

October 25, 2005

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

Regular Meeting of
November 1, 2005

SAINT PATRICK'S DAY PARADE AND FESTIVAL 2006-2007

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 and Festival 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. \$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 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

On October 26, 2005 staff 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.

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

Attachments:

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

Respectfully Submitted,

Lisa Lynn
Community Resources Director