

Office of Special Events and Filming

# Fiscal Year 2024 Proposed Budget

May 4, 2023

City Council Budget Review Committee Hearing



# Special Events and Filming

A primary function of the Office is to provide permitting, technical support, and promotional services for special events and filming in San Diego. Once a special event or film production is secured, the staff provides support services to key entities, such as the event organizer, location scout, producer, host committee, business, and residential community, as well as City departments to ensure the success of the activity. The Office works with studios, production companies, and film industry professionals to promote the San Diego region as a competitive and film-friendly destination

## Mission Statement:

To serve as a conduit between event applicants and the public. The mission of the team is to provide a unified customer service experience, increase public safety and reduce liability to the City of San Diego while enhancing the vitality and economic prosperity of San Diego through the support of special events and the expansion of filming in the region.

## Vision:

To be the leader of the municipal special event and filming permitting industry by putting customer service, innovation and attention at the forefront of everything we do.



## Special Events and Filming Highlights

### ❖ Accomplishments

- Launched filming authorization in eproval online portal summer 2022
- Launched integrated Reservation of Space (ROS) form in Eproval fall of 2022, in conjunction with P&R
- Conducted Food Waste Webinar to share new regulations in conjunction with SD Events Coalition in February 2023

### ❖ Looking Forward

- Restructure of office to address operational needs, streamline processes and succession planning
- Finalizing Regional Filming MOU in conjunction with the County of San Diego and other jurisdictions to provide efficiencies for the film industry
- Development of FAQ/outreach plan to utilize for new event organizers to assist in application submittals
- December Nights:
  - Development of December Nights app in conjunction with GIS team to assist with event communication and messaging
  - Expand new family zone to provide additional no cost activities provided by sponsors

## Special Events and Filming Highlights

### ❖ **Equity Highlights** *(Overall Budget)*

- Inclusion of underrepresented public and private filming locations in in Reel-Scout location gallery to highlight for filmmakers
- Expand upon Balboa Park December Nights free shuttling for event access and new family zone with free activities
- Roadshow for Special Events and Filming permitting
  - Pilot: 2/21 presentation to San Diego Black Arts Cultural District (County Environmental Health inclusion)
- Explore development of start up pilot fund with mentor program in communities of concern

## Special Events and Filming Highlights

### ❖ **Climate Action Highlights** *(Overall Budget)*

- Continue Food Waste Webinars to share new regulations in conjunction with SD Events Coalition
- Require food waste prevention, donation and recycling plans for special events
- Update special event permits to encourage transit, walking and bicycling elements
- Development of mobility plan in conjunction with Transportation, SuMo, MTS and Public Safety



Join us February 1 for an Important  
Webinar: San Diego Special Events  
Department's New Regulations

Mark Your Calendar: February 1, 9am to 10am

The City of San Diego has new requirements for all events for recycling, use of plastics and more. This is a meeting you will not want to miss. The team in the



# NON-GENERAL FUNDS EXPENDITURES SUMMARY

| Fund Name                    | FY 2023 Adopted |                    | FY 2024 Proposed |                    | Change from<br>FY 2023 Adopted<br>to FY 2024 Proposed |                  |
|------------------------------|-----------------|--------------------|------------------|--------------------|---|------------------|
|                              | FTE             | Budget             | FTE              | Budget             | FTE   | Budget           |
| Major Events Revolving Fund  | 0.00            | -                  | 0.00             | \$150,000          | 0.00  | \$150,000        |
| Transient Occupancy Tax Fund | 6.00            | \$1,225,452        | 6.35             | \$1,426,338        | 0.35  | \$200,886        |
| <b>TOTAL</b>                 | <b>6.00</b>     | <b>\$1,225,452</b> | <b>6.35</b>      | <b>\$1,576,338</b> | <b>0.35</b>   | <b>\$350,886</b> |



## Transient Occupancy Tax Fund Significant Budget Adjustments

| Significant Budget Adjustments   | Does this Address a Disparity? | FTE  | Expenditures | Revenue |
|--|--------------------------------|------|--------------|---------|
| <b>Special Events Support:</b><br>Addition of 1.00 Program Coordinator to support the Special Events Program, permit applications, and December Nights.                        | Y                              | 1.00 | \$141,266    | -       |
| <b>Regional Film Office:</b><br>Addition of non-personnel expenditures to support the establishment of a Regional Film Office in partnership with participating jurisdictions. | Y                              | 0.00 | \$123,000    | -       |



# Transient Occupancy Tax Fund Significant Budget Adjustments

| Significant Budget Adjustments   | Does this Address a Disparity? | FTE    | Expenditures | Revenue  |
|--|--------------------------------|--------|--------------|----------|
| <b>Position Reduction:</b><br>Reduction of 1.00 Associate Management Analyst that supports the Special Events Program. | Y                              | (1.00) | (\$182,589)  | -        |
| <b>Revised Revenue:</b><br>Adjustment to reflect revised revenue projections.  | N                              | 0.00   | -            | \$45,000 |





# Major Events Revolving Fund

## Significant Budget Adjustments

| Significant Budget Adjustments  | Does this Address a Disparity? | FTE  | Expenditures | Revenue   |
|---|--------------------------------|------|--------------|-----------|
| <b>Transient Occupancy Tax (TOT) Fund Support:</b><br>Adjustment to reflect revised revenue projections and associated non-personnel expense increase related to TOT Fund support of the Major Events Revolving Fund. | Y                              | 0.00 | \$150,000    | \$150,000 |

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