



Coronado Floral Association

P.O. Box 180188, Coronado, CA 92178

www.coronadoflowershow.com

July 20, 2024

Dear Members of the City Council,

We are pleased to inform you of our intent to proceed with the 103rd Coronado Flower Show, scheduled for April 2024. As the Coronado Floral Association (CFA), we are honored to continue this cherished tradition, the largest outdoor flower show in the United States and the longest-running event in Coronado.

The CFA is committed to involving the entire community in this event. We will continue to promote the Flower Show through our updated website, social media channels, and local partnerships. Additionally, we will offer educational classes on horticulture and floral design to engage adults and younger citizens.

Our event relies heavily on the dedication of our volunteers. Each year, hundreds of volunteers contribute their time and expertise to ensure the success of the Flower Show. We have already begun organizing committees and assigning roles to ensure a seamless and well-coordinated event.

The Flower Show is not just an event but a celebration of our community's rich horticultural heritage. It significantly boosts local tourism and commerce, showcasing what our community offers. In 2024, we welcomed over 8,000 attendees, demonstrating the event's growing popularity and importance to the community.

The CFA is continuously seeking ways to innovate and improve. Post-event debriefs meetings and feedback from attendees and volunteers help us plan for future improvements. We are committed to ensuring the long-term sustainability of the Flower Show.

We are eager to collaborate with the City Council and the broader community to ensure the success of the 103rd Coronado Flower Show. Your support is instrumental in upholding the high standards that our community has come to expect over the past century, and we are grateful for your continued partnership.

Thank you for your attention and support.

Sincerely,

A handwritten signature in cursive script that reads "Colby Erickson Freer".

Colby Erickson Freer
Coronado Floral Association
President



CITY OF CORONADO
2025 Event Summary

Event Name	Coronado Flower Show
Event Date(s) & Times	April 12 & 13, 2025 Set-up: April 7, Take-down: April 14
Event Location(s)	Spreckels Park
Event Organizer	Coronado Floral Association
Beneficiary	Coronado Floral Association
Event History	The Coronado Floral Association (CFA) is a 100% volunteer organization aiming to unite in the continued beautification of Coronado. The Coronado Flower Show has been a springtime tradition in Coronado since 1922 and is the largest tented flower show in the U.S. As the longest standing tradition in Coronado, it's known for bringing together the community from the bridge and beyond.
Event Description	This two-day event includes landscape displays, a variety of floral competitions, educational workshops and demonstrations, live bandstand entertainment, food, beer garden with locally crafted beers, and shopping. The CFA also holds a Home Front competition that awards exceptional home and business gardens throughout the city.
Expected Attendance	8000
Other Requests	1) Fee waiver (application fee, service/facility fee) 2) Alcohol waiver for beer garden during the show and Saturday night Gala event

Services Impact	In 2024, Public Services began working on this event approximately a week before the show. Some of the services provided by Public Services include: posting No Parking signage, tree trimming, power wash gazebo, groom Spreckels Park, verify and provide all electrical receptacles, place cones, provide trash receptacles, coordinate janitorial, provide bike racks. The Fire Department also conduct tent inspections prior to the event.
Traffic Impact	Traffic around Spreckels Park is impacted throughout the weekend.
Community Impact	Parking is impacted in neighborhoods surrounding Spreckels Park and increased noise in the area.
Recovered Costs	None.
In-kind Services Provided	2024: \$2,545

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☒No ☐**Service Fee Waiver (Personnel Costs)?**Yes ☒No ☐**Alcohol Waiver Request?**Yes ☒No ☐**Facility Waiver Request?**Yes ☒No ☐



CORONADO

M A I N S T R E E T

Letter of Intent

Honorable Mayor and Council Members:

The Board of Directors of Coronado MainStreet respectfully requests approval of the car show, MotorCars on MainStreet, on Sunday, April 27th, 2025, from 6 AM – 3 PM.

This will be the 36th year that MainStreet hosts the Major Special Event in Rotary Plaza. Over 400 pre-86 classics, rods, trucks, exotics, EVs, and for the first time, Low Riders will be displayed on the adjacent streets of Isabella, Park Place, Flora, and Star Park Circle. Live music by Maria Cristina, Tommy Price & The Stilettos, an opportunity drawing, and tee shirt sales will add to the festivities.

Our show is a very popular event in the region (and beyond) and we expect over 15,000 spectators in addition to the 400 registrants, to enjoy the venue, cars, and music. The NEW mission of Coronado MainStreet is to "Work towards preserving, improving and promoting Coronado's unique community for the benefit of all". The goal of this event is to bring residents and visitors into our downtown to support local businesses. We will be seeking support from several sponsors in the region.

Therefore, we are asking that the City Council approve our request to hold the 36th annual car show, MotorCars on MainStreet, on April 27th, 2025.

Thank you in advance for your consideration.
Sincerely,



Karla Robles-Puig



Phone.

(619)437-0254



Email.

director@coronadomainstreet.com



Address.

826 Orange Ave #635
Coronado, CA 92118



CITY OF CORONADO
2025 Event Summary

Event Name	MotorCars on MainStreet
Event Date(s) & Times	April 27, 2025
Event Location(s)	Rotary Park, Star Park, Isabella Avenue, Park Avenue, Flora Avenue
Event Organizer	MainStreet Coronado
Beneficiary	Coronado Community & Businesses
Event History	MotorCars on MainStreet's tradition began in 1989 when the Coronado MainStreet Board of Directors was trying to put together an event that would bring residents & visitors into downtown Coronado. Coronado MainStreet is a local non-profit organization dedicated to enhancing Coronado's downtown through preservation and beautification for the benefit of the entire community.
Event Description	This will be Coronado MainStreet's 36th annual car show, MotorCars on MainStreet, featuring over 400 pre-76 restored classic, rod and custom cars & trucks. The event will be held in downtown Coronado, one block from the beach, at Isabella & Orange Avenues. Co-Sponsors Discover Coronado and the City of Coronado welcome participants and spectators to the grand gathering. There will be live music and drawings throughout the day. Thousands of spectators are expected and viewing is FREE.
Expected Attendance	12,000
Other Requests	1) Fee waiver (application fee, service/facility fee)

Services Impact	In 2024, Police Volunteers and PSO's facilitated the road closure and helped direct participants to the staging areas. Public Services Streets Division provided No Parking signs, and set-up tables, chairs, and canopies. The facilities division also prepared Rotary Plaza and Star Park for the events. The Fire Department was onsite to provide as needed emergency medical support.
Traffic Impact	Full street closure on Flora Ave., Isabella Ave., and Star Park Circle. Traffic on Orange Avenue is impacted most heavily during set-up time prior to the show starting. No Park signage will be up from 5 am to 6 pm on Isabella, Star Park, Park Place, and Flora Ave. Police assistance will be provided to residents of the closed streets who need vehicular access to and from their homes.
Community Impact	Residents have expressed concerns regarding the closures on Isabella Ave and Flora Ave. The closures impact access for residents and businesses and requires residents to find alternative parking. In 2024, MainStreet implemented a courtesy golf-cart service that provided on-call transportation services for residents impacted by the closure. MainStreet has agreed to provide this service again to ameliorate impact.
Recovered Costs	None.
In-kind Services Provided	2024: \$11,876

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☒No ☐**Service Fee Waiver (Personnel Costs)?**Yes ☒No ☐**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☒No ☐

Coronado Promenade Concerts

PO Box 182072
Coronado, CA 92118
EIN #27-1045525

July 02, 2024

Honorable Mayor and Council
1825 Strand Way
Coronado, CA 92118

Letter of Intent for 2025

Coronado Promenade Concerts is requesting approval for the 2025 season of the Coronado Promenade Concerts to be held every Sunday beginning May 25, 2025 - August 31 2025 at Spreckels Park from 4:00pm – 8:00pm. We will be celebrating our 55th Anniversary of Concerts in the Park.

Thank you for your support throughout the year!

Cathy Brown

Cathy Brown
President

Contact: 619-316-3489
socalcathyb@gmail.com



CITY OF CORONADO
2025 Event Summary

Event Name	Coronado Promenade Concerts
Event Date(s) & Times	May 25, 2025 to August 31, 2025
Event Location(s)	Spreckels Park
Event Organizer	Coronado Promenade Concerts
Beneficiary	Community
Event History	Coronado Promenade Concerts began in 1970 with a series of four concerts organized by Gene Cech, choral director at Coronado High School. The concert series has blossomed into the 16-date event that now spans the entire summer and will be celebrating its 55th anniversary in 2025.
Event Description	Weekly family friendly concerts held every Sunday from Memorial Day Weekend through Labor Day Weekend at Spreckels Park
Expected Attendance	2,500 per weekend
Other Requests	1) Fee waiver (application + service fee) 2) Alcohol waiver – nonenforcement of prohibition of alcohol in Spreckels Park

Services Impact	The City provides all public and police services each week at no cost to the event organizer. Services provided include the placement of No Park signs, assistance with setting up concert area, providing extra trash receptacles, and coordinating additional janitorial services.
Traffic Impact	Traffic around Spreckels Park is impacted.
Community Impact	Parking is significantly impacted in the areas around Spreckels Park and increased noise in the area.
Recovered Costs	None.
In-kind Services Provided	2024: \$40,178

New Event?

Yes ☐ No ☒

Application Fee Waiver?

Yes ☒ No ☐

Service Fee Waiver (Personnel Costs)?

Yes ☒ No ☐

Alcohol Waiver Request?

Yes ☒ No ☐

Facility Waiver Request?

Yes ☒ No ☐



September 16, 2024

Ms. Tina Friend, City Manager
City of Coronado
1800 Strand Way
Coronado, CA 92118

RE: LETTER OF INTENT

Dear Ms. Friend:

Thank you for considering this request from Coronado Fourth of July (CFOJ) organization, a 501c3 volunteer-led Coronado based nonprofit.

This Letter of Intent is for CFOJ to host the 76th Coronado Fourth of July Celebration on July 4, 2025. This Celebration is an all-day, family and community-friendly series of festivities that are part of the fabric of the Coronado community.

CFOJ respectfully requests that this letter, special interest form, and subsequent applications be presented to the City Council for approval.

The Celebration proposed will include: a best-in-class Fourth of July Parade highlighting Coronado's close relationship with the military; concerts at the Spreckels Park bandstand; an exhilarating exhibition of the US Navy Leapfrogs skydiving onto the Golf Course and capping off the day, an exceptional fireworks show over Glorietta Bay.

Attached please find the City Special Event Interest form that identifies all proposed events and participant estimates.

Anticipated funding for 2025 Coronado Fourth of July will come from grants from the City of Coronado, the County of San Diego and the Port of San Diego, along with sponsorship and donations from generous businesses and individuals in our community.

CFOJ looks forward to working with the City to ensure that the Coronado Fourth of July Celebration rivals the best in Southern California. Our Board of Directors is committed to building on our exceptional relationship with the City and City Departments to ensure a safe and fabulous experience for everyone.

Respectfully,

Jamie Hartnett

Jamie Hartnett
President
Coronado Fourth of July

**CITY OF CORONADO**
2025 Event Summary

Event Name	Coronado Fourth of July
Event Date(s) & Times	July 4, 2025
Event Location(s)	Orange Avenue, Spreckels Park, Coronado Golf Course
Event Organizer	Coronado Fourth of July
Beneficiary	Coronado Community
Event History	Coronado Fourth of July continues the legacy of the parade – 76 years running – and longtime Navy Leap Frogs demo and fireworks. We've also added a popular concert series in 2021 for midday entertainment.
Event Description	Patriotic morning parade followed by concert in the park Navy Leap Frogs demo and evening fireworks over Glorietta Bay.
Expected Attendance	100,000
Other Requests	1) Fee waiver (application fee, service/facility fee)

Services Impact	Each year, the Coronado Police Department provides traffic control, ensures public safety, and monitors all activities. Public Services completes the Caltrans permit; completes all traffic control plans; contracts portable restrooms, canopies, seating, grandstands, and janitorial services; and maintains City facilities throughout the day. The Fire Department staffs the City's Emergency Operations Center, provides as necessary emergency medical services, and permits/oversees the firework show. Extra beach lifeguards are also staffed to ensure beach safety.
Traffic Impact	Traffic is significantly impacted throughout the day, especially during the morning parade.
Community Impact	Community members will notice large crowds, early-morning and late-night noise, impacted parking, and traffic.
Recovered Costs	None.
In-kind Services Provided	2024: \$170,005

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☒No ☐**Service Fee Waiver (Personnel Costs)?**Yes ☒No ☐**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☒No ☐



Coronado Island Film Festival 830 Orange Ave., Suite F, Coronado CA 92118 USA

Re: 2025 Major Special Event Application Request

Here's a polished version of your letter:

Dear Mayor Bailey, City Council Members, and City Manager Tina Friend,

In accordance with the City's municipal code, the Coronado Island Film Festival (CIFF) formally applies to hold the 2025 festival from Wednesday, November 5th through Sunday, November 9th, 2025, with the Veteran's Day holiday observed on Monday, November 11th.

Our 2023 festival attracted approximately 10,000 unique attendees over five days, featuring around 100 screenings, panels, workshops, and events. We are deeply grateful for the City of Coronado's Community Grants, which have supported the festival since its inception and sustained our non-profit through challenging times, including pandemic recovery, eight months of theater closures, and two industry strikes. The generous in-kind waiver of rental fees for the Nautilus Room and Spreckels Center has also enabled CIFF to expand our offerings. Additionally, we greatly appreciate the use agreement allowing us access to the Coronado Performing Arts Center (CPAC) and Black Box Theater. With over \$47,000 in investments and grants secured by CIFF, excluding the community grant, we remain committed to partnering in the preservation and improvement of these facilities for the benefit of the entire community and students who use them throughout the year.

City support is vital to maintaining a world-class film festival that remains accessible to our residents and ensures our continued success. We respectfully request the in-kind waiver of 2025 rental fees for City facilities, including the Nautilus Room and adjacent patio for the Kick Off BASH/"Taste of the Festival" party on Wednesday, November 5th, and the John D. Spreckels Center's Grand Room and patio from November 5th to 9th, and the Activities Room from Tuesday, November 4th through Monday, November 11th (to accommodate set-up and tear-down).

These dates are crucial for opening our Box Office early and managing rental deliveries and storage. The community of Coronado has enthusiastically embraced our festival, from our hospitality partners and local businesses to our 150 volunteers, the students and staff of CoSA, the many Coronado residents who work in the industry, and our loyal supporters.

This support has been evident in the growing attendance at our year-round events, including our monthly SOLD OUT Classic Screening Series, which many residents attend with a 5-day festival badge.

Our goal is to continue collaborating with the City and the City Manager's team as the festival's reputation enhances our community's appeal as a destination for returning and new attendees, who all experience the wonder and magic of Coronado.

We proudly submit this application for 2025 and hope to be designated once again as a Major Event for the City of Coronado.

Sincerely,

Merridee Book

Merridee Book

CEO & ARTISTIC DIRECTOR

Coronado Island Film Festival

cc: Kelly Purvis

Kelli Maples



CITY OF CORONADO
2025 Event Summary

Event Name	Coronado Island Film Festival
Event Date(s) & Times	Wednesday, November 5 to Sunday, November 9, 2025
Event Location(s)	Various locations (Nautilus Room, Spreckels Center, Coronado Performing Arts Center)
Event Organizer	Coronado Island Film Festival
Beneficiary	Coronado Island Film Festival / Community
Event History	8 th Annual Film Festival.
Event Description	5-day film festival that brings together independent filmmakers, industry experts, luminaries, and attendees from across the globe to enjoy films, panels, workshops, premieres, red carpet events including the Leonard Maltin Industry Tribute awards benefit.
Expected Attendance	10,000 over the five-day festival.
Other Requests	1) Fee waiver (application, facility, and service fee)

Services Impact	Recreation, Spreckels Center, and Library staff work throughout the weekend to open/close facilities, monitor festival activities, and maintain facilities (including set-up and breakdown) as necessary.
Traffic Impact	Minimal traffic impacts.
Community Impact	Increased crowds and parking throughout town. Two searchlights will be placed outside the Coronado Performing Arts Center and Village Theatre.
Recovered Costs	None.
In-kind Services Provided	2023: \$13,691 (<i>approximately</i>)

New Event?

Yes ☐

No ☒

Application Fee Waiver?

Yes ☒

No ☐

Service Fee Waiver (Personnel Costs)?

Yes ☒

No ☐

Alcohol Waiver Request?

Yes ☐

No ☒

Facility Waiver Request?

Yes ☒

No ☐



Tina Friend
City of Coronado
via email - cm@coronado.ca.us

July 5th, 2024

Dear Tina,

The Coronado Chamber of Commerce would like to request permission of the City Council to hold our traditional Holiday Open House and Parade on Friday, December 5, 2025.

Our intent is to create a magical and festive experience that brings the community together, fosters a sense of belonging, and celebrates the spirit of the holiday season. The event will not only serve as a joyful occasion for families but also as a platform to showcase local talent, support small businesses, and generate economic activity within our community.

The Parade would begin at 6 PM and follow its traditional route along Orange Avenue from Eighth Street to R.H. Dana Place/Adella Avenue. We will encourage all businesses to keep their doors open until at least 8 PM to showcase their products and welcome visitors and residents. This is a unique opportunity for everyone to stroll down Orange Avenue, while closed off to vehicles, taking in the wide stretches of pedestrian-friendly shopping and the timeless elegance of our downtown.

Coronado has so much to offer year round, but it's during the Holiday Season that our small town truly reflect the magical destination that it is. We invite you to embrace the nostalgia of Coronado and to celebrate the joyful transformation that our town undergoes during this time of year!

We thank you for your continued support of this special event and of the Chamber's mission.

Sincerely,

A handwritten signature in cursive script that reads "Rena Clancy".

Rena Clancy
Executive Director
Coronado Chamber of Commerce

**CITY OF CORONADO**
2025 Event Summary

Event Name	Coronado Holiday Parade
Event Date(s) & Times	December 5, 2025, 6 to 8 pm
Event Location(s)	Orange Avenue, Rotary Park
Event Organizer	Coronado Chamber of Commerce
Beneficiary	Coronado Community
Event History	The Annual Holiday Parade and Tree Lighting is a long-standing tradition taking place on the first Friday of December each year. The street closes for a local parade and a Rotary Park tree lighting lit by Santa himself.
Event Description	The parade features 50 entries in a loop from 6th & Orange and turns at RH Dana and Adella. Santa is last in the parade and comes on stage at Rotary Park to countdown the lighting of the tree.
Expected Attendance	15,000
Other Requests	Fee waiver (application fee, service/facility fee)

Services Impact	Each year, the Coronado Police Department works the event to facilitate the road closure and provide traffic control. The Public Services Department coordinates traffic control completes the Caltrans permit, and procures the tree-lighting service.
Traffic Impact	Orange Avenue from 6th to Adella is closed. Detours will be posted.
Community Impact	Besides the road closures and traffic impacts noted above, residents and businesses will notice parking impacts, large crowds, and increased noise.
Recovered Costs	None.
In-kind Services Provided	2023: \$57,157

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☒No ☐**Service Fee Waiver (Personnel Costs)?**Yes ☒No ☐**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☒No ☐



July 31,2024

Kelli Maples
Management Analyst | City Manager's Office
City of Coronado
1825 Strand Way
Coronado, CA 92118

Dear Ms. Maples.

The Friends of the Coronado Public Library (FOL) requests approval from the Coronado City Council to hold our Annual Book Fair and Membership meeting and reception, April 11-12, 2025. The events will be held concurrent with the Annual Coronado Flower Show with the Membership meeting and reception being held the afternoon/evening of Friday, April 11, 2023 and the Book Fair being held Saturday, April 12 from 9am-6pm with set up beginning at 7am.

The membership meeting is a private event for FOL members only and will be held between 5:30pm-7:00pm , including time for set up and clean up. Appetizers, beer and wine are served to FOL members during the meeting and reception, with approximately 50-75 attendees. We will honor local school children for achievements in reading. Members will have early-access to the book sale. The Book Fair, will be held on the Coronado Public Library grounds adjacent to Winn Room of the Library on Saturday, April 12. We are anticipating approximately 500 participants.

We understand we are responsible for obtaining the ABC liquor license for the membership and reception event, and are requesting a waiver from the City of Coronado on the prohibition of alcohol.

Please let me know if other information is required for City Council approval of this event.

Kindest regards,

Carl Luna
President, Friends of the Coronado Public Library

Friends of the Coronado Public Library

A Non-Profit 501 (c)(3) Organization / Tax ID #23-7093782

P.O. Box 180172 Coronado, CA 92178-0172 / (619) 435-1516 / www.coronadofol.org



CITY OF CORONADO
2025 Event Summary

Event Name	Friends of the Coronado Public Library Annual Book Fair
Event Date(s) & Times	Friday, April 11, 2025 Annual Membership Meeting, 5pm-7pm Saturday, April 12, 2025 Annual Book Fair, 6am-6pm
Event Location(s)	Coronado Library Winn Room, North Spreckels Park
Event Organizer	Friends of the Coronado Public Library
Beneficiary	Coronado Public Library
Event History	This will be the 53rd Annual Friends of the Coronado Public Library Book Fair to benefit the Coronado Public Library
Event Description	The Membership Meeting will be held April 19 in the Winn Room and will include early bird sales and a program celebrating youth achievements in reading. The 53rd Annual Book Fair will be held in conjunction with the Coronado Flower Show.
Expected Attendance	500
Other Requests	1) Reserved parking in front of Library 2) Fee waiver (application fee, service/facility fee) 3) Alcohol waiver for Membership Meeting event

Services Impact	In 2024, Public Services placed No Parking signs on the 6 th Street side of the Library, provided extra trash cans, and coordinated with our janitorial contractor to provide an extra janitorial service for the Library restrooms during the Saturday Book Fair. Library staff works throughout the weekend to monitor the impacted facilities.
Traffic Impact	Traffic is moderately impacted due to Flower Show in Spreckels Park. No road closures.
Community Impact	Parking is impacted in neighborhoods surrounding Spreckels Park and the Library. Increased noise in these areas.
Recovered Costs	None.
In-kind Services Provided	2024: approximately \$500 (facility and labor costs)

New Event?

Yes ☐

No ☒

Application Fee Waiver?

Yes ☒

No ☐

Service Fee Waiver (Personnel Costs)?

Yes ☒

No ☐

Alcohol Waiver Request?

Yes ☒

No ☐

Facility Waiver Request?

Yes ☒

No ☐



Dear Esteemed Members of the Coronado City Council,

The Coronado Rotary Club would like to reserve the date of Saturday, June 28, 2025 to host the 28th annual Low Tide Ride & Stride. Event details are below:

- Coronado Rotary Club Low Tide Ride & Stride
- Contact Person: John Duncan
- Moderate Event
- Saturday, June 28 from 6:30 am to 12:00 pm
- Event starts and ends at North Beach in Coronado, with water stations, result tents, and other pre- and post-race activities in Sunset Park.
- Tentative post-race activity will include small obstacle course with inflatables in Sunset Park for kids.
- 65-75 volunteers, 500-700 participants.
- Local community sponsors, TBD.
- Event has no alcohol.
- Request for low decibel amplified equipment for finish announcer and music.

Thank you for your consideration,

John Duncan
Co-Chair, Low Tide Ride & Stride

**CITY OF CORONADO**
2025 Event Summary

Event Name	Low Tide Ride and Stride
Event Date(s) & Times	Saturday, June 28, 2025
Event Location(s)	Coronado Beach (North to South) and Sunset Park
Event Organizer	Coronado Rotary Club
Beneficiary	Wounded Warriors, Enlisted Military, and First Responders
Event History	This will be the 28 th annual Low Tide Ride and Stride, one of the biggest fundraisers for Coronado Rotary. This is a cherished and very popular Coronado tradition. The race has received both the San Diego Military Advisory Council's Achievement Award and the Armed Services YMCA Admiral St. George Award.
Event Description	Low Tide Ride & Stride is a family friendly event where participants can walk, run, or bike along a 5K beach course during low tide. The start and finish line will both be at North Beach, with the turnaround point at the Coronado Shores. Pre- and post-race activities will be held at Sunset Park.
Expected Attendance	500-700; 65-75 Volunteers
Other Requests	1) Fee waiver (application fee, service/facility fee)

Services Impact	In 2024, PSO's helped facilitate the Ocean Blvd. road closure, and officers led the race. Beach lifeguards were on site to help move the race start/finish materials and set-up the race course. 1 lifeguard vehicle trailed the race participants for safety, while another vehicle picked-up cones. Public Services placed No Parking signs, road closure barricades, provided cones, delineators, and prepared the beach and park facilities for the event.
Traffic Impact	Ocean Blvd. is closed to traffic.
Community Impact	Parking impacts around Sunset Park and increased noise on the beach and Sunset Park.
Recovered Costs	None.
In-kind Services Provided	2024: \$1,496

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☒No ☐**Service Fee Waiver (Personnel Costs)?**Yes ☒No ☐**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☒No ☐

Dear Mayor Bailey and members of the City Council,

I hope this letter finds you well. I am writing to request that Coronado High School be able to continue the longstanding tradition of hosting our Homecoming Parade in the year 2025.

The Homecoming Parade is a wonderful tradition for our school, serving as a unifying event that fosters school spirit and community engagement. Our students, parents, faculty, and alumni eagerly anticipate this occasion every year. I kindly request your support and permission to organize and execute this celebratory event in October of 2025 in collaboration with the Coronado Police Department, Coronado Fire Department, and the City Manager's Office.

Thank you for your time and consideration. Please feel free to contact me at nicole.belong@coronadousd.net or 858-232-1311 if you require any further details or have any questions.

Sincerely,

Nicole Belong

**CITY OF CORONADO**
2025 Event Summary

Event Name	Homecoming Parade
Event Date(s) & Times	TBD October 2025
Event Location(s)	Orange Avenue between Adella and 7 th
Event Organizer	Coronado High School
Beneficiary	Coronado High School and Community
Event History	The CHS Homecoming Parade has a longstanding tradition in Coronado. This event has taken place annually for decades.
Event Description	The Homecoming Parade highlights class floats, Homecoming court and other student organizations. The parade runs northbound on Orange with rolling closures. This parade is attended by community members.
Expected Attendance	500
Other Requests	1) Fee waiver (application fee, service/facility fee)

Services Impact	Each year, the Coronado Police Department facilitates the rolling road closure and trails the parade to ensure the safety of participants.
Traffic Impact	Rolling closure along Orange Avenue.
Community Impact	Minimal community impact, the parade lasts approximately 30 minutes.
Recovered Costs	None.
In-kind Services Provided	None.

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☒No ☐**Service Fee Waiver (Personnel Costs)?**Yes ☒No ☐**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☒No ☐



7/9/2024

2025 Valentine's Day 10K Request

Office of the City Manager
City of Coronado
1825 Strand Way
Coronado, CA 92118
CMSpecialEvents@coronado.ca.us

Dear Kelli,

The non-profit organization Life Sports Foundation is requesting the approval for the 15th annual Valentines Day 10K (Managed by KOZ Events). All proceeds from this event will be directed to benefit the Islander Sports Foundation, a local based charity. The event is scheduled for Sunday, February 16, 2025.

Event Details

- Name of the Event: Valentines Day 10K
- Host Organization: Life Sports Foundation
- Coordinator: KOZ Events, Tobias Panek, Event Director, tel. 858-255-9709, email: tobias@gftours.com
- Type of Event: Major Event
- Date of Event: February 16, 2025 from 8:00 AM to 10:00 AM
- Location of Event: Tidelands Park
- Number of Attendees 1,200 participants, 200 spectators

A total of 1,250 additional participants were brought into the city benefiting the local shops and restaurants.

There are two local Coronado hotel the Marriot and Best Western that are offered as host hotels for this event and are currently listed on our website as the only hotels for participants to choose.

Respectfully,

Tobias Panek

Tobias Panek
Event Director, KOZ Events



CITY OF CORONADO
2025 Event Summary

Event Name	Valentine's Day 10k
Event Date(s) & Times	Sunday, February 16, 2025 4 am to 12 pm
Event Location(s)	Tidelands Park, Glorietta Blvd., Pomona Ave., Bayshore Bkeway
Event Organizer	KOZ Events
Beneficiary	Life Sports Foundation and Islander Sports Foundation
Event History	This will be the 15th annual Valentine's Day Run.
Event Description	Starting and finishing at Tidelands Park. The event has had a 10K, 5K and 1 mile fun run for the kids.
Expected Attendance	1,200
Other Requests	Continued support from CPD for traffic control

Services Impact	In 2024, 5 police officers worked a cumulative of 19.5 hours of overtime. The Fire Department coordinates emergency medical response with the event organizer.
Traffic Impact	Closure of Northbound lanes on Glorietta Blvd., and complete closure of Strand Way from Pomona to Rendova. Traffic control plans are drawn by KOZ Events.
Community Impact	Parking is impacted in neighborhoods surrounding Tidelands Park. Residents have also noted noise from the event early in the morning.
Recovered Costs	2024 - \$1,820
In-kind Services Provided	None.

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☐No ☒**Service Fee Waiver (Personnel Costs)?**Yes ☐No ☒**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☐No ☒



CSF Federal Tax ID
94-2745484

Tina Friend
City of Coronado
via email - cm@coronado.ca.us

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July 27, 2024

Dear Tina,

We are writing to express our intention and excitement to organize the 4th Annual Coronado Art and Wine Festival, which has proven to be a successful event for our city, benefiting local businesses, schools, and fostering collaboration between organizations and the City of Coronado.

The Coronado Art and Wine Festival is an event that celebrates the vibrant arts community in our city while also promoting local businesses and supporting the education of our local children. Our previous three festivals have been resounding successes, attracting over 100 volunteers, artists, and a large number of attendees from both Coronado and neighboring communities.

The primary objective of the Coronado Art and Wine Festival is to create an engaging and family-friendly environment that showcases the incredible talents of local artists and highlights the diverse range of food/wines produced by local businesses. We firmly believe in the transformative power of art and its ability to bring our community together.

The festival not only benefits the arts and education sectors but also serves as an economic catalyst for the city. It attracts visitors from outside our community, who, in turn, support local businesses, restaurants, and hotels. The positive impact on our local economy cannot be understated, as it contributes to the growth and prosperity of Coronado.

In light of the immense success of the previous festivals, we kindly request the city's support in organizing the 4th Annual Coronado Art and Wine Festival to ensure a safe and secure environment for all festival attendees.

We would greatly appreciate the necessary permits, logistical assistance, and any other resources that the city can provide. We believe that our festival aligns with the city's vision of promoting culture, community engagement, and economic growth, and we are excited to continue contributing to the success of Coronado. We are happy to provide any additional information and answer any questions as needed.

Rena Clancy

Executive Director
Coronado Chamber of Commerce

Michelle Gilmore

President & CEO
Coronado Schools Foundation



CITY OF CORONADO
2025 Event Summary

Event Name	Coronado Art & Wine Festival
Event Date(s) & Times	May 10, 2025, 12pm to 5 pm
Event Location(s)	C Ave. from Orange to 9 th and 10 th from Orange to B Ave.
Event Organizer	Coronado Schools Foundation and Coronado Chamber of Commerce
Beneficiary	Coronado Schools Foundation
Event History	2025 will be the 4 th annual CA&WF. The community event brings locals, students, parents, artists, families, business/sponsors, restaurants, and local wineries to the heart of Coronado, all in support of the Arts programs at CUSD public schools.
Event Description	From 12 to 5pm, artist booths will line the streets and the schools are invited to host booths for art displays. Students perform on the main stage and local musicians wrap up the event with great family-friendly dance tunes. Wine villages, with fencing and security, bring the local businesses to the event's landscape through bites and sips from restaurants and regional wineries.
Expected Attendance	15,000
Other Requests	1) Alcohol Waiver 2) Coronado Police Department to facilitate road closures

Services Impact	In 2024, 2 Police Officers, 2 PSO's, and 3 Volunteer Police Officers monitored the event and facilitated the street closure and reopening.
Traffic Impact	Traffic on Orange Avenue is minimally affected during the event due to the road closure. Detours are in place to reduce traffic impacts. Parking is moderately affected in the closure area.
Community Impact	The event organizers are required to distribute written notices to all impacted residents and businesses prior to the event. The closure impacts access for residents and businesses and requires residents to find alternative parking. There will be large crowds and parking impacts throughout town the day of the event.
Recovered Costs	None.
In-kind Services Provided	None.

New Event?

Yes ☐

No ☒

Application Fee Waiver?

Yes ☐

No ☒

Service Fee Waiver (Personnel Costs)?

Yes ☐

No ☒

Alcohol Waiver Request?

Yes ☒

No ☐

Facility Waiver Request?

Yes ☐

No ☒



July 22, 2024

Coronado City Council,

Commander Navy Region Southwest is requesting to host the Navy's 38th Bay Bridge Run/Walk on Sunday, May 18, 2025. The Morale, Welfare and Recreation Department (MWR) hosts this annual event staffed by recreation professionals. The proceeds generated from the event benefit the Morale, Welfare and Recreation programs for sailors and their families, which include the fitness programs, community recreation programs and single sailor programs to help with Navy mission readiness and retention.

MWR will work hand in hand with local entities to obtain all necessary permits including the City of Coronado, San Diego Unified Port District for Tidelands Park authorization, the City of San Diego, Cal Trans, USA Track and Field Association to process the third party insurance certificates and additional endorsement for all the above entities. We will also be working with the CHP and San Diego Trolley for traffic control and safety of our participants. The event has been sold out at 10,000 participants and 1,000 spectators over the past several years and we anticipate the same numbers. Flagship Cruises and Events has also generously sponsored ferry shuttles for people wanting to enjoy the day and spend more time in Coronado at the Ferry Landing before heading back to San Diego. We anticipate partnering with the Ferry Landing Marketplace to offer discounts and specials to race participants as they did this past years, generating more revenue for the city.

MWR will transport race participants on shuttle buses from Coronado on Glorietta Blvd. starting at 6:30 a.m. to 7:30 a.m. to allow Coronado residents to get to the start line downtown on Park Boulevard adjacent to the Bayfront Hilton, for our 8 a.m. race start. We will resume shuttles immediately after our first runners cross the finish line in Tideland's Park from approximately 8:30 a.m. to approximately 1 p.m.

MWR is excited to host another spectacular event over the majestic Coronado Bridge. Thank you for considering this special event request. Commander Navy Region Southwest, MWR Department looks forward to the opportunity to continue working with the City of Coronado for years to come.

Very Respectfully,

Michelle Ricken

Michelle Ricken

MWR Special Events Coordinator

Michelle.m.ricken.naf@us.navy.mil

Commander Navy Region Southwest

Cell (619)502-2399



CITY OF CORONADO
2025 Event Summary

Event Name	The Navy's 38 th Bay Bridge Run/Walk
Event Date(s) & Times	May 18, 2025
Event Location(s)	Coronado Bridge, Tidelands Park, Glorietta Blvd.
Event Organizer	Naval Base Coronado
Beneficiary	Navy MWR
Event History	37 years of supporting Morale, Welfare, and Recreation Quality of Life Programs for the local Naval Installations
Event Description	Welcoming 10,000 people over the Coronado Bridge for the 4.1 mile run/walk. This year, the race will also include an additional 10k route option, where participants exit the bridge and turn onto Glorietta, loop around the Monterey Avenue/Bay Park Circle Park, and bake down Glorietta to Tidelands. All proceeds go to MWR Quality of Life Programs.
Expected Attendance	10,000
Other Requests	None.

Services Impact	Each year, the Fire Department coordinates emergency support, and the Police Department assists with traffic control, specifically on Third and Fourth streets.
Traffic Impact	The Coronado Bridge will be impacted, with the closure of both westbound lanes for runners/walkers. One lane of traffic will remain open for both westbound and eastbound travelers. Bridge access from Glorietta Blvd. will be closed and a detour will be in place. MWR coordinates shuttle buses to take residents from Coronado to the start line in Downtown San Diego. Shuttle services resume after the race, transporting race participants back to San Diego.
Community Impact	Besides the traffic impacts and detours noted above, there will be increased parking and noise impacts. After the race, the Ferry Landing gets exceptionally busy, with participants waiting to take the Ferry back to San Diego. MWR is required to distribute written notices to all businesses and residents prior to the event.
Recovered Costs	2024: \$2,161.51
In-kind Services Provided	None.

New Event?

Yes ☐

No ☒

Application Fee Waiver?

Yes ☐

No ☒

Service Fee Waiver (Personnel Costs)?

Yes ☐

No ☒

Alcohol Waiver Request?

Yes ☐

No ☒

Facility Waiver Request?

Yes ☐

No ☒



2025 Special Event Request Letter

Dear Coronado City Council:

Written on July 16th, 2024 -

2025 Special Event Request

The event organizers would like to request to hold the 52nd running of the Crown City Classic on July 4th, 2025. To celebrate the 52nd running of the event. We plan to host our original distances of 12K, 5K, and ½ Mile Kids Race. All races will start and finish at Tideland Park.

2025 Proposed Course Map



**CITY OF CORONADO**
2025 Event Summary

Event Name	Crown City Classic (4 th of July Run)
Event Date(s) & Times	July 4, 2025
Event Location(s)	Tidelands Parks, Glorietta Blvd, Pomona Ave, Bayshore Bikeway
Event Organizer	Easy Day Sports
Beneficiary	Islander Sports Foundation
Event History	We are proud to present the Crown City Classic 4th of July 12k, 5k, and Kids ½ Mile Fun Run on July 4th, 2025. 2025 will be the 52nd running of the Crown City Classic.
Event Description	In its 52nd year, this patriotic running event has been held annually in conjunction with the vast plethora of celebrations held in the "Crown City". Just across the Bay from downtown San Diego, Coronado's Independence Day Celebrations kicks off with the Crown City Classic 12K and 5K at 7:00AM.
Expected Attendance	2,500
Other Requests	None.

Services Impact	In 2024, 9 police officers worked the event, and the Coronado Fire Department coordinated emergency medical response with the event coordinator.
Traffic Impact	Closure of northbound lanes on Glorietta Blvd, a complete closure of Strand Way from Pomona to Rendova.
Community Impact	Parking is impacted. Nearby residents may notice noise from the event early in the morning.
Recovered Costs	2024: \$1,831.32
In-kind Services Provided	None.

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☐No ☒**Service Fee Waiver (Personnel Costs)?**Yes ☐No ☒**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☐No ☒



July 17, 2024

City of Coronado
Attn: City Council
1825 Strand Way
Coronado, CA 92118

Dear Councilmembers:

I am writing to request approval from the Coronado City Council for the 18th Annual Bike The Bay community bike ride scheduled for Sunday, August 24, 2025. The event benefits the San Diego County Bicycle Coalition, a non-profit bicycle education and advocacy organization.

The details of the event are as follows:

Name of Event: 17th Annual Bike The Bay

Date/Time of Event: Sunday, August 24, 2025, 7:00 a.m.

Location: Start/Finish at Embarcadero Marina Park South, San Diego
Rest Stops Located at Glorietta Bay Park, Coronado
And Bikeway Village/13th Street and Pepper Park (National City).

Bike The Bay is a non-competitive community ride of 25-miles that takes riders across the San Diego-Coronado Bay Bridge and around the San Diego Bay via the Bayshore Bikeway. Anticipated participation is 2500 riders. We appreciate all of the support that the City of Coronado has provided over the last seventeen years.

Please let me know if you need any additional information. Thank you for your assistance.

Sincerely,

Andy Hanshaw
Event Director

**CITY OF CORONADO**
2025 Event Summary

Event Name	18 th Annual Bike the Bay
Event Date(s) & Times	August 24, 2025
Event Location(s)	Coronado Bridge, Bayshore Bikeway, Glorietta Bay Park
Event Organizer	San Diego County Bicycle Coalition
Beneficiary	San Diego County Bicycle Coalition
Event History	18 th annual non-competitive ride for all ages and abilities benefiting the San Diego County Bicycle Coalition, a non-profit bicycle advocacy and education organization.
Event Description	25-mile ride crossing the San Diego-Coronado Bay Bridge and following the Bayshore Bikeway. Start/Finish in downtown San Diego with rest stop at Glorietta Bay Park.
Expected Attendance	2,500
Other Requests	None.

Services Impact	In 2024, 5 police officers worked during the event. The Police Departments provides traffic control services for the cyclists.
Traffic Impact	Coronado bridge is impacted during the event, with the closure of both westbound lanes for cyclists. One lane of traffic remains open for both westbound and eastbound travelers. Cyclists then travel on the Bayshore Bikeway.
Community Impact	Besides the traffic impacts and detours noted above, residents will notice increase traffic on the Bayshore Bikeway. Normal/passive use of the Bikeway will be impacted.
Recovered Costs	2024: \$1,772.26
In-kind Services Provided	None.

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☐No ☒**Service Fee Waiver (Personnel Costs)?**Yes ☐No ☒**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☐No ☒



July 9, 2024

Silver Strand Half Marathon

Office of the City Manager
City of Coronado
1825 Strand Way
Coronado, CA 92118

Dear Coronado,

The non-profit organization Life Sports Foundation is requesting approval for the 25th annual Silver Strand Half Marathon. The event is scheduled for Sunday, November 9, 2025. It will remain the same as it has been on the past.

Once approved, we will complete and file the special event permit.

Event Details

- Name of Event: Silver Strand Half Marathon
- Host Organization: Life Sports Foundation
- Coordinator: KOZ Events, Tobias Panek, Event Director, tel. 858-255-9709, email: tobias@gftours.com
- Type of Event: Major Event
- Date of Event November 9, 2025 from 7:00 AM –to 11:00 AM
- Location of Event: Sunset Park
- Number of Attendees 2,200 participants, 500 spectators

There are two local Coronado hotels the Marriot and Best Western that are offered as host hotels for this event and are currently listed on our website as the only hotels for participants to choose.

Respectfully,

Tobias Panek

Tobias Panek
Event Director

**CITY OF CORONADO**
2025 Event Summary

Event Name	Silver Strand Half Marathon
Event Date(s) & Times	Sunday, November 9, 2024, 7 to 11 am
Event Location(s)	Sunset Park, Ocean Blvd., Silver Strand, Silver Strand State Beach
Event Organizer	KOZ Events
Beneficiary	Life Sports Foundation and Islander Sports Foundation
Event History	This will be the 25 th annual Silver Strand Half Marathon.
Event Description	A half marathon starting at Sunset Park and down the Silver Strand. The finish line will be at Silver Strand State Beach.
Expected Attendance	2,200
Other Requests	None.

Services Impact	Each year, the Coronado Police Department works the event to facilitate the road closure and provide traffic control. The Coronado Fire Department also works the event to provide as-needed Emergency Medical Services.
Traffic Impact	Traffic on Ocean Blvd. and the Silver Strand is heavily impacted due to the road closure(s). Detours will be posted. Both directions of traffic on the Silver Strand will remain open, at modified speeds.
Community Impact	Besides the road closures and traffic impacts noted above, residents along the race route may notice increase crowds, traffic, and noise.
Recovered Costs	2023: \$5,573
In-kind Services Provided	None.

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☐No ☒**Service Fee Waiver (Personnel Costs)?**Yes ☐No ☒**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☐No ☒

Letter of Intent
Around the World Paddle – May 24, 2025



July 15, 2024

Kelli Maples
City Manager's Office
1825 Strand Way
Coronado, CA 92118

Dear Kelli Maples:

We are writing to express our intent to hold the 2nd annual 'Around the World' Paddle Classic, presented by the SEAL Family Foundation to be held on May 24, 2025. This event is designed to honor the tradition and spirit of the Naval Special Warfare community by simulating the renowned paddle around Coronado, a challenge that all SEAL Candidates undertake during their rigorous Hell Week.

The 'Around the World' paddle will be an inclusive event, welcoming kayakers, stand-up paddle boarders, and teams of seven in the premier category using inflatable boats. We aim to engage with the active lifestyle of our community with our goal to raise funds and awareness in direct support of families in Naval Special Warfare (NSW).

The event will be similar in scope to the inaugural event we held on April 13, 2024 at Tidelands Park. At this event we had approximately 150-200 people in attendance. We expect the 2025 event to modestly grow and have between 250-500 attendees. While we solidify the specific details of the event, we will work with city staff, the lifeguards, the Port of San Diego, and the Coast Guard to receive necessary approvals and special event permits as required.

Thank you for considering our special event. We are excited about the opportunity to bring our community together for such a worthy cause.

Warm regards,

A handwritten signature in black ink, appearing to read "Jamie E. Monroe".

Jamie Monroe
President, Easy Day Sports
jamie@easydaysports.com; 619-599-6041

Cc: Duncan Smith, CAPT, USN (ret.)
Executive Director, SEAL Family Foundation
Duncan.smith@SEALfamilyfoundation.org; 619-339-5798

**CITY OF CORONADO**
2025 Event Summary

Event Name	Around the World Paddle Classic
Event Date(s) & Times	May 24, 2025, 5am to 1pm
Event Location(s)	Tidelands Park, San Diego Bay, Coronado South Beach
Event Organizer	Easy Day Sports
Beneficiary	SEAL Family Foundation
Event History	Inaugural event took place on April 13, 2024. Approximately 200 people participated.
Event Description	Teams of 7 paddle in inflatable rafts 11 miles around Coronado. A secondary event includes Kayaks and stand up paddle boards in Glorietta Bay.
Expected Attendance	250-500
Other Requests	1) Support from Coronado lifeguards

Services Impact	In 2024, Coronado lifeguards provided support for the event along with the US Coast Guard.
Traffic Impact	Traffic is not expected to be impacted.
Community Impact	Minimal community impact expected.
Recovered Costs	2024: \$848.11
In-kind Services Provided	None.

New Event?Yes ☒No ☐**Application Fee Waiver?**Yes ☐No ☒**Service Fee Waiver (Personnel Costs)?**Yes ☐No ☒**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☐No ☒



Coronado Swim - Team Elite (CSTE)
PO Box 181055
Coronado CA 92178

July 22, 2024

City of Coronado
1825 Strand Way
Coonado, CA 92118

Letter of Intent for Special Event for 2025

City of Coronado - Council & Staff

CSTE respectfully requests to make **changes to our Liberty Celebration Swim (formally 4th of July Rough Water Swim - changed only because we've moved the event from the 4th of July), a moderate event** as defined by the City of Coronado. Specificity / Details of the new event listed below:

Name of Event: Independence Day Celebration Swim (4th of July Rough Water Swim)

Type of Event: Moderate Special Event

Date: Saturday July 5, 2025 - This is the change to execute on Saturday after 4th of July

Time: ~5:00 am - 1:00 pm (including Setup / breakdown) - this is a time change due to shift of date for execution from July 4th to July 6th to better accommodate participants and alleviate bandwidth for Coronado EMS on 4th of July.

Location: Glorietta Bay Park (site of 2023 & 2024 event)

Size of Event: ~ 500 participants / ~300 spectators

Host Organization:

Coronado Swim Swim - Team Elite

Address Above

Website: www.swimcoronado.org

Coordinator / Event Director:

Peter McVey - CSTE Operations Manager

Event Director

Email - peter@swimcoronado.org

Amplifying background Information: The event has been run by CSTE for more than 60 years and serves as a primary fundraiser for our youth swim team. CSTE would like to move the event to Saturday in order to reduce impact to the community (i.e parking, traffic spectators) and reduce the impact for support from City of Coronado Lifeguard division during the 4th of July celebration. It would also allow our organization to participate in the parade. The date change is fully supported by the 4th of July Committee and the Lifeguard Division. The swim being hosted in the Bay vice ocean was a success for 2023 and our participants enjoyed the venue. It also allowed more youth to participate since there's no surf or current.



From a safety perspective Coronado Lifeguard division was also very satisfied with the location being on the Bay.

Secondary request: We want to thank the council for entrusting CSTE with the opportunity to add a beer garden to our 2023 and 2024 event, although we did not execute this option, our gratitude for the City's support is greatly appreciated.

CSTE would like to request the ability to host a beer garden, post our event in 2025. CSTE was granted permission from the City Council for 2023 and 2024 but due to the detailed steps involved and learning how to execute a post-sporting event beer garden, our organization continued to research and seek mentorship from other organizations on running such activities. We continue to place professionalism and safety as a priority before we undertake a unique feature like a beer garden. We would be excited for another opportunity to have the option to execute should we feel confident and prepared in our ability to do so with the utmost professionalism. Our deliberate, reserved approach after receiving approval for two consecutive years should speak to our thoughtfulness and respect for the City and all its departments responsible for managing such events.

With the event not being hosted on 4th of July it provides an opportunity for additional features to the event. We have several local San Diego micro breweries who have offered to sponsor the event. Location and details of such activities are very flexible. Beer gardens are common practice nationally for swims, runs and other sporting events, and provide a social feature for adult participants. CSTE would work with City officials to ensure safe and conservative implementation of such an activity, including coordination with Coronado Beer Club for support and recommendations.

Thank you for your careful consideration for our event in 2025.

Standing by for any questions or concerns.

Best Regards,

Peter McVey
619-863-8201

**CITY OF CORONADO**
2025 Event Summary

Event Name	Liberty Celebration Swim
Event Date(s) & Times	July 5, 2025
Event Location(s)	Glorietta Bay Park
Event Organizer	Coronado Swim Team Elite (CSTE)
Beneficiary	Coronado Swim Team Elite (CSTE)
Event History	CSTE has been hosting this event for more than 60 years and continues to be a successful and fun event supporting our local youth swim team.
Event Description	The event is part of the City's 4th of July Celebration.
Expected Attendance	300
Other Requests	1) Continued support from Coronado lifeguards

Services Impact	Each year, Coronado Beach Lifeguards provide support to the event.
Traffic Impact	No major traffic impacts.
Community Impact	Parking and regular use of Glorietta Bay Park is impacted. Boathouse and Recreation facilities are also impacted from the event.
Recovered Costs	Not calculated.
In-kind Services Provided	None.

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☐No ☒**Service Fee Waiver (Personnel Costs)?**Yes ☐No ☒**Alcohol Waiver Request?**Yes ☒No ☐**Facility Waiver Request?**Yes ☐No ☒



**CORONADO CROWN CITY CLASSIC and CORONADO HOLIDAY CUP
SOCCER TOURNAMENTS 2025**

Office of the City Manager
City of Coronado
1825 Strand Way
Coronado, CA 92118

Dear Coronado,

We are requesting the approval for the Coronado Youth Soccer League Tournaments, Coronado Crown City Classic and Coronado Holiday Cup for 2024. These events are each scheduled across two weekends: **July 26-27 and August 2-3 2025** for Classic and **Dec 6-7 and Dec 13-14 2025** for Coronado Holiday Cup.

Once approved, we will complete and file the special event permit.

Events and Details:

Name: Coronado Crown City Classic

Date of Event: July 26-27 and August 2-3 2025

Host Organization: Coronado Youth Soccer League

Main Contact for Host: Jerry Ruiz, 619-754-1208
Cindi Gehler, 619-997-1885

Coordinator: STS, Anthony Farace, 619-250-7962

Location: Coronado Cays Park, Sunset Park, Tidelands Park, CUSD Fields (Green Field, Niedermeyer Field, Cutler Field, Strand Elementary Fields)

Number of Attendees: 4,000 across the weekends (estimated and not all at one time or one place)

Name: Coronado Holiday Cup
Date of Event: Dec 6-7 and Dec 13-14 2025
Host Organization: Coronado Youth Soccer League
Main Contact for Host: Jerry Ruiz, 619-754-1208
Cindi Gehler, 619-997-1885

Coordinator: STS, Anthony Farace, 619-250-7962

Location: Coronado Cays Park, Sunset Park, Tidelands Park, CUSD Fields (Green Field, Niedermeyer Field, Cutler Field, Strand Elementary Fields)

Number of Attendees: 4,000 across the weekends (estimated and not all at one time or one place)

Regards,

Cindi Gehler

Cindi Gehler
Club Manager, Coronado Youth Soccer League
619-997-1885
Cindi.c.gehler@gmail.com



CITY OF CORONADO
2025 Event Summary

Event Name	CYSL Crown City Classic
Event Date(s) & Times	July 26-27 & August 2-3, 2025
Event Location(s)	Coronado Cays Park, Tidelands Park, Sunset Park, CUSD Fields, and Strand Elementary
Event Organizer	STS Tournament Specialist and Coronado Youth Soccer League
Beneficiary	None.
Event History	The Crown City Classic is hosted by the Coronado Youth Soccer League (CYSL) and is a Class I and III tournament. It is open to USYSA and FIFA affiliated teams and AYSO.
Event Description	The Crown City Classic soccer tournament is hosted over two weekends. Approximately 100 teams play each weekend across the five field locations. The tournaments run approximately from 8:00 a.m. to 6:00 p.m. The tournament is for players aged 7-16 and brackets are determined by age. All teams play a minimum of three games and the teams with the highest points will advance to the semifinal and/or final championship match.
Expected Attendance	Varies by location; expect 4,000 total for each weekend
Other Requests	None.

Services Impact	The Public Services Department posts No Parking signs around the Cays Park dog park for residential use. All city-field locations require increased trash pick-up and restroom maintenance.
Traffic Impact	Increased traffic and parking impacts around each field location.
Community Impact	Increased noise, traffic, and trash. Residential or passive use of City parks is restricted.
Recovered Costs	None.
In-kind Services Provided	None.

New Event?

Yes ☐

No ☒

Application Fee Waiver?

Yes ☐

No ☒

Service Fee Waiver (Personnel Costs)?

Yes ☐

No ☒

Alcohol Waiver Request?

Yes ☐

No ☒

Facility Waiver Request?

Yes ☐

No ☒



The Honor Foundation
11055 Roselle St,
San Diego, CA 92121

July 10, 2024

City of Coronado
City Manager's Office
1825 Strand Way
Coronado, CA 92118

Dear City of Coronado City Council, Planning, and Events Committee,

I am writing you on behalf of The Honor Foundation nonprofit organization regarding our annual fundraiser called The Swim for SOF (Special Operations Forces). The Honor Foundation is a veteran nonprofit dedicated to helping veterans from the military Special Operations community make a successful transition from military to civilian life by providing resources, coaching, and mentorship. Since 2015, over 2000 veterans have successfully graduated from The Honor Foundation program and its reach has grown to eight nationwide campuses as well as two virtual, global campuses.

The Swim for SOF (Special Operations Forces) started in 2021 and has become an annual event to raise funds and awareness of The Honor Foundation mission. In addition, this event serves to bring veterans and community supporters together creating relationships and opportunities for growth. In the four years since the event's inception, it has generated more than \$1 million dollars for The Honor Foundation.

The Swim for SOF starts with an American Flag formation run on the beach from The Hotel Del to Glorietta Bay. From Glorietta Bay, swimmers will swim 1.1 miles to Tidelands Park. At Tidelands Park, swimmers will stop for a tribute workout consisting of 22 pullups and 100 push-ups for veteran suicide and fallen teammates. Swimmers will return to the water and swim 2.2 miles finishing at The USS Midway where they will complete an additional tribute workout.

We have worked with The City of Coronado over the last four years to make this impactful event a reality. For 2025, we have proposed the event date of Saturday, September 13th. We look forward to your continued support for this incredible event.

Regards,
Jason Goyanko
Swim for SOF Event Director

**CITY OF CORONADO**
2025 Event Summary

Event Name	Swim for SOF
Event Date(s) & Times	September 13, 2025
Event Location(s)	Rock Jetty South of Hotel Del, Glorietta Bay, Tidelands Park
Event Organizer	The Honor Foundation
Beneficiary	The Honor Foundation
Event History	This will be the 5th annual installment of the Swim for SOF which benefits The Honor Foundation. The Honor Foundation's mission is to provide resources, coaching, and mentorship to veterans transitioning from our military special operations communities. In it's four year history, the event has generated over \$1M dollars for The Honor Foundation.
Event Description	A 3.3 mile swim from Glorietta Bay to Tidelands Park and finishing at the USS Midway. The event begins with a short-ceremony at the beach in front of the Hotel Del.
Expected Attendance	150
Other Requests	1) Continued support from Coronado lifeguards

Services Impact	In 2024, Coronado lifeguards provided support for the event along with the US Coast Guard.
Traffic Impact	No major traffic impacts.
Community Impact	Because this is a moving event, there is minimal community impact.
Recovered Costs	2024: \$1,041
In-kind Services Provided	None.

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☐No ☒**Service Fee Waiver (Personnel Costs)?**Yes ☐No ☒**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☐No ☒



Coronado Swim - Team Elite (CSTE)
PO Box 181055
Coronado CA 92178

July 22, 2024

City of Coronado
1825 Strand Way
Coonado, CA 92118

Letter of Intent for Change to Special Event for 2025

City of Coronado - Council & Staff

CSTE respectfully requests the addition of a Fall (September) Open Water Swim (USA Swimming 2025 Open Water Championship), a **moderate event** as defined by the City of Coronado. Specificity / Details of the new event listed below:

Name of Event: USA Swimming's 2025 Open Water Championship - hosted by CSTE

Type of Event: Moderate Special Event

Date: Saturday September 13, 2025

Time: ~6:00 am - 3:00 pm (including Setup / breakdown - timing is flexible)

Location: Two Proposed locations with Lifeguard Division - TBD based on logistics and minimizing impact to patrons. Navy leadership continues to be supportive of utilization of Naval Base Coronado property to support community events allowing events in both 2019, 2022, 2023 and upcoming Fall 2024. CSTE communicates with Base OIC / CDR for approval/ coordination for access and military de-confliction.

Location 1: San Diego Bay - Navy Bravo Range (Behind Strand Elementary)

Location 2: Glorietta Bay Park

Size of Event: ~ 300 participants / ~300 spectators

Host Organization:

Coronado Swim - Team Elite

Address Above

Website: www.swimcoronado.org

Coordinator / Event Director:

Peter McVey - CSTE Operations Manager

Event Director

Email - peter@swimcoronado.org

Amplifying background Information: The event will provide CSTE the ability to host a USA Swimming event for youth swimmers from ~11-17 and adult U.S Masters Swimmers. CSTE hosted this event in 2019 (State Beach), 2022 (NAB /Strand Housing), 2023 Crown City Open Water Classic and our upcoming 2024 Western Zone Open Water Championships.



Thank you for your careful consideration for our event in 2025.

Standing by for any questions or concerns.

Best Regards,

Peter McVey - CSTE Operations Manager
619-863-8201

**CITY OF CORONADO**
2025 Event Summary

Event Name	USA Swimming's 2025 Open Water Championships
Event Date(s) & Times	September 27, 2025
Event Location(s)	Silver Strand Training Complex (North) - behind Silver Strand Elementary
Event Organizer	Coronado Swim Team Elite (CSTE)
Beneficiary	Coronado Swim Team Elite (CSTE)
Event History	CSTE has hosted our USA Swimming sanctioned open water swim in 2019, 2022, 2023 and 2024.
Event Description	This is USA Swimming sanctioned event and will include US Masters (Adult) swimmers this year also. It provides opportunities for swimmers to qualify for USA Swimming Open Water Nationals.
Expected Attendance	300
Other Requests	1) Continued support from Coronado lifeguards

Services Impact	In 2024, Coronado lifeguards provided support for the event along with the US Coast Guard.
Traffic Impact	No major traffic impacts.
Community Impact	Minimal community impact.
Recovered Costs	Not calculated.
In-kind Services Provided	None.

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☐No ☒**Service Fee Waiver (Personnel Costs)?**Yes ☐No ☒**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☐No ☒



To The City of Coronado,

On Wednesday October 8, 2025 The Coronado Junior Woman's Club will host the 16th Annual **A Taste Of Coronado** event. The event will feature tastings of food and drinks, showcasing Coronado's most prominent and beloved restaurants, bars, and shops. This self guided event will bring 800 guests from Coronado and beyond together for an evening of socialization, excellent food and drink, shopping, experiencing all that Coronado has to offer, discovering new favorites along the way, all while supporting our community.

The Coronado Junior Woman's Club continues to unite together women who are dedicated to enhancing the spirit of Coronado through educational, civic, and philanthropic services. Our club provides support, funding and volunteer hours to community programs. A Taste of Coronado has specifically supported our donations to:

Coronado Safe Harbor, Coronado Schools Foundation, Outdoor Outreach, Camp Erin, Camp Able, A Walk on Water, Junior Achievement (allocated funds to Coronado students attendance from 2018-2021), Monarch School, Camp Wamp, Barrio Logan College Institute, Just In Time, The Coronado Public Library, Coronado Flower Show, Halloween Window Painting, and more.

A Taste Of Coronado is a fourteen year tradition that people near and far look forward to. We are so thrilled to showcase the amazing local chefs, bartenders and restaurants in our community with hundreds of people during this very special event.

Yours in service,

Michelle Munns

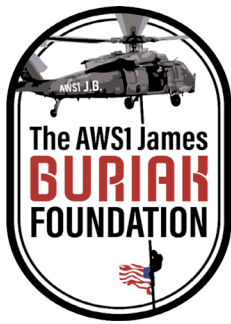
CJWC A Taste of Coronado Chair

**CITY OF CORONADO**
2025 Event Summary

Event Name	A Taste of Coronado
Event Date(s) & Times	October 8, 2024, 5 to 9 pm
Event Location(s)	Rotary Park and other locations around Coronado
Event Organizer	Coronado Junior Womans Club
Beneficiary	Varies
Event History	16th annual A Taste of Coronado brings 800 participants to taste over 30 restaurants on the island!
Event Description	Walk Bike or Trolley your way around the island to taste what the incredible restaurants have to offer!
Expected Attendance	800
Other Requests	None

Services Impact	This event has minimal services impacts. Each year, Public Services helps prepare Rotary Park for the check-in booth.
Traffic Impact	Traffic is not expected to be impacted.
Community Impact	Community members will notice increased foot and bike traffic around the Ferry Landing and along Orange Avenue.
Recovered Costs	2024: \$173 (application fee)
In-kind Services Provided	None.

New Event?Yes ☐No ☒**Application Fee Waiver?**Yes ☐No ☒**Service Fee Waiver (Personnel Costs)?**Yes ☐No ☒**Alcohol Waiver Request?**Yes ☐No ☒**Facility Waiver Request?**Yes ☐No ☒



The AWS1 James Buriak Foundation
 443-310-4642
mattb@theAWS1JamesBuriakFoundation.org

City of Coronado
 Kelli Maples

The AWS1 James Buriak Foundation would like to request to hold our 2025 Run to Remember LOOSEFOOT 616 on October 18th, 2025. We plan to use the same start/finish area and routes as we did in 2023 and are approved to use in 2024. We will continue to use volunteers to reduce the burden on the city and its staff, including volunteer medical, security and traffic control personnel. Depending on anticipated turnout for the 2024 and 2025 runs we may contract professional event organizers to assist.

AWS1 James "Jimmy" Philip Buriak, USN, died 31 August 2021 when LOOSEFOOT 616, a naval helicopter from HSC-8, crashed off the coast of San Diego. Jimmy served as a naval aircrewman rescue swimmer (AWS) with HSC-8. The legacy of a hero is the memory of a great name and the inheritance of a great example. This foundation was created in the wake of Jimmy's death to honor him and his memory but also keep his purpose alive – to help others. Jimmy served as a rescue swimmer whose motto is, "So others may live." We've embraced this motto for the foundation and it's the purpose of being there every day, but on your worst possible day, knowing that we are here to walk that journey with you. We are "Prepared." We will "Respond." We will "Remember."

We are an all-volunteer military and military spouse organization dedicated to providing pre-mishap education and immediate post-mishap support for the Navy and Marine Corps Aviation community and their families. In addition to providing immediate support, we also provide resources for childcare, relieving immediate financial burdens and initial help and planning.

In honor of: LT Brad Foster, LT Paul Fridley, AWS1 James Buriak, HM1 Sarah Burns, and HM2 Bailey Tucker

Request Date: October 18th, 2025

Location: Tidelands Park / Glorietta Bay Bikeway

Run Amounts: 616 Meter Kids Fun Run, 616 KM, and 6.16 Miles.

Attendee Goal: 1,000 people

Special Request: City support- requesting city council attendees and the mayor as guest speaker.

Warm regards,

Matt Bettencourt

VICE PRESIDENT, WEST COAST OPERATIONS



CITY OF CORONADO
2025 Event Summary

Event Name	Run to Remember LOOSEFOOT 616
Event Date(s) & Times	October 18, 2025, 8 to 11:30 am
Event Location(s)	Tidelands Park, Glorietta Blvd, Pomona Ave, Bayshore Bikeway
Event Organizer	The AWSI1 James Buriak Foundation
Beneficiary	The AWS1 James Buriak Foundation
Event History	Annual Run to Remember LOOSEFOOT 616 held in August 2022 and 2023; planned and approved for October 19th, 2024
Event Description	616 meter Kids Fun Run, 6.16 KM and 6.16 Mile runs to honor and remember the crew members of LOOSEFOOT 616, a US Navy helicopter, lost on 31 August 2021 off the coast of San Diego.
Expected Attendance	500
Other Requests	None

Services Impact	In 2023, there were no major service impacts.
Traffic Impact	Increased traffic at Tidelands Park. There are no planned road closures. The run will be on the Bayshore Bikeway. Passive riding or running on the Bayshore Bikeway will be impacted.
Community Impact	Normal use of the Bayshore Bikeway will be impacted.
Recovered Costs	2023: \$164 (application fee)
In-kind Services Provided	None.

New Event?

Yes ☐

No ☒

Application Fee Waiver?

Yes ☐

No ☒

Service Fee Waiver (Personnel Costs)?

Yes ☐

No ☒

Alcohol Waiver Request?

Yes ☐

No ☒

Facility Waiver Request?

Yes ☐

No ☒



**CORONADO CROWN CITY CLASSIC and CORONADO HOLIDAY CUP
SOCCER TOURNAMENTS 2025**

Office of the City Manager
City of Coronado
1825 Strand Way
Coronado, CA 92118

Dear Coronado,

We are requesting the approval for the Coronado Youth Soccer League Tournaments, Coronado Crown City Classic and Coronado Holiday Cup for 2024. These events are each scheduled across two weekends: **July 26-27 and August 2-3 2025** for Classic and **Dec 6-7 and Dec 13-14 2025** for Coronado Holiday Cup.

Once approved, we will complete and file the special event permit.

Events and Details:

Name: Coronado Crown City Classic

Date of Event: July 26-27 and August 2-3 2025

Host Organization: Coronado Youth Soccer League

Main Contact for Host: Jerry Ruiz, 619-754-1208
Cindi Gehler, 619-997-1885

Coordinator: STS, Anthony Farace, 619-250-7962

Location: Coronado Cays Park, Sunset Park, Tidelands Park, CUSD Fields (Green Field, Niedermeyer Field, Cutler Field, Strand Elementary Fields)

Number of Attendees: 4,000 across the weekends (estimated and not all at one time or one place)

Name: Coronado Holiday Cup
Date of Event: Dec 6-7 and Dec 13-14 2025
Host Organization: Coronado Youth Soccer League
Main Contact for Host: Jerry Ruiz, 619-754-1208
Cindi Gehler, 619-997-1885

Coordinator: STS, Anthony Farace, 619-250-7962

Location: Coronado Cays Park, Sunset Park, Tidelands Park, CUSD Fields (Green Field, Niedermeyer Field, Cutler Field, Strand Elementary Fields)

Number of Attendees: 4,000 across the weekends (estimated and not all at one time or one place)

Regards,

Cindi Gehler

Cindi Gehler
Club Manager, Coronado Youth Soccer League
619-997-1885
Cindi.c.gehler@gmail.com

**CITY OF CORONADO**
2025 Event Summary

Event Name	CYSL Holiday Cup
Event Date(s) & Times	Dec 6-7 and Dec 13-14, 2025
Event Location(s)	Coronado Cays Park, Tideland Park, Sunset Park, CUSD Fields, and Strand Elementary
Event Organizer	STS Tournament Specialist and Coronado Youth Soccer League
Beneficiary	None.
Event History	The Holiday Cup is hosted by the Coronado Youth Soccer League (CYSL) and is a Class I and III tournament. It is open to USYSA and FIFA affiliated teams and AYSO.
Event Description	The Holiday Cup soccer tournament is hosted over two weekends. Approximately 100 teams play each weekend across the five field locations. The tournaments run approximately from 8:00 a.m. to 6:00 p.m. The tournament is for players aged 7-16 and brackets are determined by age. All teams play a minimum of three games and the teams with the highest points will advance to the semifinal and/or final championship match.
Expected Attendance	Varies by location; expect 4,000 total for each weekend
Other Requests	None.

***** CITY USE ONLY *****

Services Impact	The Public Services Department posts No Parking signs around the Cays Park dog park for residential use. All city-field locations require increased trash pick-up and restroom maintenance.
Traffic Impact	Increased traffic and parking impacts around each field location.
Community Impact	Increased noise, traffic, and trash. Residential or passive use of City parks is restricted.
Recovered Costs	None.
In-kind Services Provided	None.

New Event? Yes ☐ No ☒
Application Fee Waiver? Yes ☐ No ☒
Service Fee Waiver (Personnel Costs)? Yes ☐ No ☒
Alcohol Waiver Request? Yes ☐ No ☒
Facility Waiver Request? Yes ☐ No ☒
Other requests requiring City Council approval: None.