

February 4, 2003

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
February 11, 2003

LETTER FROM THE HERMOSA BEACH CHAMBER OF COMMERCE AND VISITORS' BUREAU REQUESTING APPROVAL FOR BOTH FIESTAS MEMORIAL DAY WEEKEND (MAY 24, 25, AND 26, 2003) AND LABOR DAY WEEKEND (AUGUST 30, 31, AND SEPTEMBER 1, 2003)

Recommendation:

1. That the City Council approve the request for the two Fiestas Hermosa;
2. Waive application, banner, and amplification fees as a non-profit organization and bill only for actual costs incurred by police and public works for various direct services provided;
3. Approve requested use of Proposition A funds for the shuttle bus; and
4. Require that vendor booths placed directly on Pier Plaza be removed at the conclusion of each event day.

Background:

The letter from the Chamber of Commerce requests that the City Council approve both the Memorial Day Weekend and Labor Day Weekend events. The Chamber has also requested that the City Council waive application, banner, and sound amplification fees as a non-profit organization and bill only for actual costs incurred by Police, Fire, and Public Works Departments for the provision of direct services. The Chamber further requests approval to utilize Proposition A funds for the Wave shuttle bus service.

Vendor booths placed on Pier Plaza cause issues of visibility concern for the Police Department. In years prior, the booths have remained overnight for the duration of the Fiesta, which severely inhibits the ability to monitor Pier Plaza and holiday weekend crowds. The Police Department has requested complete removal of venue booths from Pier Plaza during the Fiesta. The Chamber responded to this request with alternate booth location ideas that would have necessitated venue extension. The compromised solution is to limit booths on Pier Plaza for day use only.

Fiscal Impact: **\$3,000 allocation from Proposition A Funds**
 \$3,000 Parking Lot A Fees deposited to the Downtown
 Enhancement Fund
 Direct costs for Police, Fire and Public Works to be
 Reimbursed by the Chamber. Last billing was \$6,350.

Attachments:

- A. Letter of Request
- B. Traffic Control Plan

Respectfully Submitted,

Concur:

Lisa Lynn
Recreation Supervisor

Stephen R. Burrell
City Manager

Viki Copeland
Director of Finance