

OUTDOOR EVENT **COST SAVING PLANNING TIPS**

ADVANCE PLANNING STRATEGIES

- Submit a completed One-Start Outdoor Event Application, including completed layouts, a minimum of 60-90 days in advance.
- Read the Special Event Guidelines posted on www.sanjoseculture.org . There is valuable information in the Guidelines that may assist you with planning a more cost effective event.
- Schedule a consultation period with the Office of Cultural Affairs (OCA) Event Coordinator to discuss layout strategies and location options.
- Provide realistic attendance numbers, not your “marketing numbers”, so that City services are appropriately scaled.
- Start planning early: last minute changes to an Event Application can be costly and can be avoided by giving yourself plenty of time to make any changes before you submit an Event Application for City staff review and approval; avoid amendments to your Event Application, amendments can be costly.
- Choose appropriate venue locations and routes that fit the size of the event and be open to alternate locations; visit other events and note what is successful.
- Conduct a cost analysis...know the Park fees and when possible, weigh the difference of conducting the event on a public street (street closures permits, fire permits, etc) versus park use fees versus private property fees.

LOGISTICAL PLANNING STRATEGIES

GENERAL

- If you are conducting an event on a parking lot on Private Property and additional room is needed for your event, see if it is possible to close the street thereby closing off vehicle access to the Private Property. You would then pay the Street Closure Permit Fee, removing the Private Property Permit fee (if no other access is available on to the Private Property).
- Consider outsourcing and obtaining a bid from outside equipment rental contractors for equipment including generators, barricades, cones, stages, etc. rather than renting equipment from City Departments; negotiate and shop comparatively for vendors and suppliers.
- Develop a consolidated “bid package” for equipment (e.g. barricades, cones, stages, etc.) with other Event Organizers holding events during the upcoming summer season to receive competitive and lesser pricing.
- Know when crowds will arrive to your event and when possible, coordinate a “rolling” staff level that ramps-up as event attendees arrive to the event site.
- Develop a move-in and move-out plan as effectively as possible and have a clean-up plan in effect.

DEPARTMENT OF TRANSPORTATION

- Ask Department of Transportation (DOT) staff about whether you can post Tow Zone signs and pick up/return traffic safety equipment, rather than paying City staff to do so; coordination with Parking Control staff will be required.
- Acquire your own equipment (e.g. trash boxes, cones, delineators, barricades, etc).
- Use the existing trash cans and buy a box of liners to replace the used ones.
- Consider the use of Parking, Traffic & Control Officers (PTCOs) to staff street closures. DOT and Police staff will conduct an analysis of your route to determine the appropriate positions for PTCOs.

FIRE

- Avoid Tent Permit fees by using only 10 X 10 canopies for festival set-ups. Keep larger canopies to less than 400 square feet and tents to less than 700 square feet.
- Use City electricity instead of generators; conduct a cost analysis to determine what type of electrical service (City electrical services verses generators) is most cost effective for your event needs.
- If you are considering a gated event, know the costs associated for gated space (e.g. fire watch personnel, fencing, signage, etc).
- Do not cook food on site to save permitting costs.
- Inform your vendors about fire regulations and make them accountable for booth compliance.
- Be diligent and prepared on the first day of inspection and overtime inspections may not be required.
- Be proactive to solve problems in advance and on-site which will limit return inspections.
- Designate a staff person to manage vendors and provide written information to vendors in advance to adequately prepare them for fire and health requirements; retain this person throughout the event to communicate and manage vendors.
- As you establish your booth layout for your festival site, ensure you provide adequate space for queue lines.

POLICE

- If you know San Jose Police officers in your parish, school, or organization, ask them to donate their time to work the event to save money. The information needed by the OCA Event Coordinator and the Secondary Employment Unit is the Officer's badge number, cell number and the hours of the event to be worked.
- Have a non-alcoholic event.
- Reduce event hours to reduce police costs.
- Know the minimum hours to be paid for each officer.
- Work with the Secondary Employment Unit staff for "staggered" police arrival, based on attendee arrivals.
- If you intend to serve alcohol (beer & wine only may be served), consider placing your beer/wine booths in the same general location. The use of zones for alcohol sales may reduce the number of police staff required.

PARKS

- Limit your set-up and take down to the same day as your event.
- Understand the different fees for event sizes.

HEALTH DEPARTMENT

- Keep food booths to a minimum.
- If you are a non-profit organization, check to see if your non-profit status qualifies for the Craven Act allowing for no fees for the temporary food permit.
- Avoid late fees by submitting payment for health permit fees two weeks prior to event. Health permit fees may vary depending on food booth menu items. Contact the Health Department to determine costs prior to determining food booth menus.

OTHER COST-SAVING STRATEGIES

- Utilize water dispensers instead of costly and wasteful water bottles.
- Order banners and signage without the year and use them year after year.
- Invest in quality products that can be used year after year.
- Place all of your booths that will need electricity relatively close to the electrical boxes and each other.
- If you are planning a run/walk, try to use a route on park trails verses public streets. This will reduce staffing costs related to street impacts.
- Start you walk/run early in the day when traffic impacts are reduced.