

Attachment A



Discussion Scenarios for Events Forum
Ad Hoc Committee on Home Sharing and Party House Ordinances
June 3, 2021

Scenario #1: Promoted Party with Admission Fee:

This party is advertised and promoted on social media. Most attendees pay an admission fee which can be paid in advance on the internet but also at the door.

Partygoers are shuttled to the site from a designated location on party buses booked by the promoter.

Security guards are stationed at the door to keep order and to keep out uninvited guests. They will also alert the promoter if law enforcement is nearby.

Inside, alcohol is being served by hired staff.

There's dancing at the party, and in order to create a dance floor, the pool has been covered over with a plywood structure.

Amplified music is provided by a notable DJ.

The promoter has arranged for a fireworks display with a licensed professional provider.

The house has been rented for this occasion through a listing service on the internet. The rental contract was for less than 24 hours.

Scenario #2: Small Corporate Event

Nobody resides in this home, which was rented out for the occasion. It is frequently rented out on a short-term basis for corporate events, parties, short-term rentals and even, on occasion,

retail establishments. This is a long-standing situation. A licensed real-estate broker manages some of these transactions.

In front, there is signage for the event with sponsor logos. There is a branded step & repeat for the event, and photos are being taken there.

There is amplified music outdoors.

Inside, alcohol is being served.

Scenario #3: Large Corporate Event:

There's a dramatic wood entrance for the event, which is wrapped in branded material. It stands 12' high.

A bouncer is at the door ensuring that only invited guests enter.

The brand has spared no expense. They have rented a large tent and have built a stage as well.

There is amplified music played live and there are paid performers dancing onstage and on other platforms nearby.

A valet parking service has been hired but the neighborhood really doesn't have enough parking for the event so traffic has backed up on nearby streets.