

STAFF REPORT



ITEM NO. **23**
CITY OF OCEANSIDE

DATE: May 3, 2006

TO: Honorable Mayor and City Councilmembers

FROM: Neighborhood Services Department

SUBJECT: **CONSIDERATION OF A REQUEST BY THE OCEANSIDE CHAMBER OF COMMERCE FOR CASH SPONSORSHIP IN THE AMOUNT OF \$10,000 AND WAIVER OF FEES AND CITY SUPPORT SERVICES COSTS IN THE AMOUNT OF \$5,268 FOR THE OPERATION APPRECIATION EVENT TO BE HELD ON MAY 20, 2006**

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 service costs in the amount of \$5,268 for the Operation Appreciation event to be held on May 20, 2006.

BACKGROUND

The Oceanside Chamber of Commerce is sponsoring the Operation Appreciation event on May 20, 2006, 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.

On May 5, 2004, the City Council approved a conceptual plan for Special Events that outlined the following policy positions:

- Goal of Self-Sufficiency
- Events may not conflict with Existing Event or Venue
- Sufficient Lead Time for Permits and Logistics
- City Council Approval Required for Public Funds Subsidies or Major Street Closures

In 2004, the City Council identified that the Operation Appreciation event should work towards becoming self-sufficient. In 2005, 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 2006.

ANALYSIS

Operation Appreciation is scheduled on May 20, 2006, from 10:00 a.m. to 3:00 p.m. 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 3:00 p.m. on Friday, May 19, 2006. 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 service costs in the amount of \$2,663, and in-kind service costs of \$2,605 for facility rental and exclusive parking lot use, for a total City contribution of \$15,268. 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 service costs that will be necessary to support the event.

Personnel Costs (direct costs):

Department of Harbor and Beaches	\$ 280
Parks and Recreation Staff	644
Police Department	1,387
Public Works (Parking Enforcement)	70
Fire Department (Inspection)	282

Total Direct Costs **\$ 2,663**

In-kind Costs:

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

Total In-Kind Costs **\$ 2,605**

Total: **\$ 5,268**

The Chamber of Commerce has requested *an additional \$10,000* in direct cash support for a total request of \$15,268, which is equal to the Council's 2005 contribution but represents an \$11,286 increase over the Council's 2004 contribution.

Should the Council choose to accommodate the Chamber's request, Council may use the established City Council Discretionary Fund; the current balance is \$30,738.

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 \$5,268, for a total contribution of \$15,268, for the Operation Appreciation event to be held on May 20, 2006.

PREPARED BY:



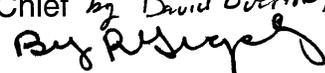
Terry Goodman
Special Events Supervisor

SUBMITTED BY:

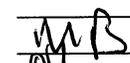


Steven R. Jepsen
City Manager

REVIEWED BY:

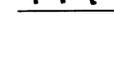
Margery Pierce, Neighborhood Services Director
Michelle Skaggs Lawrence, Interim Parks & Recreation Manager
Mike Blessing, Deputy City Manager
Don Hadley, Harbor and Beaches Director
Peter Weiss, Public Works Director
Robert Dunham, Interim Fire Chief *by David Overton/FM*
Frank McCoy, Police Chief 











FM