



CITY COUNCIL AGENDA REPORT

MEETING OF MAY 22, 2014

FROM: CITY MANAGER'S DEPARTMENT

SUBJECT: APPROVE A FIREWORKS SHOW BY THE MONTE FOUNDATION IN THE CAPITOLA VILLAGE TO RAISE FUNDS FOR THE MCGREGOR DRIVE SKATE PARK

RECOMMENDED ACTION: (1) Approve a fireworks show on October 16, 2014, in the Capitola Village by the Monte Foundation; and (2) Authorize the City Manager to issue a special event permit.

BACKGROUND: The Rudolph Monte Foundation (Foundation) is well known for the annual Monte Foundation Fireworks Show (Show) at Seacliff State Beach which raised funds for local schools and nonprofits. In 2013 the show was cancelled after 18 years due to the high cost to put on the show at the state beach. The event would raise money by having the schools sell tickets and have booths at the event to sell food.

The Foundation still has a desire to find an avenue to raise money for youth activities while providing an opportunity for the community to come together for an evening of fun. In so doing, the Foundation has approached the City with a fundraising plan for the McGregor Property.

DISCUSSION: The Foundation has been putting on the fireworks show at Seacliff State beach for 18 years. This event has raised over 4 million dollars for schools and youth groups since its inception. The financial cost of producing the show which included highway exit closures, California Highway Patrol staff, State Parks and County Sherrifs personnel and the extensive permitting process through the State, County and Coastal Commission forced an end to the event.

The Foundation would like to partner with the City to produce the fireworks show in Capitola. The event would be held on Thursday, October 16, 2014, in the Capitola Village. Fireworks would be shot from either a barge or from the wharf depending upon the availability of either location. The show would be free to all attendees. Funds will be raised through a surcharge by participating local businesses, and donations will go to the City to fund the skate park element at McGregor Park.

It is anticipated the Village area will remain open until just prior to the start of the show then would be closed to vehicle traffic for the duration of the show, for approximately one to one and a half hours. Vehicles may exit the Esplanade, but vehicle access into the area will be stopped. The Depot Hill neighborhood would be closed to non-resident vehicle traffic earlier in the evening. All vehicle traffic into the Village will be closed one-half hour prior to the show to prevent cars from stopping in the middle of the road to watch the show and to prevent emergency accesses from being blocked. The Police Department may also consider closing Park Avenue 15 to 20 minutes prior to the show to prevent cars from stopping in the middle of the road to watch the show. All other areas will remain open to vehicle traffic.

The Foundation would be responsible for obtaining all the necessary permits from the state and working with the City on an implementation plan and special event permit.

FISCAL IMPACT: The costs associated with the event will be paid for through the special event permit process by the Monte Foundation. The Foundation will also be responsible for all permit costs with other agencies. Funds raised by the Foundation will be donated to the skate park element at McGregor Park.

ATTACHMENT: None

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Administrative Services Director

**Reviewed and Forwarded
by City Manager:** _____