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foothill community built on California's rich gold rush history.*



City Manager's Report

May 28, 2024, City Council Meeting

Prepared by: Steve Youel, Interim Director of Community Services

Subject: Consider adding the Girls' Night Out and the Sugar Skull Art Walk to the List of Main Street Special Events that Warrant Main Street Closure during Calendar Year 2024

Recommendation:

Adopt a resolution to:

1. Add Girls' Night Out and Sugar Skull Art Walk to the list of annual Main Street Special Events with closure of Main Street for the calendar year 2024, and
2. Direct staff to conduct full street closures for both Girls' Night Out and the Sugar Skull Art Walk and to collect Projected Costs from each event holder within thirty (30) calendar days following their respective event.

Purpose: To provide City resources to ensure that both the Girls' Night Out Special Event and the Sugar Skull Art Walk Special Event are conducted within a controlled environment that is safe and open to the public at large.

Strategic Plan Strategy: Maintain/Improve Quality of Life 3)Strategy Improve and refine special events.

Background: On March 22, 2022, the City Council approved the Community Services Department taking on the role as Sponsor for the seven (7) approved downtown special events that warrant Main Street closures which are listed below:

Static Classic Car Show (June)

Wagon Train Days (June)

Winederlust or Other Event (July)

Oktoberfest (September)

Trick or Treat on Main Street (October)

The Festival of Lights (AKA Tree Lighting (November))

Christmas Parade (December)

These seven events were deemed to have an overall positive impact on Placerville and counter any negative impact of closing Main Street.

Two Special Events that have taken place previously on Main Street without the need for a road closure; these include Girls' Night Out (scheduled 9/7/2024) and the Sugar Skull Art Walk (scheduled 11/2/2024).

Girls' Night Out, an event that benefits Images of Hope and the Assistance League Sierra Foothills nonprofits, teams up as the Co-sponsor along with downtown merchants and restaurants to provide a fun day/evening of shopping, food, and entertainment.

The Sugar Skull Art Walk took place for the first time in 2023 and seemed to be a great success. It is a community art project that takes place on November 2nd and centers on the ancient Latin American tradition of Days of the Dead, focusing on remembering beloved family and community members who have passed away. There will be music, dancing, and art installations in several downtown locations.

Discussion: The Girls Night Out event has grown in the past few years and is expected to continue in the coming year. As the numbers grow concerns are raised with overflow pedestrians spilling over into the street and creating a safety issue. Last year Girls' Night Out only had a Bell Tower closure.

The Sugar Skull Art Walk last year had a partial Bell Tower closure, but there is a desire to expand the event footprint due to its success and popularity last year. In addition, the event has a procession that marches from Arts and Culture El Dorado, to Historic Downtown and last year took up the entire sidewalk, leaving nowhere for observers to stand.

At the March 26, 2024, City Council Meeting, both applicants made a request to close Main Street for their respective event so that the public can enjoy the festivities without the danger of a street open to traffic. Additionally, the Girls' Night Out event holder is requesting Main Street closure be provided at the City's expense (see attached letters from the applicants).

Staff does agree that if attendance numbers get too high, it can create safety concerns.

Staff is looking for direction in answering the following questions:

1. Do we want to allow two additional street closures on Main Street this fall?
2. Do we want to fully or partially subsidize the cost of the road closures for these events?
3. If a full road closure is not approved, can a partial closure be approved, Bell Tower and Stage Coach Alley?

The City will need to deploy additional resources and personnel from the Community Services Department, Police Department, and possibly the Public Works Department to provide a secure venue on Main Street for these two events. The known cost to provide full street closure, manned-barricades and public safety staffing is outlined in Attachment A based upon the Girls' Night Out Special Event Application and estimated in Attachment B for Sugar Skull Art Walk (pending submission of their Special Event Application).

If it is determined not to close the street, staff will work with both applicants on options for the events. These could include:

Girls' Night Out: Limit the number of event bags sold. Close the entire Bell Tower area for their use.

Sugar Skull: Implement a rolling Closure for the Procession. Close the Bell Tower area and Stage Coach Alley for the event.

Options:

1. Approve the inclusion of these two events into this year's annual approved Special Events on Main Street with full street closure for 2024 and pass along the Projected Costs onto the Applicants;
2. Approve the inclusion of these two events into this year's annual approved Special Events on Main Street with full street closure for 2024 and fully or partially subsidize the Projected Costs associated with the full street closures;
3. Do not approve the street closures and direct staff to work with the applicants for partial street closures for one or both of the events.
3. Direct Staff to take other action.

Environmental: CEQA is not applicable to this action.

Cost: The Projected Cost outlined in Attachment A for Girls Night Out is: \$4,339.19. The Projected Cost estimated in Attachment B for SSAW is \$3,731.65 (pending receipt of SSAW Special Event Application for event details).

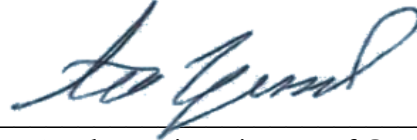
Budget Impact: Both events will occur in Fiscal Year 2024/2025. An additional \$8,070.84 in revenue would need to be added to the General Fund Budget to offset the cost of the Girl's Night Out and SSAW Special Events.

It should be noted that the current Special Event Application and process is under revision to avoid incurring additional Direct Cost (non-recouped) for future calendar years. The revised Special Event Application and process may have additional requirements and fees placed upon

the applicant; including, but not limited to the requirement of a paid Event Monitor during event.



M. Cleve Morris, City Manager
Services



Steve Youel, Interim Director of Community
Services



Dave Warren, Assistant City Manager/
Director of Finance

- Attachment A: Girls Night Out Projected Costs
- Attachment B: Sugar Skull Projected Costs
- Attachment C: Letters from Applicants
- Attachment D: City of Placerville Special Event/
Parade Application as submitted by Girl's Night Out