



CITY COUNCIL

STAFF REPORT

January 15, 2025

ITEM TITLE: PRESENTATION AND FINANCIAL REPORT BY THE YE OLDE PLANK INN FOR THE 2024 WINTER COMES TO THE BEACH EVENT. (1040-10)

ORIGINATING DEPARTMENT:

Parks & Recreation

EXECUTIVE SUMMARY:

On October 2, 2024, the City Council approved a special event application for the 2024 Winter Comes to the Beach event hosted by the Ye Olde Plank Inn that took place on December 7, 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 October 2, 2024, the City Council approved a special event application for the 2024 Winter Comes to the Beach event hosted by the Ye Olde Plank Inn that took place on December 7, 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 for the event, including the financial report, is attached.

ENVIRONMENTAL DETERMINATION:

Not a project as defined by CEQA.

FISCAL IMPACT:

This event required special event fees including staff fees for staff to be onsite for inspections, during event setup, and before the event began. City staff would also be required, and fees charged to event applicant for the setup and strike of street closure for the event. The fees are 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 are invoiced after the event as a "cost

recovery” based on actual additional staff time occurred during the event. The applicant has paid these fees in full.

ATTACHMENTS:

ATT1 PowerPoint presentation with Financial Report