



**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  
**MEETING DATE:** June 15, 2016  
**SUBJECT:** Pacific Grove Back-in-Time Car Show Special Event

**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**

Approve the request by the Chamber of Commerce for the Pacific Grove Back in Time Car Show special event on Lighthouse Avenue on Saturday, July 9, 2016, between the hours of 9:00 AM to 3:00 PM, with the understanding that full cost recovery will be expected.

**DISCUSSION**

On May 3<sup>rd</sup>, staff received a request from the Chamber to have the Gold Coast Rods Car Club hold a special event on Lighthouse Avenue (east of Forest Ave.) on Saturday, July 9<sup>th</sup> from 9:00 AM to 3:00 PM. The Chamber expects 130 classic cars to be involved, bringing possibly 400 spectators to the downtown.

On May 12, staff representatives from Police, Fire and Public Works met with Pacific Grove Chamber of Commerce representatives to discuss its application for the special event. Staff would require the street areas utilized for this event to be completely closed to all cross traffic, with the standard barricades and signage used in similar events. The Chamber reports that all the down-town merchants are in favor of such an event. In keeping with City Council direction, full-cost-recovery for City services is recommended.

The Recreation Board reviewed this request at a special board meeting on May 24<sup>th</sup> and recommends it for City Council approval. Additionally, the Downtown Business Improvement District Committee met on June 1<sup>st</sup> and agreed to sponsor this event. Historically, this is a slow time of year for the downtown merchants, and it is anticipated that the event would increase foot-traffic. The Economic Development Commission met on June 9<sup>th</sup> to discuss this proposed event. They are also in favor of this proposal.

**FISCAL IMPACT**

Staff recommends that all direct costs for City services be invoiced and paid for by the Chamber.

**ATTACHMENTS**

1 – Chamber request – dated May 3, 2016

RESPECTFULLY SUBMITTED,



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Donald Mothershead  
SENIOR RECREATION COORDINATOR

REVIEWED BY,

*Ben Harvey*

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Ben Harvey  
CITY MANAGER

Fiscal Year, 2016 – 17 Application for a CITY SPECIAL EVENT

**Requests should be completed and submitted to the City by the 30<sup>th</sup> of September, 2015  
to be Placed on the City’s Special Events Calendar.**

The City Recreation Board & Council will be Approving its Special Events Calendar  
between December and January for the Fiscal Year, July 1, 2016 -June 30, 2017.

***(PLEASE TYPE OR PRINT LEGIBLY)***

(dated 6/24/15)

**Sponsoring Organization:** Pacific Grove Chamber of Commerce &  
Downtown Business Improvement District

**If Non-Profit, the E.I.N.#:**  
94/1558089

**Date Requested & Title of the Event:**

Saturday, July 9, 2016  
Pacific Grove Back in Time

**Location Requested:**

Lighthouse Avenue between 12th St. and Forest Ave.

**Contact Person & Phone Number:**

Moe Ammer  
(831) 373-3304

**Organization’s Name & Address:**

Pacific Grove Chamber of Commerce  
P.O. Box 167 Pacific Grove, CA 93950

**Email & Website Information:**

moeammar@pacificgrove.org; www.pacificgrove.org

**Description of Event Proposed:**

Typical car show similar to Concours Auto Rally. This is a fundraiser to benefit  
The Bridge Restoration Ministry. We expect 130 cars that will eat and shop in PG.

**Statement of Purpose & Economic Impact:**

**(on two sparate sheets of paper, give (1) Purpose of this event and (2) the Economic Impact the City of Pacific Grove can expect from this event. Examples of economic impact include hotel nights, restaurant meals, number of visitors.)**

**Time of Event:**

Set Up & Preparation: Day/Date: Saturday 7/9 From: 7:00 am To: 9:00 am

Actual Event: Day/Date: Saturday 7/9 From: 9:00 am To: 3:00 pm

Clean Up, Close: Day/Date: Saturday 7/9 From: 3:00 pm To: 3:30 pm

Estimated Number of Participants and/or Spectators: 130 cars and 400-500 spectators

**Description of City Facilities, Support, and Personnel Required:** \_\_\_\_\_

1) Display No Parking signs 24 hours prior to event

2) Block street on Saturday 7/9 in the morning

3) Remove No Parking signs that will be stored by volunteers on Monday morning

**List of Personnel Provided by Sponsor:** There will be several volunteers from the Chamber, BID, and Bridge Restoration Ministry

Will a Fee be Charged for: Admission:  Yes  No If Yes: \$ \_\_\_\_\_ Per Person

Participants:  Yes  No If Yes: \$ \_\_\_\_\_ Per Person

Vehicle Display:  Yes  No If Yes: \$ 35 Per Vehicle

Will There Be Commercial Sales?  Yes  No Describe: \_\_\_\_\_

Will Sound Amplification be used?  Yes  No Describe: \_\_\_\_\_

Will Commercial Filming take place?  Yes  No Describe: \_\_\_\_\_

Will Alcohol be served?  Yes  No Describe: \_\_\_\_\_

Will Alcohol be sold?  Yes  No Describe: \_\_\_\_\_

Will Food be served?  Yes  No Describe: \_\_\_\_\_

Will Food be sold?  Yes  No Describe: \_\_\_\_\_

Describe Accommodations pursuant to the Americans with Disability Act:

All event on City's streets and sidewalks. All accessible.

Describe Arrangements for Recycling and Appropriate Disposal: No food or beverage will be sold

Describe Parking Arrangements for Event: City parking lots

Will you have corporate sponsorship banners?  Yes  No Describe: \_\_\_\_\_

If Yes, how many banners will you have? N/A

Please list all companies/corporations etc: N/A

If your event was held in the past, please provide the following information.

If your event has not yet taken place, provide the figures from the most recent year.

<b>Most Recent Event Gross Receipts or Estimates - \$ 0</b>
<b>% of Event Proceeds given to Pacific Grove Organizations - \$ 100%</b>
<b>% of Event Proceeds given to Monterey County Organizations - \$N/A</b>

<u>Service</u>	<u>Fees set by City Council (May 2014)</u>
<u>Special Event Application</u>	<u>\$250 - \$500 for staff time for planning and meetings</u>
<u>Sound Permit</u>	<u>\$30.00 each event</u>
<u>Police Officer / Fire Inspector / Public Works Staff</u>	<u>Actual Staffing Costs + 9% Overhead</u>
<u>Liability Insurance Limit required</u>	<u>\$2 M naming City of Pacific Grove</u>
<u>Temporary Directional Signage</u>	<u>\$2 per day</u>
<u>Barricades</u>	<u>\$3 - each, per day</u>
<u>Delineators</u>	<u>\$4 - each, per day</u>
<u>Rails (include two barricades)</u>	<u>\$10 – each, per day</u>
<u>Traffic Cones</u>	<u>\$2 - \$3 each, per day</u>
<u>Recreation Trail Fees</u>	<u>\$100 - \$300 per hour</u>
<u>Park Fees</u>	<u>\$100 - \$300 per hours</u>
<u>Parking Lot Fees</u>	<u>\$50/Lot, plus barricade fees required</u>
<u>Garbage Can / Recycling Bins</u>	<u>\$2.00 per set</u>

*\*Fees are considered each May by the City. These fees quoted may increase. The Pacific Grove City Council may waive City-incurred charges for those organizations deemed holding “traditional events” or “minimal-impact events”. This waiver will be considered on a year-to-year basis.*

**Conditions of Permit**

Upon City Council approval, the following conditions will apply:

<p>At least thirty (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 must be primary to any City insurance, and the City must have at least ten (10) days notice of cancellation.</p>	<p><b>Please Initial Each Condition Below:</b> <u>MA</u></p>
<p>The sponsoring organization must reimburse the City for all direct and incidental expenses for the use of the City personnel and facilities. The City has the absolute discretion to determine the number of personnel that will be provided for a particular event. The City Council may waive or reduce the requirement for reimbursement if the event is sponsored by the Pacific Grove Chamber of Commerce, the Pacific Grove Unified School District, or if the City sponsors the event.</p>	<p><u>MA</u></p>
<p>The sponsor is responsible for all sign placement and removal, litter control, trash removal and clean-up activities and for providing necessary containers and personnel for recycling activities as determined by the City. <b><u>Use of helium balloons or other event decorations that may result in illicit waste or discharges are prohibited. Balloon decorations are Prohibited!!</u></b></p>	<p><u>MA</u></p>
<p>The sponsor must comply with Pacific Grove Municipal Code Chapter 9.30, the storm water management and discharge control ordinance. Specifically, the sponsor shall be responsible to ensure that litter control is provided consistent with this ordinance, which requires that no person shall throw, deposit, leave, maintain, keep, or permit to be thrown or deposited, in or upon any public or private property, driveway, parking area, street, alley, sidewalk, component of the storm drain system, or waters of the U.S., any pollutant, refuse, rubbish, garbage, litter, or other discarded or abandoned object, so that the same may cause or contribute to pollution. Waste deposited in proper waste receptacles for the purpose of collection is exempt from this prohibition. No person shall discharge or cause to be discharged into the city storm drain system or watercourses any materials, including but not limited to pollutants or waters containing any pollutants, that cause or contribute to a violation of applicable water quality standards, other than storm water. [Ord. 07-002 § 2, 2007].</p>	<p><u>MA</u></p>
<p>City contractors in the performance of city contracts and special event promoters may not provide prepared food in disposable food service ware that contains polystyrene foam. City contractors and special event promoters utilizing disposable food service ware shall use biodegradable, compostable, or recyclable products while performing under a city contract or permit. <b><u>Violations of this condition shall result in fines pursuant to Pacific Grove Municipal Code Section 11.99.060.</u></b></p>	<p><u>MA</u></p>
<p><b>The sponsor must comply with all Pacific Grove Municipal Codes. The sponsor acknowledges Muni codes against Alcohol in Public and Smoking in our Parks!</b></p>	<p><u>MA</u></p>
<p>The sponsor is responsible for submitting a plan for accommodations required pursuant to the Americans with Disabilities Act and must provide Portable Restroom Facilities, if deemed necessary by the City.</p>	<p><u>MA</u></p>
<p>An approved Special Events permit is required for all groups and must be in the possession of the sponsor or representative at the event.</p>	<p><u>MA</u></p>
<p>The Special Events Coordinator will review applications and additional approvals may be deemed necessary.</p>	<p><u>MA</u></p>

I hereby certify the foregoing statements to be true and correct and that I am authorized to sign this Application on behalf of the sponsoring organization. I agree, on behalf of the sponsoring organization, to indemnify, defend and hold harmless the City of Pacific Grove, its City Council, officers, agents, and employees from and against any and all loss, damages, liability, injury, claims, suits costs and expenses, whatsoever, including attorney's fees, regardless of the merit or outcome of any such claim or suit arising from or in any manner connected to the requested activity. I also agree that, if the request is approved, to comply with all application and permit conditions, and understand that failure to comply with any conditions, or any violation of the law may result in immediate cancellation of the event, denial of future events and/or criminal prosecution.

Authorized Event Representative: Moe Ammar  
(Signature)

Print Name: Moe Ammar

Title: President

Organization's Name: Pacific Grove Chamber of Commerce

Telephone: (831) 373-3304

E-Mail Address: moeammar @ pacificgrove.org

Date: 5/3/2016

**Mail to:**

**City of Pacific Grove Special Events Coordinator**  
**Donald Mothershead**  
**300 Forest Ave., Pacific Grove, CA 93950**  
**Phone: (831) 648-3100      FAX: (831) 375-9863**  
**Email: [dmothershead@cityofpacificgrove.org](mailto:dmothershead@cityofpacificgrove.org)**



**City of Pacific Grove**  
**SPECIAL EVENT - Questionnaire of Economic Impact**

**Financial Impact Estimates:**

**VISITORS during event**

1. Number of Event days 1

2. Number of Participants expected (total) 150

**Number of MOTEL CONTRACT Agreements**

3. Number of motel stays (expected in the City of Pacific Grove). 10

**EXTENT OF PUBLICIZING PACIFIC GROVE**

4. Dollar Amount to be Spend on Advertising \$1,200

5. Forms of Advertisement  
(list Radio / TV Stations and Papers used) Social media and some local papers

\_\_\_\_\_  
\_\_\_\_\_

6. Marketing Area for Ads Monterey County

\_\_\_\_\_  
\_\_\_\_\_