



April 3, 2024

ITEM TITLE: DISCUSSION OF 2024 SUN AND SEA EVENT. (1040-10)

ORIGINATING DEPARTMENT:

City Manager

EXECUTIVE SUMMARY:

Staff is requesting direction for facilitation of the Sun & Sea/sand sculpture event.

RECOMMENDATION:

Staff recommends that the City Council provide direction to staff regarding the Sun and Sea event proposed to be held in August 2024.

OPTIONS:

- Provide direction to staff related to the Sun and Sea event
- Request additional information and an additional report

BACKGROUND/ANALYSIS:

The Sun and Sea Festival began in 1960 as a tribute to the incorporation of the City of Imperial Beach and continued successfully for decades and was the featured site of the U.S. Open Sand Castle Competition beginning in 1980 and continuing until 2011. The scope of the event changed throughout the years and most recently the Sun and Sea Festival included a monument sand sculpture, smaller sand sculptures, live music in Pier Plaza, and the Kids N’ Kastles family activity at Dunes Park.

For various reasons, the event was not held in 2023. At the May 5, 2023 City Council meeting the City Council discussed the matter with the event coordinator and requested a follow-up discussion later in the year when it could be identified what City resources would be requested to hold the event in 2024.

The event coordinators submitted a special event application for the Sun and Sea Event to occur in Pier Plaza on August 17, 2024. The application proposed a sandcastle competition, monument castle, stage for live entertainment (amplified music and announcements), vendors with up to 50 pop-up canopies, street closure along Seacoast Drive between Elder Avenue to Date Avenue, trash and recycling containers, and portable restrooms. Kids N’ Kastles family activity at Dunes Park is not included within this specific application.

The event was discussed at the December 6, 2023 City Council meeting and it was determined by the City Council that Councilmember Fisher would attend a Sun and Sea Committee meeting, where event details would be discussed. The objective of the meeting would be to consider unique ideas that would be successful, save on costs, and be reminiscent of events held in years past, while also taking into consideration the water quality issues.

Following the above, the City met with the event coordinators on February 28, 2024 to discuss event details. The event now proposes a “Mega Castle” theme, where one large sandcastle would be built instead of multiple sandcastles. Other elements of the event would be similar to the initial proposal, such as live entertainment, estimate of 30 vendors or more, street closure along Seacoast Drive (now amended to the area between Elder Avenue and the alley north of Elm Avenue), trash and recycling containers, and portable restrooms. The below chart describes the proposed event details and identifies the activities that are proposed by the event coordinators to be funded by either the City or by the applicant.

Description/Activity:	Request to fund by:
Coordinate builders for a “Mega Castle” which may require several teams to participate.	S&S
Compensate teams and provide hotel.	S&S
Supply water for the Mega Castle. Water source through the south end of the pier.	City
Water hose and attachments.	S&S
Coordinate sand delivery, logistics and purchase sand.	S&S
Staff and equipment to move sand. <ul style="list-style-type: none"> • S&S to provide a detailed schedule (dates/times) and equipment required 	City
Coordinate bands (3) and production. <ul style="list-style-type: none"> • Stage on the corner of Elder • Speakers faced north or northwest • Band stop playing by 5:00 p.m. 	S&S
Access and coordination of electricity for bands	City
Coordinate vendors at Pier Plaza and Seacoast Drive <ul style="list-style-type: none"> • City requires the number of vendors, type of vendors (i.e. food, non-profit, sales/info). • S&S manage business licenses and County health permits; coordinate and provide to the City no later than July 26th to verify information in advance of the event 	S&S
Inspection of all vendors for fire safety <ul style="list-style-type: none"> • City to cover staff time 	City
Road closure request on Seacoast Drive from Elder to Elm <ul style="list-style-type: none"> • Provide staff and coordinate traffic control • Soft closure on August 17th starting from 5:00 a.m. – 8:00 a.m. by City staff • Hard road closure with bollard by 8:00 a.m. – 8:00 p.m. • Vendors set up between 6:00 a.m. – 8:00 a.m.; no vendors will be allowed after 8:00 a.m. • S&S to provide City a list of vendors/business name and type, no later than August 5th to coordinate vendor entrance at the event 	City
S&S request to close Elkwood parking lot for event coordinators (less City staff working event, lifeguards and tidelands staff)	City
S&S request to reserve parking for bands on the north and south side of Elder Avenue, east of Seacoast Drive (100')	City
Provide maps to all vendors, staff and volunteers for entry/exit; coordinate with City, no later than August 5 th	S&S
Order fence and coordinate delivery. <ul style="list-style-type: none"> • Fence required from August 12th – August 17th 	S&S

Pay for fence (fence company to bill city directly)	City
Security for Mega Castle <ul style="list-style-type: none"> • August 13th – August 16th from 8:00 p.m. to 7:00 a.m. • Security company to bill city directly 	City
Secure and coordinate the delivery and pick up of porta potties.	S&S
Pay for porta potties. <ul style="list-style-type: none"> • Service and restock 	S&S
Request and pay for event insurance. <ul style="list-style-type: none"> • S&S to provide City vendor info type of vendors (i.e. food, non-profit, sales/info), bands (quantity and genre), and estimated attendance, no later than March 15th • If City covering insurance for team builder, City requires number of teams 	City
Request and pay for public safety (Sheriff, Lifeguards, Park Rangers)	City
Notices sent to business and residents impacted by road closure. <ul style="list-style-type: none"> • Prepare notices, print and stuff envelopes • Postage for notices 	S&S *City mail notices
Use of Lindley parking lot for artisan and local vendors <ul style="list-style-type: none"> • Coordination, logistics, and associated costs 	S&S
Trash collection and restroom clean up	City
Coordinate MTS bus route	City
EDCO trash and recycle bins	City

In summary, the event coordinators are requesting the City to provide the following:

- In-kind staffing and City fee waivers (approximately \$11,000)
 - Setup and cleanup
 - Utility connections
 - Sand preparation with loader (one day requested; additional costs if multiple days of sand preparation is needed)
 - Restroom opening/supplies
 - Trash pick-up
 - Road closure staffing
 - No parking signs
 - Traffic control
 - Bollard placement
 - Barricade placement
 - Set-up, take-down, man intersections
 - Close Elkwood parking lot for event coordinators
 - Reserve parking for bands within the first 100' on the north and south sides of Elder Avenue east of Seacoast Drive
 - Coordinate MTS bus route modifications
 - Coordinate EDCO trash and recycle bins
 - City Fee and Inspection Waivers
 - Application processing fee
 - Safety inspection fee (Fire and Building inspections)
 - Sound amplification fee
 - Cleaning fee
 - Reserved parking fee
 - Closed road fee

- Insurance (approximately \$5,200)
- Safety (\$12,000)
 - Sheriff
 - Fire
 - Rangers
- Security for Mega Castle; August 13-16 from 8 PM – 7 AM (\$2,000)
- Fencing (\$1,000)
- Supply water for the sandcastle (unknown cost)

Based on the above, the approximate cost to the City would be \$31,200. This proposal does not include lighting, which would be an additional cost.

Event coordinators would be responsible for obtaining funding and/or sponsorships for all other costs associated with the Mega Castle, vendor management and associated health permits, entertainment, production, equipment, advertising, and volunteer work. In addition, event coordinators have previously stated that any costs incurred beyond those specifically requested of the City would be entirely paid for by the event coordinators.

ENVIRONMENTAL DETERMINATION:

Not a project as defined by CEQA.

FISCAL IMPACT:

Costs associated with event operations are not budgeted and would come from the General Fund reserves.