



Legislation Details (With Text)

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In control: City Council Regular Meeting

On agenda: 7/17/2018 **Final action:**

Title: Revised Special Event Policy Consistent with City Council Direction (Parks and Recreation Director Leyman).
APPROVE

Sponsors: Mark Leyman

Indexes:

Code sections:

Attachments: 1. Original Special Event Policy (March 1989), 2. Updated Special Event Policy (2018), 3. Special Event Application

Date	Ver.	Action By	Action	Result
7/17/2018	1	City Council Regular Meeting		

TO:
Honorable Mayor and Members of the City Council

THROUGH:
Bruce Moe, City Manager

FROM:
Mark Leyman, Parks and Recreation Director
Linda Robb, Management Analyst

SUBJECT:
Revised Special Event Policy Consistent with City Council Direction (Parks and Recreation Director Leyman).
APPROVE

RECOMMENDATION:

Staff recommends that the City Council approve the updated Special Event Policy and application fee waivers based on City Council direction.

FISCAL IMPLICATIONS:

There are no direct fiscal implications associated with this item. The application fee is established by the User Fee and Cost Allocation Study and reflects the fully burdened rates for staff to route and provide input on safety, mapping, traffic and community impacts, such as parking and amplified sound. The current application fee for FY 18/19 is \$803.

Per City Council direction at the May 15, 2018 Council meeting, fee waivers for the event application will be granted for Level I events organized by the Downtown Manhattan Beach Business and Professional Association (DMBPA), North Manhattan Beach Business Improvement District (BID),

events relating to or organized by the Manhattan Beach Unified School District, the Historical Society and the Chamber of Commerce. The fee waivers are for the event application only, and do not include any City services or third party costs.

BACKGROUND:

The City Council adopted the initial City of Manhattan Beach Special Event Policy in 1989 (Attachment 1). The policy has not been updated since its adoption and does not accurately reflect the current review and submittal process. At the May 15, 2018 City Council meeting, staff proposed an updated Special Event Policy (Attachment 2).

City Council directed staff to make four changes to the policy:

1. Separate service fees and application fees when considering a waiver
2. Include parking and shuttle requirements for all Level II and III events
3. Allow ongoing annual events to apply for “Legacy” status after 10 years
4. Waive application fees for Level 1 events, which are defined as smaller events that require little to no City services, do not occur at peak times and have low attendance

DISCUSSION:

Staff updated the policy to reflect City Council direction, and also met with the DMBBPA to address their parking and transportation concerns for special events in the downtown area. The DMBBPA supports the changes below and will continue to work with staff and the special events committee to address ongoing impacts to the downtown area.

Based on City Council direction and DMBBPA input, staff made the following updates to the proposed Special Event Policy:

Separation for Service and Application Fees

The revised fee waiver language now reads, “Organizations may request from City Council, a waiver of costs for City services and City resources and/or fees for City permits or Special Event application. Fee waivers may only be granted by the City Council. Fee waivers do not apply to any third-party costs incurred to support the event.”

Parking and Transportation for Level II and III Events

A traffic and parking plan is required for all Level II and Level III events, to show that adequate provision for satellite parking, shuttle transportation and traffic control. Level II and Level III events must offer rideshare codes to their patrons and actively promote rideshare options.

Legacy Status for Annual Events

Legacy Event status may be requested by event organizers after 10 consecutive years of successful event execution. Legacy status may only be granted by the City Council.

Peak Season

The peak season start date was changed from June 15 to May 15 (ending September 15). This

request came from the DMBBPA noting increased downtown beach traffic starting in mid-May. Staff also supports this change.

Application Fee Waivers for Level 1 Events

Waive of application fees for Level 1 events, which are defined as smaller events that require little to no City services, do not occur at peak times and have low attendance.

Per City Council direction, the application fee waivers for Level 1 events include the following organizations: Manhattan Beach Unified School District, DMBBPA, North Manhattan Beach BID, Manhattan Beach Historical Society and Chamber of Commerce.

As is the current practice, each event will be reviewed and considered separately with appropriate requirements being assigned as necessary to ensure that public safety considerations are met, and to minimize the impact to the surrounding residents and businesses.

PUBLIC OUTREACH/INTEREST:

Staff met with and received input from the DMBBPA on updating the language in the policy to address a mandatory traffic and parking plan. Staff will continue to work with DMBBPA and event organizers to minimize parking impacts.

The special event policy was discussed at the January 22, 2018 and April 30, 2018 Parks and Recreation Commission meetings and at several Special Event Committee meetings. The Special Event Committee consists of representatives from each department. Representatives from the Downtown Manhattan Beach Business Professional Association and event organizers are also invited to the monthly meetings.

LEGAL REVIEW

The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.

Attachments:

1. Original Special Event Policy (March 1989)
2. Updated Special Event Policy (2018)
3. Special Event Application