



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: July 20, 2016

SUBJECT: Consider approval of the Special Event “Pacific Grove Wheels of the Future” Car Show on August 18th, 2016.

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 Regional Artisans Association with sponsors, Cannery Row Company and Domaine Pacific Grove, LLC to hold the “Pacific Grove Wheels of the Future” Car Show on Thursday, August 18th, 2016 from 12:00 noon – 8:00 PM on Ocean View Boulevard in front of the American Tin Cannery at 125 Ocean View.

DISCUSSION

On June 16th, staff received a request from Dawn Teal with the Regional Artisan Association to hold an alternative fuel vehicle car show on the Thursday (August 18th) of the peninsula’s annual car week, the Concours d’Elegance. The organizers expect this event could bring possibly 1,000 spectators. They are also planning an extensive marketing plan to advertise the event as a premier “Clean Energy Vehicle” showcase in Pacific Grove.

On June 21, at a special meeting of the Recreation Board, the event proposal was presented and was well received. Concerns of the Sloat Ave. request, due to a 20 foot Fire Lane requirement were discussed. The Recreation Board suggest more details be worked out with staff, but recommend that the City Council consider approving this proposed event and suggests that full-cost-recovery be charged for City services.

Staff representatives from Police, Fire and Public Works met with the applicant and their board representatives on June 30. Staff recognized the limitations of the original plan to utilize Sloat Avenue, as it is very narrow and has limited space. Discussion moved to a suggestion received at the Recreation Board to utilize Ocean View Blvd. This proposal was examined and found to be a good alternative, with complete street closure to allow pedestrians to safely view the presented vehicles. The proposal would place the vehicles on Ocean View Boulevard in front of the American Tin Cannery Outlet, between Eardley Ave. and Dewey St. Additionally, westbound traffic on Ocean View would be diverted south on Eardley and eastbound traffic would be detoured south at 1st Street. Standard barricades and signage would be placed by city staff. Ocean View would be closed to all vehicular

traffic between Eardley and Dewey, allowing visitors and viewers full street access. Staff recommends this event be charged at full cost recovery for City staff, services and equipment.

FISCAL IMPACT

None; all direct and indirect costs for services are recommended to be invoiced at full cost recovery.

ATTACHMENTS

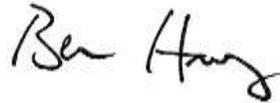
- 1 – Original Special Event Application for the August 18th Car Show – dated June 16, 2016
- 2 – Up-dated Special Event Application – dated July 5, 2016

RESPECTFULLY SUBMITTED,



Donald Mothershead
SENIOR RECREATION COORDINATOR

REVIEWED BY,



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 30th 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 5/24/15)

Sponsoring Organization:	Cannery Row Company Company, Domaine Pacific Grove, LLC, and the Regional Artisans Association
If <u>Non-Profit</u>, the E.I.N.#:	The Regional Artisans Association is a 501(c)(3): 45-3487170

<u>Date Requested & Title of the Event:</u>
Pacific Grove Wheels of the Future Showcase. Thursday, August 18th, 2016

<u>Location Requested:</u>
All of Sloat Street, behind the American Tin Cannery

<u>Contact Person & Phone Number:</u>
Dawn Teall: office 831-747-1060; cell 831-461-5272

<u>Organization’s Name & Address:</u>
Regional Artisans Association, 125 Ocean View Blvd, Ste 108, Pacific Grove, CA 93950

<u>Email & Website Information:</u>
mbartisans@gmail.com

<u>Description of Event Proposed:</u>
Pacific Grove Wheels of the Future will be an alternative fuel vehicle car showcase. It will highlight and demonstrate the latest in alternative fuel cars, trucks, motorcycles, bikes, mopeds, and every other type of renewable energy transportation. This event will take place at the American Tin Cannery,

<u>Statement of Purpose & Economic Impact:</u>
<u>(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.)</u>



STATEMENT OF PURPOSE & ECONOMIC IMPACT

Statement of Purpose: The mission of *Pacific Grove Wheels of the Future* is to foster understanding and create excitement about alternative fuel vehicles in order to help increase the number of clean and renewable energy vehicles on U.S. roads.

This year marks the launch of *Pacific Grove Wheels of the Future*, which will be an annual event at the American Tin Cannery, and will continue in the home of the new Leed Platinum hotel, known today as Project Bella Hotel. The showcase is sponsored by the Cannery Row Company, Domaine Pacific Grove, LLC, and the Regional Artisans Association.

Proceeds from this event will benefit Rancho Cielo and the Gateway Center.

Economic Impact: Pacific Grove Wheels of the Future was scheduled for Monterey Classic Car Week with the purpose of bringing visitors already in the area for the Concours d'Elegance into Pacific Grove. The date chosen, Thursday, August 18th, was a strategic decision designed to make sure the show did not conflict with other high-profile events in order to draw a larger crowd to Pacific Grove. We expect up to 1000 attendees at this showcase.

As this year marks the launch of this annual event, any estimates we could give regarding hotel stays and restaurant meals would be guesses, which might not be helpful. After this year's event, we'll be better able to estimate these numbers.

Planned promotion for *Wheels of the Future* includes Comcast television commercials in the run-up to the event, paid radio spots, and paid print advertising in Monterey County, Santa Cruz County and Santa Clara County. We have currently budgeted \$20,000 for marketing and advertising, most of which will be spent in Monterey County. We are also currently in talks with PG restaurants and wine suppliers to provide the food for the reception. We are committed to spending as much of our budget in Pacific Grove as possible.

Time of Event:

Set Up & Preparation: Day/Date: 8/18 From: 6am To: noon
Actual Event: Day/Date: 8/18 From: noon To: 8pm
Clean Up, Close: Day/Date: 8/18 From: 8pm To: 10pm

Estimated Number of Participants and/or Spectators: _____

Description of City Facilities, Support, and Personnel Required: _____

The closing of Sloat Street will be the activity that may require support and personnel, though we will have a number of volunteers to manage this. We will defer to the City and the Police Department to tell us how they would like us

to handle this street closing and what portion of that activity we can manage ourselves.

List of Personnel Provided by Sponsor: _____

All registration and event management positions will be provided by us, and we can provide staff for as much of the street closure, traffic flow, and similar issues as is needed.

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: \$ _____ Per Vehicle

Will There Be Commercial Sales? Yes No Describe: t-shirts and caps for fundraising purposes

Will Sound Amplification be used? Yes No Describe: unsure at this time. We'd like that option

Will Commercial Filming take place? Yes No Describe: news crews and our own film crew for future promotional purposes

Will Alcohol be served? Yes No Describe: Yes, at reception. RAA will secure 1-day ABC license under its non-profit authority

Will Alcohol be sold? Yes No Describe: _____

Will Food be served? Yes No Describe: _____

Will Food be sold? Yes No Describe: Unsure at this time, but we'd like that option

Describe Accommodations pursuant to the Americans with Disability Act:

The ATC has ADA compliant bathrooms which will accommodate up to 1000 attendees. All bathrooms are accessible via elevator if necessary

Describe Arrangements for Recycling and Appropriate Disposal: _____

6 recycling/trash stations will be placed throughout the event, in addition to the permanent trash facilities at the ATC

Describe Parking Arrangements for Event: Three ATC parking lots will be available for attendee use, and volunteers will be on hand to manage parking and traffic flow

Will you have corporate sponsorship banners? Yes No Describe: 4' to 12' banners will be placed on ATC property near the car show entrance
 If Yes, how many banners will you have? minimum of 10

Please list all companies/corporations etc: Still finalizing these sponsorships

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.

<p>Most Recent Event Gross Receipts or Estimates - \$ This is the first year of the event</p> <p>% of Event Proceeds given to Pacific Grove Organizations - \$</p> <p>% of Event Proceeds given to Monterey County Organizations - \$</p>

<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><u>Please Initial Each Condition Below:</u> DT</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.</p>	<p>DT</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. <u>Use of helium balloons or other event decorations that may result in illicit waste or discharges are prohibited. Balloon decorations are Prohibited!!</u></p> <p>The sponsor must properly dispose of waste throughout the term of the event and immediately upon conclusion of the event the area must be returned to a clean condition. Public waste containers may not be used for any of event's waste disposal needs.</p> <p>One (1) waste station is required for every increment of 1000 people. A waste station is a set of three (3) 64-gallon wheeled carts where one (1) is blue and is for recycling, one (1) is green and is for compostables and one (1) is black and is for garbage. The three carts that comprise a waste station must be placed out together as a set with signage for event attendee use. If vendor booths are set up with garbage containers, they must also be equipped with recycling and compostable containers. These must be set up side by side each clearly marked with what items may be placed in each container.</p> <p>Garbage, recycling, and compostables collection service can be ordered by contacting the City's franchise waste hauler. Alternate containers are acceptable as long as they adhere to the specifications set forth above. <u>The sponsor must ensure that all recyclable materials are delivered to a recycling facility, and not to a landfill.</u></p>	<p>DT</p>
<p><u>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].</u></p>	<p>DT</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. <u>Violations of this condition shall result in fines pursuant to Pacific Grove Municipal Code Section 11.99.060.</u></p>	<p>DT</p>
<p><u>The sponsor must comply with all Pacific Grove Municipal Codes. The sponsor acknowledges Muni codes against Alcohol in Public and Smoking in our Parks!</u></p>	<p>DT</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>DT</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.

Dawn Teall

Authorized Event Representative: _____

(Signature)

Print Name: Dawn Teall

Title: President

Organization's Name: Regional Artisans Association

Telephone: office: 831-747-1060; cell: 831-461-5272

E-Mail Address: mbartisans@gmailcom @ _____

Date: 6/16/2016

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



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) 1000

Number of MOTEL CONTRACT Agreements

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Email & Website Information:

Wheelsofthefuture.com dawn@wheelsofthefuture.com

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Special Event Request Form Page Three

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Dawn Teall

Authorized Event Representative: _____

(Signature)

Print Name: Dawn Teall

Title: President

Organization's Name: Regional Artisans Association

Telephone: office: 831-747-1060; cell: 831-461-5272

E-Mail Address: mbartisans@gmailcom @

Date: 7/5/2016

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



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EXTENT OF PUBLICIZING PACIFIC GROVE

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5. Forms of Advertisement
(list Radio / TV Stations and Papers used) television, radio, newspaper, direct mail

6. Marketing Area for Ads Monterey County, Santa Cruz County, Santa Clara County
and some select magazines and websites throughout
California

FYI,

PORTABLE TOILET FORMULA provided by Tom Uretsky 2011

How many portable restroom rentals do I need for my expected event?

Duration of Event (hours)

		1	1	1	1	2	2	2	2	2	2
<u>Average</u> <u>Crowd</u> <u>Size</u>	50	1	1	1	1	2	2	2	2	2	2
	100	2	2	2	2	3	3	3	3	4	4
	250	3	3	3	4	4	4	5	5	6	6
	500	4	4	5	5	6	6	7	7	8	8
	1,000	6	7	8	8	9	9	10	10	11	12
	2,000	9	12	15	16	17	17	18	18	19	19
	3,000	12	18	22	24	25	26	27	28	29	30
	4,000	16	24	29	32	34	35	37	38	39	40
	5,000	20	30	36	40	43	44	46	47	48	50
	6,000	24	36	44	49	52	53	54	56	58	60
	7,000	28	42	52	58	60	62	64	66	68	70
	8,000	32	48	60	66	69	72	74	76	78	80
	10,000	36	54	68	75	80	84	88	90	95	100
	15,000	40	47	56	75	94	113	131	150	169	188
	20,000	44	50	75	100	125	150	175	200	225	250
	25,000	50	69	99	130	160	191	221	252	282	313
	30,000	55	82	119	156	192	229	266	302	339	376
	35,000	60	96	139	181	224	267	310	352	395	438
	40,000	66	109	158	207	256	305	354	403	452	501
	45,000	72	123	178	233	288	343	398	453	508	563
50,000	80	137	198	259	320	381	442	503	564	626	
55,000	86	150	217	285	352	419	486	554	621	688	
60,000	93	164	237	311	384	457	531	604	677	751	
65,000	100	177	257	336	416	495	575	654	734	813	
70,000	106	191	277	362	448	533	619	704	790	876	
75,000	113	205	296	388	480	571	663	755	846	938	
80,000	121	218	316	414	512	609	707	805	903	1001	
85,000	128	232	336	440	544	647	751	855	959	1063	
90,000	136	246	356	466	576	686	796	906	1016	1126	
95,000	143	259	375	491	607	724	840	956	1072	1188	
100,000	151	273	395	517	639	762	884	1006	1128	1251	

ADA Compliant Regulations

Under section 4.1.2(6) of the Americans with Disabilities Act Accessibility Guidelines (ADAAG), requires that at least 5% (and no less than one) of toilets units complying with ADA guidelines be installed at each cluster of portable toilet or bathing units. Accessible units must be clearly identified and must be large enough to allow wheelchairs to make a 180-degree turn.