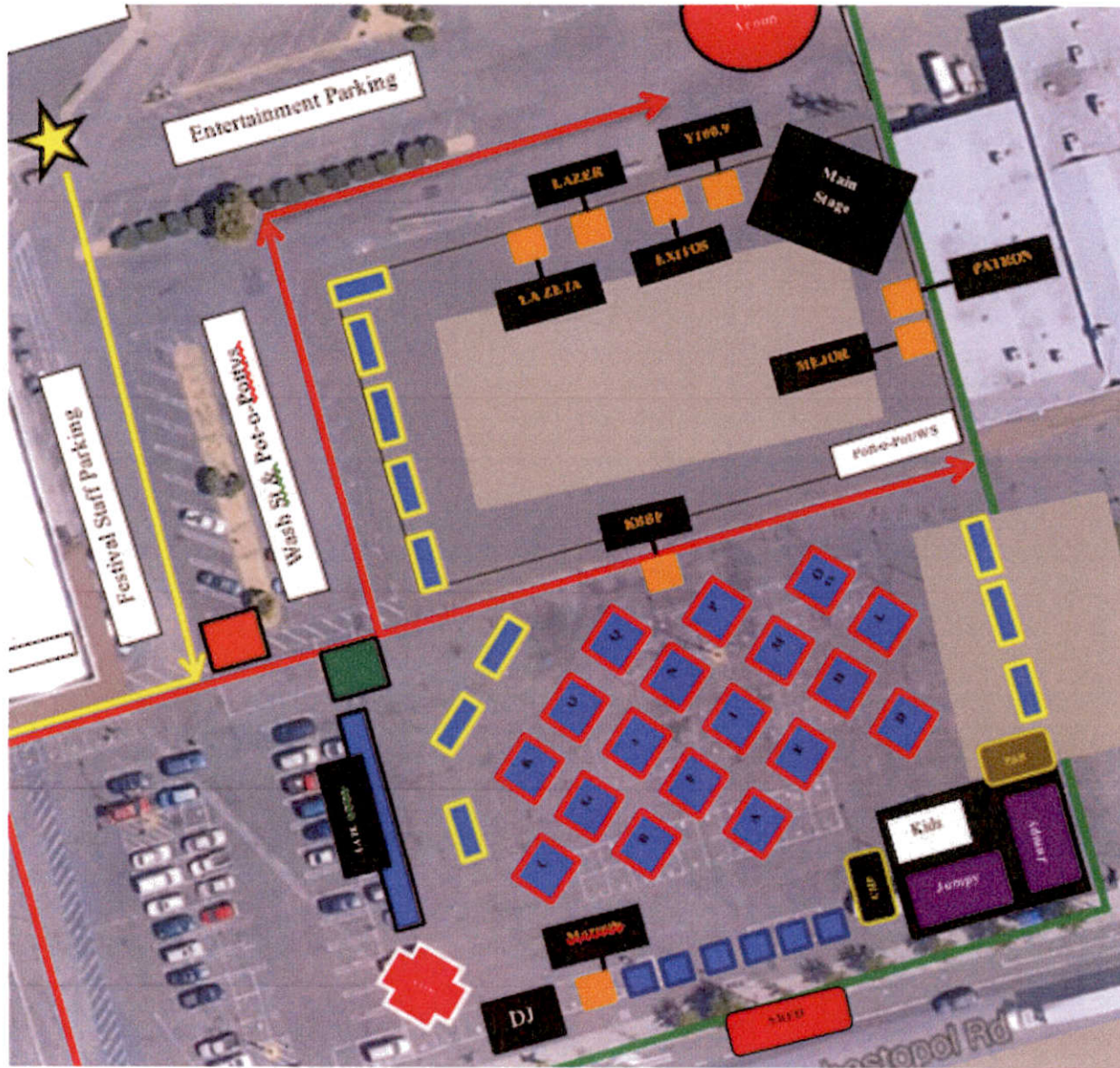





2017 Cinco de Mayo Festival



- Vendor Check-in** 
- Volunteer Station** 
- Exit after closure** 

March 15, 2017

Event Description – Roseland Cinco de Mayo Festival (Santa Rosa, CA)

This application is for a one-day event permit under the attached SPECIAL EVENTS/ CULTURAL EVENTS form PJR-024.

Background: This event is the 12th annual “Roseland Cinco de Mayo” celebration organized by the citizens committee of the same name. This event takes place at the same location each year; the former Albertson's shopping center parking lot located on the North side of Sebastopol Road opposite the intersection with West Avenue (an Assessor's Parcel Map and a map of the shopping center parking lot showing the setup for last year are attached).

Date of Event: Friday, May 5, 2017

Hours of Event: 4:00 p.m. to 9:00 pm (amplified sound terminates at 9:00 pm)

Description of Event: This community event is designed to provide a safe, alcohol- and smoke-free, family friendly community experience for celebrants of Cinco de Mayo. Activities include primary and secondary stages (music and performances for all ages), food vendors, community information booths, children's activities, and related entertainment.

Participants: Approximately 5,000 attendees are expected at this event.

Safety/Security: Security will be present at event, as well as law enforcement personnel. Also, barriers will be used to control the crowd's location.

Event set-up and break-down: Booth set-up and break-down occur on the day of the event beginning at approximately 12:00 p.m. and completed by 12:00 a.m.

Road Closure: In accordance with security and traffic management plans designed by the Sheriff's Department, the Santa Rosa Police Department, and the California Highway Patrol, Sebastopol Road from Dutton Avenue to Roseland Avenue will be closed to through traffic during the hours of the event. Additionally, West Avenue will be closed at the intersection with Sunset Avenue. Advance arrangements and coordination are made with all businesses and residents impacted by these closures.

Sanitation - portable toilets and refuse/recycling: All portable toilets and refuse/recycling containers are donated by North Bay Corporation. Approximately 25 portable toilets are made available as well as several hand washing stations. Refuse and recycling are collected in approximately 30 rolling carts and are then emptied into a series of 4-yard bins and a 20-yard debris box for removal from the site to an appropriate licensed transfer or recycling facility.

Alcohol-Free Event: No alcohol is served or sold at this event.