AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION
Meeting Date: February 11, 2020

Department: Beaches, Park & Recreation
Prepared By: Samantha Wylie, Recreation Manager

Subject: *FEE WAIVER REQUEST AND REQUEST TO USE SAN CLEMENTE BEACH TRAIL FOR SPECIAL EVENT HOSTED BY AMERICAN CANCER SOCIETY.*

Fiscal Impact: Yes. A fee waiver is requested for $460 in rental fees.

Summary: Staff recommends the Beaches, Parks and Recreation Commission review a request from the American Cancer Society to host a Relay for Life event on the beach, and consider a fee waiver request to waive all fees associated with this event. The event is a 5k beach run/walk.

Background: The American Cancer Society ("ACS") is dedicated to raising awareness about cancer and raising money to assist with improving the lives of those affected by the disease. ACS has hosted a Relay for Life San Clemente event for many years and has demonstrated its popularity among residents. The event supports the research and patient services of the ACS. In 2017 and 2018, the organization hosted the event at Jim Johnson Memorial Sports Park and raised over $30,000 each year. Council approved a fee waiver for both years.

In 2019, ACS made changes to the format of its event and shifted the focus from a local fundraiser to a regional fundraiser. This change moved the event to Laguna Niguel Regional Park, and also garnered support from large sponsors and a greater proportion of event participants.

Acknowledging that San Clemente is an important leg of its community support group, ACS has submitted a Special Event Permit Application (Attachment 1) to host a smaller fundraising event at the Pier. The event name is "San Clemente 5k Beach Run Challenge & Walk of Support".

Discussion: The Beach Run & Walk is proposed to begin south of the Pier at Tower 1 with two routes – one for the 5k run and one for the walk (Attachment 2). The event is not permitted to block any portions of the beach or trail during the course of its event. While the City has permitted beach runs in the past, the permitted use of the Beach Trail is generally not granted without Council approval. This site has no approved fee structure in place and is considered a high use public amenity.

If the use of the Beach Trail is approved, staff recommends that specific conditions of use be included in the permit related to usage of the Trail. This would include a maximum number of participants able to register for the "Walk of Support" portion of the event, as well as a condition to allow these participants to walk in groups not larger

than two persons across. The use of the Trail would be non-exclusive and would require that it remain open for public use throughout the duration of the event.

While the requested fee waiver amount is within the City Manager's authorized dollar amount, staff has brought the 2020 event fee waiver request, along with the special use request to use the Beach Trail, to the Commission for review and further comments on the activity.

Recommended
Action: STAFF RECOMMENDS THAT the Beaches, Parks and Recreation Commission recommend the City Council
1.) Approve a fee waiver for fees associated with the American Cancer Society Relay for Life event to be held on the beach in an amount not to exceed $460; and
2.) Provide a recommendation for the use of the Beach Trail for a one-time special event hosted by the American Cancer Society.

Attachments: 1.) Special Event Fee Waiver Request
2.) Proposed beach walk/run map

Notification: Relay for Life – American Cancer Society

December 16, 2019

Members, City Council of San Clemente
Samantha Wylie, Department of Parks and Recreation

Dear City Officials,
The planners of an event currently under consideration for the San Clemente City Beach in May, 2020, wish to request a waiver of any possible fees. This event is to the sole benefit of the American Cancer Society's regional Relay for Life. Proceeds will all be donated to the ACS for cancer research and local patient services.** Although the beach use fees are fairly modest, it is the intent of the planners to minimize any costs and fees in order to make as large a donation as possible. Participants make an individual donation in order to register for participation in the event. The event consists of a 5K Beach Run Challenge and a concurrent Beach Trail Walk of Support for families.

We deeply appreciate your consideration in this matter.

Sincerely,
Katie Robinson katie.robinson2@cox.net
David Robinson David.robinson2@cox.net
Mary Grant Mary.grant@cancer.org

**Examples of where the donated money goes:
- ACS offers more cancer research funding than any other organization besides the US government.
- ACS has funded 49 cancer researchers who received Nobel Prizes.
- ACS currently funds over $49,000,000 to 91 California cancer research trials and studies.
- ACS volunteers answer 1.4 million hotline calls per year.
- ACS offered 6 million free night stays at Hope Lodges.
- ACS offered 1 million free cancer screenings to low-income patients.
- ACS offered 9 million free rides to treatments.
- ACS' national advocacy for "smoke-free" laws.
- ACS advocates for insured preventative medical screenings.
- ACS offers free information on all forms of cancer and treatments at www.cancer.org.
- ACS advocated (2015-present) for $10 billion increase in government funding for NIH and NCI cancer research.

Relay for Life San Clemente 5K Beach Run Challenge and Beach Trail Walk of Support

Ⓟ Parking in city lots at pier bowl or nearby

Ⓜ Main Registration, Opening Welcome

First Aid and Hydration
By table area: 3 popups, speaker mic, 3 pole banners

⬇ 2 fence banners by pier bowl street parking area
(directional signage)

🏃👫HQ Walk of Support Headquarters

🏃🏃HQ 5K Beach Run Challenge Headquarters

🚩TR Turning-point Flag + First Aid-Hydration (Near Linda Lane and at the Calafia Trail Crossing)
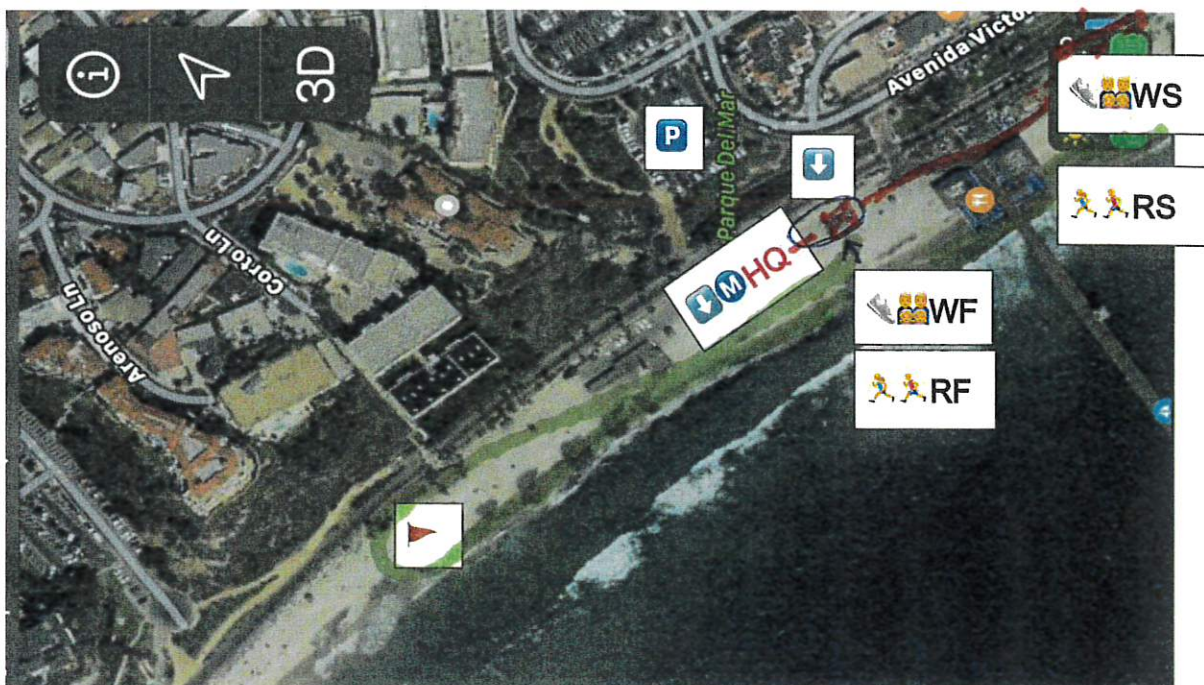
🏃👫WS Trail Walk Start

🏃👫WF Trail Walk Finish
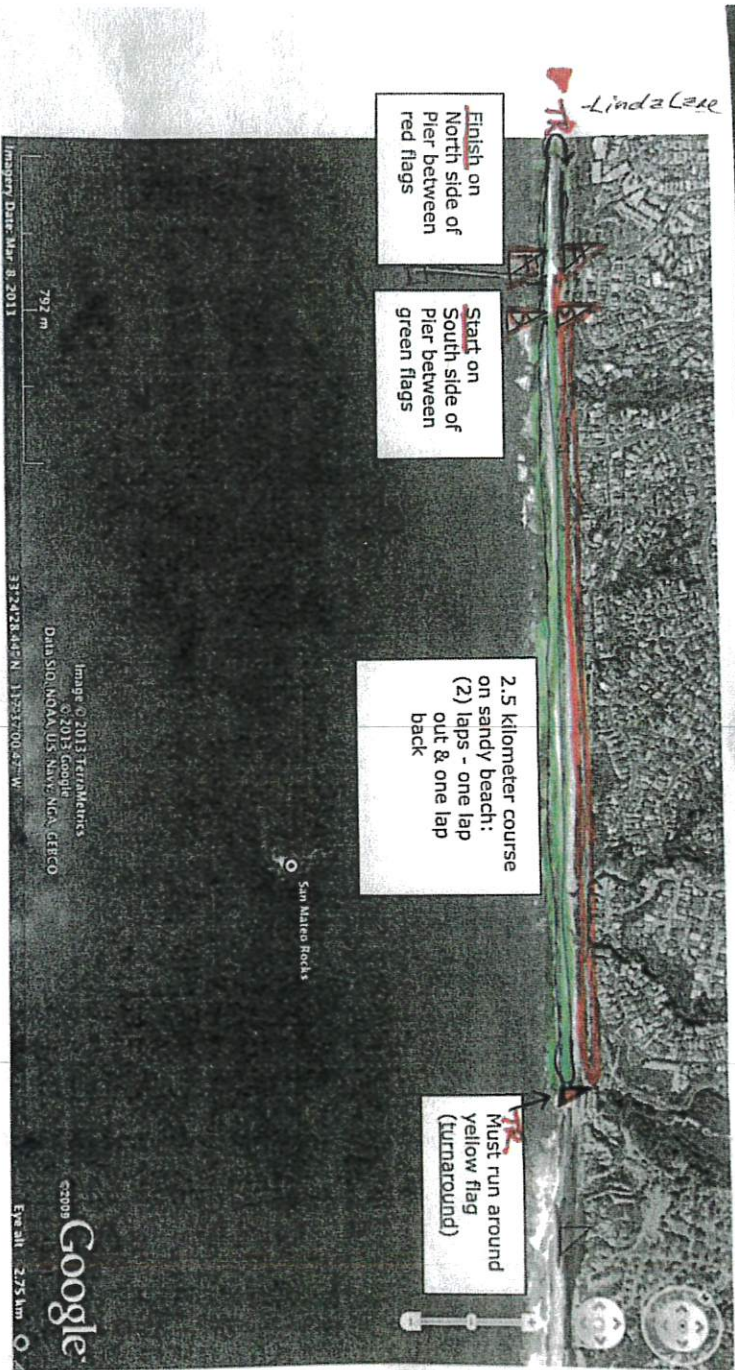
🏃🏃RS 5K Challenge Start

🏃🏃RF 5K Challenge Finish

==== Trail Walk and Challenge Routes (on City Beaches only)
==== Alternate Change Route including State Beach

PREFERRED ROUTE MAP

Linda Lane

Finish on North side of Pier between red flags

Start on South side of Pier between green flags

2.5 kilometer course on sandy beach: (2) laps - one lap out & one lap back

Must run around yellow flag (turnaround)

San Mateo Rocks

792 m

Imagery Date: Mar 8, 2011

Image © 2013 TerraMetrics
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Data SIO, NOAA, U.S. Navy, NGA, GEBCO

33°24'28.44" N 117°37'00.47" W

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Eye alt 2.75 km

City Beach use only routes

———— Beach Trail walk of Support loop route.

———— 5 K Beach Run challenge loop route