



City of Alameda

Alameda Point Special Event Guidelines

Welcome

Special events at Alameda Point benefit the community and help to activate the space. The unique nature of Alameda Point, however, necessitates additional requirements for events.

This document is intended to **supplement the [Alameda Special Event Permit](#)** application and help you navigate requirements specific to Alameda Point.

Please also [download and review the Alameda Special Event permit](#) application.

What is required to hold an event at Alameda Point?

All special events at Alameda Point must have:

- A **licensing agreement** with the City of Alameda, and
- A **special event permit**.
- Adequate **liability insurance coverage**.

Note: All licensing agreements are managed by **RiverRock**, a property management firm employed by the City of Alameda.

What Alameda Point events require a special event permit and licensing agreement?

- Public events including but not limited to concerts, festivals, athletic events and art shows.
- Private events including but not limited to corporate events, weddings, and birthday parties.
- Events sponsored by the City of Alameda.
- Events sponsored by other governmental agencies.

Questions?

- Please contact RiverRock at 510-749-0304 or kperez@riverrockreg.com.

Submitting a Completed Application

- Submit your **completed license agreement application** to kperez@riverrockreg.com.

Alameda Point Event Process

Phase 1: Licensing Agreement

1. Complete an **Alameda Point license application** ([download here](#)).
2. At least 150 days prior to the event date, **submit the completed license application to RiverRock**.
3. RiverRock staff review the application, provide license fee amount and **request additional information** from the applicant.
4. **Provide any additional requested information** in a timely manner.
5. RiverRock **issues a letter either approving or denying the application**. At this time, the applicant must **submit the security deposit**, after which the event location is officially reserved.
6. No less than 45 days prior to the event, applicant must **submit signed license agreement and full licensee fee** to RiverRock.

Phase 2: Special Event Permit

1. Submit a **special event permit application** ([download here](#)) and **fee** to the City of Alameda.
2. **City staff screens** initial applications.
3. For high impact events, event organizer **meets with City of Alameda Special Events Committee** to determine detailed arrangements, missing documentation etc.
4. **City issues conditions and requests additional documentation** from organizer.
5. **Organizer agrees with conditions, submits any additional documents, and takes all other necessary actions** as required by City.
6. City issues special event permit.
7. Event occurs.



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License Agreement Fees and Deposits

Fees + Deposits	Amount
License Fee <ul style="list-style-type: none"> 100% due upon receipt of signed license agreement from applicant 	Varies based on location
Security Deposit <ul style="list-style-type: none"> 100% due no later than 60 calendar days prior to event load-in. This payment will be deposited and held until the event is over and the location has been inspected. Cost to repair any damages will be deducted from the deposit, which will be refunded within 4-6 weeks of event completion. 	Equal to 100% of the total license fee
Payment Format Payments may be submitted as ACH/wire, checks, or cashier's checks to the "City of Alameda"	
Special Event Permit Fees Please see the City of Alameda Special Event Permit application for a comprehensive listing of special event permit fees.	

Publicity and Advertising

Any special event publicity conducted by the applicant before the licensing agreement and special event permit have been fully executed and approved by the City of Alameda is done so at the applicant's risk.

All promotional signage associated with the special event must comply with City of Alameda posting and signage requirements.

Insurance Requirements

Minimum insurance requirements are listed below, but these requirements may be modified or increased based on the nature of the event:

- Worker's Compensation insurance with limits not less than \$1 million;
- Commercial General Liability insurance with limits not less than \$2 million each occurrence, \$2 million aggregate for bodily injury, property damage, contractual liability, personal injury, products, and complete operations.
- Automobile Liability insurance with limits not less than \$1 million.
- Personal Property Insurance for equipment, furnishings, vehicles within the License Area not less than their full replacement value

Required Insurance Documentation

- Certificate of Insurance confirming coverage
- Endorsement for Additional Insured (known as Form CG 20 or equivalent)
 - This is a separate document from the Certificate of Insurance.
 - Must list the following entities as additional insured: "*City of Alameda, RiverRock Real Estate Group, their officers and employees, the United States Department of the Navy and any party designated by the Licensor.*"

Please see **Attachment A** for a complete listing of insurance requirements.

Note: Submission of a license application or special event permit application does not guarantee approval of event or issuance of agreement or permit.

The City reserves the right to reject special events requests due to space availability, limited resources, impact to community, and/or other reasons.



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Additional Alameda Point Requirements

In addition to the requirements listed in the [Special Event Permit application](#), Alameda Point events are required to:

- **Include a designated parking area in** their site plan. Additional spaces and lots are available at an additional cost to the event producer.
- Contract with **Alameda County Industries for temporary on-site recycling, trash and composting services** for the entire scope of the special event (including set-up and break-down).

In addition, events may be required to:

- Present and discuss the event at a **Community Meeting**, generally no less than 60 calendar days prior to the event.
- Coordinate with Alameda Police and Fire Departments (APD and AFD) on **event security and potential APD or AFD staffing needs**. Events which typically require APD or AFD staffing include:
 - On-site alcohol sale
 - Street closures
 - Large-scale public assembly
 - Boating and water activity around Seaplane Lagoon

Event producers are **required to pay all APD and AFD staffing fees and costs**, as described in the [Special Event Permit application](#).

Note: Special requirements, including light and/or sound restrictions, **may apply during Least Tern nesting season**. Least Tern nesting season is approximately April 1 to August 15, but exact dates vary from year to year. [More information about these requirements can be found here](#).

Cancellations and Changes

- This policy applies to all cancellations and changes to date or location. Any change of date or location will be considered a cancellation and require a new request for reservation.
- Cancellations, postponements and changes of date or location must be received in writing.
- The minimum fee for cancellation, date or location change is \$1,000, but increases if the cancellation or change is made closer to the event. Please see the table below for a complete

Cancellation, Date or Location Change Fees and Refunds		
Days Before Event	Cancellation/Date or Location Change Fee (% of deposit)	Refund Amount (% of deposit)
150 days or more	\$1,000	100% less \$1,000
149-120 days	25%	75%
119-90 days	50%	50%
89-60 days	75%	25%
60 days or fewer	100%	0%

The City of Alameda reserves the right to cancel a special event by revoking an already issued special event permit should the event change substantially in nature from what was represented on the original license agreement and permit application, not fulfill any terms and conditions of the special event permit and/or additional requirements imposed by the City of Alameda, County of Alameda, or other governmental agencies.