



Agenda Item #: \_\_\_\_\_

# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Tell and Members of the City Council

**THROUGH:** David N. Carmany, City Manager

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

**DATE:** September 6, 2011

**SUBJECT:** Consideration to Approve the Fee Waivers for the 2011 Pumpkin Race Event in an Amount Not-to-Exceed \$14,000

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### **RECOMMENDATION:**

Staff recommends that the City Council approve the waiving of fees (\$14,000) for City services for the 2011 Pumpkin Races special event.

### **FISCAL IMPLICATION:**

The estimated costs using the fully-burdened rate for City services for the 2011 Pumpkin Races special event is approximately \$14,000. If approved, the actual costs will be absorbed by each City department involved in the event.

### **BACKGROUND:**

On September 18, 2007, the City Council approved implementing the first Pumpkin Races special event for the City of Manhattan Beach. The City partnered with the Downtown Business and Professional Association (DBPA) with their Safe Trick or Treating event and with the organizers of the original Pumpkin Races (Karl Rogers, Michael Aaker, and John Holliday) and implemented the first Pumpkin Races down Manhattan Beach Boulevard from Ocean Avenue to the Pier. The City co-sponsored the event with a fee waiver (approximately \$13,000) for City services (Police, Public Works, and Parks and Recreation) in 2007 and 2008. In 2008 the City cut funding for the Pumpkin Races event along with several other special events because of the economic downturn. The original organizers of the event continued implementing the event without City support in 2009 and 2010.

### **DISCUSSION:**

Recently staff was approached by the original organizers of the Pumpkin Races stating they were considering cancelling this year's event. They were having a harder time securing sponsors and disappointed that the City had dropped its co-sponsorship of City services, thereby adding to the amount of funds needed to implement the event. The organizers stated that the original intent of the agreement entered into with the City and DBPA was that there would be a three way partnership with a standing committee to share the duties and responsibilities. The event has

grown from a few hundred people to approximately 5,000 throughout the day. The event has also added a Pier to Pier Walk in the morning which raises funds (approximately \$350,000) for Friendship Circle and the local school districts.

The Pumpkin Races, in a few short years, has become a signature special event for our community. Thousands of people of all ages line up next to each other to watch their pumpkins zoom in many directions down Manhattan Beach Boulevard. Staff believes that the approximately \$14,000 that it costs for City services to help implement this special event is well worth the benefit it provides the community.

**CONCLUSION:**

Staff recommends that the City Council approve a fee waiver for City services of approximately \$14,000 for the 2011 Manhattan Beach Pumpkin Race special event.