

December 6, 2005

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
December 13, 2005

SAINT PATRICK'S DAY PARADE AND FESTIVAL 2006-2007

Recommendation

Parks, Recreation, and Community Resources Advisory Commission recommends that the 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 Festivals dated:
Saturday, March 18 and Sunday March 19, 2006
Saturday, March 17 and Sunday March 18, 2007
2. 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. 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 Avenue and Hermosa Avenue for a Food Court and Pier Plaza for vendor booths.
 - On the Saturday of each event year for parade:
Closure of Valley Drive from 8th Street to Pier Avenue from 7:00 am to 1:00 pm.
Closure of Hermosa Avenue from 13th St. to 8th Street from 10:00 am to 12:30 pm.
Closure of 11th Street from Hermosa Avenue to Beach Drive from 7:00 am to 7:00 pm.

Background

The Commission, at its meeting November 1, 2005 received a request for a special event permit from the SBSPDC to hold their 12th 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. The committee has been reformed to include several new community groups. The committee has requested a two-year contract with the City for both the parade and festival. The group intends to aggressively seek sponsorship over the two-year period with the intent of becoming self-sustaining, alleviating the need for a festival thereafter.

Attachments B-C 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 utilizing 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.

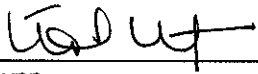
Observations

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.

Attachments:

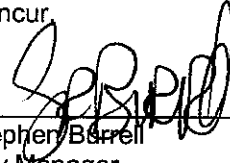
- A. Letter of Request
- B. Site Plans
- C. Budget Information

Respectfully submitted,



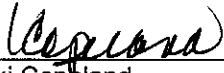
Lisa Lynn
Community Resources Director

Concur,



Stephen Barrell
City Manager

Noted for Fiscal Impact,



Viki Copeland
Finance Director

Saint Patrick's Day
Parade and
Festival



Hermosa Beach CA

Hermosa Beach

St. Patrick's Day Committee

A California Non Profit Corporation IRS EIN 33-0650362 - C1942595

1007 Hermosa Avenue Hermosa Beach CA 90254
310-376-0951 fax 310-798-2594

City of Hermosa Beach

H.B. Chamber of Commerce

Knights of Columbus

H.B. Kiwanis

H.B. Rotary

Leadership Hermosa

H.B. Women's Club

Executive Board

Virginia Scaccianoce
Chair

Carole Melton
Vice-Chair
Parade

Susan Blaco
Vice-Chair
Auxillary Events

Donna LaFond
Vice Chair
Corporate & Community

Steve Poirier
Secretary/Treasurer

Directors

Jean Cullen

J. Travers Devine

Tony Sotos

Ex-Officio

Michael Flaherty
Public Works Dept.

Community Relations Dept. Rep.

Police Department Rep.

August 15, 2005

Honorable Bill Sigler, Chair
Parks and Recreation Commission
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach CA 90254

Dear Chairperson Sigler and Members of the Commission:

Please find attached a copy of the request to the City Council for a public hearing on the proposal for the 2006-7 St. Patrick's Day Parade & Festival, our 12th and 13th Annual events.

Our Committee respectfully requests the Commission to review our requests and support our proposal to the City Council. We will be pleased to attend the Commission meeting to answer any questions any member of the Commission may have.

The 2006-7 events are a mirror image of the 2006 events with only minor changes.

The St. Patrick's Day Committee is newly re-formed and is hopeful that with the inclusion of both Organizational and Individual representation we will find more success in areas like Corporate and Business sponsorship and intend to review and consider different ideas and structures for our events. For the moment, however, the financing of the Parade is directly tied to the income from the Festival.

Our goal is to continue to produce a quality, family oriented event in conjunction with the celebration of Irish heritage and culture that St. Patrick's Day symbolizes. In order to attract and hold the attention of families for the Festival, Irish music and dance would not suffice on its own. The dynamics of events illustrate that the more there is to do, the longer a crowd will remain. That is especially true of families with small children. While an assortment of vendors (or local business displaying goods on the Plaza) may be fine for adults, the attraction for families is in large part the Carnival and Petting Zoo.

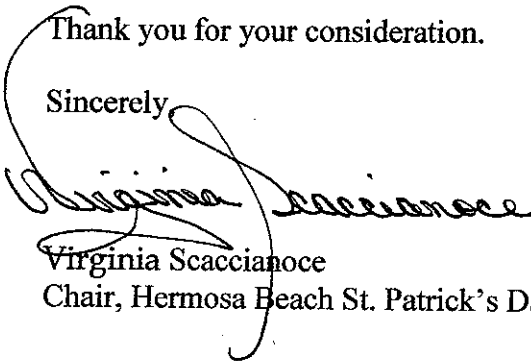
While most bars would be busy on a St. Patrick's Day weekend, the stores and restaurants benefit greatly from the crowds that the events draw to downtown. A Parade without a Festival would draw a crowd that would quickly disperse, serving neither the interest of businesses in the area nor the Committee's desire to present a program of Irish Music and Dance.

In 2006, St. Patrick's Day falls on Friday and in 2007 it falls on Saturday. From the perspective of our Committee, it makes a good deal of sense to have a full weekend event when St. Patrick's Day actually falls on the weekend. For this reason and for economic viability, we are requesting approval of a Parade and 2-day Festival for the next two years.

In future years, and with 'marketing' success to Business and Corporate sponsors, we anticipate that by it may become economically feasible to produce a one day event and/or eliminate commercial vendors in favor of the Plaza merchants displaying their goods mixed with additional entertainment such as roving jugglers, minstrels, etc.

Thank you for your consideration.

Sincerely

A handwritten signature in cursive script that reads "Virginia Scaccianoce". The signature is written in black ink and is positioned above the printed name and title.

Virginia Scaccianoce

Chair, Hermosa Beach St. Patrick's Day Committee



Hermosa Beach

St. Patrick's Day Committee

A California Non Profit Corporation IRS EIN 33-0650362 - C1942595

**1007 Hermosa Avenue Hermosa Beach CA 90254
310-376-0951 fax 310-798-2594**

City of Hermosa Beach

August 15, 2005

H.B. Chamber of Commerce

Knights of Columbus

H.B. Kiwanis

H.B. Rotary

Leadership Hermosa

H.B. Women's Club

Honorable J.R. Reveczky, Mayor
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, California 90254

RE: 2006 St. Patrick's Day Parade & Festival

Dear Mayor Reveczky and Members of the Council:

Executive Board

Virginia Scaccianoce
Chair

Carole Melton
Vice-Chair
Parade

Susan Blaco
Vice-Chair
Auxillary Events

Donna LaFond
Vice Chair
Corporate & Community

Steve Poirier
Secretary/Treasurer

Directors

Jean Cullen

J. Travers Devine

Tony Sotos

Ex-Officio

***Michael Flaherty
Public Works Dept.***

Community Relations Dept.

Police Department Rep.

The St. Patrick's Day Committee would like to request a public hearing for consideration of the enclosed proposal for our 2006-7 St. Patrick's Day Parade and Festival.

The St. Patrick's Day Committee is newly re-formed with an organizational structure that establishes a 'partnership' between the City and Civic Organizations to continue the tradition of St. Patrick's Day Celebrations.

Our goal is to continue to produce a quality, family oriented event in conjunction with the celebration of Irish heritage and culture that St. Patrick's Day symbolizes.

In 2006, St. Patrick's Day falls on Friday and in 2007 it falls on Saturday. For this reason and for economic viability, we are requesting approval of a Parade and 2-day Festival for the next two years. The attached documents are for the 2006 event and the 2007 would be a 'mirror' of the '06 event with the financials for '07 based upon the actuals for '06.

Our Committee is hopeful that with the inclusion of both Organizational and Individual representation we will find more success in areas like Corporate and Business sponsorship and intend to review and consider different ideas and structures for our events. For the moment, however, the financing of the Parade is directly tied to the income from the Festival.

We are requesting the following items for approval:

- ⇒ City sponsorship not to exceed \$15,000 for City Fees and Services related to the Parade & Festival
- ⇒ Parking Fees, Street Banner Fees, Amplification Permit fees and other City Fees, and billing at actual cost for Public Works, Police and Fire Department and Parking lot fees, to be paid out of the City sponsorship monies set aside above.
- ⇒ Approval to utilize the City Parking Lot on 11th Street for a Carnival and Petting Zoo and one half of the City Parking Lot on 13th Street for a staging compound.
- ⇒ Closure of Valley Drive from 8th Street to Pier Avenue from 7:00 a.m. to 1:00 p.m. (for Parade line up) Saturday, March 18th 2006 and Saturday March 17th 2007.
- ⇒ Closure of Hermosa Avenue from 13th street to 8th street from 10:00 A.M. to 1:00 P.M. Saturday for the Parade
- ⇒ Closure of 11th Street from Hermosa Avenue to Beach Drive from 7:00 A.M. Saturday to 7:00 P.M. Sunday.
- ⇒ Approval of expenditures, not to exceed \$2,000.00 from the City Transportation fund for shuttle bus service from the Mira Costa Parking Lot to the Festival.

Event Outline

- Event:** St. Patrick's Day Parade and Festival
- Purpose:** Celebrate St. Patrick, Irish and Irish American culture, and to promote the City and all Hermosa Beach businesses.
- Date** Saturday, March 18, 2006 and Saturday March 17, 2007 for the Parade - Saturday and Sunday March 18, & 19th 2006 and 17 & 18th in 2007 for the Festival
- Time:** Parade from 11:00 a.m. to 12:30 p.m. Saturday and Festival from 10:00 a.m. to 5:00 p.m. both days.
- Location:** Under the direction of a professional Consultant, the Parade will step off at Valley and Pier Avenue; continue west on Pier Avenue to the west side of Hermosa Avenue where it will turn south and continue to Eighth Street.
- Vendors:** Open to all Hermosa Beach businesses. Irish imports, Arts and crafts booths on Pier Avenue between Hermosa Avenue and the Strand.

Cost: Free to the public.

Parade Entries free for all non-profit agencies

\$100.00 - \$200.00 for business entries displaying logos and promotions

\$500.00 for Corporate entries and floats.

Festival Vendor space of 10' by 10' for \$200.00. Food Court Vendor fee \$700.00

Parade: Parade will consist of not more than 125 entries. High School Marching Bands, Bagpipe Bands, VIP's, Clowns, Irish Dancers, etc.

Festival: One stage with live Entertainment will be at the Pier Head and will feature performances of Colm Gallagher, the Misty Isle Bagpipe Band and traditional Irish Step Dancers from the Kelly School of Irish Dance.

The Kiddy Carnival and Petting Zoo will again be in the Parking lot on 11th Street with the food Court on 11th Street.

Food: Participating Hermosa Beach restaurants can have outdoor sidewalk cafe seating, following all City, Health Department and ABC requirements. A limited number of fast food cart vendors will be allowed. Food vendor prices are structured to provide a substantial discount to Hermosa Beach Restaurants.

Parking: Large parking signs directing cars to remote parking, will be posted at 14th Street and Pier and at Pier Avenue and Manhattan Avenue. Professional security will be provided to guide customers of the Mermaid and the Beach Hotel, seeking access to Beach Drive.

Remote parking and shuttle service will be available and advertised in advance and signs will be posted on Pacific Coast Highway and Pier Avenue; PCH and 8th Street; PCH and Artesia Boulevard.

Event Info: An Information booth will be set up on Pier Plaza at Hermosa Avenue and will be staffed throughout the event. Site management during the event will be provided by paid security and volunteer staff.

Promotion: The St. Patrick's Committee will promote the event through newspapers, radio and television and in the Irish newspapers and radio programs. The Committee has 2 banners, which will hang across Pacific Coast Highway and/or Aviation Blvd. or Pier Avenue.

Insurance: St. Patrick's Day Committee will provide \$2 million liability insurance .

Cleanliness: The Committee will arrange to have temporary trash receptacles along the parade route as well as at the vendor location. Temporary toilets will be provided. The Committee will hire a maintenance and clean-up crew to pick

up trash along the parade route immediately following the parade and clean the vendors' site immediately at the close of the event
Saturday and Sunday evenings, normal City street sanitation contractor will be responsible from the close of the event Saturday and Sunday.

Traffic

Coordinated between a Professional Consultant and the Hermosa Beach Police Department, the Committee will utilize a combination of professional security officers, volunteers and off duty Police in a ratio acceptable to the HBPD.

The St. Patrick's Day Committee hopes that this event will continue to provide wonderful Irish entertainment and an appreciation for Irish culture to the residents of the community, as well as increased sales for our business community, and the promotion of city pride.

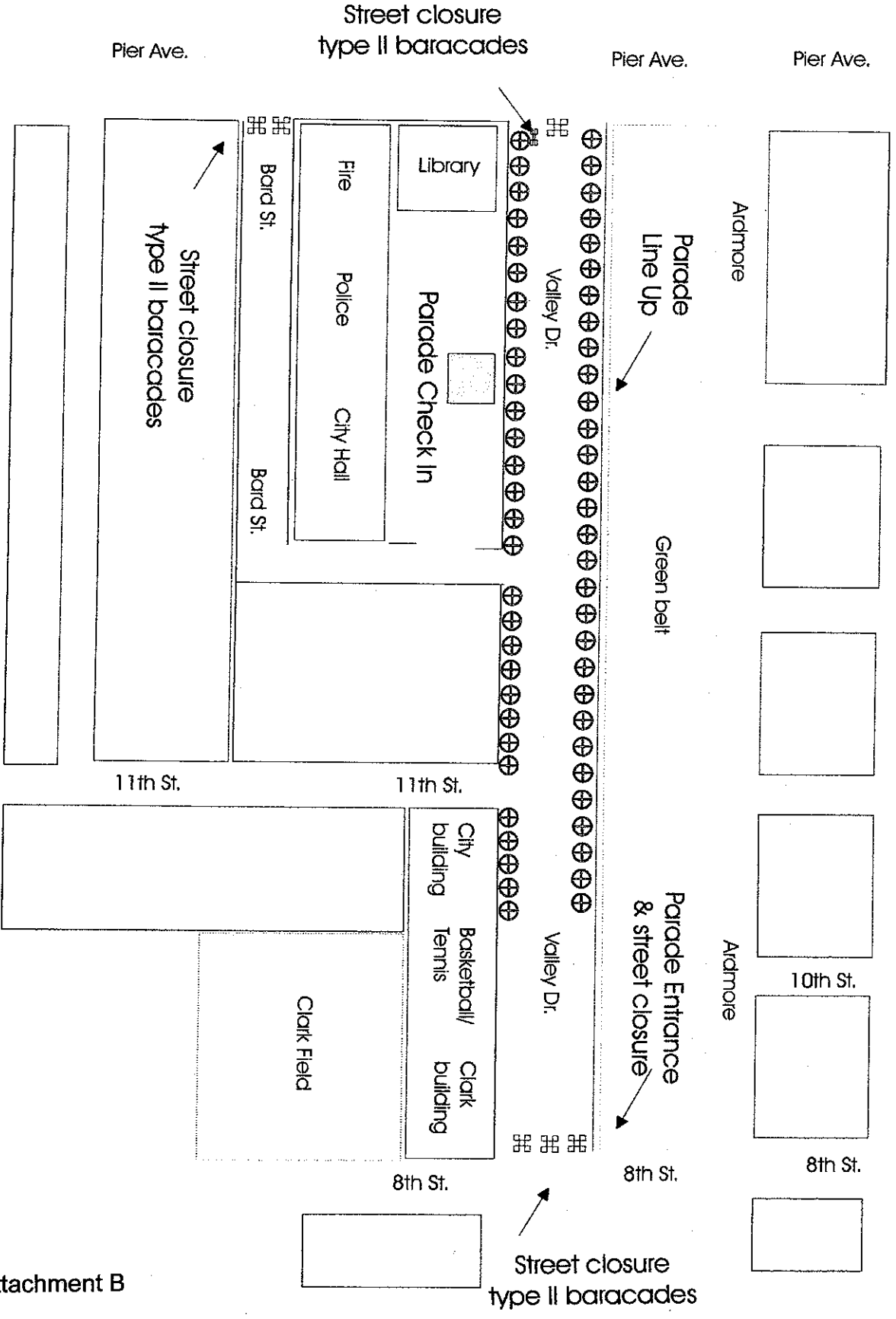
Sincerely,



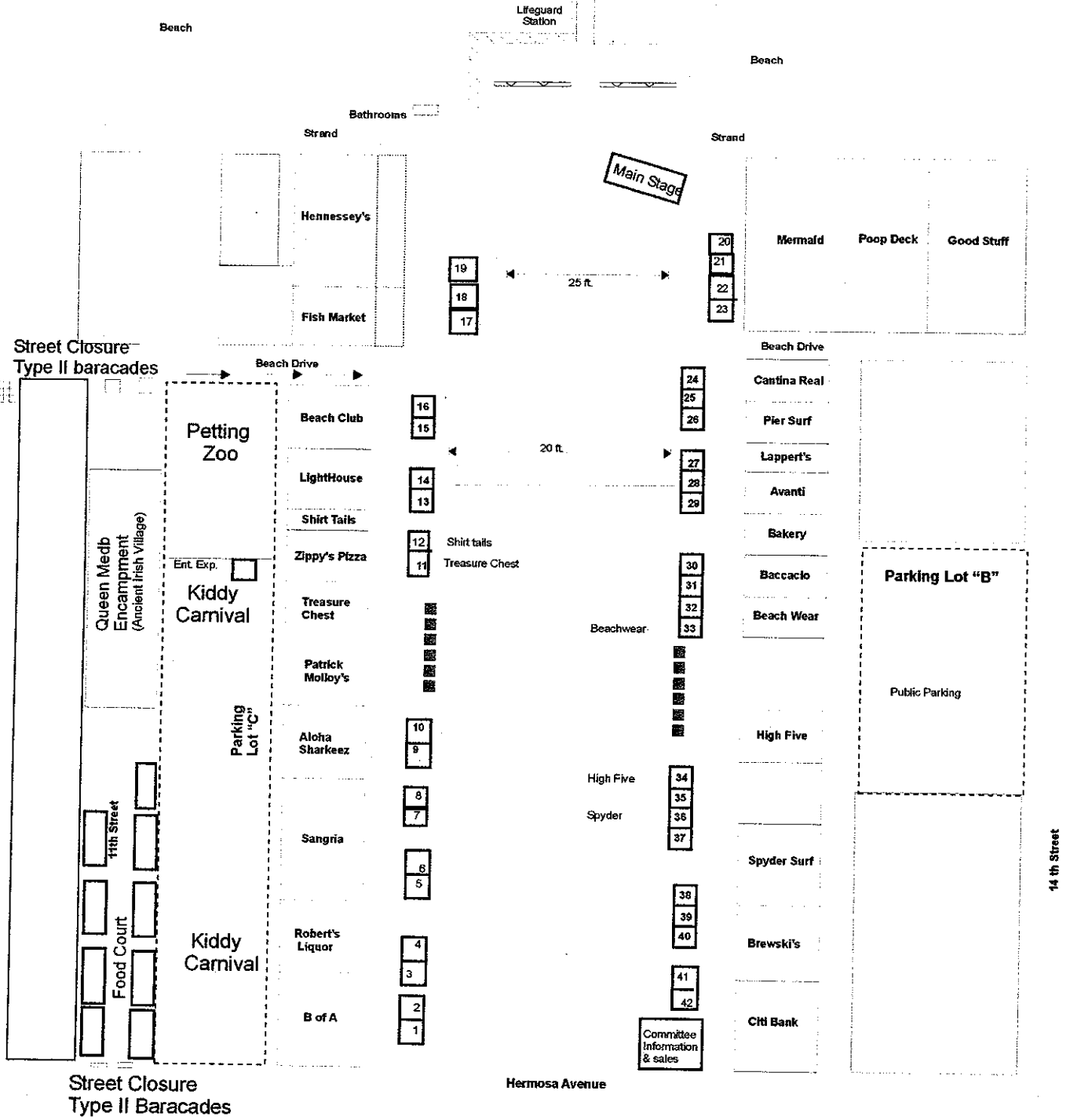
Virginia Scaccianoce

Chair, Hermosa Beach St. Patrick's Day Committee

St. Patrick's Day Layout - Street Closures - Set up 7:00 AM - 10:30 AM

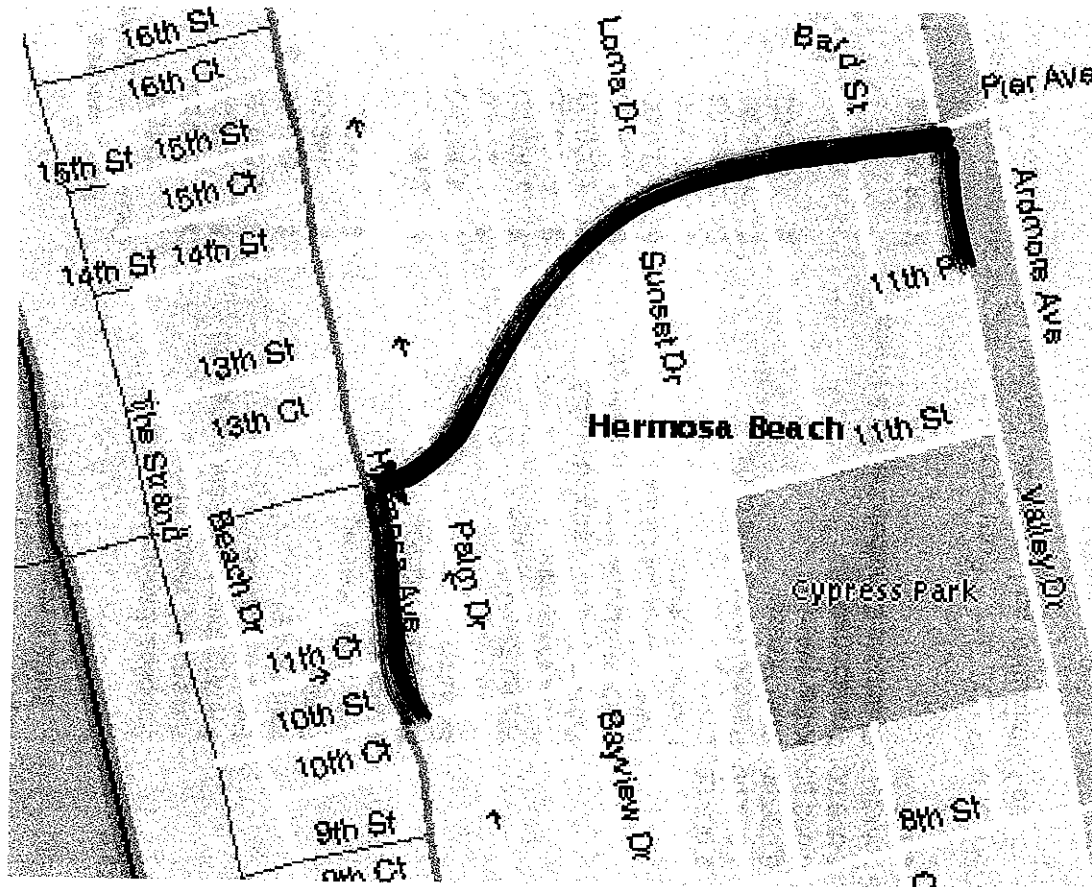


12th Annual St Patrick's Day Weekend Festival March 18 & 19, 2005



St. Patrick's Day Parade
Route

Line up on Valley Drive between Pier Ave and 8th Street. Step off at Valley and Pier Avenue; continue west on Pier Avenue to Hermosa Avenue where it will turn south on the west side of Hermosa Avenue and continue to 8th Street.



2005 Actuals

	Income		Expenditures	
	Cash	In-Kind	Cash	In-Kind
Hennessey's	\$ 500.00		\$ 175.00	
Tullamore Dew			\$ 519.00	
Patrick Malloy's	\$ 1,500.00		\$ 430.00	
In-Bev (Stella & Bass)	\$ 1,000.00		\$ 2,801.59	
Chamber of Commerce	\$ 500.00		\$ 600.00	\$ 6,000.00
H.B. Women's Club	\$ 500.00		\$ 148.00	
H.B. Kiwanis	\$ 500.00		\$ 580.00	
H. B. Rotary	\$ 250.00			
Individual Contributions				\$ 2,000.00
Schlock Carts	\$ 500.00		\$ 2,663.36	
Parade Entry Fees	\$ 1,500.00		\$ 3,367.00	
Festival Vendor Fees*	\$ 4,800.00		\$ 1,666.00	
Display Vendors	\$ 6,000.00		\$ 3,800.00	
Food Court	\$ 7,098.00		\$ 5,000.00	
Carnival and Petting Zoo	\$ 2,558.00		\$ 650.00	
Fiesta Beer Garden	\$ 8,500.00		\$ 4,354.00	
Committee Fund Raising	\$ 2,000.00		\$ 1,500.00	
City Transportation Funds			\$ 6,100.00	
Daily Breeze		\$ 2,000.00	\$ 2,895.00	\$ 1,665.00
Irish News		\$ 1,665.00	\$ 1,186.90	\$ 5,000.00
K-Earth / Arrow Radio		\$ 6,000.00	\$ 1,665.00	\$ 2,000.00
Consolidated Waste		\$ 5,000.00		
City of Hermosa		\$ 2,000.00		
Totals	\$ 37,706.00	(no actuals) \$ 16,665.00	\$ 40,100.85	\$ 16,665.00

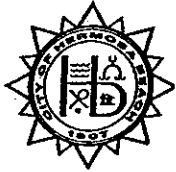
Supplies, Expenses
 Advertising, flyers, photo's
 Printing (pkg signs - car signs, etc)
 Event Insurance
 Irish News
 Postage
 Mira Costa Parking
 Waste Disposal
 Sanitation Facilities
 Security
 Power
 Shirts/ Street Banners
 Event Consulting
 Parade (cones, baracades etc)
 Festival (stages, sinks, rentals etc)
 Parade Bagpipe bands
 Festival Entertainment
 Clean up
 Parade Radios and carts
 Daily Breeze
 K-Earth/Arrow
 Transportation
 Charitable Contributions (80% Profits)

Police Department \$3,848
 Public Works \$2,270
 Community Resources \$ 300
 Transportation \$2,800
 Parking Lot A Rental \$2,250

*Note: City Actuals 2005

\$11,468

Attachment C



PUBLIC WORKS DEPARTMENT

**DOWNTOWN BUSINESS AREA ENHANCEMENT DIVISION
SOURCE OF FUNDS: DOWNTOWN ENHANCEMENT FUND**

2005-2006 BUDGET

DEPARTMENT DESCRIPTION: The Public Works Department staff administers several contracts in the downtown area.

POSITION SUMMARY

<u>OBJECT CODES</u>		<u>AUTHORIZED</u> <u>04-05</u>	<u>CITY MANAGER</u> <u>RECOMMENDED</u> <u>05-06</u>
4102	REGULAR SALARIES		
	Public Works Director	0.10	0.05
	Associate Engineer	0.20	0.20
	Public Works Superintendent	0.05	0.05
	Public Works Crewleader	0.05	0.20
	TOTAL	0.40	0.50

OBJECT CODE EXPLANATIONS

<u>OBJECT CODES</u>	<u>ACCOUNT TITLE</u>	<u>EXPLANATION</u>	
4201	Contract Services, Private	Downtown Cleaning/Sweeping	\$109,110
		Downtown Area Steam Cleaning	30,650
		Palm Tree Fertilization/Maintenance, Quarterly Root Injection Fertilization	2,400
		Tree Trimming	2,472
		Landscape Maintenance	
		Downtown Median Maintenance	
		Hermosa and Lower Pier Avenue	11,124
		Additional Cleaning Services for Events Not Included in Special Events	17,000
		Rental of One-man Bucket Truck	1,500
		Total	\$174,256
4319	Special Events	Installation/Removal of Holiday Flags, Holiday Decorations	\$8,540
		Palm Tree Light Maintenance	2,221
		Unspecified Events	2,500
		New Year's Celebration	25,000
		Rental Lights/Toilets - New Year's Eve	500
		Extra Clean Up - New Year's Eve	500
		St. Patrick's Day Parade	15,000
		Additional Rental Lights/Toilets	2,200
		Total	\$56,461