



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Cohen and Members of the City Council

THROUGH: Geoff Dolan, City Manager *GD*

FROM: Richard Gill, Director of Parks and Recreation *R.G.*

DATE: April 7, 2009

SUBJECT: Consideration of Policies Regarding Special Events in Manhattan Beach and Fee Waiver Requests Associated with Non-Profit Special Events

RECOMMENDATION:

Staff recommends that the City Council confirm its existing policy regarding additional events, deny new fee waivers and charge 25% of fees to existing legacy events.

FISCAL IMPLICATION:

The following billing rates were utilized to calculate departmental costs, with any related equipment charged at the prevailing rental fee:

Community Services Ofc.	\$83.55/hour	
Police Sergeant	\$189.43/hour	
Police Officers	\$142.00/hour	
Fire/Paramedics (2)	\$88.80/hour	
	(\$177.60 for 2)	
Fire Marshal	\$203.89/hour	
Fire Safety Officer	\$88.80/hour	
Engine Company	\$353.20/hour	
Public Works/Maint.	\$84.22/hour	
Recreation Leaders II	\$11.09/hour	
Parking	\$1.50/hr. pier lot	\$125/hr/street
	\$.75/hr. lots	meters

Staff used the fully burdened rates when determining the true costs associated with each special event request. Fully burdened rates include staff benefits and overhead. These are the rates adopted by City Council in the annual resolution of fees. The funds to provide these services are budgeted annually within each of the affected City departments. The recommended fee waivers represent \$125,549.

BACKGROUND:

Due to requests for waivers of City fees/service charges by non-profit organizations conducting

special events in Manhattan Beach, the City developed and initiated a yearly application process. In January, a Special Event Application was sent to each organization that conducted an event during the 2008-2009 fiscal year. The deadline to submit completed applications to the Parks and Recreation Department was February 16, with all requests submitted by the established deadline.

Traditionally, the City has granted fee waivers to ten non-profit special events listed in the report for city services. Several of the events such as the Hometown Fair and Grand Prix Bike Race have been conducted in the city for over 30 years and are considered a city tradition, as well as a great opportunity for the non-profit agencies to fundraise.

At the bottom of the financial chart are several new agencies requesting fee waivers for events proposed for the coming year.

DISCUSSION:

Staff forwarded each special event application to the various city departments for operational review and requested that each department calculate its costs based on last year's costs and any additional requests for services.

Copies of the actual application packets submitted by each organization are attached for the Council's review.

The following chart lists the name of the organizations in the first column; the second column lists the proposed fee/service charges associated with each event using last year's actual costs. The third column represents staff's recommendation. The total costs are estimates based on last year's event and should the event grow or change, requiring additional staff, then those costs are passed on to the agencies.

Until the past few years, each agency used to pay a portion of their estimated fees. In 2003, the Grand Prix Bike Race paid approximately \$5,000 of their estimated \$10,000 fees, the Hometown Fair paid \$13,000 of their \$21,000 fees and Richstone Pier-to-Pier paid \$400 of their \$900 fee as an example.

Prior to 2003, City Council made an informal decision to exempt only three events from paying City fees. The Fireworks Festival, Hometown Fair 10K Run and the Little League Parade were considered special events of a community-wide interest and too valuable to lose and too expensive for the City to implement by itself. After this decision was made, the economy did well and the council waived all fees for all organizations.

In light of the current economic situation and specifically the General Fund shortfall (\$3.5 million) we are facing, we recommend City Council consider modifying its recent full fee waiver policy. We believe that with the exception of the three events mentioned above, the Council should ask these agencies to pay 25% of their fees. This would save the City \$22,019. While this charge may seem minimal in the context of the entire budget, we need to consider even the most minor expense to help us close our deficit. Further, it is important to let these groups and the community know that the City is having to tighten its belt.

We also recommend that no new waivers be granted. We regularly deny requests for fee waivers

and stand by our policy that these ten events are “legacy” events. To open that door will subject City Council to numerous future requests from churches, non profits and other worthy organizations.

<i>Organization</i>	<i>Proposed Services Based on Prior year's Actuals (fully burdened rates)</i>	<i>Proposed Fee Waivers</i>	<i>Fees to be paid</i>
Chevron Grand Prix Bike Race 6/28/09	Police - \$6,329 Fire - \$2,930 Pub.Works-\$12,315 TOTAL - \$21,574	\$16,181	\$5,394
Manhattan Beach Hometown Fair 10/3 & 4/09	Police - \$21,878 Fire - \$3,500 Pub. Works - \$19,245 Parks & Rec -\$1,711 TOTAL - \$48,734	\$36,550	\$12,184
Manhattan Beach 10K Run 10/3/09	Police - \$9,145 Fire \$3,523 Pub.Works-\$9,342 Parking - \$945 TOTAL - \$22,955	\$22,955	\$0
Am. Martyrs Parish Fair 10/17 & 18/09	Fire - \$350 TOTAL - \$350	\$262	\$88
Holiday Fireworks Festival 12/13/09	Police - \$9,945 Fire - \$3,322 Pub.Works - \$16,259 Parks & Rec - \$904 Parking - \$1,512 TOTAL - \$31,942	\$31,942	\$0
American Martyrs 5K Run 2/27/10	Police - \$2,334 Pub.Works-\$1,738 TOTAL - \$4,072	\$3,054	\$1,018
Little League Opening Day Parade 3/6/10	Police - \$2,044 Pub.Works - \$2,556 TOTAL - \$4,600	\$4,600	\$0
Robinson School Fun Run 3/20/10	Police - \$2,804 Pub. Works- \$3,720 TOTAL - 6,524	\$4,893	\$1,631
Richstone Pier-to-Pier Jog/Walk 4/24/10	Police - \$222 Pub.Works - \$228 Parking - \$426 TOTAL - \$876	\$657	\$219

Grandview 5K Run 6/5/10	Police - \$2,490 Pub.Works - \$3,450 TOTAL - \$5,940	\$4,455	\$1,485
TOTALS	\$147,567	\$125,548	\$22,019

Four New Requests

<i>Organization</i>	<i>Proposed Services Based on Fully Burdened Rates</i>	<i>Proposed Fee Waivers</i>
Growing Great Healthy Living Festival 5/16/10	Police - \$45	\$0
Relay for Life of the Beach Cities 7/17-19/09	Fire - \$350 Parks & Rec. - \$1,400 Bandshell - \$2,272	\$0
Manhattan Beach Wine Auction	Permits - \$724	\$0
Neptunian Woman's Club	Banner Permit – \$155 Refundable Bond - \$301	\$0 This is a private property issue and thus would set a precedent for future requests from churches and businesses.

Future Special Event Requests

Another issue related to special events that staff would like confirmation on is the existing Council policy regarding the maximum number of special events allowed per calendar year. We review regular requests for new events from marathon runs to peace rallies almost on a monthly basis. All of these requests come from very worthy charities and individuals with personal causes.

Besides the ten long-standing events listed in the matrix requesting fee waivers, there are other special events affecting the community. Some of these requests do not request fee waivers but are still an impact on the community. There are the Downtown Manhattan Beach Business and Professional Association events such as the sidewalk sales, Holiday Open House and Halloween event. The Chamber of Commerce closes 13th Street for their annual Business Expo and Growing Great also closes 13th Street for their annual event. The Lungevity Cancer Walk is a special event on the Strand with about 1,000 walkers that does not request a fee waiver but impacts the downtown because of the extra need for parking and the loss of the lower parking lots. The Holiday Giving Rubber Duck fundraiser is a small event whereby thousands of dollars are raised for abused and neglected children by throwing rubber ducks off the pier which are collected as they wash ashore.

There are also several one-time events that have occurred. The “No More Broken Hearts” peace

march in 2007 and the “Heroes Welcome Home” were related to the Iraq War and “U.S. Friends of the UN” was a walk for awareness of world hunger which took place on the Strand.

Besides the events implemented by outside agencies, the City implements several large scale special events that impact traffic and parking such as the Manhattan Beach Open, International Surf Festival which includes the 6-man volleyball tournament, Arts Festival, Pumpkin Races, Metlox Entertainment Series, six amateur volleyball tournaments (C.B.V.A.) and the summer camps on the beach.

Additionally, staff receives complaints from other areas of the city where parking is lacking and the events are significant. Staff routinely receives complaints from residents living near Polliwog Park, Heights Park, Sand Dune Park and Mira Costa High School because of the Concerts in the Park, Earth Day, Mira Costa High School events and the heavy use of Sand Dune. The complaints that staff receives are mostly related to street closures, traffic congestion and lack of parking. Even though the events are mostly held on weekends, some of our residents are trying to get to work or church. In addition to the traffic congestion, parking shortage downtown and parking impact in the neighborhoods around our parks and schools, staff has recently met with Downtown Business and Professional Association board to discuss the impact events are having on their retail sales downtown. They state that not everyone attending these events shop. In fact, they state that the events keep shoppers away. We’re discussing ways to mitigate their concerns.

With the direction of City Council, the City has not approved any new events in Manhattan Beach in recent years. Recently, staff received a request for “Relay for Life” which is implemented by the American Cancer Society. The request was for the use of the Marine Sports Park. Since the Little League season will be over for this request and Northrup/Grumman allowed the use of their parking lots, staff saw no impacts on the surrounding neighborhood. Staff approved the request, based on the needs originally expressed on the Special Event Application. Since the initial approval, staff received a subsequent request by the Cancer Society for the use of the City band shell, a P.A. system, performing bands, field lights over night, movies until 6:00 a.m., listing on the city website and all fees to be waived. Staff is denying the Relay for Live event based on the new requests. Representatives from Relay for Life will be attending Tuesday’s Council meeting to appeal staff’s decision.

Besides the Relay for Life, staff has recently denied requests from the Beach Cities Health District to implement a youth triathlon near Adventureplex, a marathon through the tri-cities to benefit a high school leukemia patient, a 10K near Mira Costa for Hodgkin’s disease, a half marathon through the beach cities benefitting another south bay student, My Beauty, Inc. (event at the beach), traveling High School Musical Production and several events that were more commercial in nature.

One additional note related to this subject is the growth of many of the special events. The Richstone Walk originally started out with several hundred people a couple of years ago; now they are up to 3,000 participants. The Fireworks Festival, Concerts in the Park, 6-man Volleyball Tournament, Pumpkin Races, Robinson’s 5K, Downtown Holiday Open House are just a few of the events that have grown significantly in the last few years. The attendance at Sand Dune and Polliwog also continues to rise.

Because of the increasing complaints staff has received from the residents and Downtown Business and Professional Association and the number of requests staff receives, staff recommends Council reaffirm the policy of not allowing for additional special events.

CONCLUSION:

Staff requests that the City Council:

1. Discuss future event requests in Manhattan Beach
2. Discuss and recommend fee waivers for the original ten special events in Manhattan Beach
3. Discuss and deny a fee waiver for the four new fee waiver requests
4. Discuss and deny the request from the American Cancer Society's Relay for Life

RG:jg

Attachments: A. Special Event Applications

CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

Organization: MANHATTAN BEACH LIONS DBA MANHATTAN BEACH GOLF & COUNTRY CLUB
Applicant Name and Title: ROBERT JONES OPERATION DIX
Address: 21207 AVALON BLVD #18 CARSON, CA 90745
Mailing Address (if different from above): _____
Phone #: 310-502-6227

GENERAL EVENT INFORMATION

Name of Event: MANHATTAN BEACH GRAND PRIX
Type of Event: BIKE RACE
Proposed Date(s) 6-27 + 6-28 Time(s) _____
Location: VALLEY / ARDMORE between PACIFIC & 15th ST
Anticipated Attendance: 7500
Cost Per Participant: 0
Event Sponsors: MANHATTAN BEACH LIONS / SOUTHERN WHEELMAN

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

SAT 6-27 Setup ISLAND SIDE ONLY Noon to 6P
SUN 6-28 COMPLETE CONTROL OF VALLEY / ARDMORE
TO PACIFIC & 15th ST 5A TO 5P

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:

\$ 1000

Police:

\$ 11000

Public Works:

\$ 10000

Other:

\$ _____

Total City Fees:

\$ 22000

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:

\$ 25000

In-kind Donations from Sponsors:

\$ 0

Cost per Participant:

\$ 0

Anticipated Cost of Event:

\$ 20000

Anticipated Revenue from Event:

\$ 5000

Proposed Special Event Fee Amount to be waived for this event

\$ 22000

How will anticipated revenue be spent?

SENIOR PROGRAMS, EYE EXAMS, HIGH SCHOOL
SCHOLARSHIPS 1 BIKE TRAINING

Explain why you believe the Special Event fees should be waived.

YOUR CONTINUAL SUPPORT OF THIS ONE
DAY EVENT HAS HELP IN OUR CONTINUAL
SUCCESS.

(Please use additional pages as needed)

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. * Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

same as prior years

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

Police and paramedic services are required throughout race. Public service /works required for set up and take down.

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

will be provided as in the past

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials.

CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

Organization: Manhattan Beach Hometown Fair
Applicant Name and Title: MICHAEL Burstein, President
Address: 130 Kelp Street, Manhattan Beach, CA 90266
Mailing Address (if different from above): _____
Phone #: 310-546-5219 - Hometown Fair; 310-546-5065 - MICHAEL Burstein

GENERAL EVENT INFORMATION

Name of Event: 37th Annual Manhattan Beach Hometown Fair
Type of Event: Community Fair with Arts & Crafts; Food; Games; & Entertainment
Proposed Date(s) October 3 and 4, 2009 Time(s) 10am to 6 pm, Sat. & Sun.
Location: Valley Drive between 15th & 21st Streets, Joslyn Center; Live Oak & Dorsey Park
Anticipated Attendance: 60,000 - 80,000
Cost Per Participant: Non-profit groups \$70 - \$95 per booth; Arts & Crafts Vendors \$275 - \$375
Event Sponsors: Manhattan Beach Hometown Fair Board

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

Please see attached copy of City Agreement for 2008
Hometown Fair

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Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:

\$ 3,523.00

Police:

\$ 42,664.31

Public Works:

\$ 14,999.49

Other: Parks & Rec

\$ 6,195.26

Total City Fees:

\$ 67,382.06

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:

\$ 0

In-kind Donations from Sponsors:

\$ 0

Cost per Participant:

\$ 0 for Attendees

Anticipated Cost of Event:

\$

Anticipated Revenue from Event:

\$

Proposed Special Event Fee Amount to be waived for this event

\$ 75,000 - assuming increase in 2008 charges

How will anticipated revenue be spent?

To cover Fair activities including those held in Kid Country - a free venue

Explain why you believe the Special Event fees should be waived.

This will be the 37th Annual Fair - a major event enjoyed by City residents. That also provides a fundraising mechanism for many local and non-profit charitable organizations.

(Please use additional pages as needed)

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

None

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

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CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

Organization: Community Spirit Fireworks, Inc.
Applicant Name and Title: Pete Moffett, president
Address: 3200 La Rotonda Dr Suite 508
Mailing Address (if different from above): Rancho P.U., CA. 90275
Phone #: 310-891-2202

GENERAL EVENT INFORMATION

Name of Event: HOLIDAY FIREWORKS FESTIVAL
Type of Event: Fireworks, snow park, Bounce Park, Entertainment VIP
Proposed Date(s) December 13, 2009 Time(s) 3:00 to 8:00 AREA, SANTA FLAT
Location: Pier and surrounding parking lots & streets
Anticipated Attendance: 10,000
Cost Per Participant: NO CHARGE
Event Sponsors: see attached flyer

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

Bounce Park opens at 1:00 for sponsor guests 4:00 Public
Snow Park opens at 3:00 for charity, 4:00 for public
VIP food court opens at 4:00
Santa float 4:00 Entertainment 5-6:30
Fireworks show at 6:30

**CITY OF MANHATTAN BEACH
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Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:
\$ 2,646

Police:
\$ 16,976

Public Works:
\$ 19,618

Other:
\$ Parks & Rec: 881

Total City Fees:
\$ 40,121

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:
\$ 50,000

In-kind Donations from Sponsors:
\$ _____

Cost per Participant:
\$ _____

Anticipated Cost of Event:
\$ 50,000

Anticipated Revenue from Event:
\$ _____

Proposed Special Event Fee Amount to be waived for this event

\$ _____

How will anticipated revenue be spent?

Explain why you believe the Special Event fees should be waived.

2009 will be the 21st year of the
favorite local tradition -

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. * Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

For a depiction of the race course, please refer to the attached Registration Form from the 28th 5K Run / Walk.

City Personnel and Equipment

Describe type(s) , times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

We request the assistance of the Manhattan Beach Police Department from approximately 7:30 a.m. to 9:00 a.m. on the day of the race to help with motor cycle escort and traffic control at key intersections (14th and Valley, Pacific and Valley, etc.)

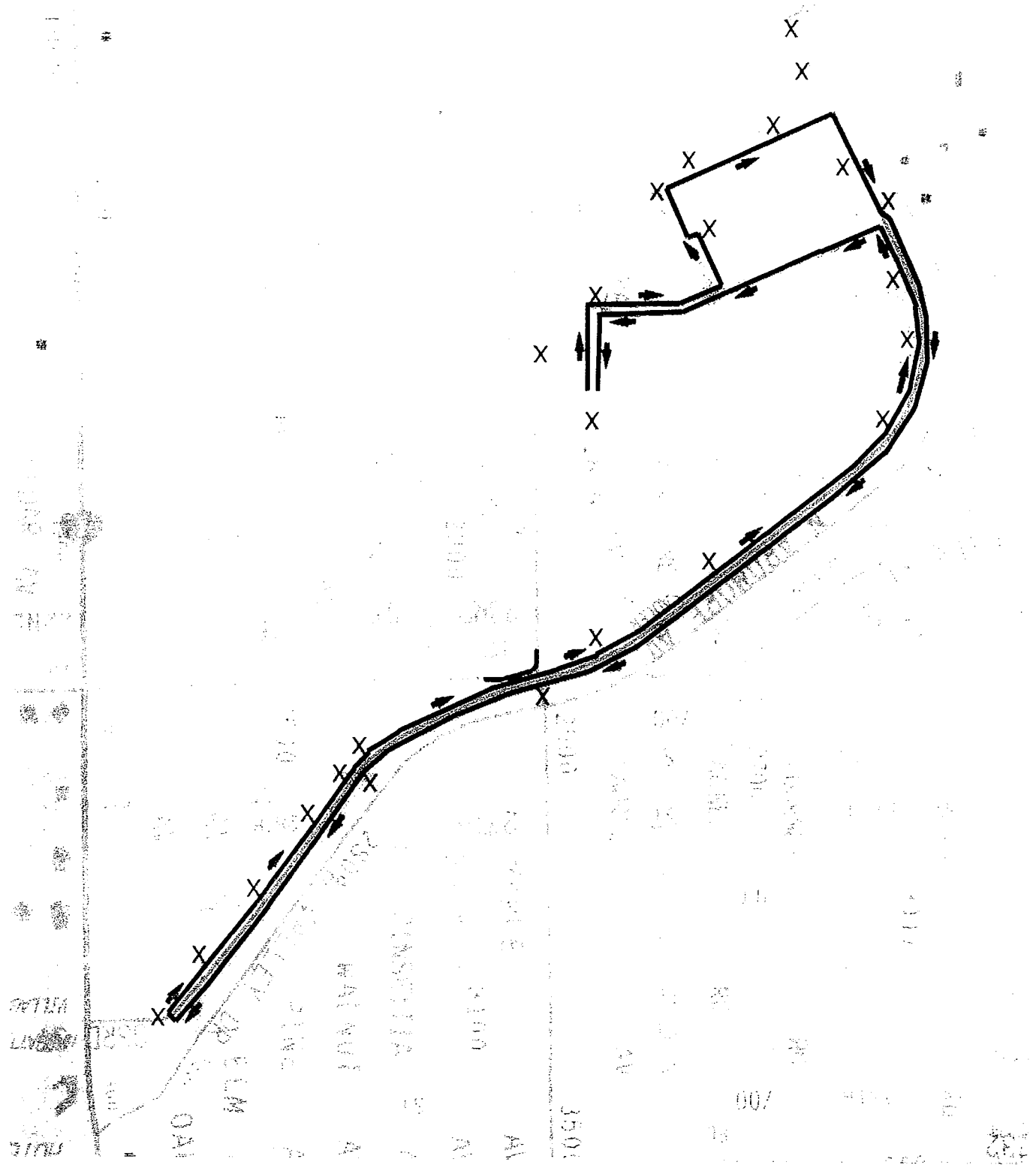
Surety and Insurance Requirements

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Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials.



CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER

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Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:
\$ 0

Police:
\$ 0

Public Works:
\$ 0

Other:
\$ 0

Total City Fees:
\$ 0

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:
\$ 0

In-kind Donations from Sponsors:
\$ 0

Cost per Participant:
\$ 0

Anticipated Cost of Event:
\$ 0

Anticipated Revenue from Event:
\$ 0

Proposed Special Event Fee Amount to be waived for this event

\$ Full

How will anticipated revenue be spent?

No Revenue anticipated.

Explain why you believe the Special Event fees should be waived.

MLL is a nonprofit organization with limited resources.

(Please use additional pages as needed.)

CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

Organization: Robinson Elementary PTSA
Applicant Name and Title: Robinson Fun Run 5K, Laura White, Chairperson
Address: 120 Morningside Dr., M.B.
Mailing Address (if different from above): —
Phone #: 310-376-2681

GENERAL EVENT INFORMATION

Name of Event: Robinson Fun Run
Type of Event: 5K Run/Walk
Proposed Date(s) March 20, 2010 Time(s) 8:00 a.m. - 9:00 a.m.
Location: Begins on Francisco St. and ends on Robinson's Fowler Field - see map
Anticipated Attendance: 500-700
Cost Per Participant: \$20 children, \$25 adults
Event Sponsors: Caskey & Caskey, Tomaro Architecture, Sketchers, Velocity, Pilates Place, Janelle Holden D.D.S., Stephen Radl Painting.

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

See attached summary of events

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER**

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Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:

\$ 0

Police:

\$ 4707.00

Public Works:

\$ 5877.00

Other:

\$ 0

Total City Fees:

\$ 10,584.00

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:

\$ 10,000.00

In-kind Donations from Sponsors:

\$ 5000.00

Cost per Participant:

\$ 20 children \$ 25 adults

Anticipated Cost of Event:

\$ 10,000.00

Anticipated Revenue from Event:

\$ 5000.00 net

Proposed Special Event Fee Amount to be waived for this event

\$ 10,000.00

How will anticipated revenue be spent?

All revenues will go to the Robinson PTSA, which funds vital programs such as Young at Art, security equipment, field trips, playground and teacher supplies, Meet the Masters, and more.

Explain why you believe the Special Event fees should be waived.

Without this fee waiver, almost all of our revenue would be spent. The city's support for events like these are so important so that we may continue to provide enhancements to our children's education, as the State of California continues to reduce it's funding of our schools.

(Please use additional pages as needed)

Robinson Fun Run – Event Description

3/3 & 3/10 – Distribution of flyers to all residences located on the race course. The flyers will alert the neighborhood to the time and date of the event and will outline the course, as well as inform neighbors that they should make arrangements prior to the race to move their cars if they need to exit the neighborhood during the race.

3/11 (p.m.) and 3/12 (a.m.) – Training meetings for all race course volunteers.

3/13 – Distribution of race t-shirts and race numbers as well as any give away items such as sunscreen, water bottles, pens, etc.

3/14 – RACE DAY

6:30a.m. - Prime Time Race Co., volunteers, and volunteer police arrive for set up on Robinson's Fowler Field. Volunteer police and Robinson parent Eric Hartman prepare barricades and race course.

7:45a.m. – Each volunteer will ensure that the barricades at their site are secure prior to the start of the race.

8:00a.m. – Race started by police escort.

9:00a.m. – Cones picked up.

9:20a.m. – Awards ceremony on Robinson's Fowler Field.

Water, Peet's Coffee, Noah's Bagels, and Grow oranges will be provided to all race participants at the end of the race. We may also sell gelato.

NO ALCOHOL will be served or sold at this event.

In an attempt to improve the operation of this event, the following events have taken place:

1. Representatives from Robinson School have met with Richard Gill and Sergeant Bryan Klatt to discuss the community's concerns and how to better organize this race.
2. The school will distribute notices to all residents on the race course twice, prior to the event. Plus the police barricades, which are posted 72 hours prior to the event, will serve as a third reminder to the community. The Chairperson's phone number is included on these flyers to address any special concerns from neighbors.
3. Richard Gill has been in contact with residences that have addressed specific concerns about the race.
4. The Manhattan Beach Police Department will conduct two training sessions for race course volunteers to educate them about their responsibilities on the race course.

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event’s layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. * Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

Locations needed: lower and upper parking lots either side of the pier.

Services: Barricade of street (Manhattan Beach Blvd) at Ocean

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City’s Risk Manager.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials.

CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

Organization: Grand View Elementary School P.T.A.
Applicant Name and Title: Margot Ferris-Co Chair
Address: 425 31st St. Manhattan Beach, CA 90266
Mailing Address (if different from above): _____
Phone #: 310 546 6616

GENERAL EVENT INFORMATION

Name of Event: 2010 Grand View Gator 5K Benefiting MBEF
Type of Event: 5K to raise money for Manhattan Beach Schools
Proposed Date(s) June 5, 2010 Time(s) 8:00 AM
Location: Grand View School - Race course on valley to and from school
Anticipated Attendance: 1500 runners
Cost Per Participant: \$25 adults \$20 youth
Event Sponsors: To be determined

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

Considerable planning and sponsor recruitment from Jan '10 til race day. The afternoon before, the race booths and registration tables are set up for packet pick-up and registration. The police put out no parking signs on race streets 2 days prior to the race. We provide volunteers to watch and block the important intersections during the race. The race chairs work with the police on traffic details. No products or services will be given away, sold or rented. Sponsors are allowed to set up booths to display or advertise their services or goods. Minor items such as key chains or bumperstickers are sometimes given away. No alcohol is present or consumed at this event.

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:

\$ 5718

Police:

\$ 2882.36

Public Works:

\$ 2835.64

Other:

\$ ~~11,436~~

Total City Fees:

\$ ~~11,436~~ 11,436

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:

\$ 25,000

In-kind Donations from Sponsors:

\$ 5,000

Cost per Participant:

\$ 25 - adults \$ 20/youths

Anticipated Cost of Event:

\$ 15,000 - 20,000

Anticipated Revenue from Event:

\$ 30,000

Proposed Special Event Fee Amount to be waived for this event

\$ ~~11,436~~ 11,436

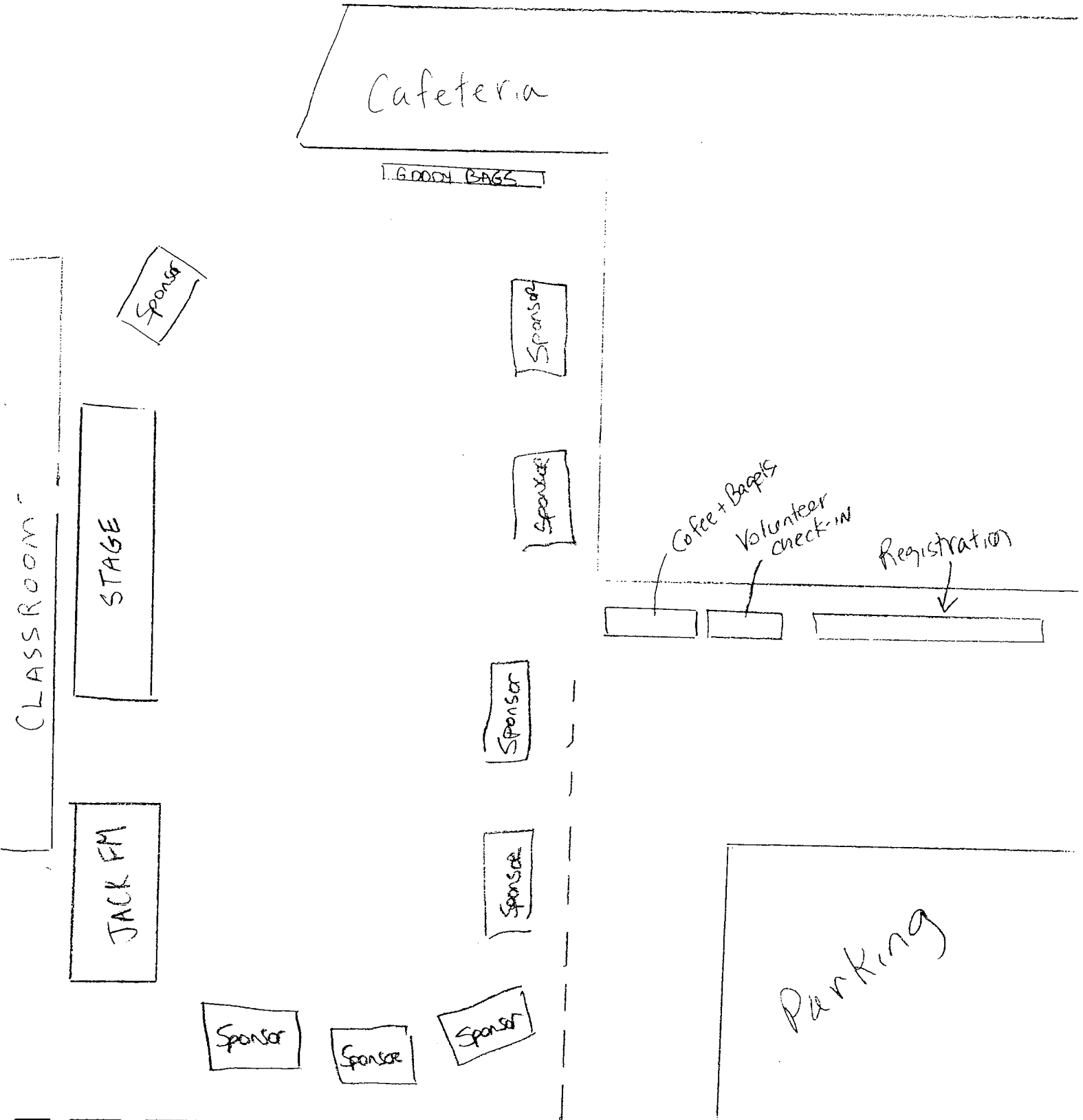
How will anticipated revenue be spent?

The money is donated from Grand View PTA to the MBEP
which uses the money to support programs that
have been cut ~~at~~ in the MB School budget

Explain why you believe the Special Event fees should be waived.

Because the money earned from the event all goes to
support much needed programs for our Schools here in
Manhattan Beach, such as music and art programs, PE
teachers, science classrooms, computer equipment, etc..

Saturday June 5, 2010



CITY OF MANHATTAN BEACH
METLOX CENTER
SPECIAL EVENTS APPLICATION

Organization: GROWING GREAT
Applicant Name and Title: HEALTHY LIVING FESTIVAL PEGGY CURRY
Address: 2711 N. SEPULVEDA MB
Mailing Address (if different from above): _____
Phone #: 310.939.9216

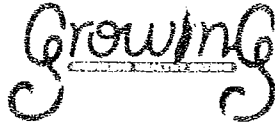
GENERAL EVENT INFORMATION

Name of Event: HEALTHY LIVING FESTIVAL
Type of Event: COMMUNITY EVENT / FUNDRAISER
Proposed Date(s) 5/16/10 Time(s) 12-4
Location: 13TH ST & CIVIC CENTER PLAZA
Anticipated Attendance: 2000
Cost Per Participant: FREE
Event Sponsors: WHOLE FOODS MARKET, GROWING GREAT
CITY OF MB, JOE LEWIS

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

SEE ATTACHED ☺



City of Manhattan Beach
Special Events Application
05-16-2010

Healthy Living Festival

ITEM A:

Organization: GrowingGreat
Applicant Name & Title: Sarah Gelb, Executive Director
GrowingGreat
Joe Lewis, Owner
The Joe Lewis Company (event production company)

Address: GrowingGreat
1431 15th Street
Manhattan Beach

The Joe Lewis Company
1209 Manhattan Avenue #19
Manhattan Beach

Mailing Address: GrowingGreat
2711 Sepulveda Blvd. #279
Manhattan Beach, CA 90266

Phone #: GrowingGreat: 310-939-9216
The Joe Lewis Company: 310-318-5678

Federal Tax Exempt ID Number 501(c)(3): 56-2565503

ITEM B:

General Event Information

Name of Event: Healthy Living Festival
Type of Event: Community Event / Fundraiser
Proposed Date: Sunday, May 16, 2009
Location: 13th Street & Civic Center Plazas
Anticipated Attendance: 500-1,000 during the course of the event
Cost per Participant: The event is free and open to the public.
There may be a charge for activities/food based on similar pricing
from the previous event (May 17, 2009)
Event Sponsors: To be determined

GrowingGreat will sell promotional items such as T-shirts, aprons, additional market bags, etc. Specific items and prices TBD. Energy Muse jewelry, custom designed for GrowingGreat, will also be sold. Prices of GrowingGreat / Energy Muse jewelry range from \$20-\$100.

Equipment such as booths, tables, chairs, linens, and staging will be rented from outside vendors.

Safety Procedures:

- Well informed staff throughout event site
- Provide all Metlox Merchants with an event notice
- Constant radio communication with all key staff
- Directional signs placed throughout event site
- Clean-up crews present to maintain site & restrooms
- Adherence to all City Codes
- City of MB Police and Fire informed of event
- Event during daylight hours

ITEM D:

Event Site Plan and Equipment Layout

See Attached: Event Ground Plan

Proposed Rentals:

- (40- 50) 10' x 10' canopies or 8' diameter umbrellas (TBD – leave as is, or umbrellas only?)
- All rentals will be weighted and secured
- All canopies or umbrellas are constructed of IFR or FR material
- 6' or 8' tables and (2-4) chairs at each booth location
- (1) 8' x 12' x 1' stage deck/ Event Stage
- Small amplified PA system at Event Stage. Less than 80db of amplification or 1600 s/f of coverage (still applicable, or do we need to make changes?)

ITEM E:

City Personnel and Equipment

Capture Parking Meters:

- 13th Street will be used for set-up and breakdown. We are requesting the use of the parking spaces on the south side of 13th Street for the entire day. This request is consistent with last year's event.

Trash:

- Additional disposable trash receptacles will be provided on the plazas.

Portable Restrooms:

- (5) Portable Restrooms for event use at 13th Street Plaza (near existing trash area)

Event Description

Provide detailed and specific description of the event in chronological order from the set up time to take down. It shall include event activities and timelines.

Will any products or services be given away?

Yes

If Yes, what products or services will be given away?

Firefighters Pancake Breakfast
Bottles of Water

Will there be products or services sold or rented?

Yes

If Yes, what products or services will be sold or rented. Please include price(s) that will be charged to consumers.

Canopies, tables, chairs, generator

What measures will be taken to provide a safe event?

Paid security the entire time

Will alcohol be present or consumed at the event?

No

Event Site Plan and Equipment Layout

City ordinance (5.56.120) prohibits sound amplification on public property without a permit. Applications must be submitted to the Chief of Police no later than 10 days prior to the event.

Select any of the following that you may be using at the event:

Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department and possibly the County Health Department.

Please describe in details regarding the site plan depicting the event's layout (e.g. route map, entrance, parking tables, seating, tents, canopies, stages, signs, banners, sound amplification):

Gas grill for pancake breakfast
BBQ's for campsites (if allowed)

*event layout mailed in to Richard Gill

City Personnel and Equipment

Describe type(s), times, and location of any requested City services and/or variances from normal traffic, parking, etc.

Morgan Stanley
Easy Reader
Beach Reporter
Little Company of Mary
Hermosa Beach Kiwanis Club

Event Description

Provide detailed and specific description of the event in chronological order from the set up time to take down time. This shall include event activities and timelines.

Will any products or services be given away?

Yes

If Yes, what products or services will be given away?

Firefighters Pancake Breakfast
Bottles of Water

Will there be products or services sold or rented?

Yes

If Yes, what products or services will be sold or rented. Please include price(s) that will be charged to consumers.

Canopies, tables, chairs, generator

What measures will be taken to provide a safe event?

Paid security the entire time

Will alcohol be present or consumed at the event?

No

Event Site Plan and Equipment Layout

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BBQ's for campsites (if allowed)

*event layout mailed in to Richard Gill

City Personnel and Equipment

Describe type(s), times, and location of any requested City services and/or variances from normal traffic, parking, or City ordinances.

Services shall be billed to applicant at prevailing City rate.

Comments:

If possible we would like to request use of the City of Manhattan Beach stage.

o Marine Park parking will be disturbed. All relay parking will take place at Northrop Grumman.



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

American Cancer Society Relay For Life of the Beach Cities Site Proposal

I. Objective

To partner with the City of Manhattan Beach for the American Cancer Society's 2009 Relay For Life of the Beach Cities. To utilize the Marine Park baseball fields, snack shack, and bathroom facilities as the primary site for the Relay For Life event.

II. Event Summary

Relay For Life is the American Cancer Society's signature event to **Celebrate** the lives of the South Bay cancer survivors, **Remember** our loved ones lost to cancer, and gives the South Bay community a way to **Fight Back** against the disease.

The event is held on a field where teams of 8 to 15 people from corporations, schools, hospitals, civic groups, churches, and families take turns in the Relay. The Relay begins at 9am on a Saturday morning with a survivor lap to honor all of our cancer patients and survivors in our community. After this lap, at least one team member stays on the track to walk, jog, or run at all times. At 9pm at night, we have our luminaria ceremony to remember those we have lost to cancer, celebrate those who have won the battle, and honor those going through the battle at the present time. The Relay ends at 9am the next morning with our Fight Back ceremony, empowering our community to fight back against cancer 365 days a year.

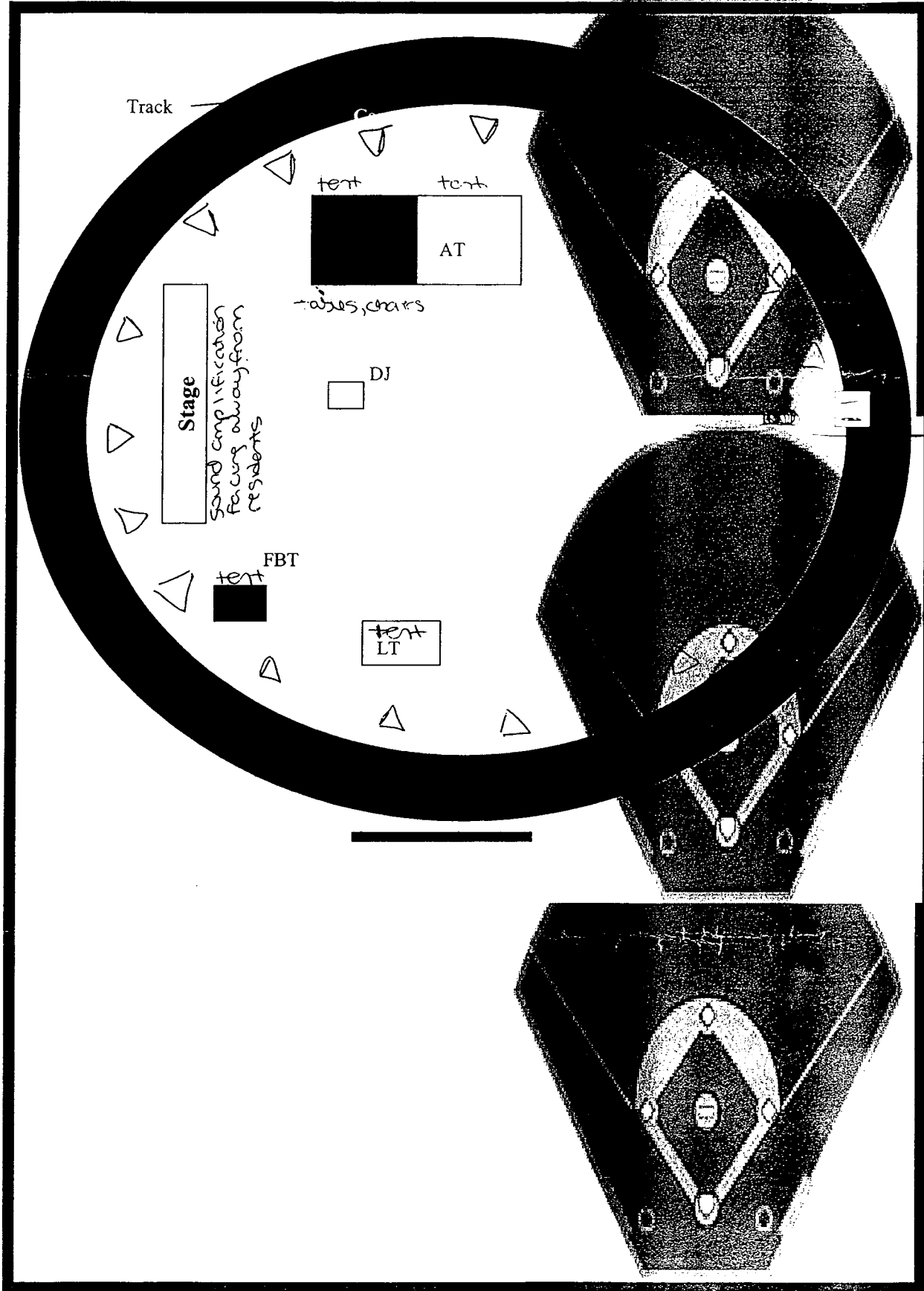
III. Benefits of the City of Manhattan Beach

- Public Relations/Promotion
- Identified as Event Sponsor
- Positive Association with National Non-profit
- Will be seen as a forerunning in the development of the largest ACS fundraiser in the South Bay area and collaborating with the largest not for profit event in the entire world

IV. Facility Agreement

The City of Manhattan Beach would allow the American Cancer Society use of the following from 3pm Friday, July 17th 2009 – 3pm on Sunday, July 19th, 2009:

- Marine Park baseball fields
- Snack Shacks



*all parking will take place on morning parking lots signs will be posted stating no relay parking off-mine parking lot

entrance, registrars

△ completes
Banners on fences

Lights- the approval from the city to have the lights stay on for the full 24 hours to provide extra safety to the walkers at night. The lights will also need to be turned off for a brief hour for the luminaria ceremony from (8:45pm-9:45pm).

Paint Our Town Purple support- May 22nd- 29th, 2009, is our Beach Cities Cancer Awareness Week- "Paint Our Town Purple". We are requesting support of the City of Manhattan Beach by providing a proclamation as well as permission to decorate the main streets of Manhattan Beach (Manhattan Beach Blvd- from Valley to Manhattan Ave, and Highland- from Rosecrans to Manhattan Beach Blvd) with purple ribbons, balloons, streamers, and flyers. The decorations would be taken down by the following Friday, May 29th, 2009.

Special Events Permit and Fees Waived- we would like to request that the special events permit be approved by the city and any associated fees be waived so that the money being raised by the community will go directly to the cause.

City Stage (showmobile), Tables, chairs, canopies, and Sand- we would like to request the use of the City Stage, tables, chairs, canopies, and sand from the Manhattan Beach Recreation and Parks department so the money being raised by the community will go directly to the cause.

Thank you to the City of Manhattan Beach for your amazing support each year in our Annual Relay For Life of the Beach Cities, helping to raise over \$1 Million in the last 9 years!

Relay For Life of the Beach Cities is coordinated by a group of very dedicated volunteers who are anxious to get things up and running. The Event Chair for the 2009 Relay For Life of the Beach Cities is Jill Mason (310) 514-6824. Your support in providing the services listed above for the 2009 Relay For Life of the Beach Cities will help to support the community effort in fighting this disease and further the mission of the American Cancer Society. Your support will also help us reach our 2009 goals for the Relay For Life of the Beach Cities: 300 survivors, 45 teams, 30 committee members, and \$290,000.

If you have any questions, or need additional information, please do not hesitate to call me at (310)256-0582.

Sincerely,

Katie Holmes
Community Development Manager
American Cancer Society
Katie.Holmes@cancer.org
(310)348-0356 opt. 3

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. * Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

None.

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Will provide closer to day of event.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials.

Hi Mary ~ Let me talk with Geoff Dolan, our City Manager. I know that our next Council Meeting we will discuss the issue of waiving permit fees when we have a budget deficit as we do. I shall get back to you ~
Warmly, Portia

Portia P. Cohen
Mayor
City of Manhattan Beach
www.citymb.info
pcohen@citymb.info

From: Mary [mailto:marym15@verizon.net]
Sent: Tuesday, March 24, 2009 4:42 PM
To: Portia Cohen
Cc: Richard Montgomery
Subject: neptunian woman's club banner

hi portia,
congratulations ms.mayor!

the neptunians have a 100th anniversary banner we want to hang on the front of the clubhouse. the city wants to charge us 148.00 permit fee and 301.00 for something else. we can display the banner for 90 days within the calendar year. after the 90 we are refunded the 148.00. is there anyway we can have an exception to this charge as the city's only 100 year old non profit organization?

let me know if you think we can do something about this. i've been in touch w/ jacqueline harris, code enforcement officer w/ the city and she says we have to pay.

thanks for listening and i look forward to hearing from you!

mary morigaki
president, neptunian woman's club
310-545-7888