

Capitola City Council

Agenda Report

Meeting: May 12, 2022

From: Police Department

Subject: Women on Waves Surf and Swim Contest



Recommended Action: Consider expanding Women on Waves Surf and Swimming Contest, a previously approved General Special Event, from a one-day to a two-day event.

Background: Women on Waves Surf Contests (WOW) are surf and swimming contests that highlight and celebrate female surfing while raising money to benefit women-focused non-profit organizations in the local community. Since its inaugural event in 1997, leadership has expanded and evolved. This year's event is being organized by local business owner Aylana Zanville.

Historically, Women on Waves events in Capitola drew crowds less than 200 attendees, necessitating only a Minor Special Event permit, processed by the Police Department, and approved by the City Manager. However, in 2018, due to positive surf conditions and weather, the event was a pivotal success with many more spectators and more than 200 participants. Event organizers did not apply for any type of SEP in 2019 and the event did not take place. As result of the 2018 success and the event's impact on City services, organizers were directed to apply for a General Special Event Permit in 2020, which was approved by City Council on March 12, 2020. The event did not end up taking place due to the onset of the COVID-19 pandemic. Now, WOW would like to expand the event proposed for this year to a two-day event held on October 22 and 23, 2022.

Discussion: Special Event Permits (SEP) are divided into two categories: Minor Special Events, with less than 200 attendees and limited City impact and which can be approved by the City Manager; and General Special Events, which have more than 200 attendees and/or expect notable impacts to City services or a neighborhood. Applications for new General Special Events must be presented to Council for review, consideration, and approval. Currently, the City has approved 19 Minor Event Permits this year and 11 General Event Permits. Furthermore, three of the 11 General events are 2-day events.

The applicant for the Women on Wave event has applied for a two-day General Event SEP on Saturday and Sunday, October 22 and 23, 2022, from 7:30 am – 7:30 pm. The event is comprised of women and girls surfing and swimming contests and the anticipated attendance is between 250 to 350 people. Vendor concession tents have been requested along the grassy area of the Esplanade Park, including a few contestant tents on the beach along the seawall. Vendors will be limited to selling event-shirts apparel, sunscreen, jewelry, and arts and crafts. There will also be a skin-cancer screening tent to encourage self-care. Attendees will be encouraged to dine at local restaurants. No food will be sold at the event and no merchandise will be sold outside of Esplanade Park.

Participants and attendees will use local City parking and no requests for road closures have been made. The applicant has agreed to supply two portable toilets and additional trash/recyclable receptacles. The applicant will rely on volunteers to staff the event and will hire off-duty lifeguards for the swimming event.

The Police Department has not received any complaints or citizen calls for police services during the designated operational period during any of the previous WOW events.

Fiscal Impact: The fiscal impact on the City of Capitola is offset by the event operator fees.

Attachments:

1. 2022 Women on Waves Surf and Swim Contest SEP Application

Report Prepared By: Andrew Dally, Chief of Police

Reviewed By: Chloé Woodmansee, City Clerk; Samantha Zutler, City Attorney

Approved By: Jamie Goldstein, City Manager