

May 1, 2024

**ITEM TITLE: CONSIDERATION OF A SPECIAL EVENT APPLICATION FOR THE USE OF PIER PLAZA BY MIKE HESS BREWING COMPANY TO HOST THE 2024 HESSFEST XIV EVENT. (1040-10)**

**ORIGINATING DEPARTMENT:**

Parks & Recreation

**EXECUTIVE SUMMARY:**

As part of the Special Event Policies and Procedures, the City Council will approve special events under the condition that a complete application is submitted by the applicant, reviewed, and approved by the City of Imperial Beach staff. All permissions, insurance requirements and other agency permits must also be obtained before a Special Event Permit is issued. Staff is bringing forward for Council consideration a special event application request for the use of Pier Plaza by Mike Hess Brewing Company to host HessFest XIV which is a ticketed event that includes a concert and alcohol on Saturday, August 10, 2024.

**RECOMMENDATION:**

Staff recommends the City Council consider the request from the HessFest XIV event applicant to activate Pier Plaza as an event venue on Saturday, August 10, 2024.

**OPTIONS:**

- Approval of the request.
- Modification to the proposed event.
- Request additional information and an additional report.

**BACKGROUND/ANALYSIS:**

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

Mike Hess Brewing Company hosted HessFest in 2021, 2022 and 2023 at Pier Plaza. The event is requesting a one-day setup prior to the event as well as city staff support. As shown in the layout map (Attachment 2), the event venue proposes restricted access using required fencing to accommodate alcohol sales pending approval of an ABC license. The applicant submitted a special event and facility rental alcoholic beverage application with the City (Attachment 4). The event proposes to include a stage for bands, approximately thirteen vendor booths including food, sales and non-profit booths, an area for cornhole, and free water stations. The event is requesting to be held Saturday, August 10<sup>th</sup> from 10:00 am – 5:00 pm with event setup beginning on Friday,

August 9<sup>th</sup>, and removal of portable restrooms and handwashing stations by Monday, August 12<sup>th</sup>, pending the conditions of approval. A complete Special Event Application has been provided as part of this report (Attachment 1), a map of the proposed layout and footprint (Attachment 2), and staff proposed conditions and comments (Attachment 3).

Per the City Special Event Fee Waiver and Sponsorship Policy the HessFest XIV event does not qualify for a fee waiver due to the following:

- Event charges an entrance fee. With the current policy events must be open to the public and will not charge a fee for entrance.
- Event is held between Memorial Day and Labor Day (Monday, May 27, 2024 – Monday, September 2, 2024) during these dates no fee waivers will be issued for any events.

If authorized, conditions would be provided for the event, such as a non-disparagement clause and waiver and release agreement. The City Council may consider whether a financial report should be provided, to include the number of attendees, benefit to the community, positive economic impact, beneficiary of funds, and overview of the event budget.

#### **ENVIRONMENTAL DETERMINATION:**

Not a project as defined by CEQA.

#### **FISCAL IMPACT:**

This event requires special event fees including staff fees for staff to be onsite for inspections, during event setup, and before the event begins. The fees would be paid directly by the event producer prior to the event and a special event permit being issued. Any related cost including staff cost not billed before the event would be invoiced after the event as a “cost recovery” based on actual additional staff time occurred during the event.

#### **ATTACHMENTS:**

Att 1 – HessFest Application

Att 2 – HessFest Event Map

Att 3 – Staff Comments for Event Application