

December 3, 2001

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
December 11, 2001

**SAINT PATRICK'S DAY PARADE AND FESTIVAL:
SATURDAY, MARCH 16 AND SUNDAY, MARCH 17, 2002**

Recommendation

The Parks, Recreation and Community Resources Commission and staff recommend that Council:

1. Approve the request from the South Bay St. Patrick's Day Weekend Committee (SBSPDC) to hold their annual Saint Patrick's Day Parade on March 16, 2002.
2. Approve the event contract (Attachment A) and street closures as requested.
3. Approve fee waiver/funding requests as follows:
 - Waiver of Clark Building rental fees for the Committee's fundraising "Hooley" on Saturday, March 2, 2002 (excluding direct staff costs).
 - \$15,000 allocation from the Downtown Enhancement Fund for Parade expenses (currently listed in the FY 01-02 budget).
 - \$2,000 from Proposition A Transportation Funds for shuttle bus service from the Mira Costa parking lot to the Festival.
 - Waiver of: parking fees, banner fees, and amplification permit fees.
 - Billing for Police, Fire and Public Works services at actual hourly cost.
 - Approval to utilize the City Parking Lot A for a Kiddy Carnival and Petting Zoo and 11th Street between Beach Ave. and Hermosa Ave. for a Food Court.
 - Approval to utilize the Pier Head, if open, for the Main Stage.
 - Closure of Valley Drive from 8th St. to Pier Ave. from 7:00 am to 1:00 pm Saturday, March 16th for parade line up.
 - Closure of Hermosa Avenue from 13th St. to 8th St. from 10:00 am to 12:30 pm Saturday, March 16th for the parade.

- Closure of 11th St. from Hermosa Avenue to the parking lot entrance from 7:00 am Saturday, March 16th to 7:00 pm Sunday March 17th.
- Approval for committee to utilize TULIP program for insurance coverage in the amount of two million dollars.

Background

On November 29, 2001, staff received a request for a special event permit from the SBSPCD to hold their 7th Annual St. Patrick's Day Parade and Festival. At the December 4, 2001, Parks, Recreation and Community Resources Advisory Commission, approved the request to hold the St. Patrick's Day Parade and Festival on March 16 & 17, 2002.

Attachments B-D contain the event outline, budget and site plans.

Analysis

The parade staging area will be located on Valley Drive from Pier Avenue to 8th Street using:

- City Hall Parking Lot,
- Valley Drive,
- the Greenbelt, and
- beyond 8th Street on the Greenbelt Parking Lot.

This staging area plan has worked successfully in past years to minimize the impacts of street closures by confining operations to the south side of Pier Avenue.

The parade route will begin on Valley Drive and Pier Avenue and will proceed westbound to Hermosa Avenue where it will turn southbound (on the east side of Hermosa Avenue) and end at 8th Street.

As a two-day event, staff recommends vendor booths, the kiddy carnival and petting zoo, and the festival be located as follows:

- Hermosa Avenue from Pier Avenue to 8th Street (south) and 13th Street (north).
- 11th Street west of Hermosa Avenue to Beach Drive and Parking Lot A.
- Two stages at Pier Plaza – one at the Pier Head and one near Hermosa Avenue.

Since street closures are determined solely by City Council, staff and Commission defer that decision to Council.

**Fiscal Impact: \$15,000 allocation from the Downtown Enhancement Fund
\$2,000 allocation from Proposition A Funds
\$ 300 Administration Fee deposited into the General Fund
Direct costs for Police, Fire and Public Works to be reimbursed by
SBSPDC. Last year's billing was \$5,749.00**

Attachments:

- A. Event Contract
- B. Letter of Request
- C. Operating and Media Budgets
- D. Diagram of Parade Route and Vendor Booths

Respectfully Submitted,

Concur:

Mary C. Rooney
Director of Community Resources

Stephen R. Burrell
City Manager

Viki Copeland
Director of Finance