



CITY OF PACIFIC GROVE RECREATION BOARD

300 Forest Avenue, Pacific Grove

TO: Mayor and Council Members
FROM: Recreation Board
DATE: May 14, 2013
SUBJECT: Special Events

Recommendation - Direct staff to prepare 5 year agreements beginning in FY 2014/15 for the following:

- Annual Good Old Days sponsored by Pacific Grove Chamber of Commerce
- Feast of Lanterns sponsored by Pacific Grove Feast of Lanterns, Inc.
- Pacific Grove Auto Rally sponsored by Pacific Grove Youth Action, Inc.
- Big Sur Half Marathon on Monterey Bay sponsored by Big Sur International Marathon
- Annual Wag n' Walk sponsored by SPCA for Monterey County
- Jingle Bell Run/Walk sponsored by Arthritis Foundation

Economic Impact – Initially higher staff costs as a result of agreements preparation followed by reduced staff costs in ensuing years. Costs for non-traditional special events should be fully recovered.

Current Special Events governance includes: an annual 7 page application form, review and planning by Police/Fire/Public Works/Recreation heads and staff, Recreation Board review, and lastly City Council approval. Multiyear agreements would:

- Reduce time spent by staff to review, plan and obtain approvals for events
- Better meet the needs of the city and sponsors by addressing events individually
- Allow event sponsors to plan 5 years ahead with confidence

This recommendation has been endorsed by the Pacific Grove Chamber of Commerce and the Pacific Grove Feast of Lanterns, Inc. Preliminary endorsement was given by Big Sur International Marathon.