



# STAFF REPORT

## SAUSALITO CITY COUNCIL

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### AGENDA TITLE:

Receive and file recap on Special Events Season.

### RECOMMENDED MOTION:

Receive and file recap on Special Events Season.

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### SUMMARY

From dances and parties on a floating barge, large festivals, to parades, Sausalito has a long history of being a "Special Event Town". The Parks and Recreation Department plays an important role in these activities as an approver, sponsor, partner, or producer.

Each year the Department approves approximately 20 non-city sponsored events such as the Art Festival, Breast Cancer 3-Day walk for the Cure, and other smaller events. While this approval process does take time and effort, it does not compare to what the Department does when they produce an event.

Over the past year Parks and Recreation has produced over 30 events both large and small. These events serve to bring the residents and visitors of Sausalito together in a safe social atmosphere. Residents can meet their neighbors, make new friends, and participate in a social activity. In essence, the events that the Sausalito Parks and Recreation Department produce help create the unique community that is Sausalito.

### BACKGROUND

Below are highlights of the major events that the Sausalito Parks and Recreation Department produced over the past year.

#### Spring Garage Sale – March 20, 2010

The City Wide Garage Sale was brought back after a 5 year hiatus. The sale brought 67 vendors and hundreds of buyers to the parking lot next to the MLK Gym. During and after the event both buyers and sellers were requesting that the City put on the event multiple times a year.

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**Easter – April 3, 2010**

The days before the event were filled with rain and the day before the event and the decision was made to move the Egg Hunt from Dunphy Park to Robin Sweeney Park. The day started with a parade up Caledonia from Johnson to City Hall. The parade was filled with children with their baskets in hand and our fabulous volunteer Jack Swartz leading the parade as usual in a magical bunny suit. 8,000 “eggs” were placed throughout the basketball court and playground area, the only two places in the park that were dry. Children then participated in the hunt in waves depending on their age. A special thanks to Mayor Jonathon Leone for helping distribute the eggs between rounds. There were around 12 entries in the Bonnet Contest and our esteemed judges had fun picking the winner. Children’s musician Tim Cain filled the air with music that got the kids hopping! This year we also partnered with KlassKids and had a free fingerprinting, photo, and DNA kit that parents took home with them. Working with Klass was a real treat, very professional and organized. They were able to fingerprint over 85 children in 2 hours.

**Caledonia Street Spring Faire – May 30, 2010**

This year the Parks and Recreation Department partnered with the Sausalito Nursery School to produce the Caledonia Street Spring Faire. The street was lined with 95 booths including 57 artist booths, 11 sponsor booths, 4 Caledonia Street Business booths, 4 Caledonia Restaurant Booths and 12 non-profit booths. With the involvement of the Nursery School, the children’s area in front of City Hall was improved dramatically with everything from gymnastics, arts and crafts, and the ever popular bounce houses. In addition to an expanded children’s area the stage in front of City Hall was dedicated to Children’s entertainment. The event was very highly attended and we have received several happy emails and other comments from vendors and residents.

**Vina del Mar 50<sup>th</sup> Anniversary Sister City Celebration – June 12, 2010**

This event was rescheduled from its original date due to the earthquake in Chili and was held on June 12<sup>th</sup> at Vina del Mar Park from 11:00am-1:00pm. In attendance were City Councilmember’s Mayor Jonathan Leone, Herb Weiner and Carolyn Ford, Parks & Recreation Commission members, Members of the Sausalito Historical Society, members of the Sausalito Historic Landmarks Committee, frequent Sausalito volunteers, local non-profit presidents, Chamber of Commerce board members, and local Chilean community members. The Chilean Consulate presented the City of Sausalito with a plaque and the City of Sausalito presented the Consulate with a framed photo of Vina del Mar Park. The Chilean Consulates office provided delicious empanadas and wine for all that attended as well as a Chilean Dance show.

**Concerts for Kids – June through October (5 total)**

Once a month, from June through October, the Department produced a Concert for Kids on a Saturday morning. The concerts were held in front of City Hall and featured entertainment from well know Bay Area Children’s performers such as Miss Kitty and Kenny Blacklock. Depending on the weather that morning between 60 and 90 children and parents would attend to sing a long, dance, and generally have a good time.

**Jazz By The Bay – June through August (13 total)**

The Jazz by the Bay season was certainly a fun one. A total of 47 season tables were sold (6 Gold, 28 Silver and 13 Resident Sponsorships). In addition the nightly tables available were sold out on many nights. This is all in addition to the popular lawn area in front of the stage where seating is free. While overall attendance was down this year due to the cooler than normal summer, there were still plenty of folks each night to listen, eat, and dance the night away. The cold weather did have one advantage though. The Jazz By the Bay sweatshirts designed in house were a hit. The Parks and Recreation Department made 2 additional re-orders to satisfy the requests of the public.

**4<sup>th</sup> of July (Day Events) – July 4, 2010**

The 4<sup>th</sup> of July Parade was great this year with 40 official Entries including participation by the Mayor of Sausalito, All City of Sausalito Council members, the City Manager, The City Attorney, The Chief of Police and the Fire Chief. The Grand Marshall was Elmo Maggiora and he was represented by his children and grand-children. It was judged by 3 very special ladies from the Sausalito Community, Jan Wahl, Ann Arnott and former Councilmember Amy Belser.

The 4<sup>th</sup> of July Parade was followed by the traditional 4<sup>th</sup> of July Picnic in Dunphy Park. We partnered up with the Sausalito Rotary Club, Galilee Harbor and the Rec’ers to provide delicious food and beverages to the public. At the picnic the community came together for a huge egg toss contest and tug of war event where once again the Sausalito Police Department lost to the children of Sausalito. All this while the crowd listened to live bands playing in our own gazebo by the bay.

**4<sup>th</sup> of July (Evening Events) – July 4, 2010**

The evening portion of this festive day continued at Gabrielson Park. The City of Sausalito partnered with the Presbyterian Church who sold food and beverages to those who gathered for the free concert held at the park. 47 tables were sold to those who wanted a guaranteed spot while the rest of the park and waterfront provided free viewing for not only the concert but the fireworks show. Once again we reached our goal of raising the \$25,000 needed to keep this awesome free fireworks show in Sausalito.

**Arias in the Afternoon – August 8, 2010**

The Parks and Recreation Department continues to maintain its strong partnership with the Arques Charitable Education Trust. This partnership allows the Parks and

Recreation Department to put on this event for the public at no cost to the City. 27 tables were sold for the event which is an increase from the 22 sold in 2009. Free seating was also available. The event was modestly attended due to the fact that it was extremely windy that day. The Parks and Recreation Department would like to thank Mayor Leone and Councilman Weiner for their help holding down the tents that afternoon. If it wasn't for the two of them all the tents would currently be living on the bottom of the Bay.

**Chili Cook-Off – September 26, 2010**

The Chili Cook-Off was a spicy and fun event this year. Booth participation was increased from 7 in 2009 to 12 for 2010. 550 Chili wristbands were sold along with t-shirts, aprons and beverages. In addition to fantastic chili the crowd enjoyed live music, beverages sold by the Recer's, and food sold by the Sausalito VIPS.

**City Wide Yard Sale – October 16, 2010**

The City Wide Yard Sale took place at the MLK parking lot for the second time this year on October 16<sup>th</sup> after a break of about 5 years. There were a total of 69 spots sold with 10 more on the waitlist. Collaboration with the Sausalito Dog Park happened for the first time for this event and the organization sold hamburgers and hotdogs to raise money for their non-profit. The City also worked with the Salvation Army to collect any unsold items. The Salvation Army completely filled the 20' truck they brought to the event.

**Halloween (Trick or Treat Lane) – October 31, 2010**

The City of Sausalito's Annual Halloween events were spook-tacular once again this year. The evening started with the traditional parade from the new Public Safety Buildings to City Hall. In addition to the participating merchants on Caledonia Street, Trick-Or-Treat lane on the basketball court in front of City Hall had 10 sponsors this year which is a 50% increase from 2009. This sponsorship was very important as we had to re-stock our supply of canvas re-usable Trick-Or-Treat bags that are given out to all children for free. In total Trick-Or-Treat Lane had 18 participants which is an increase from the 13 we had in 2009. This year Howl-O-Ween dog costume contest was added to the festivities. There were 6 participants and a very involved sponsor and all feel that this part of the event will grow in the coming years. The Haunted house was described by many as "the best the City ever had". This was due to the hard work of staff and a dedicated group of volunteers that put hundreds of hours into planning, building, and staffing the Haunted House. We would especially like to acknowledge Haunted House Coordinator John Walbridge for his volunteer efforts.

**Breakfast with Santa – December 4, 2010**

This will be the second year that the Parks and Recreation Department has hosted the Breakfast With Santa. Once again we have partnered with the Sausalito Yacht Club to do the event. The doors open at the Yacht Club 8:30 am and Santa will arrive soon after by boat so that the children can give him their list and take pictures with him.

**ISSUES**

Each year the Parks and Recreation Department evaluates their events before moving forward. Cost of the event, attendance, and what benefits the event brings to the Sausalito community are all factors. This next year we will be evaluating events such as the Chili Cook Off to determine if it is worth continuing due to its low attendance. In addition, staff will continue to look at and implement ways to make the experience at Jazz by the Bay better. Due to its success there have been issues with parking and overcrowding.

**FISCAL IMPACT**

As part of the annual budget process the Parks and Recreation Department allocates funds to be spent on events and projects anticipated revenue. These two numbers together give us a "total cost to City". This is a direct cost as it does not include staff time. The Department makes every effort to stay within budget by seeking out sponsors, charging reasonable admission fees as appropriate, and keeping expenditures in check.

In 2010 expenditures were budgeted to be \$97,750 with revenues of \$112,750 resulting in a net gain to the City of \$15,000. Actual expenditures were \$89,515 with actual revenues of \$132,393 resulting in a net gain to the City of \$42,878. This figure is \$27,878 more than budgeted. Detailed revenues, expenses, and total cost for each City event are listed on Attachment A.

**STAFF RECOMMENDATIONS**

Staff Recommends that the Council receive and file this recap on the Special Events Season.

**ATTACHMENTS**

Attachment A – Financial Spreadsheet

PREPARED BY:



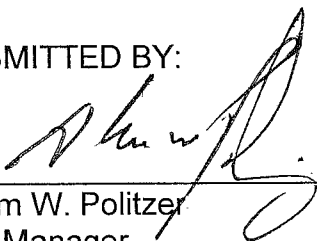
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Recreation Coordinator

PREPARED AND REVIEWED BY:



Mike Langford  
Parks and Recreation Director

SUBMITTED BY:



Adam W. Politzer  
City Manager

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ATTACHMENT A  
REVENUES AND EXPENDITURES

Event	Budgeted			Actual		
	Expenditure	Revenue	Cost to City	Expenditure	Revenue	Cost to City
Spring Garage Sale	250	1000	-750	164	1773	-1609
Easter	700	400	300	1390	329	1061
Caledonia Street Spring Faire	30000	30000	0	25985	38361	-12377
Vina Del Mar Sister City	300	0	300	300	0	300
Concerts for Kids	1000	1500	-500	750	1500	-750
Jazz by the Bay	18000	34000	-16000	17057	45212	-28155
4th of July (Day)	7500	4500	3000	5748	4113	1635
4th of July (Evening)	25000	25000	0	26516	26516	0
Arias in the Afternoon	6500	6500	0	4360	4360	0
Chili Cook Off	6500	7800	-1300	4755	6631	-1875
Fall Garage Sale	250	1000	-750	97	1360	-1263
Halloween	1500	800	700	2393	2237	155
Breakfast with Santa	250	250	0			0
	97,750	112,750	-\$15,000	89,515	132,393	-\$42,878

