

October 19, 2004

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
October 26, 2004

**SAINT PATRICK'S DAY PARADE AND FESTIVAL:
SATURDAY, MARCH 12 AND SUNDAY, MARCH 13, 2005**

Recommendation

The Parks, Recreation and Community Advisory Commission recommends that City 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 and Festival for one day only, March 12, 2005.
2. Approve the event contract (Attachment A) and street closures.
3. Approve fee waiver/funding requests as follows:
 - \$15,000 allocation from the Downtown Enhancement Fund to cover Direct Costs for City services, not to exceed \$15,000.
 - \$2,000 from Proposition A Transportation Funds for shuttle bus service from the Mira Costa parking lot to the Festival.
 - Waiver of indirect City fees: parking fees, banner fees, and amplification sound 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; 11th Street between Beach Ave. and Hermosa Ave. for a Food Court, and Parking Lot B between 13th St. and 13th Court for operations compound.
 - Closure of Valley Drive from 8th St. to Pier Avenue from 7:00 am to 1:00 pm Saturday, March 12th for parade line up.
 - Closure of Hermosa Avenue from 13th St. to 8th St. from 10:00 am to 12:30 pm Saturday, March 12th for the parade.
 - Closure of 11th St. from Hermosa Avenue to the parking lot entrance from 7:00 am Saturday, March 12th to 7:00 pm.

Background

On August 8, 2004, staff received a request for a special event permit from the SBSPDC to hold their 11th Annual Saint Patrick's Day Parade and Festival. The event consists of a one-day parade and two-day festival featuring vendor booths, carnival, and Food Court.

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 at 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:

- 11th Street west of Hermosa Avenue to Beach Drive and Parking Lot A.
- Pier Plaza between Hermosa Avenue and the Strand.
- Two stages at Pier Plaza – one on the east side of the strand and one near Hermosa Avenue.

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

Observations

In order to secure placement of elected officials in parade line-up, staff recommends that all vehicle assignments and sequential order of parade entrants be solidified one (1) week prior to event day. Documentation stating these specific details should be provided to the Community Resources Department by said deadline to alleviate any miscommunications.

**Fiscal Impact: \$15,000 maximum 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, Public Works and Parking Lot rentals to
be reimbursed by SBSPDC.**

Alternatives for Consideration to facilitate reduced impact:

- A. One day (Saturday only) Parade
- B. Restrict Festival area to Pier Plaza (11th St. remains open)

Attachments:

- A. Event Contract
- B. Letters of Request
- C. 2005 Projected Operations Budget and 2004 Operations Budget
- D. Diagram of Parade Route and Vendor Booths
- E. Public Works Memo

Respectfully Submitted,

Concur:

Lisa Lynn, Supervisor
Community Resources Department

Stephen R. Burrell
City Manager

**CITY OF HERMOSA BEACH
CONTRACT WITH SOUTH BAY
SAINT PATRICK'S DAY COMMITTEE, INC.**

This contract is entered into on October 26, 2004 at Hermosa Beach, California by and between **SOUTH BAY SAINT PATRICK'S DAY COMMITTEE, INC. (SBSPDC)** a non-profit organization and the **CITY OF HERMOSA BEACH (CITY)**, with regards to the **"SAINT PATRICK'S DAY PARADE"** Special Event on **March 12-13, 2005**.

FEES

Event administration fee shall be: \$300

In addition, direct costs for Police, Fire and Public Works at actual hourly costs.

All predetermined fees shall be paid two weeks prior to Event.

All unanticipated costs incurred by CITY on behalf of the event shall be paid within 15 days of receiving an invoice from CITY.

CITY shall allocate \$15,000 from the Downtown Enhancement Fund for this event. The funds shall be paid to SBSPDC on a reimbursement basis and shall be used first to offset all CITY fees and next to pay for professional event management services.

CITY shall allocate \$2,000 from Proposition A transportation funds, which shall be used solely for event shuttle bus public transportation.

PARADE ROUTE & VENDOR BOOTHS

Parade staging area shall be on Valley Drive adjacent to City Hall. Participants will be instructed by SBSPDC to park at the Community Center or other public lots. Busses will be permitted to park at the southeast City Hall lot. The northeast lot shall remain available for library and general public parking.

- The Parade route shall begin from City Hall down Pier Avenue to Hermosa Avenue (west-side) south to 8th Street and east to disband.
- Festival vendor spaces will be located on Pier Plaza (on the east side of the strand). The Kiddy Carnival and Petting Zoo will be located in Parking Lot A and the Food Court will be on 11th Street between Beach Avenue and Hermosa Avenue.
- Two stages with live entertainment will be on the Pier Plaza (one on the east side of the strand and one near Hermosa Avenue).

SECURITY

CITY shall provide Officers for the parade route between the hours of 8:00 a.m. to 2:00 p.m. on March 12, and Officers for the celebration activities on both days from 10:00 a.m. to 7:00 p.m. The Chief of Police shall determine the number of officers necessary to ensure event safety and traffic control.

CITY shall provide two (2) Fire/Paramedic personnel for the event or as many firefighters as deemed necessary by the Fire Chief.

All costs of the Officers and Fire/Paramedic personnel shall be assumed by SBSPDC.

Responsibility for unarmed event security shall be assumed by SBSPDC.

PARKING/BARRICADES

SBSPDC will post temporary “No Parking” signs 24 hours in advance of the restrictions as required by CITY.

CITY requires SBSPDC to provide adequate signage to parking and notice to residents of 7th and 9th Courts regarding street closures.

SBSPDC shall provide a shuttle bus service from a major satellite point(s) on the outskirts of or outside of Hermosa Beach. SBSPDC shall provide directional signs and advertisements, which shall be approved in advance by CITY.

Temporary No Parking signs will be posted by SBSPDC:

1. Valley Drive from 8th Street to Pier Avenue from 7 AM – 1 PM, Saturday, March 12.
2. Hermosa Avenue from 14th Street to 10th Street: times to be determined.
3. 11th Street from Hermosa Avenue to the parking lot entrance: times to be determined.
4. Any other locations as directed by the City.

CLEAN -UP

The streets and Plaza shall be cleaned by SBSPDC to meet the conditions as specified by CITY staff.

SBSPDC shall be responsible to provide adequate trash receptacles and portable toilets as necessary to accommodate the event.

SBSPDC shall be responsible for hauling the trash collected outside CITY at end of event.

INSURANCE

SBSPDC shall provide CITY with a certificate of insurance providing liability insurance naming CITY, its officers, employees, and agents as additional insured with a minimum coverage of **\$2 million** combined single limit coverage.

SBSPDC agrees to defend, indemnify and hold CITY harmless from and against any and all liability and expense, including defense costs and legal fees, caused by negligent or wrongful act or omission of the event organizers or its agents, officers and employees, including but not limited to personal injury, bodily injury, death, and property damage.

ADVERTISING

CITY shall permit three (3) street banners to be posted for the Event.

SPECIAL EVENTS

CITY shall review all requests for any special events requested as part of said event. CITY shall have the right to deny all requests.

MISCELLANEOUS CITY RESPONSIBILITIES

CITY staff shall allow SBSPDC the opportunity to sell concession items per certain conditions.

All concession items must be approved by CITY prior to the event.

MISCELLANEOUS RESPONSIBILITIES OF SOUTH BAY SAINT PATRICK'S DAY COMMITTEE

SBSPDC will be required to obtain an amplification permit.

SBSPDC will be solely responsible for event management.

SBSPDC shall produce documentation that outlines vehicle assignments for elected officials and sequential order of parade entrants to the Community Resources Department one (1) week prior to event day.

SBSPDC will notify all affected residents/merchants about the parade and festival.

Hermosa Beach merchants will have first priority to reserve vendor booth space. No food vendors will be allowed on the Pier Plaza. Merchants on lower Pier Avenue will be permitted to display wares and/or create outdoor dining areas for the duration of the event at no charge to the merchants. SBSPDC is responsible to ensure that all relevant Health Department and CITY codes are adhered to.

Twenty-foot (20') fire lanes shall be maintained in the booth areas as specified by the Fire Chief. CITY reserves the right to amend booth locations as necessary for emergency access and fire safety purposes.

SBSPDC shall be responsible for posting “No Alcohol” signs prohibiting the use of alcohol on lower Pier Avenue.

No items will be thrown from the parade entrants to the viewing public.

A traffic control plan shall submitted by SBSPDPC at least three (3) weeks prior to the event for approval by the Public Works and Police Departments. Barricades, cones, and related equipment shall be provided and posted by SBSPDC. Detour signs shall be included in parade route areas.

SBSPDC will abide by any additional policies or appropriate fees as established by CITY.

Event shall be conducted in compliance with CITY Noise Ordinances. Ordinances are on file at the Department of Community Resources.

CITY RETAINS THE RIGHT TO AMEND, ADD OR DELETE ANY CONDITION (S) OF SAID CONTRACT.

CITY OF HERMOSA BEACH

Mayor

Date

APPROVED AS TO FORM

City Attorney

Date

DEPARTMENT OF COMMUNITY RESOURCES

Director

Date

SOUTH BAY SAINT PATRICK’S DAY COMMITTEE

Director of Operations

Date

ATTEST

City Clerk

Date