

RESOLUTION NO. 21 - 4440

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MURRIETA,
CALIFORNIA ESTABLISHING FEE WAIVER TIERS FOR APPROVED SIGNATURE EVENTS;
AND FORMALLY CLASSIFYING THE ROTARY CLUB'S FIELD OF HONOR AND THE TOUR
DE MURRIETA AS SIGNATURE EVENTS.

WHEREAS, as a public benefit, the City of Murrieta ("City") offers the public many unique and varied special events, including its Birthday Bash, Holiday Magic celebrations, the Father's Day Car Show, and the Fireman's Barbeque (collectively, "City Events"); and

WHEREAS, in addition to City Events, there is a distinct category of events organized by outside vendors that are large-scale, annual special events that have a cultural and economic benefit and are deemed "Signature Events" by the City Council; and

WHEREAS, Signature Events do not include alcohol vendors, do not charge admission for the general public, and are still required to submit a Special Events application each year; and

WHEREAS, the current list of Signature Events includes the Murrieta Rod Run car show, the Rotary Club's Field of Honor events, the Susan G. Komen Race for a Cure, and the Tour de Murrieta bicycle race; and

WHEREAS, Signature Event organizers typically request support from the City that includes waiving City permit fees, providing traffic assistance and police assistance, closing roads, setting up signage, marketing assistance, as well as clean up and trash pick-up; and

WHEREAS, in order to provide these in-kind services and to waive permit fees, the Murrieta City Council has established a Signature Event process; and

WHEREAS, Signature Events have traditionally received up to \$5,000 in waivers for in-kind support services and permit fees specific to the events, starting after the first year of operation in the City; and

WHEREAS, in recognition of the increased costs of large-scale events and a desire to keep these events in Murrieta in order to continue to receive the cultural and economic benefits from such events, the City desires to establish a tiered structure on the limits for waiving City permit fees and in-kind support services for Signature Events based on years of service to the public; and

WHEREAS, the partnerships between the City and Tour de Murrieta and the Rotary Club's Field of Honor were established prior to the process of formally establishing Signature Events; and

WHEREAS, the City seeks formally classify the Tour de Murrieta and the Rotary Club's Field of Honor as Signature events in recognition of their partnership with the City and their contributions to the community.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Murrieta that:

- Those events deemed Signature Events by authority of the City Council shall receive waivers of permit fees and in-kind support services from the City as follows, based on years of operation in the City:

1. Year 1: the City may provide in-kind support not to exceed \$5,000 for a first time event when said event and/or the event organizers have an established history in another location or an exceptional benefit to the community is identified.
 2. Years 2-5: the City shall provide in-kind support not to exceed \$5,000;
 3. Years 6-9 years: the City shall provide in-kind support not to exceed \$7,500;
 4. Year 10+: the City shall provide in-kind support not to exceed \$10,000.
- The Tour de Murrieta and the Rotary Club’s Field of Honor are formally classified as Signature Events.

PASSED, APPROVED, AND ADOPTED this 6th day of July, 2021 by the City Council of the City of Murrieta, State of California.

Scott Vinton

Scott Vinton, Mayor

ATTEST:

Cristal McDonald

Cristal McDonald, City Clerk

APPROVED AS TO FORM:

Leslie Devaney

Leslie E. Devaney, City Attorney

I, Cristal McDonald, City Clerk of the City of Murrieta, California, do hereby certify under penalty of perjury that the foregoing Resolution was duly adopted at a regular meeting of the City Council on the 6th day of July, 2021 by the following roll call vote:

AYES: Ingram, DeForest, Stone, White, Vinton
 NOES: None
 ABSENT: None
 ABSTAIN: None
 RECUSAL: None

Cristal McDonald

Cristal McDonald, City Clerk