



CITY OF CORONADO

CITY COUNCIL STAFF REPORT

October 17, 2023

{{section.number}}b

CONSIDER AND APPROVE 2024 MAJOR AND MODERATE SPECIAL EVENT REQUESTS

RECOMMENDATION:

Approve the 2024 Special Event Calendar and Letters of Intent as submitted and 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.

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 and community impact, and the City does not permit more than one major or moderate event per weekend. 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 Optimist Sports Fiesta, 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:

Over the course of 2023, the City is estimated to issue a total of 55 special event permits: 31 minor event permits, 11 moderate event permits, and 13 major event permits. Since 2021, the volume and frequency of special event requests has grown.

In total, the City has received 13 major and 10 moderate event requests for the 2024 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 2024 requested special events.

Event Requests

Major Events (requested fee waiver)

Coronado Flower Show – April 20 to 21, 2024

MotorCars on MainStreet – April 28, 2024

Coronado Promenade Concerts – May 26 to September 1, 2024

Coronado Fourth of July – July 4, 2024

Coronado Island Film Festival – November 4 to 11, 2024

Coronado Holiday Parade – December 6, 2024

Moderate Events (requested fee waiver)

Friends of the Library Book Fair – April 19, 2024

Low Tide Ride and Stride – June 22, 2024

CHS Homecoming Parade – TBD October 2024

Major Events (no fee waiver)

Valentine's Day 10k – February 4, 2024

Padres Pedal the Cause – April 6, 2024

Art and Wine Festival – May 11, 2024

Bay Bridge Run/Walk – May 19, 2024

Crown City Classic (4th of July Run) – July 4, 2024

Bike the Bay – August 25, 2024

Silver Strand Half Marathon – November 10, 2024

Moderate Events (no fee waiver)

Independence Day Open Water Swim – July 6, 2024

CYSL Crown City Classic Tournament – July 27 to 28, 2024 and August 3 to 4, 2024

Swim for SOF – September 14, 2024

CSA Open Water Swim – September 28, 2024

A Taste of Coronado – October 9, 2024

LOOSEFOOT 616 Memorial Run – October 19, 2024

CYSL Holiday Cup Tournament – December 7 to 9, 2024 and December 14 and 15, 2024

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 have 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 reviewed the five alcohol waiver requests and evaluated the event organizers' plans to administer alcohol service safely, the availability of Coronado Police Officers and/or private security guards to support the service, as well as the potential benefit alcohol service will have for the event and community.

After analysis, staff recommends the approval of the five requests for alcohol waivers, with additional details following.

- 1. Friends of the Library Book Fair**

The Friends of the Coronado Public Library (FOL) requests the City Council to waive the prohibition of alcohol in City parks and facilities to allow beer and wine to be served exclusively to FOL members during the meeting and reception on April 19, 2023. The alcohol-related activity is adequately planned and supported to be conducted safely.

- 2. Coronado Flower Show**

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 will staff the beer garden. The alcohol-related activity is adequately planned to be conducted safely, supported by Coronado Police Officers and private security guards, and it will provide a monetary benefit to the host organization and has been an ongoing amenity of the event.

- 3. 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. The alcohol-related activity will be adequately supported by Coronado Police Officers. In years past, the City Council has waived the ban on alcohol in Spreckels Park during the Promenade Concert Series.

- 4. Art and Wine Festival**

The Coronado Chamber of Commerce requests to waive the prohibition of alcohol to allow three beer and wine gardens within the event footprint. The alcohol-related activity will be conducted safely, follow all ABC requirements, and will be adequately supported by Coronado Police Officers and private security guards. The alcohol-related activity also serves as a fundraising mechanism for the host organization.

- 5. Independence Day Open Water Swim**

The Coronado Swim Association requests to waive the prohibition of alcohol in City parks to allow a beer garden in Glorietta Bay Park from 1-3 pm following the Fourth of July

Rough Water Swim. Depending on staffing and facility availability, alcohol service may take place in the City's boathouse facility. The alcohol-related activity will be conducted safely, it will be adequately supported by private security guards, and will serve as a fundraising mechanism for the host organization.

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, 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 2022 to October 2023, the City provided \$326,221 in in-kind services to the eight events listed. In-kind services include labor and personnel costs, contract services, and/or facility fees. The total in-kind services provided in 2023 is \$42,182 greater than what was provided in 2022. This increase can be attributed to rising labor costs, as well as an increase in expenditure on the annual tree lighting, which takes place during the Holiday Parade.

Event	In-Kind Services
2022 Homecoming Parade	\$524
2022 Coronado Island Film Festival	\$13,039
2022 Holiday Parade	\$103,273
2023 Coronado Flower Show	\$4,361
2023 MotorCars on MainStreet	\$5,626
2023 Coronado Promenade Concerts	\$28,995
2023 Low Tide Ride and Stride	\$271
2023 Fourth of July	\$170,128

Total in-kind service costs by year:

2023: \$326,221

2022: \$284,039

2021: \$202,831

2019: \$196,919

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.

2023: \$18,778

2022: \$12,074

2019: \$16,759

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. 2024 Letters of Intent and Event Impact Summaries
2. Draft 2024 Special Event Calendar

Submitted By: City Manager's Office / Kelli Maples