



CITY COUNCIL AGENDA REPORT

Meeting Date: 6/26/2025

From: Jeff Franco, Recreation Coordinator

Noreen Leek, Parks & Recreation Director

Subject: Approve the Excelsior Running Club's 2025 Star City San Bruno Mountain Half Marathon for Event Cosponsorship

Community Goal/Result

Community Building & Fundraising

Purpose

Promote cultural and social events that encourage community engagement and provide assistance to local non-profit organizations.

Recommendation

Approve Excelsior Running Club's Star City San Bruno Mountain Half Marathon as a cosponsored event.

Background

The Excelsior Running Club has promoted health & wellness in Brisbane through running since 2013. Their organization has received a permit from the County to use San Bruno Mountain trails for the majority of its Star City San Bruno Mountain Half Marathon on October 4th, 2025 between 7:00am and 1:00pm. The run will begin on Visitacion Avenue at 9:00am and will conclude on Quarry Road Trail near the park. It is anticipated that the fastest runners should be done by 10:30am and the last of the runners will be done by 1:00pm. Registration for the event is \$80-\$100/runner. A portion of registration fees collected will be donated to support the San Mateo County Parks Department and San Bruno Mountain Watch.

Discussion

The City will need to partially close a number of streets at the beginning of the event. This includes all of Visitacion Avenue from San Francisco to Mariposa (8:45am-9:15am), then the westbound lane only to Mendocino, Mendocino from Visitacion Avenue to Solano (8:45am-9:15am), from the top of the stairway at Humboldt turning left to San Mateo, then right on San Mateo, then left on Kings, right on Margaret, and right on Paul to the trailhead (9:00am-9:30am). Staff time from the Public Works team will be necessary to place public notices onsite prior and to conduct the closure itself on the day of the event. A permit for doing so will be routed by City staff in accordance with the City's policies for traffic encroachment permits. Event registration will take place on Old Quarry Road. The Club is also requesting support from the Public Works Department to place the American flags along Visitacion Avenue before the start of the race, and for "No Parking" signs to be placed in front of both stairway entrances at Huckleberry Ct. Finally, the Club is also requesting to borrow tables and chairs from the P&R department.

The staffing needs of the City are for one Public Works employee to oversee the set-up of the lane closures, set-up American flags, and then oversee taking down the lane closures and removing the American flags. This will require approximately 6 hours of labor. 2 police officers will also be needed in the area from 7:00am when the set-up starts until 10:00am when the traffic lanes are reopened.

Finally, the City will need to post public notices informing the community of the street closures and the impact the event will have on travel within the community. Given that this event will be taking place at the same time as the annual Day in the Park and Derby, City staff intend to advertise to the entire City and not just those who are located along the race route. This information will be shared on the City's social media accounts and in printed materials where possible.


Fiscal Impact

Excelsior Running Club is requesting support from the City as summarized in the table below.

FINANCIAL IMPACT SUMMARY BASED ON APPLICATION		
Public Works Staff OT for set up/take down of flags on Visitacion & street closures	Approximately 6 hours on OT @ \$52.50/hour = \$315	Requesting to be waived
Borrowing City Equipment (7 tables, 14 chairs)	Requesting to be waived	
Promotional and Marketing Support	Waived	

Attachments

1. Cosponsorship event application


Jeff Franco, Recreation Coordinator


Noreen Leek, Parks & Recreation Director


Jeremy Dennis, City Manager



CITY OF BRISBANE COSPONSORSHIP APPLICATION

This application must be submitted to the Parks & Recreation Department at least (90) working days prior to the requested event.

Phone: (415) 508-2140 | Email: brisbanerec@brisbaneca.org | Office: 50 Park Place, Brisbane, CA 94005

APPLICANT INFORMATION

Name of Contact Person: Cliff Lentz Phone: 650-219-0293
Email: cliffordlentz@gmail.com
Name of Organization: Excelsior Running Club Organization Website: <https://runexcelsior.org>
Organization Address or P.O. Box: 311 Lexington Way, Burlingame, CA 94010

Circle ONE of the following descriptions below that best describes your organization:

- a. Brisbane Non-Profit Organization
- b. Non-resident, Non-Profit Organization (Outside of Brisbane)
- c. School District, School, or School Affiliated Group (ex. PTO)
- d. Private Group, Club, or Organization

What year did your organization begin serving the Brisbane community? 2013

How has your organization added value to the Brisbane community in the past?

Contribute financially to Brisbane organizations such as San Bruno Mountain Watch and the Brisbane Lions Club. Promoted health and wellness through our races to the community.

What is your organization's mission and/or purpose?

Excelsior Running Club was founded in 1973 after a group of individuals decided to turn their shared interest into an official Running Club. Since then we've grown as a fitness-loving community. Our goal is to promote health and active lifestyles through running.

EVENT DETAILS

(If you are requesting multiple days & times, please attach those details on a separate sheet of paper.)

Name of Event: Star City San Bruno Mountain Half Marathon & 5K Event Set-up Start Time: 7:00AM
Event Date (mm/dd/yy): ~~10/10/24~~ 10/4/25 Event Start Time: 9:00AM
Event Day of Week: Saturday Event End Time: 1:00PM
Event Location: See attached map of course routes.

Describe what can be expected at this event? (ex. Performance, Dinner, Activities, etc.)

Participants will be running in Brisbane on Quarry Trail and Crocker Trail, as well as on San Bruno Mountain.

Will there be any fundraising at this event? Yes If yes, what will the funds raised be used for? El Camino HS, Brisbane Lions, SBMW

Are there any admission fees for this event? Yes If yes, please list them here: Registrant fee range \$25-\$110

If this event is NOT open to the general public, what are the restrictions for who may attend? (ex. age, membership, residency, etc.)

The event is open to the public.

INDOOR FACILITY ACCESS REQUEST

City Staff must be present to accommodate the use of any indoor facilities. The below requested times will be used to ensure staff will be available when you need to access the facility. (If you are not requesting indoor facility use, you may skip to the next section.)

Date of Facility Access (mm/dd/yy): _____ Opening Time: _____ Closing Time: _____
Date of Facility Access (mm/dd/yy): _____ Opening Time: _____ Closing Time: _____
Date of Facility Access (mm/dd/yy): _____ Opening Time: _____ Closing Time: _____

EQUIPMENT USE REQUEST

If you would like to request any equipment for an **outdoor event**, please include those details below. (If your event is at one of our indoor facilities, you may indicate your equipment needs on the rental layout.)

Quantity:	Item:
<u>7</u>	6ft Long Rectangle Tables
<u>14</u>	Chairs
_____	10ft x 10ft Canopy/Pop-up Tent
_____	Weighted Sandbags

Mission Blue Center ONLY

If your event will be at the Mission Blue Center, please indicate if you wish to request any of the equipment listed below.

Bluetooth Speaker? _____ with Microphone? _____
Projector & Screen? _____
*Theatrical Lighting? _____ with *Lighting Technician? _____
*Theater Risers? _____

*Any additional fees associated with reservation of special equipment will be the responsibility of the applicant, and may require additional planning time.

PERMITS

Alcoholic Beverage Permit

Will alcoholic beverages (beer/wine) be sold at your event? No If yes, you must attach a copy of an Alcoholic Beverage Permit

*Full Liquor Liability: If beer or wine is available for consumption and money is transacted in any form (i.e. for donation, for a ticket, for a meal, for entry to the event, for the beverage) then full liquor liability premiums are necessary.

Food & Beverage Permits - Outdoor Events Only

Will any food or non-alcoholic beverages be sold at your event? No If yes, this permit is required smchealth.org/food-program

Traffic Permits

Will this event require any street or parking closures? Yes If yes, you must obtain a Brisbane Encroachment Permit

Amplified Sound Permits - Outdoor Events Only

Do you wish to use amplified sound at this event? No If yes, you must submit an Brisbane Amplified Sound Permit Application

Brisbane Business License

Do you intend to sell goods of any kind at your event? No If yes, you must have a valid Brisbane Business License

ADDITIONAL SUPPORT

To request promotional support, please circle the specific areas you would like support with. (Please note: promotional support is not guaranteed. Any graphics or content for your event are expected to be provided by the applicant.)

a. Brisbane Signboards b. Social Media c. City Website d. City Publications Other: _____

USE AGREEMENT & LIABILITY RELEASE

To the fullest extent allowed by law, I agree to indemnify and defend the City of Brisbane, its directors, officers, agents, employees and volunteers and hold them harmless from and against any and all loss, liability, expense, claims, costs, suits, and damages, including attorneys' fees, arising out of the use or occupancy described in this application. I agree to waive all rights of subrogation against the City, its elected or appointed officers, officials, agents and employees for losses paid under the terms of any policy which arise from the use or occupancy described in this application.

Applicant Signature _____ Date 5/20/25

ADMINISTRATIVE SECTION

Facility Application? _____ Permit # _____ CC Report Due _____ CC Meeting Date: _____

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