

Cotati City Council

Agenda Staff Report

Item type: CONSENT CALENDAR (ACTION)
To: City Council
Subject: Approval of 2018 City of Cotati Kids Day Event in La Plaza Park.
Date: September 12, 2017
Written by: Ashley Wilson, Recreation/Facilities Coordinator

Recommendation

It is recommended that the City Council adopt a resolution approving the 2018 City of Cotati Kids Day Parade & Festival.

Background

In 2016, the City of Cotati assumed the lead for the Annual Kids Day Parade and Festival with the resurrection of the Recreation Department. This year, the City will once again be producing this annual event, the 26th Annual Cotati Kids Day Parade and Festival, to take place on Saturday, July 14th, 2018.

Analysis/Discussion

Below is a summary of the event. The logistics, operation and participants are anticipated to be very similar to the 2017 event. The request includes the following: 1) exclusive use of La Plaza Park; 2) closure of public streets, including parking spaces; 3) live, amplified entertainment as well as dogs and other animals (ponies and reptiles) and inflatable jump houses in the park; 4) food truck and other vendor sales in the park.

Event	Attendance	Dates/Times (including set-up)
Kids Day Parade & Festival	500	Saturday, July 14 th , 7:00 am - 7:00 pm

California Vehicle Code Section 21101 (e) authorizes the temporary closing of any street for celebrations, parades, local events and other purposes when, in the opinion of local authorities having jurisdiction, the closing is necessary for the safety and protection of persons who are to use that portion of the street during the temporary closing. In these instances, the public street would be heavily used for vendor logistics, porta-potties and equipment, so closure would be in the best interest of public safety. The Police Department will notify the appropriate public and

emergency response agencies of the closures.

The Kids Day Parade and Festival is a yearly event that brings hundreds of children and adults together. The parade will begin at 10:00 am with staging at the Community Center on East School Street, continuing east on West Sierra Avenue to Henry Street to Old Redwood Highway where it will turn north to terminate at La Plaza Park. Participants will then enjoy multiple activities and events for children in La Plaza Park, including amplified live entertainment, until 3:00 pm. In order to maximize the safety of those attending, the Police Department would need to temporarily close certain streets during the parade portion of the event.

Financial Considerations

This event is widely marketed and has increased the number of visitors to the City. The increased visitation is evidenced not only at the event, but at local businesses as well. The event provides increased opportunity to promote economic development and increased sales tax revenue. Financial considerations for the City would be expenditure of a total of approximately \$3,800 in staff costs accommodated in the current FY 17-18 budget and anticipated for the upcoming FY 18-19 budget. Appropriation will be requested with the forthcoming FY 18-19 budget. The staff costs are comprised largely of Recreation staff (\$1,000), Public Works staff (\$1,500), and Police staff (\$1,300) and are broken out below.

Staff Time - 45 hours, estimated cost \$2,500

Recreation Staff prep work & day of event – 25 hours

Install overhead banner at Old Redwood Highway - 3 hours

Street closures installing and removing cones, bollards - 12 hours

Provide supplies in bandstand - 1 hour

Next day cleanup - 4 hours

Staff Time Police - 16 hours, estimated cost \$1,000, plus \$300 for meals

Two Police Officers on overtime will be needed to staff the event for additional security and traffic control. Additionally, meals will need to be provided for police volunteers (mutual aid, cadets and explorers).

Environmental Issues

The action of approving a Kids Day Parade and Festival does not constitute a project as defined by California Environmental Quality Act Guidelines Section 15378; therefore, no further environmental review is required.