



# AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING  
Meeting Date: October 2, 2018

Agenda Item 6-J  
**Approvals:**  
City Manager [Signature]  
Dept. Head [Signature]  
Attorney [Signature]  
Finance [Signature]

**Department:** Beaches, Parks and Recreation Department  
**Prepared By:** Samantha Thomas, Recreation Manager

**Subject:** *WELCOME HOME PARADE FOR CITY'S ADOPTED MARINE UNIT.*

**Fiscal Impact:** This event will cost \$2,507 for materials and equipment and up to \$8,170 in OCSD staff costs to support the safe execution of the parade. There is \$1,000 allocated in the current budget for these costs. A supplemental appropriation in the General Fund of \$1,507 is required to fully fund the materials and equipment costs. A request has been submitted to OCSD to waive the full costs associated with its staff support. If this waiver is not granted, the full amount of \$8,170 will need to be funded through a supplemental appropriation in the General Fund. Soft costs total \$3,622 and will be incurred through the staff time and administrative oversight required to implement the event. All soft costs are already funded through the adopted budget and no additional funding is required.

**Summary:** Staff recommends that Council approve the logistics and costs associated with the 2018 Welcome Home Parade for the 2/4 Marines. The purpose of the event is to support the City's adopted Marine unit and their arrival home from deployment.

**Background:** In 1996, the City Council approved the adoption of the 2<sup>nd</sup> Battalion 4<sup>th</sup> Marines (2/4) as the official adopted marine unit for the City of San Clemente. Since this time, the City, alongside the Heritage of San Clemente Foundation, have provided ongoing care and support of the 2/4 Marines through various events and donation drives. In 2012, the City and the Heritage of San Clemente Foundation hosted the first "Welcome Home Parade" for the 2/4 Marines after completing a tour of duty overseas. The event hosted 500 Marines on foot and classic cars escorting various 2/4 Association members and dignitaries down the Avenida Del Mar parade route to Park Semper Fi. To support this event, at its April 3, 2012 meeting, the City Council approved the waiver of all fees associated with the parade.

Presently, the 2/4 Marines have been deployed overseas and will return home to Camp Pendleton at the end of September to early October. To celebrate this homecoming, staff, in partnership with the Heritage Foundation, propose hosting a Welcome Home Parade on Friday, November 9, 2018 along Avenida Del Mar.

**Discussion:** The 2018 Welcome Home Parade will be held from 10 a.m. to 11 a.m. and will include 1,000 2/4 Marines marching on foot down Del Mar, the 1<sup>st</sup> Division Marine Band, and approximately 18-20 classic cars which will carry 2/4 Association veterans and members, local dignitaries, and military officials. The Marines will arrive on 16 to 20

charter buses (funded through the Heritage of San Clemente Foundation and its sponsors) and are discouraged from bringing their personal vehicles.

The parade route will begin at Our Lady of Fatima, where the Marines and parade vehicles will be staged, and will conclude at Park Semper Fi. The Heritage of San Clemente Foundation has requested to utilize the funding that is currently budgeted and dedicated towards its Veteran's Day event (\$1,250), as outlined in its partnership with the City, to fund the sound system and equipment needed for the ceremony at Park Semper Fi. Therefore, these materials would come at no additional cost to the City. The 2/4 Marines and association members would be at parade rest in the upper Pier Bowl parking lot during the ceremony. This will require closure of the upper lot and Alameda Lane.

For street closures, Police Services has advised that police motors will block traffic "leap frog style" and utilize barricades for effective traffic and pedestrian controls. Additionally, Police Services will arrange for RSVP volunteers and Police Explorers to assist with traffic control along Avenida Presidio, El Camino Real, Avenida Del Mar and in the Pier Bowl. The proposed parade route and no parking zones are outlined below.

**THE 2018 PROPOSED PARADE ROUTE**

Staging: Our Lady of Fatima

- Begin: Avenida Presidio (heading west)
- S. El Camino Real (heading north)
- Avenida Del Mar (heading west)
- End: Park Semper Fi

**PROPOSED NO PARKING ZONES**

- Upper Pier Bowl parking lot
- Avenida Del Mar – El Camino Real to Alameda Lane
- N./S. Ola Vista – Avenida Cabrillo to Avenida Granada
- S. El Camino Real – 100 to 300 blocks, Avenida Del Mar to Avenida Presidio
- Public Parking Lot at 100 block of Avenida Granada (Behind Rocket Fizz)
- Alameda Lane

This event will incur both hard and soft costs. In the adopted Fiscal 18/19 budget, the Beaches, Parks and Recreation Department (BPR) has \$1,000 dedicated towards Special Meetings and Events. This event will exceed this budgeted amount by \$1,507. A request has been sent to the Orange County Sheriff's Department (OCSD) to consider waiving the fees associated with OCSD personnel and support. If this request is approved, the total hard costs for the event will be \$2,507. Staff recommends a supplemental appropriation of \$1,507 to support the remaining costs beyond what is already budgeted. All soft costs are funded through the current budget.

**EVENT HARD COSTS**

<b>MATERIALS &amp; EQUIPMENT</b>	
Street Banner – Hanging & Update	\$622

Portable Restrooms -- Upper Pier Lot	\$625
Promotions/Public Notice Mailers	\$750
Trash Service	\$260
Part-Time Recreation Leader II	\$250
<b>SUBTOTAL</b>	<b>\$2,507</b>
<b>OCSD ESTIMATES</b>	
Admin Services/Traffic Planning	\$1,375
Deputies & Personnel** -- Enforcement of street closure, crowd control, security for Marines and attendees	\$6,795
<b>SUBTOTAL</b>	<b>\$8,170</b>
<b>GRAND TOTAL</b>	<b>\$10,677</b>
**Preliminary cost based on O/T fees; estimate could be reduced by up to 40% with additional RSVP volunteers	

EVENT SOFT COSTS

<b>CITY STAFF ADMIN COSTS</b>	
Street Closures/Postings (PW)	\$760
Avenida Del Mar Decorations (PW)	\$490
Event Coordination (BPR)	\$2,372
<b>GRAND TOTAL</b>	<b>\$3,622</b>

**Recommended Action:**

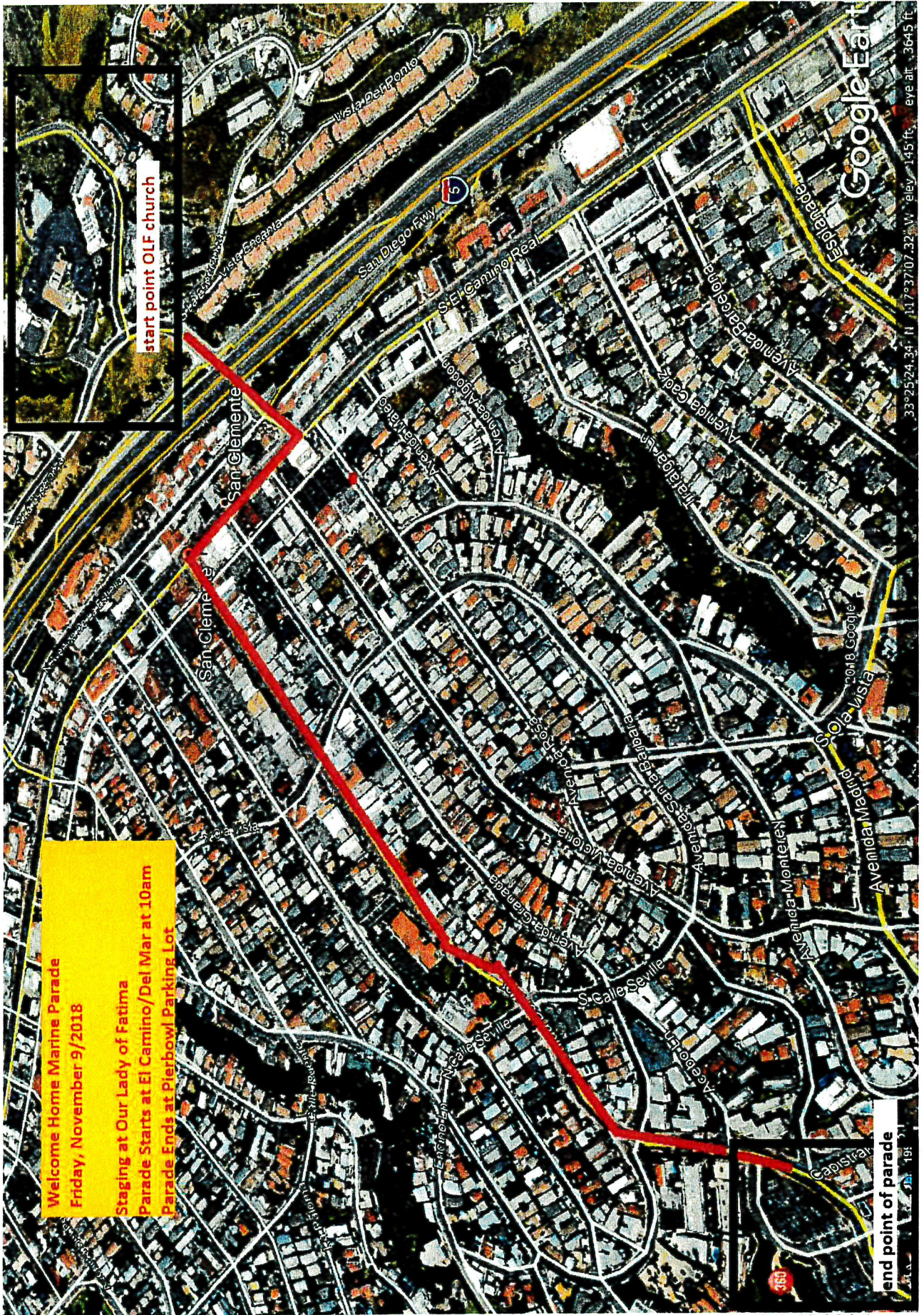
STAFF RECOMMENDS THAT the City Council

- 1.) Approve the parade route, temporary street and parking lot closures and surrounding metered parking spaces along Avenida Del Mar; and
- 2.) Approve a supplemental appropriation of \$1,507 to Account 001-629-44420-000-00000 for the additional costs of materials and equipment; and
- 3.) Approve a supplemental appropriation up to \$8,170 to Account 001-629-44420-000-00000 for OCSD staff support, contingent upon the response from OCSD regarding a fee waiver request.

**Attachments:** Map of Parade Route

**Notification:** Wayne Eggleston, Heritage of San Clemente Foundation





Welcome Home Marine Parade  
Friday, November 9/2018  
Staging at Our Lady of Fatima  
Parade Starts at El Camino/Del Mar at 10am  
Parade Ends at Pierbowl Parking Lot



end point of parade

Google Earth

33°25'24.34" N 117°37'07.32" W elev 145 ft eye alt 3645 ft