURSDAY
5:30-9:00 PM
PLAZA DE CÉSAR CHÁVEZ

// SEPT 1	SALSA <i>Instruction by Eddin Valdez Music by Los Baleros</i>
// SEPT 8	COUNTRY TWO-STEP <i>Instruction by Michelle Crozier Music by Country Cougars</i>
// SEPT 15	HUSTLE <i>Instruction by Eddin Valdez Music by Alfie and XS</i>
// SEPT 22	EAST COAST SWING <i>Instruction by Lesley McIntosh Music by The Fabulous Cruisestones</i>
// SEPT 29	BOLLYWOOD <i>Instruction by Jodi Singh Music by DJ Puri Singh of KGS Entertainment ft. Gagan Singh Dhol, Dhol Player</i>
// OCT 6	ARGENTINE TANGO <i>Instruction by Connor McClure Music Tangoneero Trio with Claudio Ortega and DJ Steve</i>
// OCT 13	FOXTROT <i>Instruction by Hani Schmidt Music by The Sarsliedera</i>
// OCT 20	RUMBA/MERENGUE <i>Instruction by Michelle Crozier Music by The Allison Sharino Band</i>

Event Production

National & International Events



Policy Development & Oversight

RD:EAK:KML
11/20/2015

ORDINANCE NO.

AN ORDINANCE OF THE CITY OF SAN JOSE TO PROVIDE FOR THE DESIGNATION OF SPECIFIED AREAS OF THE CITY OF SAN JOSE AS A SPECIAL EVENT ZONE TO PROHIBIT CERTAIN ACTIVITIES ON PUBLIC PROPERTY INCLUDING PEDDLING, DISTRIBUTION OF MERCHANDISE, GOODS OR COUPONS FOR A COMMERCIAL PURPOSE, THE SALE OF COUNTERFEIT MERCHANDISE, AND THE FLYING OF UNMANNED AIRCRAFT SYSTEMS WITHIN THE SPECIAL EVENT ZONE AND TO PROVIDE FOR THE TEMPORARY SUSPENSION OF THE AUTHORITY OF THE DIRECTOR OF THE OFFICE OF CULTURAL AFFAIRS UNDER PART 16 OF CHAPTER 20.80 OF TITLE 20 OF THE SAN JOSE MUNICIPAL CODE TO ISSUE PERMITS FOR TEMPORARY OUTDOOR USES OF PRIVATE PROPERTY WITHIN THE SPECIAL EVENT ZONE DURING THE TIME PERIOD BEGINNING AT SIX O'CLOCK (6:00) A.M. ON MONDAY, FEBRUARY 1, 2016 AND ENDING AT SIX O'CLOCK (6:00) P.M. TUESDAY, FEBRUARY 9, 2016, RELATIVE TO THE NATIONAL FOOTBALL LEAGUE'S SUPER BOWL RELATED ACTIVITIES AND EVENTS

WHEREAS, the National Football League ("NFL") will be conducting Super Bowl 50 in the City of San José ("City"); and

WHEREAS, the dates of the 2016 National Football League related events have been established as Monday, February 9, 2016; and

WHEREAS, Super Bowl 50 and related events will attract a large number of people to the City and provide the City with national and international

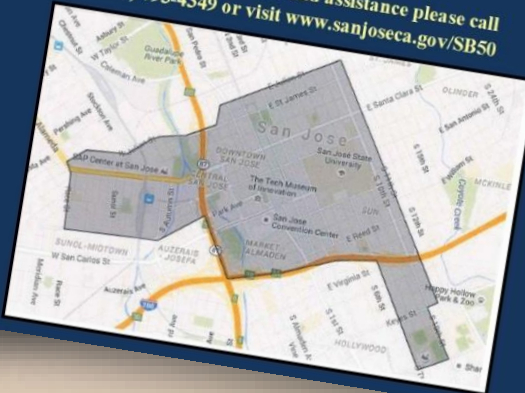
T-29788_00111242841_8.doc
Council Agenda: 12-1-15
Item No: 4.2
DRAFT—Contact the Office of the City Clerk at (408) 535-3000 for a final document

SUPER BOWL 50 DOWNTOWN SPECIAL EVENT ZONE PROHIBITION ORDINANCE

Effective 6:00 a.m. Monday, February 1, 2016 through 6:00 p.m. Tuesday, February 9, 2016

- The sale of any item, including food and merchandise, by mobile peddlers or by placing other physical objects in any public area is prohibited within the Downtown Special Event Zone.
- The sale or distribution of any counterfeit or illegal merchandise, free merchandise, free samples and coupons is also prohibited.
- Do not sell or distribute any products within the Downtown Special Event Zone from February 1 through February 9.
- Violation of this ordinance shall be a misdemeanor and subject to a \$1,000 administrative fine and/or confiscation of goods and cash.
- The use of Unmanned Aircraft Systems (UAS) commonly known as "drones" is prohibited from being deployed, launched or flown in any airspace within or over the Special Event Zone.

For more information and assistance please call (408) 793-4349 or visit www.sanjoseca.gov/SB50



Search site



Office of Cultural Affairs

- Community
- Business
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- Environment

- Cultural Affairs**
- Application
- City Costs
- Event Process
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- Planning Tips
- Trainings and Presentations
- Venue Maps

Home > Government > Departments & Offices > Departments & Offices D-H > Economic Development > Office of Cultural Affairs > Special Events > City Costs

City Costs

Below are typical event costs that may be charged to event organizers by the City of San Jose. Costs will vary with each event. It may be cost effective to utilize private vendors to provide some event support services. A cost estimate will be included with your permit approval letter. The amounts listed below are based on rates effective as of July 1, 2014 and are subject to change. You may be required to pay some or all costs in advance of your event.

1. Paseo / Plaza Permit Application

- Paseo/plaza use permits - \$290
- Non-Peak extended permit fee - \$285
- Paseo/plaza series permits - \$440
- Limited special event & guaranteed simple assembly - \$45
- Parque de los Pobladores permits - \$65.00
- Parque de los Pobladores series permits - \$105
- Streets and sidewalk return inspection fee - \$100 (per visit)

Related Links

- [Special Parks Use](#)
- [View All](#)

THANK YOU!

