



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Aldinger and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Gill, Director of Parks and Recreation
Idris J. Al-Oboudi, Recreation Services Manager

DATE: October 2, 2007

SUBJECT: Discussion of City Council Workplan Item Regarding Annual Pier Lighting Event

RECOMMENDATION:

Staff recommends that the City Council discuss the Annual Manhattan Beach Pier Lighting Ceremony and provide direction.

FISCAL IMPLICATION:

Total events costs are approximately \$10,020.

- Police Department expense are approximately \$860
 - Public Works Department expenses are approximately \$4,500
 - Parks and Recreation Department expenses are approximately \$5,000
- Staff expenses = \$1,734
Entertainment expenses = \$2,500
Printing, advertising and miscellaneous expenses = \$750

BACKGROUND:

During the 2007 City Council Work Plan Meeting, City Council requested that staff bring forward, for their review, the Annual Pier Lighting Ceremony. The City of Manhattan Beach has been conducting the Annual Pier Lighting Ceremony on the first Saturday of December since 1990. This community event originally received a generous donation of \$1,200 from the Manhattan Beach Downtown Business and Professional Association, but in 2000 the MBDB&PA withdrew their donation to concentrate their resources on the Annual Downtown Holiday Open House special event.

DISCUSSION:

The program for Pier Lighting starts at 4:30 p.m. and continues for two hours until 6:30 p.m. when City officials welcome, thank the crowd and wish everyone a Happy Holiday. At that time, a child is chosen to flip the switch and turn on the pier lights and Christmas tree lights on top of the Roundhouse.

The two-hour entertainment portion has included local school choral and music groups as well as professional groups which have included the Dickens Carolers. All entertainment takes place in the City bandshell which is placed at the base of the pier. Approximately 25 yards west of the bandshell is the Santa float.

Attendance for the Pier Lighting Ceremony has fluctuated over the 17 years; mostly due to weather. Since including the Manhattan Beach School choral and music groups several years ago, the attendance has averaged 250-700 people in good weather conditions. If the weather is very cold and windy, attendance will drop by approximately two thirds or more. Twice in 17 years, rain has forced the relocation of this event to the Joslyn Center.

One option that has been discussed among staff is to combine the Pier Lighting with the Fireworks. The major downside with this option is that the fireworks do not occur until after the pier lighting; sometimes by up to two weeks such as this year.

Staff recommends that the City Council discuss this year's Work Plan Item, the Pier Lighting Ceremony, and provide direction.