

# Capitola City Council

## Agenda Report



**Meeting:** January 20, 2023

**From:** Police Department

**Subject:** Storm Update and General Special Event Permit for a Capitola Village Benefit Concert

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**Recommended Action:** Receive update regarding the 2022-2023 Winter Storm Event and approve a General Special Event Permit for a Capitola Village Benefit Concert, including an Encroachment Permit and an Amplified Sound Permit.

**Background:** In February 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 Council for review and consideration.

Beginning in late December of 2022 and into January of 2023, 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. On January 4, 2023, in anticipation of an impending storm, the City Manager signed a Proclamation of Local Emergency and issued evacuation orders for the residents within Capitola Village, Riverview Drive, and Riverview Avenue (This order was later ratified by City Council during a Special Meeting on January 6, 2023). To date, the Finance Director has submitted initial damage estimates for approximately \$2,600,000 in lost City assets. The estimates for the local businesses and homes remain currently unknown.

In response to the winter storms, the community partnered with the Community Foundation Santa Cruz County (CFSSC) to coordinate fundraising efforts for Capitola Village and Soquel Village. According to the CFSSC website, they have already issued \$510,000 in disaster grants. With the outpouring of support and volunteer requests, the Capitola Recreation Division began compiling a list of volunteers to organize recovery efforts. On January 22, 2023, the City partnered with Save Our Shores and conducted a beach clean-up with the motto: *Capitola Strong*. The beach clean-up was a great success and opened further discussions about ways to generate support for the local community.

The idea of a benefit concert was developed by local bands, and many local volunteers began quickly formulating plans for a benefit concert for Capitola Village. To accomplish this benefit concert, the Business Improvement Agency (BIA) has submitted an application for a General Special Event Permit requesting to have a benefit concert series at Esplanade Park on Saturday, February 18, 2023, from noon until 6:00 PM. The concert will be open to the public with a beer garden to raise funds for donations.

**Discussion:** The applicant has applied for a one-day General Special Event Permit for Saturday, February 18, 2023, from 12:00 pm – 6:00 pm. The event encompasses a benefit concert at Esplanade Park to include four bands starting at noon and concluding by 6:00 pm. Sierra Nevada Brewery has generously donated a concession trailer and beer to be sold for proceeds. This event will be modeled after our Twilight Concert Series and City staff representatives Nikki Bryant LeBlond, Kelly Barreto, and Kaysie Anderson are assisting with the coordination.

The anticipated attendance is between 1,000 to 2,000 persons for this six-hour event. Due to the construction areas, the Village will be limited to vehicle traffic during the event. The Police Department will assist with the road closures and will be on foot patrol during the event. This event will be free and open to the public. Patrons are encouraged to find alternative modes of transportation and a bicycle parking lot will be set up. Attendees will be encouraged to visit all merchants and local restaurants in the Village. The applicant will supply the necessary restrooms and trash and recycling bins for this event.

A one-day ABC alcohol license has been approved and Mary Beth Cahalen from the BIA/Capitola Soquel Chamber of Commerce is the beverage coordinator for the age verification, drink ticket sales, and dispensing. 100% of the proceeds will be donated to CFSSC for future distribution. All the efforts for this event are donated.

Fiscal Impact: The event coordinator has requested that the City fees be waived for this event, including the bandstand and permit fees. Insurance and other incidentals will be purchased by the event coordinator.

Attachments:

1. 2023 SE Permit Application – Benefit Concert on February 18, 2023

Report Prepared By: Andrew Dally, Chief of Police

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

Approved By: Jamie Goldstein, City Manager