



CITY COUNCIL AGENDA REPORT

Meeting Date: 4/4/2019

From: Noreen Leek, Recreation Manager

Subject: Application for event cosponsorship

Community Goal/Result

Community Building

Purpose

Offer the community a regional sporting event as both spectators and participants. Additionally, provide an opportunity for recognition of the Star City Music Festival to grow both over time. Lastly, encourage local nonprofit organization participation in the event as a fundraiser.

Recommendation

Approve Excelsior Running Club's second annual Star City San Bruno Mountain Half Marathon as a cosponsored event.

Background

The Excelsior Running Club has received a permit from the County to use San Bruno Mountain trails for the majority of its Star City San Bruno Mountain Half Marathon (course map and written description attached) on August 17th, 2019. The run will begin on Visitacion Avenue at 10:00am. It is anticipated that the fastest runners should be done by 11:30am and last of the runners will be done by approximately 2:00pm.

The Club is linking the run to the Star City Music Festival which takes place the same day starting at 1:00pm. They will do this by including a ticket to the concert and a meal ticket in the registration fee for the race. The expectation is that the event will attract approximately 200 runners and their families. The club intends to continue hosting this annual event in conjunction with the music festival and hopes that the run will grow year after year.

Discussion

The City will need to close a number of streets at the beginning of the event. These include all of Visitacion Avenue from San Francisco to Mariposa (9:00am-10:30am), then the westbound lane only to Monterey, Monterey from Visitacion Avenue to Solano (9:45am-10:15am), from the top of the stairway at Humboldt to the trailhead at Trinity as well (10:00am-10:30am). The registration will take place on Old Quarry Road which should avoid the need to close any streets for the registration portion of the event.

The Club is also requesting support from the Public Works Department to place the American Flags along Visitation Avenue before the start of the race.

The staffing needs of the City are for one public works person to oversee the set-up of the lane closures, set-up American Flags, and then oversee taking down the lane closures and removing the American Flags. This will be approximately 3 hours. We will need 2 police officers from 8:00am when the set-up starts until 11:00am when the traffic lanes are reopened.

The Club has requested one concert ticket per runner at a discounted price of \$15 instead of the presale price of \$20.

The City will also need to inform the community of the street closures and the impact the event will have on travel within the community. Since it closes Visitation Avenue for a portion of the day and we are already closing Old County Road due to the music festival, we believe it would be prudent to advertise to the whole City and not just those who are along the race route. We will also post this on a various social media sites.

Fiscal Impact

The cost to the City for the cosponsorship would be 1 Public Works staff person for 3 hours (\$52.50/hour) on overtime, 2 police officers for 3 hours on overtime(\$81.56/hour) , and the difference between the cost of the race concert ticket and the presale concert ticket (\$5 a ticket).

The total cost to the City would be \$646.86 in overtime costs plus up to \$1,000 in reduced concert receipts assuming all of the runners paid full price for entrance into the concert.

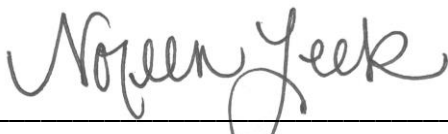
If this event grows as the club anticipates, the future costs will increase or the City may work with the Club to increase the level of reimbursement.

Measure of Success

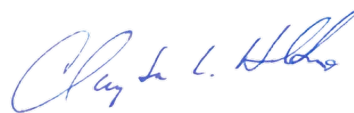
There are no negative issues which arise during the running of the event.

Attachments

- 1. Cosponsorship Event Application
- 2. Course Map
- 3. Written Description



Noreen Leek, Recreation Manager



Clay Holstine, City Manager

CO-SPONSORSHIP EVENT APPLICATION

CITY OF BRISBANE, 50 Park Place, Brisbane, CA 94005
415 - 657-4320

1. ORGANIZATION INFORMATION

Organization: Exedria Running Club

Contact Person: Cliff Lentz

Day Phone: 650-219-0293

Evening Phone: _____

Address: 611 Humboldt Rd

City of Residence: Brisbane

Zip: 94005

2. FACILITY

Facility Requested: Central Brisbane streets

If Mission Blue Center, specify room (s)

Costanos Room (Dance Floor) _____

Buckeye Room (Carpeted Room): _____

Lupine Room (Conference Room): _____

Date and Time Requesting to Enter Facility: _____

Date and Time Requesting to Leave Facility: _____

3. Event Information

Date: 8/17/19 Day of Week: Sat # of Co-sponsored events this year 2

Starting Time of Event: 10:00 AM Ending Time of Event: 2:00 PM

_____ Non Profit for Charity _____ For Profit Fundraiser for Organization Use

10 Number attending under 18 years old: 205 18 - 20 years: 10 21+ years: 185

_____ Requesting Promotional Support

What is purpose of event: to promote health and wellness in Brisbane and raise money for youth sports

Will you need special sitting, tables, chairs, risers, etc.? Yes or No (please circle) Please explain if yes. tables and chairs

Will event require sound equipment? no Sound Technician? no

Will event require theatrical lighting equipment? no Lighting Technician? no

Will event require promotional support? Yes _____ No _____ If Yes, what is requested? please promote in the STAR, City Website and sign boards, signs on street poles, America Flags

5. ALCOHOLIC BEVERAGES*

Will alcoholic beverages be served? Yes No Sold? Yes No

If selling alcohol, your group must obtain an Alcoholic Beverage Permit.

Please attach a copy of the permit.

ABC permits may be obtained from:

The State of California Alcoholic Beverage Control Department
185 Berry Street
San Francisco, CA 94107
415 / 557 - 3660

*Full Liquor Liability: If liquor, beer or wine is available for consumption and money is transacted in any form (i.e. for donation, for a ticket, for a meal, for entry to the event, for the beverage) then full liquor liability premiums are necessary.

6. ADMISSION FEES AND SALES*

Will there be an admission fee or booth fee?:

Yes No

Amount of Fee:

\$75.00

Will there be sales of novelties or goods?:

Yes No

Will there be sales of food?:

Yes No

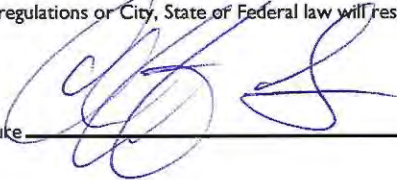
(If yes, a Permit To Operate is required by the California Health and Safety Code. Applications can be obtained from the Brisbane Parks & Recreation Department 415 / 467-6330)

Does your group have a City of Brisbane License?: Yes No

* Additional insurance is required for exhibitors, non-food sales concessionaires and food sales concessionaires.

I have read and understand the Policy and Procedures for Event Sponsorship and hereby agree to comply with its content. I understand that failure to observe these regulations or City, State or Federal law will result in cancellation of my event and co-sponsorship status for future events.

Applicant's Signature



Date

2/14/19

OFFICE USE ONLY

Received By: Noreen Leek

Date: 2/14/2019

Date Appl'n Approved: 2/19/2019

Title: REC. MGR.

Copies: _____

Custodian - Date: _____

Police - Date: _____

Fire - Date: _____

Is any group being displaced? N/A

If so, which group? _____

of Co-sponsored events this calendar year? 1

Promotional Support? Yes No Waived

Additional Lighting: Yes No Waived

Lighting Technician: Yes No Waived

Additional Sound: Yes No Waived

Sound Technician: Yes No Waived

Facility Use Charge - 80/20 Split Yes Waived

Other fee? Yes Waived

Charge for Staffing cost for extended use of facility Yes Waived

Deposit: Amount: \$ _____

Yes Date Paid: _____ Waived

Ck # / M.O. # / Cash: _____

Event Insurance: By City By Event Organizer

City: _____ Cert #: _____

Date Issued: _____

Amount: \$ _____

Date Paid: _____

Ck#/M.O.#/Cash: _____

If selling alcohol additional insurance purchased?

By City By Event Organizer

Alcoholic Beverage Permit obtained?

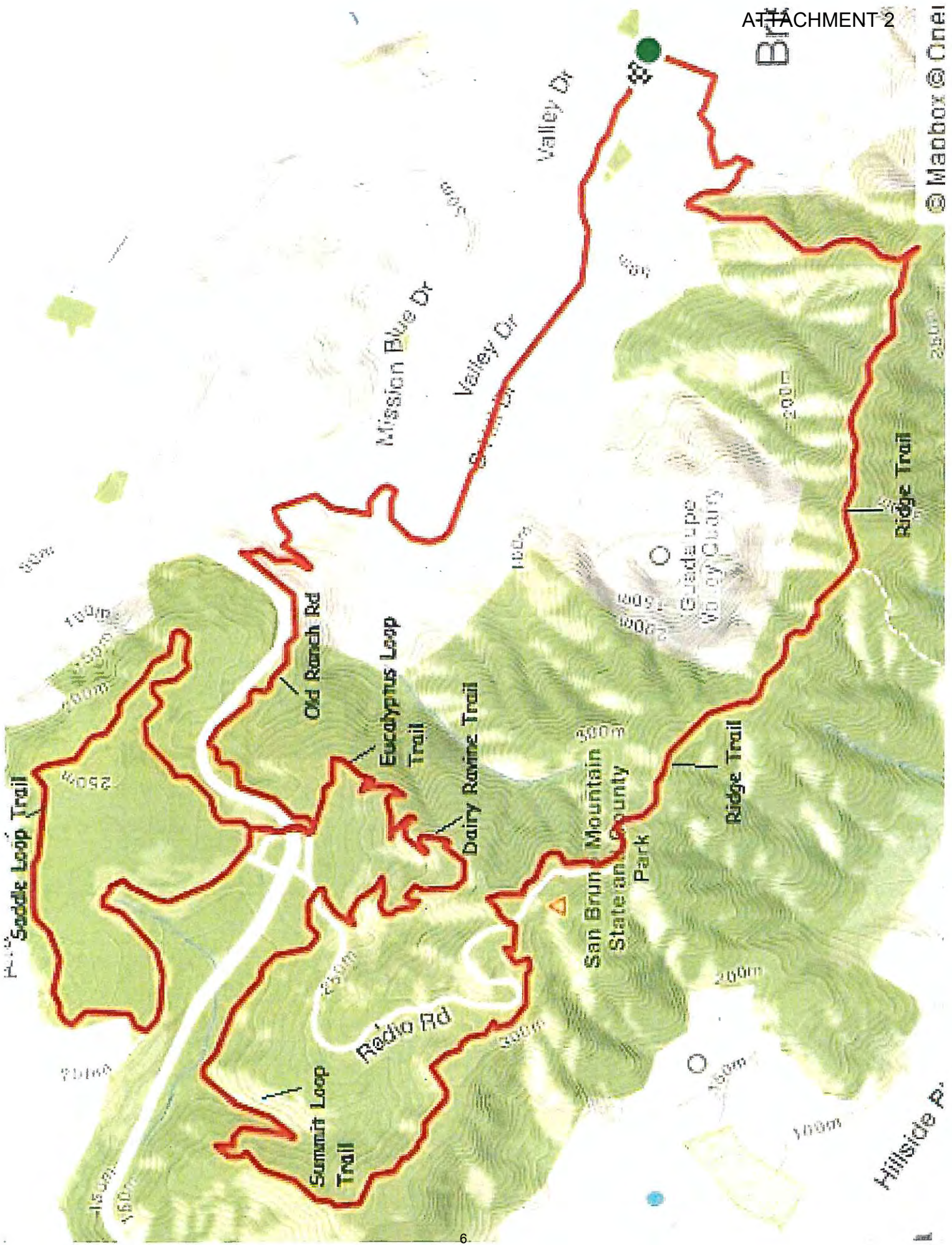
Yes # _____ No

Business License

Yes # _____ No

County Health Permit:

Yes # _____ No



Course:

Race starts at the crosswalk connecting the Senior Center and Hardware Store. Runners will head up Visitacion, before turning right on Monterey towards the stairway. At the top of the second stairway, runners will turn left on Humboldt, and then right on Trinity, accessing the mountain via the single track trail near the old water tank location. This trail connects to a fire road, which the runners will turn left on and start heading up the mountain, eventually merging with the "Army Fire Road" to the summit. They then turn right on the Ridge Trail and continue to the Summit Loop Trail, turning left, just before the 1st aid station at Trail Junction 20. Runners would continue on the Summit Loop Trail, before turning left on the Dairy Ravine Trail to Radio Road. Runners will turn right on the pathway adjacent to Radio Road, making their way to the aid station that will be located at the T-junction of the two asphalt paths between the parking lot and picnic area near Trail Junction 11. Runners will then run the Saddle Loop Trail back to the aid station, before going back to the Dairy Ravine Trail, and then making a quick left onto Old Ranch Road Trail, taking them back to Brisbane. At the end of the trail, runners will turn right on the utility road heading towards the water tank, and then accessing the single track trail to Lily Ct. Runners will stay on Lily Ct. to the stairway, turning right and going all the way to the bottom, then turning right on Silverspot Drive to the intersection with West Hill Drive. At the corner, runners will turn left and follow the crosswalk and along the sidewalk, eventually turning right on to the Crocker Park Trail. Runners leave the trail at the walk ramp to Quarry Road, turning left and finishing on Quarry Road near the footbridge.