



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: Honorable Mayor and Members of City Council

FROM: Donald Mothershead, Senior Recreation Coordinator
Daniel Gho, Public Works Director

MEETING DATE: January 20, 2016

SUBJECT: Proposed Special Events Calendar for the Fiscal Year 2016 – 17

CEQA: The Project qualifies for a Class 4 Exemption under California
Environmental Quality Act (CEQA) - CEQA Article 19 – Section 15304
(Minor Alterations to Land).

RECOMMENDATION

1. Approve nine events classified as “Traditional” and waive City fees for these events.
2. Approve ten events classified as Class I - “Fundraising” and approve the recommended level of support.
3. Approve three events classified as Class II – “Minimal Impact” and approve the recommended level of support for these events.
4. Approve the Event Calendar for Fiscal Year 2016-17.

DISCUSSION

Every year City Council reviews and approves the special events calendar prior to the commencement of the next fiscal year. This also gives event organizers and staff time to prepare. Staff has collected a historic break-down of department staffing costs for each event listed. The burden and corresponding cost on Public Works in many of these events has been lessened, by requiring event organizers to utilize community volunteers. The Recreation Board did review the requested events at its December 8th meeting and agree with City Staff to recommend that Council approve these events as in the past, following Council Policy No. 900-1.

Special Events over the years have traditionally had amplified music or announcements that have accompanied the events, which to some extent has risen to a level that has been disruptive to some of our residents. To resolve this issue, staff will be meeting with all event organizers to review their amplification plan prior to issuing a Sound Permit. This review will include locations and times of the amplified sound, and to what level it will be amplified. Event organizers will be held accountable for their entertainers and, if sound volumes exceed acceptable levels. Whether or not there have been any complaints, City staff will have the option to deny the amplification, modify the level of amplification, or revoke the sound permit. All sound permits are conditional and may be revoked at any time.

CLASSIFICATIONS

As in the past, the events proposed are identified in three categories or classifications:

Class I “Traditional” events are those which require support of the City and are directly sponsored by the City, Chamber of Commerce or the Pacific Grove Unified School District. They are traditional events and an integral part of Pacific Grove’s culture. Fees have been waived and Staff support has been given, with an increased emphasis of utilizing volunteers. These events include; 4th of July Barbeque, Feast of Lanterns and Pet Parade, Little Car Show, P.G. Auto Rally, Butterfly Parade, Holiday Tree Lighting, Holiday Parade of Lights, Stillwell’s Holiday in the Park and the Good Old Days events.

Class I “Fundraising” events include: **D.L.I. – Wear Blue “Run to Remember”; A.I.M. for Mental Health Walk; Walk to Cure Diabetes; BSIM 3K, 5K, & ½ Marathon; Arthritis Foundation 5K run/walk; Rape Crisis 10K run/walk; Walk for Multiple Sclerosis, BSIM By The Bay 3K Kids Run; March of Dimes Walk and the Double Road Race 5 & 10 K run. Usage fees and staffing costs are charged. **(the D.L.I. Wear Blue event is new!)

Class II “Minimal-Impact” events are those that require limited staffing support. These events include: the V.W. Car Show; Peace Lantern Ceremony and the Our Lady of Fatima Society. Usage fees and staffing costs are charged, but there are minimal staffing needs. (Note: The SPCA Wag-n-Walk event will be held entirely in Monterey.)

Class I – The large traditional events potentially cost over \$25,000 for fees and staffing. These events have become a part of Pacific Grove’s heritage. Events in the other two categories are expected to pay for all City staffing, equipment usage, and park fees. An additional \$20,000 is anticipated in park and equipment rental fees during the fiscal year, helping to offset the costs for Traditional events.

The City Council did approve (at its November 4th, 2015 meeting) the request from Tri-California to change the Triathlon event from the traditional September schedule to June, for the next 5 years. Furthermore, the Triathlon at Pacific Grove will bring an additional \$15,000 to the General Fund in contract fees. This is in addition to paying for City staff time used before and during the event. This event is also reported to have the largest positive economic effect to the City through the lodging and hospitality industry.

FISCAL IMPACT

The slate of special events classified as Class I “Fundraising” and Class II “Minimal Impact” reimburse the City for services provided. Additional application, park and equipment fees are expected to generate over \$20,000. The Triathlon is expected to return an additional \$17,000 after reimbursement for staffing. Staff expects the total expenditure for staffing these events to be neutral.

The economic benefits in the form of increased T.O.T. and Sales taxes are not available, but are known to have a positive impact. Many of these events attract participants and visitors from outside of our peninsula and do benefit local organizations, and non-profits.

ATTACHMENTS

1. Recommended 2016-2017 Special Events, w/ estimated Staffing Costs
2. City Council Policy No. 900 – 1

RESPECTFULLY SUBMITTED,



Donald Mothershead
SENIOR RECREATION COORDINATOR



Daniel Gho
PUBLIC WORKS DIRECTOR

REVIEWED BY,



Jocelyn Francis
CITY MANAGER PRO TEM

City of Pacific Grove F.Y. 2016 - 17 Special Event Calendar

Agenda No. 9A, Attachment 1



Note: This Schedule notes Staff costs for FY 2016-17

Recreation Board hearing on Dec. 8, 2015

For Council Approval: January 20, 2016

#	Event	Day	Date	Location	PD hrs.	PD \$	FIRE hrs	FIRE \$	PW hrs.	PW \$	Staffing	Net
1	4th of July Celebration	Monday	July 4, 2016	Caledonia Park					2	\$ 125	\$ 125	\$ (125)
2	Military Appreciation Race	Sunday	July 10, 2016	Lovers Point & Shoreline (west)	9	\$ 250			54	\$ 2,000	\$ 2,250	\$ 4,000
3	V.W. Car Show	Wednesday	July 27, 2016	Downtown Lighthouse Ave.	4	\$ 80					\$ 100	\$ (80)
4	Feast of Lanterns Celebration	Wed.-Sun.	July 27-31, 2016	Chautauqua Hall / Lovers Point	85	\$ 4,700	10	\$ 350	110	\$ 6,000	\$ 11,050	\$ (11,050)
5	Peace Lantern Ceremony	Saturday	August 6, 2016	Lovers Point Beach/Pier								\$ 105
6	Celebration of Our Lady of Fatima	Sat.-Sun.	August 6-7, 2015	9 th /10 th Streets & Lighthouse Ave.	5	\$ 100					\$ 100	\$ 175
7	Little Car Show	Wednesday	August 17, 2016	Downtown Lighthouse Ave.	5	\$ 100					\$ 100	\$ (100)
8	Pacific Grove Auto Rally & BBQ	Friday	August 19, 2016	Lighthouse Ave & Chautauqua Ha	10	\$ 200			4	\$ 50	\$ 200	\$ (250)
9	Butterfly Parade	Saturday	October 1, 2016	Pine & Downtown	10	\$ 210			24	\$ 1,200		\$ (1,410)
10	A.I.M. for Mental Health Walk	Sunday	October 23, 2016	Lovers Point & Rec Trail								\$ 1,850
11	Walk to Cure Diabetes (J.D.R.F.)	Sunday	October 30, 2016	Lovers Point & Rec Trail					3	\$ 150	\$ 150	\$ 2,750
12	Big Sur Half Marathon	Sat.-Sun.	November 12-13, 2016	Rec Trail / Downtown	30	\$ 500			90	\$ 4,000	\$ 4,500	\$ 5,500
13	Holiday Tree Lighting Ceremony	Monday	November 28, 2016	Jewell Park					6.5	\$ 400.00	\$ 400	\$ (400)
14	Annual Holiday Parade of Lights	Thursday	December 1, 2016	Lighthouse Avenue / Business Dis	12	\$ 160			70	\$ 2,400	\$ 2,560	\$ (2,560)
15	Stillwell's "Holiday Fun" in the Park	Saturday	December 3, 2016	Caledonia Park					23	\$ 300	\$ 300	\$ (300)
16	Jingle Bell 5K Run	Saturday	December 10, 2016	Lovers Point & Shoreline (west)	9	\$ 250			54	\$ 2,000	\$ 2,250	\$ 3,000
17	Together With Love Walk/Run	Sunday	February 12, 2017	Lovers Point	12	\$ 200			65	\$ 2,700	\$ 2,900	\$ 2,000
18	60th Annual Good Old Days	Sat.-Sun.	April 8-9, 2017	Downtown	36	\$ 800	4	\$ 140	200	\$ 8,960	\$ 9,900	\$ (9,900)
19	MS Walk	Sunday	April 23, 2017	Lovers Point & Rec Trail					2	\$ 80	\$ 80	\$ 1,300
20	BSIM By The Bay 3K Kids Run	Saturday	April 29, 2017	Lovers Point & Shoreline (west)	18	\$ 500			45	\$ 2,000	\$ 2,500	\$ 1,400
21	Walk for Babies	Saturday	May 13, 2017	Lovers Point & Rec Trail					4	\$ 160	\$ 160	\$ 900
22	Double Road Race - Pacific Grove	Sunday	May 14, 2017	Lovers Point & Shoreline (west)	10	\$ 200			65	\$ 3,100	\$ 3,300	\$ 1,200
23	The Triathlon at Pacific Grove	Fri.-Sun.	June 9-11, 2017	Lovers Point / Ocean View Blvd.	75	\$ 2,800	10	\$ 350	45	\$ 2,800	\$ 5,950	\$ 15,000
	Key:			Totals	242	\$ 8,250	14	\$ 490	821.5	\$ 35,625	\$ 44,365	\$ 13,005
9	T.E. - Class I (Traditional Events)	10 - F. - Fundraising (Pay for Services)										
3	M.I. - Minimal Impact											
1	Contract											
					Gross Staff							
					Total Staff Hrs		1,078					
					Total Staff \$		44,365					
									Net			

as of 12-8-15

CITY OF PACIFIC GROVE CITY COUNCIL POLICY

SUBJECT	POLICY NO.	EFFECTIVE DATE	PAGE NO.
Special Events	900-1	February 16, 2011	1 of 3

PURPOSE

The intent of this policy is to provide guidance for the conduct of special events in the City and ensure an appropriate balance between the number and scope of special events with the ability of City neighborhoods and facilities to adequately handle such events.

POLICY

I. General

The City shall have the discretion to limit the number of special events in any calendar year.

All special events will be limited to those activities that benefit Pacific Grove residents or businesses.

Most special events are either one-time or annual. Certain special events, such as the Farmers' Market, are periodic and ongoing.

The Council reserves the right to take actions creating exceptions to this policy in the event of special circumstances.

II. Types of Special Events

The City will create an annual calendar of special events. Events included in the annual calendar shall have first priority for the scheduled locations and times, and for City support. These events will be highlighted in the City's seasonal *Activity Guide*. Requests for inclusion in the annual calendar shall be submitted to the City by September 31 for any event to be held during the following fiscal year.

The City will also consider the approval of events on an as-proposed basis. Such events will not be approved if they conflict with already approved events. Events requiring City Council approval are those that:

- Require City sponsorship or other City support;
- Preclude others from using an entire outdoor public facility (e.g., Caledonia Park);
- Are likely to have a significant impact on substantial numbers of residents or businesses (e.g., closure of multiple or high-traffic streets for a significant amount of time, as determined by the City Manager; or
- Have other characteristics that warrant public consideration by the Council.

More limited events may be approved by staff. A neighborhood event, requiring closure only of a neighborhood street, for example, would not require Council approval. In these cases, those persons incurring the costs of the street closure are the same persons benefiting from the event.

Council Policy 900-1 — Special Events

III. Information Required

Each application for special events shall contain the following information:

- A. A description of the proposed event.
- B. A statement of the purpose of the event and its benefits to the City.
- C. The name of the sponsoring organization.
- D. The date, location, and time (to include preparation and clean up) of the event. In the case of a race or parade, a map of the proposed route shall be submitted.
- E. An estimate of the number of participants and/or spectators.
- F. A description of City facilities, support, and personnel required.
- G. A list of personnel to be provided by the sponsor.
- H. A description of parking arrangements for the event.
- I. If electronic sound amplification equipment will be used, an application for the necessary permit shall be made as required by Chapter 11.94 of the Pacific Grove Municipal Code.
- J. A description of the proposed recycling program for plastics, glass, paper, and aluminum during the event.
- K. A listing of accommodations provided by the sponsor pursuant to the Americans with Disabilities Act.
- L. A listing of fees proposed to be charged, commercial sales, commercial filming, and the service or sale of food and/or alcohol.

III. Conditions of Permit

Once the Council approves an application, the sponsoring organization shall comply with the following conditions:

A. At least 30 days prior to the event, furnish the City with a certificate of insurance in an amount not less than \$2 million naming the City of Pacific Grove as an additional insured. Such insurance shall be primary to any City insurance, and the City must have at least ten days notice of cancellation.

B. The sponsoring organization shall reimburse the City for all direct and incidental expenses for the use of the City personnel and facilities. The sponsor has the option of using volunteers or other non-City personnel for some functions (e.g., placing barricades, emptying public trash cans, etc.) Other functions (e.g., Police security) require City personnel. The City has the absolute discretion to determine the number of personnel who will be provided for a particular event. The Council may waive or reduce the requirement for reimbursement if Pacific Grove Chamber of Commerce, the Pacific Grove Unified School District, or the City sponsors the event.

C. The sponsor is responsible for all sign removal, litter control, clean-up activities, and for providing necessary containers and personnel for recycling activities, as determined by the City.

D. The sponsor shall provide portable restroom facilities if deemed necessary by the City.

E. The sponsor shall be advised that the sponsor is responsible for determining what, if any, accommodations are required of sponsor pursuant to the American with Disabilities Act.

Council Policy 900-1 — Special Events

F. An approved Special Event Application is required for all groups and shall be in the possession of the sponsor or representative at the event.

G. The City will review applications and additional approvals may be deemed necessary.

The City of Pacific Grove reserves the right to revoke permissions for an event at any time.

IV. Permitted Events

The Council established the following classification of events to be used in determining the events scheduled for each calendar year:

Class I. These are special events that require exclusive use of City property and streets and require major support of City police, fire, or public works personnel. Activities scheduled by the Chamber of Commerce, School District, and Feast of Lanterns shall be considered as traditional events and shall receive first priority on any scheduling.

Class II. These are events that require some limited use of City property and streets, but require minimum support by City personnel.

The number of Class I events that the City can support each year is limited. The current target is to have at least one Class I event each month. We have much greater flexibility in the number of Class II events being offered. The Council will make a determination of the number of Class I and Class II events to be held each year based on the impact to the community.

V. Scheduling of Events

All activities approved are authorized for the subsequent year only and, with the exception of the traditional activities, continued Council approval should not be assumed. Activities may be discontinued if they become too large or if they create problems that would substantially disrupt the peace and quiet of a neighborhood.

Should the City receive requests for more activities than may be accommodated, the City will establish an appropriate random drawing type of system or other suitable method for determining those activities to be approved.

Adopted: April 16, 1986—Resolution No. 5705
Amended: January 7, 1987—Resolution No. 5787
Amended: February 5, 1992—Resolution No. 6238
Amended: March 3, 1993—Resolution No. 6331
Amended: November 15, 1995—Resolution No. 6489
Amended: November 5, 1997—Resolution No. 7-057
Amended: June 2, 2010—Resolution No. 10-044
Amended: February 16, 2011—Resolution No. 11-012