

December 17, 2003

Chairman and Members of the
Parks, Recreation and Community
Resources Advisory Commission

Regular Meeting of
January 6, 2004

<p style="text-align: center;">SAINT PATRICK'S DAY PARADE AND FESTIVAL: SATURDAY, MARCH 13 AND SUNDAY, MARCH 14, 2004</p>
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Recommendation

Staff recommends that the Commission:

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 13, 2004.
2. Approve the event contract (Attachment A) and street closures as requested.
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 13th for parade line up.
 - Closure of Hermosa Avenue from 13th St. to 8th St. from 10:00 am to 12:30 pm Saturday, March 13th for the parade.
 - Closure of 11th St. from Hermosa Avenue to the parking lot entrance from 7:00 am Saturday, March 13th to 7:00 pm Sunday, March 14th.

Background

On December 8, 2003, staff received a request for a special event permit from the SBSPDC to hold their 9th 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. Direct costs in 2003 were \$7,423.00 (reflects inclement weather cancellation) and direct costs in 2002 were \$9,976.00

Alternatives for Consideration to facilitate reduced impact:

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

Attachments:

- A. Event Contract
- B. Letter of Request
- C. 2004 Projected Operations Budget and 2003 Operations Budget
- D. Diagram of Parade Route and Vendor Booths

Respectfully Submitted,

Concur,

Lisa Lynn
Recreation Supervisor

Stephen R. Burrell
City Manager