

Capitola City Council

Agenda Report



Meeting: September 12, 2024

From: Police Department

Subject: VDUBlicious Car Show

Recommended Action: Approve a new Major Special Event Permit request from the VDUBlicious Car Club to host a car show in Capitola Village on Saturday, May 17, 2025, from 7:00 am to 5:00 pm.

Background: In March 2024, City staff was approached by the VDUBlicious Car Club to, during summer 2024, host a one-day car show in the Capitola Village to display 200 vintage Volkswagens, as well as host three local non-profits (Second Harvest Food Bank of Santa Cruz County, Tim Brauch Foundation, and the Veterans Surf Alliance). This group has previously held their car show on Santa Cruz Wharf. The proposed event will be open to the public.

On June 27, 2024, staff presented the request for a major special event to the City Council. The City Council voiced concerns about staff capacity, based on the number of major special events in the Village between June and October. The Council asked the event coordinator to identify a date in 2025 that would not impact previously scheduled events. Staff has worked with the event coordinator and identified Saturday, May 17, 2025 as an appropriate date.

Discussion: This event would require posting of “no parking” signs on Friday, May 14, 2025, at 7:00 am for the entire Esplanade, and San Jose from Capitola Avenue to the Esplanade. The event coordinator has obtained approval from the Swenson management group to limit public access to the Swenson parking lot, located at 120 Monterey Avenue, from 7:00 am to 5:00 pm on May 17, 2025. The event organizers also coordinated with the Capitola Mercantile to close their parking lot to the public for the duration of the event. Once the event staff has parked the registered cars, Capitola Avenue will open to vehicular traffic.

The following roads will be closed to vehicular traffic on May 17, 2025, from 6:00 am to 5:00 pm.

- Entire Esplanade
- San Jose from Capitola Avenue to the Esplanade

The event organizer would manage the parking and access for the Vintage Volkswagen club members and the Capitola Police Department would assist with the placement of the in-street bollards for pedestrian safety.

The proposed event includes the use of four 10x10 canopies and the bandstand for live music and announcements. The City currently has nine Major Special Events and 26 Minor Events planned for this calendar year. Summer weekends tend to be heavily congested periods in the Capitola Village. All major events impact the Police Department and Public Works staffing to support public safety.

Fiscal Impact: Estimated parking revenue loss for the Capitola Esplanade, including San Jose Avenue on May 17, 2025, from 7:00 am to 5:00 pm is approximately \$4,000.

Attachments:

1. Major Special Event Permit Application
2. Amplified Sound Permit Application
3. Map of Proposed Vehicle Staging and Road Closures

Report Prepared By: Sarah Ryan, Administrative Police Captain

Reviewed By: Julia Gautho, City Clerk, Andy Dally, Police Chief, Jim Malberg, Finance Director

Approved By: Jamie Goldstein, City Manager