



January 15, 2025

ITEM TITLE: PRESENTATION AND FINANCIAL REPORT BY THE IMPERIAL BEACH CHAMBER OF COMMERCE FOR THE 2024 MILITARY APPRECIATION VETERANS DAY EVENT. (1040-10)

ORIGINATING DEPARTMENT:

Parks & Recreation

EXECUTIVE SUMMARY:

On November 6, 2024, the City Council approved a special event application for the 2024 Imperial Military Appreciation Veterans Day event that took place on November 11, 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 November 6, 2024, the City Council approved a special event application for the 2024 Imperial Military Appreciation Veterans Day event that took place on November 11, 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 PowerPoint presentation of the event, which includes the financial report, is attached.

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 waving the event fees for the event on November 6, 2024 in the amount of \$1,919.00. 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 PowerPoint presentation with Financial Report