

STAFF REPORT



ITEM NO. 13
CITY OF OCEANSIDE

DATE: April 18, 2007

TO: Honorable Mayor and City Councilmembers

FROM: Neighborhood Services Department

SUBJECT: **CONSIDERATION OF A REQUEST BY THE OCEANSIDE CHAMBER OF COMMERCE FOR A CASH SPONSORSHIP IN THE AMOUNT OF \$10,000 AND WAIVER OF FEES AND CITY SUPPORT SERVICES COSTS IN THE AMOUNT OF \$3,881 FOR THE OPERATION APPRECIATION EVENT TO BE HELD ON MAY 19, 2007**

SYNOPSIS

Staff is seeking City Council direction regarding a request by the Oceanside Chamber of Commerce for a cash sponsorship in the amount of \$10,000 and waiver of fees and City support services costs in the amount of \$3,881 for the Operation Appreciation event to be held on May 19, 2007.

BACKGROUND

The Oceanside Chamber of Commerce is sponsoring the Operation Appreciation event on May 19, 2007, at the Pier Amphitheater and Beach Community Center. The event was developed in 2002 in an effort to show appreciation to all local active military personnel and their families by providing a day of free food, entertainment and activities. Total event funding provided by the City of Oceanside for last year's event included \$5,268 for in-kind services and a cash sponsorship contribution in the amount of \$10,000.

In 2004 and 2005, the City Council identified that the Operation Appreciation event should work towards becoming self-sufficient. In 2006, the City Council funded the event since the Chamber was unable to meet its goal of self-sufficiency. The Chamber has been unable to fully become self-sufficient for this event and is again requesting funding for 2007.

ANALYSIS

Operation Appreciation is scheduled on May 19, 2007, from 10 AM to 3 PM. The venue will include the Pier Amphitheater, parking lots 25, 26, 28, 29, 30, and the Beach Community Center. Additional set-up time is requested beginning at 3 PM on Friday,

May 18, 2007. Activities include a recognition program, children's area, musical entertainment, and free lunch. The Oceanside Chamber of Commerce is requesting that the City provide a co-sponsorship cash contribution of \$10,000; provide for City personnel services costs in the amount of \$1,276, and in-kind services costs of \$2,605 for facility rental and exclusive parking lot use, for a total City contribution of \$13,881. Since the City Council had previously indicated its desire to have this event become self-sufficient, staff is seeking Council direction regarding the disposition of the Chamber of Commerce's request for support.

FISCAL IMPACT

Staff has reviewed the event and has identified the following City services costs that will be necessary to support the event.

Personnel Costs (direct costs):

Department of Harbor and Beaches	\$ 280
Parks and Recreation Staff	644
Public Works (Parking Enforcement)	70
Fire Department (Inspection)	282

Total Direct Costs \$ 1,276

In-kind Costs:

Beach Community Center	\$ 392
Pier Amphitheater	616
Parking Lots	1,597

Total In-Kind Costs \$ 2,605

Total: \$ 3,881

The Chamber of Commerce has requested *an additional \$10,000* in direct cash support for a total request of \$13,881.

Should the Council choose to accommodate the Chamber's request, Council may use the established City Council Discretionary Special Event Fund Account #101.556450.5376 with a current balance of \$4,930.22. Should the Council use the \$4,930.22, then there are no remaining monies for unbudgeted events in FY 2006-07. The remaining \$5,069.78 would have to be found from other sources, such as the City Manager's Contingency Fund Account #101.144153.5377 with a current balance of \$26,059, or the Council could reduce the amount provided, if desired, to the Chamber.

INSURANCE REQUIREMENTS

The City's standard insurance requirements will be met.

COMMISSION OR COMMITTEE REPORT

The Special Events Committee has reviewed the event application and has assessed the level of City support services.

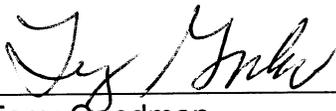
CITY ATTORNEY’S ANALYSIS

The City Council may properly appropriate funds that advance a public purpose and benefit without violating the prohibition against gifting funds. To the extent that the City Council determines a public purpose and benefit, funds may be appropriated as requested.

RECOMMENDATION

Staff is seeking direction from the City Council regarding the request by the Oceanside Chamber of Commerce for a cash sponsorship in the amount of \$10,000 and waiver of fees and City support services costs in the amount of \$3,881, for a total contribution of \$13,881, for the Operation Appreciation event to be held on May 19, 2007.

PREPARED BY:



Terry Goodman
Special Events Supervisor

SUBMITTED BY:



Peter A. Weiss
Interim City Manager

REVIEWED BY:

- Michelle Skaggs Lawrence, Deputy City Manager
- Margery Pierce, Neighborhood Services Director
- Joseph Arranaga, Acting Deputy Public Works Director
- Don Hadley, Harbor and Beaches Director
- Jeff Bowman, Interim Fire Chief
- Nita McKay, Financial Services Director





FOR DEPT. LAWSON

