



CITY OF CORONADO

CITY COUNCIL STAFF REPORT

November 1, 2022

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

CONSIDER AND APPROVE MAJOR, MODERATE AND MINOR SPECIAL EVENT REQUESTS FOR 2023

RECOMMENDATION:

Receive a report on 2023 Special Event applications, requested waivers, and alternate recommendations and provide direction, as appropriate.

Staff recommends approval of all applications as submitted, with the proposed alternatives for the Freedom Fest Cornhole Tournament and Crown City Classic, approval of the seven alcohol waiver requests and approval of in-kind facility use request for Coronado's Talent VIP Party.

BACKGROUND:

The City of Coronado (City) regulates the use of City-owned facilities or 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 which requires increased or modified emergency or non-emergency services or support by the 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 a "Major Event," "Moderate Event," or "Minor Event" based on information submitted by event organizers within their Special Event Permit application or letter of intent.

- A Major Event is defined as an activity which entails in excess of 2,000 participants and/or spectators and which significantly affects City personnel, resources, services, facilities, traffic circulation, or impacts the community and/or its citizens. Major events typically have two or more additional requests including but not limited to reserved parking, fencing, stage, tents/pop-ups, road closures, and/or amplified sound.
- A Moderate Event is defined as an activity which entails 500-2,000 participants and/or spectators and which significantly affects City personnel, resources, services, facilities, traffic circulation, or impacts the community and/or its citizens. Moderate events typically include one or two additional requests including but not limited to reserved parking, fencing, stage, tents/pop-ups, road closures, and/or amplified sound.
- A Minor Event is defined as any activity for a small and/or specialized group that does not add an additional burden on City personnel, resources, services, facilities, traffic circulation, or impact the community and/or its citizens. A minor event shall not have any additional requests.

To minimize impacts to the community, the City does not permit more than one special event per weekend, or events on holiday weekends except July Fourth, and does not permit special events during the summer between Memorial Day and Labor Day, except for Coronado Promenade Concerts in the Park, Rotary Low Tide Ride and Stride, Optimist Sports Fiesta, and Bike the Bay,

which are long-standing and highly anticipated community events. Municipal Code Section 20.30 states that the City will only approve fourteen major events and fifteen moderate events during the calendar year.

ANALYSIS:

Over the course of 2022, the volume and frequency of special event requests has increased significantly. To reduce administrative burden and to make planning and coordination more efficient for event organizers, the City required all recurring major and moderate events to submit their event applications by August 1, 2022.

In total for 2023, the City received 14 major event, 12 moderate event, and 2 minor event requests. Additionally, 7 events requested permission to serve alcohol. Attachment 1 provides a summary of event requests and staff recommendations for approval of Major, Moderate and Minor Events. The submitted letters of intent and impact summaries for each event can be found in Attachment 2. Attachment 3 provides a draft calendar of 2023 special events.

Staff Recommended Event Alternatives

Two event organizers have submitted requests that have notable impacts that merit consideration of alternatives to mitigate those impacts on the community and City resources. Staff recommends City Council approval of the following alternatives:

1. Freedom Fest Cornhole Tournament – Coronado Fourth of July

If approved, 2023 will mark the first annual Freedom Fest Cornhole Tournament hosted by the Coronado Fourth of July organization. This is a fundraising event for Fourth of July activities. The Coronado Fourth of July requested this event to be held on Orange Avenue, closing First and Second Streets for 15 hours, creating significant impacts to traffic. Including set-up and tear-down, the 100 and 200 blocks of Orange Avenue would be closed from 6 a.m. to 9 p.m. This closure would cause significant impacts not only to surrounding residents and businesses, but to Police Department and Public Services staffing. As requested, the event will include 16 cornhole courts fitting 64 teams, art and retail vendors, food vendors, concert stage, kids' activity area, and beer garden.

Due to the fact that this is a first-time event, and the given the scale of the anticipated community burden and staff impact for a significant closure of Orange Avenue, the recommendation is to relocate and scale the event in Spreckels Park, and reconsider the idea of a small street fair for 2024. If held in Spreckels Park, staff is willing to work with the Coronado Fourth of July to ensure the accommodation of cornhole courts, a concert in the gazebo area, beer garden and other activity area for kids or vendors. Additionally, staff recommends the consideration of March 4 as an alternative date, dependent on Coronado Police Department staff scheduling.

2. Crown City Classic – Easy Day Sports

2023 will mark the 50th anniversary of the Fourth of July Crown City Classic run. During the initial years of the event, the 5k and 12k were accompanied by a half-marathon route. As the Fourth of July became a larger and busier event for the City, the Crown City Classic returned to only holding the 12k, 5k, and kids ½ mile race. For its 50th anniversary, the event organizers requested to reestablish the half-marathon route. After careful

consideration, it is staff's recommendation to not approve the half-marathon route due to safety and management concerns in an already heavily impacted weekend.

Coronado Police Officers provide traffic control during the event from 7:00-9:00 a.m., then report to the parade detail directly after. The half marathon route would increase the time officers are on traffic control, which would prevent them from reporting to the parade detail at 9:00 a.m. To ensure the safety of race participants, staff recommends keeping the maximum race distance at 12k.

Requests for Alcohol Waivers

Seven special events requested waivers to serve alcohol. All approved requests will be required to follow all applicable state and local laws, including regulations by the Alcoholic Beverage Control Board, as well as engage necessary security and provide the required insurance.

Staff reviewed the applications and evaluated the event organizers' plans to administer alcohol service safely, the availability of Coronado Police Officer and/or private security guards to support the service and benefit to the event and community. With the analysis, staff recommend the approval of the seven requests for alcohol waivers, with additional details following.

1. Coronado Flower Show – Coronado Floral Association
The Coronado Floral Association (CFA) requests the City Council to waive the prohibition of alcohol in City Parks to allow a beer garden inside the flower show tent and at the Gala associated with the show. Volunteers approved by CFA would staff the beer garden.
Staff recommendation: Approve the alcohol service waiver. The alcohol-related activity will be conducted safely, adequately supported by Coronado Police Officers and private security guards and provides monetary benefit to the host organization while enhancing community pride and Coronado's traditions.
2. Freedom Fest Cornhole Tournament – Coronado Fourth of July
The Coronado Fourth of July requests the City Council to waive the prohibition of alcohol to allow for a beer garden at their fundraising event.
Staff recommendation: Approve the alcohol service waiver. The alcohol-related activity will be conducted safely, adequately supported by Coronado Police Officers and/or private security guards and provide monetary benefit to the host organization to fund Fourth of July activities.
3. Concerts in the Park – Coronado Promenade Concerts
The Council is requested to waive the prohibition against the consumption of alcohol on public property, in Spreckels Park, in conjunction with the summer concert series.
Staff recommendation: Approve an alcohol waiver. The alcohol-related activity will be adequately supported by Coronado Police Officers while enhancing community pride and relations. In years past, City Council has waived the ban on alcohol in Spreckels Park during the Promenade Concerts.
4. Art and Wine Festival – Coronado Chamber of Commerce
The Coronado Chamber of Commerce requests to waive the prohibition of alcohol to allow for wine tasting. Wine will be served in two separate private properties (the Chamber of Commerce lawn and Christ Church). Although the alcohol will be served on private property, the consumption of alcohol may occur within the event on (closed) City streets and sidewalks.

Staff recommendation: Approve the alcohol service waiver. The alcohol-related activity will be conducted safely, adequately supported by private security, and is a fundraising activity for the Coronado Schools Foundation 501(c)3.

5. Coronado Wine Classic – Coronado Junior Woman’s Club

The Coronado Junior Woman’s Club requests the City Council to waive the prohibition of alcohol on City parks and sidewalks to allow wine to be served and consumed in Glorietta Bay Park Promenade.

Staff recommendation: Approve the alcohol service waiver. The alcohol-related activity will be conducted safely, adequately supported, and will provide fundraising for the Coronado Junior Woman’s Club donations to charitable organizations and the Marilyn Foster Scholarship.

6. Fourth of July Rough Water Swim – Coronado Swim Association

The Coronado Swim Association requests the City Council to waive the prohibition of alcohol in City parks to allow a beer garden in Sunset Park from 1-3 PM following the Fourth of July Rough Water Swim.

Staff recommendation: Approve the alcohol service waiver. The alcohol-related activity will be conducted safely, adequately supported, will provide monetary benefit to the host organization, and will stimulate the business community beyond the event boundary.

7. Book Fair – Friends of the Coronado Public Library

The Friends of the Coronado Public Library (FOL) requests the City Council to waive the prohibition of alcohol in City parks to allow beer and wine to be served exclusively to FOL members during the meeting and reception on April 14, 2023.

Staff recommendation: Approve the alcohol service waiver. The alcohol-related activity will be conducted safely and will enhance community pride and Coronado’s traditions.

Requests for In-Kind Services

The City received a request for an in-kind donation of City facilities:

1. Coronado’s Talent VIP Party – Crown Town Foundation

The Crown Town Foundation requests the in-kind donation of the John D. Spreckels Center for the annual pre-show party which takes place prior to the annual Coronado’s Talent VIP Party. The donation would cover all related expenses to the facility rental including audio/visual, security, kitchen, and insurance. The in-kind donation would value approximately \$750.

Staff recommendation: Approve the in-kind donation of the John D. Spreckels Center Grant Room for Coronado’s Talent VIP Party.

FISCAL IMPACT:

City-Sponsored Events:

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 in Spreckels Park, Fourth of July Celebration, Coronado Island Film Festival, and Holiday Open

House have been historically supported by the City Council due to their impact on the local economy and benefits to strengthening community relationships.

Event	City In-Kind Services	City Community Grant Funding
Flower Show and Book Fair	2022: \$7,948 2019: \$4,060	FY 2022-23 Grant: \$62,263
MotorCars on MainStreet	2022: \$5,954 2019: \$8,488	FY 2022-23 Grant: \$9,350 FY 2021-22 Grant: \$4,851
Promenade Concerts	2022: \$32,545 2021: \$13,209 2019: \$17,487	N/A
Fourth of July Celebration	2022: \$185,329 2021: \$136,912 2019: \$112,566	FY 2022-23 Grant: \$55,000 FY 2021-22 Grant: \$48,500
Coronado Island Film Festival	2021: \$10,887 2019: \$5,793	FY 2022-23 Grant: \$80,740 FY 2021-22 Grant: \$79,923
Holiday Parade and Open House	2021: \$41,823 2019: \$48,525	FY 2022-23 Grant: \$15,000 FY 2021-22 Grant: \$15,000

Total In-Kind Service Costs by Year:

2022: \$231,776 (through October 2022—does not include Coronado Island Film Festival or Holiday Parade)

2021: \$202,831

2019: \$196,919

Other Special Events Recovered Costs:

The Valentine's Day 10K, Padres Pedal the Cause, MWR Bridge Run/Walk, Bike the Bay, and Silver Strand Half Marathon events reimburse the City for personnel and service costs.

2022 Recovered Costs: ~ \$8,280 (Through Oct. 2022)

2019 Recovered Costs: ~ \$16,759

ALTERNATIVE:

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

CALIFORNIA ENVIRONMENTAL QUALITY ACT:

Not applicable.

PUBLIC NOTICE:

Not applicable.

ATTACHMENTS:

1. 2023 Event Applications Summary
2. Letters of Intent and Event Outlines
3. Draft 2023 Special Event Calendar

Submitted By: City Manager's Office/ Kelli Maples