



CITY OF CORONADO

CITY COUNCIL STAFF REPORT

October 15, 2024

{{section.number}}{{item.number}}

2025 MAJOR AND MODERATE SPECIAL EVENT REQUESTS

RECOMMENDATION:

Find that the program is exempt from the provisions of CEQA based on Article 19, Section 15304(e) (minor alterations to land) which allows for temporary uses of land and events such as carnivals, seasonal sales, and parades that will have negligible or no permanent effect on the environment, and approve the 2025 Special Event Calendar and fee waivers, alcohol waivers, facility use waivers and event parameters as detailed in the 2025 Event Summaries.

BACKGROUND:

The City of Coronado (City) regulates the use of City-owned facilities and rights of way by individuals and organizations for special community or private events. A special event is any scheduled or planned non-emergency event occurring within the City of Coronado which can include any assembly, procession, march, or activity on a site like the beach, park, public street, sidewalk, or alley that can reasonably be expected to require increased or modified emergency or non-emergency services or support by City personnel. Chapter 20.30 of the Coronado Municipal Code states that individuals and organizations wishing to hold an event in City-owned parks, facilities, or within public rights of way must obtain a special event permit. Special events are categorized as “Major,” “Moderate,” or “Minor” based on information submitted by event organizers within their special event permit application or letter of intent.

- Major events are defined as activities which typically entail an excess of 2,000 participants and/or spectators and which significantly affect City personnel, resources, services, facilities, traffic circulation, and carry significant impacts to the community.
- Moderate events are defined as activities which typically entail 200-2,000 participants and/or spectators, and which affect City personnel, resources, services, facilities, traffic circulation, and carry some impact to the community.
- Minor events are defined as activities for a small or specialized group that does not add significant burden on City personnel, resources, services, facilities, traffic circulation, nor significantly impact the community. Block parties are considered minor events. Minor events are approved by the City Manager or designee.

All major and moderate events require City Council approval. To be considered for approval, major and moderate events are required to submit a Letter of Intent to the City Manager's Office. Major events must submit a letter of intent by August 1 of the calendar year prior to the event. Letters of intent for moderate events are due at least six months prior to the event, but it is recommended to submit by the August 1 deadline to ensure a spot on the Special Events Calendar.

As the approval body, the City Council reviews all special requests like alcohol use and fee waivers. Special requests must be included in the letter of intent to be considered by the City Council.

Special event permits are subject to date availability, community impact, and staff availability. To minimize community impact, special events are not permitted during the summer between Memorial Day and Labor Day, with exceptions for Concerts in the Park, the Rotary Low Tide Ride and Stride, the Fourth of July Celebration, and Bike the Bay, which are long-standing and highly anticipated events. Per Municipal Code Section 20.30, the City approves no more than 14 major and 15 moderate events during the calendar year.

ANALYSIS:

The City received 12 major and 11 moderate event requests for the 2025 calendar year. Five events requested a waiver of the prohibition of alcohol and nine events requested an application, service, and/or facility-use fee waiver. The submitted letters of intent and impact summaries for each event can be found in Attachment 1. Attachment 2 provides a draft calendar of the 2025 requested special events.

Event Requests

Major Events (requested fee waiver)

Coronado Flower Show – April 12 to 13, 2025

MotorCars on MainStreet – April 27, 2025

Coronado Promenade Concerts – May 25 to August 31, 2025

Coronado Fourth of July – July 4, 2025

Coronado Island Film Festival – November 5 to 10, 2025

Coronado Holiday Parade – December 5, 2025

Moderate Events (requested fee waiver)

Friends of the Library Book Fair – April 11 to 12, 2025

Low Tide Ride and Stride – Saturday, June 28, 2025

CHS Homecoming Parade – October 10, 2025 (*subject to change*)

Major Events

Valentine's Day 10k – February 16, 2025

Art and Wine Festival – May 10, 2025

Bay Bridge Run/Walk – May 18, 2025

Crown City Classic (4th of July Run) – July 4, 2025

Bike the Bay – August 24, 2025

Silver Strand Half Marathon – November 9, 2025

Moderate Events

Around the World Paddle Classic – April 24, 2025

Independence Day Open Water Swim – July 5, 2025

CYSL Crown City Classic Tournament – July 26 to 27 and August 2 to 3, 2025

Swim for SOF – September 13, 2025

Crown City Open Water Classic – September 27, 2025

A Taste of Coronado – October 8, 2025

LOOSEFOOT 616 Memorial Run – October 18, 2025

CYSL Holiday Cup Tournament – December 6 to 7 and December 13 to 14, 2025

Requests for Alcohol Waivers

Per Chapter 40.28 of the Municipal Code, the consumption of alcohol is prohibited on any public street, alley, sidewalk, beach, park, or other public property within the City of Coronado except in accordance with a permit approved by the City Council. Major or moderate events that wish to serve alcohol must request an alcohol waiver in their submitted letter of intent for consideration by the City Council.

Five special events requested waivers to sell or serve alcohol. Any event that is approved to serve or sell alcohol will be required to follow all applicable state and local laws, including regulations by the Alcoholic Beverage Control Board, as well as engage the necessary security and provide the required insurance.

Staff has reviewed the five alcohol waiver requests and evaluated the event organizers' plans for safe alcohol service, the availability of Coronado Police Officers and/or private security guards to support the service, and the potential benefit alcohol service may bring to the event and community. All five events have previously received alcohol waivers without any reported issues. Therefore, staff recommends approval of the five alcohol waiver requests.

1. Friends of the Library Book Fair – Friday, April 11, 2025
2. Coronado Flower Show – Saturday, April 12 and Sunday, April 13, 2025
3. Coronado Promenade Concerts – Every Sunday starting May 25 to August 31, 2025
4. Art and Wine Festival – Saturday, May 10, 2025
5. Independence Day Open Water Swim – Saturday, July 5, 2025

FISCAL IMPACT:

The Coronado Municipal Code states the City Council may waive all or part of the permittee's obligation to reimburse the City based upon a consideration of the special event's contribution to the community.

The costs of the Flower Show and Book Fair, MotorCars on Mainstreet, Promenade Concerts, Fourth of July Celebration, Coronado Island Film Festival, Holiday Parade and Open House, Low Tide Ride and Stride, and Homecoming Parade have been historically supported by the City Council due to their positive impact on the local economy and benefits to strengthening community relationships.

From October 2023 to October 2024, the City provided \$356,945 in in-kind services to the eight events listed above. In-kind services include labor and personnel costs, contract services, and/or facility fees.

Event	In-Kind Services
2023 Coronado Island Film Festival	\$13,691
2023 Holiday Parade	\$110,907
2024 Coronado Flower Show	\$2,545
2024 MotorCars on MainStreet	\$11,876
2024 Coronado Promenade Concerts	\$40,178

2024 Low Tide Ride and Stride	\$1,496
2024 Fourth of July	\$170,005

Total in-kind service costs by year:

2024: \$356,945

2023: \$326,221

2022: \$284,039

2021: \$202,931

Recovered Costs:

All other major and moderate events (Valentine's Day 10k, Padres Pedal the Cause, Art and Wine Festival, MWR Bridge Run, Crown City Class, Bike the Bay, Silver Strand Half Marathon, Honor Foundation Swim for SOF, 4th of July Rough Water Swim, CYSL Crown City Classic Tournament, LOOSEFOOT 616 Memorial Run, A Taste of Coronado, and the CYSL Holiday Cup) reimburse the City for the application fee and any incurred personnel or service costs.

2024: \$20,256

2023: \$18,778

2022: \$12,074

ALTERNATIVE:

The City Council may approve, disapprove, or modify any event request.

CALIFORNIA ENVIRONMENTAL QUALITY ACT:

The project is categorically exempt from the provisions of CEQA based on Article 19, Section 15304(e) (minor alterations to land) which allows for temporary uses of land and events such as carnivals, seasonal sales, and parades that will have negligible or no permanent effect on the environment.

PUBLIC NOTICE:

No notice required.

ATTACHMENTS:

1. 2025 Letters of Intent and Event Summaries
2. Draft 2025 Special Event Calendar

Submitted By: City Manager's Office / Kelli Maples