

Capitola City Council

Agenda Report



Meeting: August 24, 2023
From: Police Department
Subject: Octoberfest Event Permit

Recommended Action: Consider approving a new single-day General Special Event Permit on October 14, 2023, for a Capitola Village benefit concert to fundraise for the Capitola Wharf Enhancement Project.

Background: In 2002, the City Council approved Resolution No. 3202, adopting a special event permit program and fee schedule. The purpose of the program was to provide regulations and guidelines for special events occurring within the City limits and to recover costs associated with those events. Special events are divided into two categories: general special events and minor special events. General special events are those with more than 200 attendees or notable impacts on City services or a neighborhood. Minor special events are activities with fewer than 200 people and limited impacts. Minor special events can be approved by the City Manager, while all applications for new general special events must be presented to the City Council for review and consideration.

This past winter, the City of Capitola and the entire Santa Cruz County experienced a series of major winter storm events that resulted in flooding and significant damage to local Capitola businesses and residents. To date, the Finance Director has submitted damage estimates above \$2,600,000 in lost City assets, including Capitola Wharf.

In response to the winter storms, the City partnered with the Community Foundation Santa Cruz County (CFSSC) to coordinate fundraising efforts for Capitola Village and Soquel Village. According to their website, CFSSC has already issued \$510,000 in disaster grants. With the outpouring of support and volunteer requests, the City and Capitola Wharf and Business Improvement Agency (BIA) hosted a "Beyond the Flood" benefit concert in Capitola Village on February 18, 2023. That event raised over \$30,000 and helped fund recovery events have been well received by the community.

To continue with these recovery efforts, the BIA has partnered with the Capitola Wharf Enhancement Project (CWEP) and applied for a one-day fundraising event for the enhancement project at Capitola Wharf. The BIA has requested a new General Special Event Permit be issued for an afternoon event at Esplanade Park consisting of four live bands. The scheduled date and time for this event is Saturday, October 14, 2023, from noon until 8:00 PM. The concert will be free and open to the public with a small beer garden to raise funds for CWEP.

Discussion: The applicant has applied for a one-day General Special Event Permit for Saturday, February 18, 2023, from 12:00 pm – 8:00 pm. The event encompasses a benefit concert at Esplanade Park to include four bands. Sierra Nevada Brewery has generously donated a concession trailer and beer to be sold for proceeds. This event will be similar to City-sponsored Twilight Concerts and will be modeled after the Beyond the Flood benefit concert, to include a small beer garden.

The anticipated attendance is between 1,000 to 3,000 persons for this 7-hour event. The Police Department can assist with the limited road closures and will be on foot patrol during the event. This event would be free and open to the public. Patrons would be encouraged to find alternative modes of transportation and a bicycle parking lot will be set up. Attendees would be encouraged to visit all merchants and local restaurants in the Village.

The event coordinator has completed all of the necessary paperwork and has partnered with the BIA, CWEP, and the Capitola Soquel Chamber of Commerce, for drink ticket sales and distribution.

Fiscal Impact: There is no fiscal impact. Insurance and other incidentals will be purchased and provided by the event coordinator.

Attachments:

1. 2023 SE Permit Application – Fundraiser for CWEP, October 14, 2023

Report Prepared By: Sarah Ryan, Administrative Police Captain

Reviewed By: Julia Moss, City Clerk; Samantha Zutler, City Attorney

Approved By: Jamie Goldstein, City Manager