

August 16, 2023

**ITEM TITLE: CONSIDERATION OF A SPECIAL EVENT APPLICATION FOR THE USE OF PIER PLAZA, IMPERIAL BEACH PIER AND SEACOAST DRIVE BY SAN DIEGO AIR COOLED FOR AIR COOLED FIESTA X. (1040-10)**

**ORIGINATING DEPARTMENT:**

Parks & Recreation

**EXECUTIVE SUMMARY:**

As part of the Special Event Policies and Procedures, the City Council will consider the approval of special events under the condition that a complete application is submitted by the applicant. City Staff reviews special event applications for completeness before submitting to the City Council for approval. All permissions and other agency permits must also be obtained before a Special Event Permit is issued. Staff is bringing forward for City Council consideration a special event request for the use of Pier Plaza, Imperial Beach Pier and Seacoast Drive by San Diego Air Cooled for the Air Cooled Fiesta X event that will be held on Sunday, September 24, 2023.

**RECOMMENDATION:**

Staff recommends the City Council consider the request by the San Diego Air Cooled applicant for the Air Cooled Fiesta X on Sunday, September 24, 2023 at Pier Plaza, Imperial Beach Pier and Seacoast Drive.

**OPTIONS:**

- Approval of the special event; or
- Modification to the proposed event; or
- Request additional information from applicant and an additional report from staff.

**BACKGROUND/ANALYSIS:**

Imperial Beach is known for Classic Southern California, a natural tourist destination for visitors to enjoy our beach, parks, and natural resources. The City of Imperial Beach strives to attract events in the community for both residents and visitors to enjoy, aligned with the City's mission statement: "to enhance and maintain Imperial Beach as a beach-oriented community with a safe, small town, family atmosphere, rich in natural and cultural resources."

San Diego Air Cooled has hosted an annual car show in Imperial Beach utilizing Pier Plaza, Imperial Beach Pier and Seacoast Drive for many years. This year San Diego Air Cooled is requesting the event be held on Sunday, September 24, 2023, from 7:00 a.m. – 2:00 p.m. Event

set-up will begin on Sunday, September 24, 2023 at 5:00 a.m. for street closure with clean-up ending after the event at 3:00 p.m. A Special Event Application has been provided as part of this report (Attachment 1), a map of the proposed layout (image one) provided by the applicant and footprint with bollards (if used, to close Seacoast Drive) and diagram of cars parked on the Imperial Beach Pier provided by city staff (Attachment 2). City Departments and the special event team have reviewed the application and staff proposed conditions and comments is attached (Attachment 3).

#### **ENVIRONMENTAL DETERMINATION:**

Not a project as defined by CEQA.

#### **FISCAL IMPACT:**

On April 5, 2023, the City Council approved a moratorium to not waive fees on special events until the City's fee study and policy is considered by the City Council. The Air Cooled Fiesta X event may require staff onsite during event setup and take down. The event organizers have requested cost to provide bollards, barricades and possibly staff during the Air Cooled Fiesta X event and City staff will be providing the applicant with an estimate.

All event cost including application, site location, street closure and staff fees will be billed to event organizer and will require payment prior to September 24, 2023. A special event permit will not be issued by City staff until all fees are paid, and conditions are reviewed by event organizer. Any related staff or event cost not billed before the Air Cooled Fiesta X Event will be invoiced after if needed as a "cost recovery" based on actual additional staff time occurred during the event.

#### **ATTACHMENTS:**

ATT 1 – Air Cooled Fiesta X Application

ATT 2 – Air Cooled Fiesta X Layout Map

ATT 3 – Air Cooled Fiesta X Staff Conditions and Comments