



CITY COUNCIL

STAFF REPORT

November 20, 2024

**ITEM TITLE: PRESENTATION AND FINANCIAL REPORT BY VW AIR COOLED FIESTA EN LA PLAYA CAR SHOW EVENT. (1040-10)**

**ORIGINATING DEPARTMENT:**

Parks & Recreation

**EXECUTIVE SUMMARY:**

On August 7, 2024, the City Council approved a special event permit for the 2024 San Diego Air Cooled Fiesta in La Playa Car Show event on Sunday, September 22, 2024. As part of the special event terms and conditions, the event organizer is required to return to the City Council with a formal presentation and financial report following the event.

**RECOMMENDATION:**

The recommendation is that the City Council accepts and files the presentation and financial report from the event organizer and provides further direction to staff.

**OPTIONS:**

- Accept and file the report; or
- Request additional information and an additional report; or
- Provide direction to the City Manager.

**BACKGROUND/ANALYSIS:**

On August 7, 2024, the City Council approved a special event permit for the 2024 San Diego Air Cooled Fiesta in La Playa Car Show on Sunday, September 22, 2024. As part of the special event terms and conditions, the event organizer is required to return to the City Council with a formal presentation and financial report following the event. The presentation should include the number of attendees, benefit to the community, positive economic impact as a result of the event, beneficiary of funds, and overview of the event budget and outlook for future years. The event financial report is attached (Attachment 1), and a PowerPoint presentation will be provided at the meeting.

**ENVIRONMENTAL DETERMINATION:**

Not a project as defined by CEQA.

**FISCAL IMPACT:**

The applicant requested fee waivers for eligible fees per the Special Event Fee Waiver and Sponsorship Policy. The City Council approved waiving the event fees for the event on September 22, 2024 in the amount of \$1,577. The application fee, direct cost, and staff time are not eligible for a fee waiver or reduction per the Policy. The applicant has paid these fees in full.

**ATTACHMENTS:**

ATT 1 - SD Air Cooled Financials