



November 6, 2024

ITEM TITLE: APPROVAL OF SPECIAL EVENT APPLICATION FOR THE MILITARY APPRECIATION DAY EVENT ON VETERANS DAY AND RESERVATION OF DUNES PARK ON MONDAY, NOVEMBER 11, 2024. (1040-10)

ORIGINATING DEPARTMENT:

Parks & Recreation

EXECUTIVE SUMMARY:

Request approval of the 2024 Military Appreciation Veterans Day special event application and the reservation of Dunes Park on Monday, November 11, 2024.

RECOMMENDATION:

Staff recommends the City Council approve the special event application, including a request to serve alcohol and activate Dunes Park as a special event venue for the 2024 Military Appreciation Veterans Day on Monday, November 11, 2024. Staff further recommends that City Council approve the associated fee waiver request.

OPTIONS:

- Approve the request as presented; or
- Modify the proposed event; or
- Request additional information and a supplemental report.

BACKGROUND/ANALYSIS:

The Chamber of Commerce, Fleet Reserve Association, V.F.W. and American Legion partner annually to host Military Appreciation Day on Veterans Day at Dunes Park. This free event honors military veterans, active service members, and their families. Held from 12:00 p.m. to 4:00 p.m., the event offers free catered meals, live music from one or two bands, a beer garden, and allows local organizations to host informational booths.

The Military Appreciation Day event utilizes the entirety of Dunes Park, including the basketball court and parking lot, from 7:00 a.m. to 6:00 p.m. to accommodate set-up, the event itself, and post-event clean up. Historically, contracts with local vendors for food and beer services had been provided, adhering to all Alcoholic Beverage Control regulations.

The applicant has requested support from City staff for the 2024 event and waiver of eligible fees. In accordance with the Special Event Fee Waiver and Sponsorship Policy, this event qualifies for a fee waiver and receive a fee waiver under the policy as a local non-profit is working to produce the free event. The City Council may consider waving the event fees for the event on Monday, November 11th. The application fee, direct cost, and staff time are not eligible for a fee waiver or reduction per the Policy. The permit application states that the event will be free for all who attend and that they partner to host annual veteran's events and resource fairs.

Should City Council approved the event and fee waiver, event conditions would include a standard non-disparagement clause and waiver and release agreement. Additionally, a post-event presentation must be provided to the City Council within 60 days, detailing attendees, community benefits, positive economic impact, and a financial overview.

In response to a request from the newly formed Veterans & Military Affairs Committee (VMAC), representatives from the Chamber of Commerce, Fleet Reserve Association, V.F.W. and American Legion presented the Military Appreciation Veterans Day event at a special VMAC meeting on Monday, September 30, 2024. During this meeting, VMAC recommended that City staff take over the coordination of this annual event, working in partnership with veteran organizations and the Imperial Beach Chamber. City staff will return to the City Council with a comprehensive report on this recommendation; these details are being provided to the City Council for informational purposes only and no Council action is required in response to the VMAC recommendation at this time.

ENVIRONMENTAL DETERMINATION:

Not a project as defined by CEQA.

FISCAL IMPACT:

This event requires special event fees, including staff support fees, to ensure the safety of patrons and to assist with the park closure, parking lot closure, utility setup support, and medical response should an incident occur. 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 that occurred during the event.

The event series also requests a special event fee waiver for the event totaling \$1,919.00. The application fee, direct cost, and staff time are not eligible for a fee waiver or reduction per the Policy.

The fiscal impact associated with this action includes staff support to ensure the safety of patrons and to assist with the park closure, parking lot closure, utility setup support, and medical response should an incident occur. Full cost recovery for staff time will be billed to the applicant according to the current fee schedule.

ATTACHMENTS:

- ATT 1 – 2024 Military Appreciation Veterans Day Special Event Application
- ATT 2 – Military Appreciation Day Map
- ATT 3 – Military Appreciation Day Alcohol Application
- ATT 4 – Military Day Fee Waiver Application