

Lompoc City Council Agenda Item



City Council Meeting Date: March 5, 2013

TO: Laurel M. Barcelona, City Administrator

FROM: JoAnne Plummer, Recreation Manager

SUBJECT: Consideration of Proposed Lompoc Criterium Race on June 30, 2013

Recommendation:

Staff recommends Council accept the staff report and:

- 1) Approve a \$5,000 cash contribution necessary for the event;
- 2) Approve an in-kind contribution of labor for support from the Police Department, Fire Department, Recreation and Streets Divisions; and
- 3) Authorize the City Administrator to sign an agreement (to be prepared by staff) with Mike Hecker of Stump Grinder Productions, to conduct a Criterium event on June 30, 2013, in Lompoc; or
- 4) Provide staff alternate direction.

Background and Discussion:

On February 5, 2013, Mike Hecker with Stump Grinder Productions presented a proposal before City Council to hold a Criterium Race in Lompoc this June. Criterium is a bicycle race that takes place on a small and tight road course, ideally in a downtown setting. The course falls within a distance range of .6 – 1.5 miles in length. It is proposed the Lompoc event take place on Sunday, June 30, 2013, on a course that is structured to close down parts of H Street and Ocean Avenue. Staff will return with a resolution at a later date to authorize the needed partial street closures.

Mr. Hecker has held multiple meetings with members of the Lompoc Police and Fire Departments, Streets and Recreation Divisions, as well as other collaborative partners such as the Healthy Lompoc Coalition, the Lompoc Valley Chamber of Commerce and other interested individuals and organizations. In addition, Mr. Hecker and the Recreation Division met with representatives from the Flower Festival to ensure there is no conflict with those two events occurring simultaneously in our community.

The proposal presented on February 5th was to coordinate the new Lompoc event with the existing Buellton Criterium and market the two events together. Last year, the

Buellton event was held in March and struggled with rain, but they still had an overwhelming response of participants. The Buellton date for 2013 has been set and moved from March to June, in an effort to avoid undesirable weather conditions. That date is ideal for the racing calendar, as it falls one week before the Manhattan Beach Grand Prix, a significant racing event in Southern California in which thousands of racers will travel from all over the country to participate.

The Lompoc event would be named after the title sponsor, but would be presented by, "The City of Lompoc." The streets along the course would be closed on Sunday, June 30, 2013, beginning at 5:00 a.m. and would re-open no later than 7:00 p.m. The Lompoc Police Department would provide volunteers and law enforcement officers to assist with crowd control and event security. The Lompoc Fire Department would work closely with the Emergency Medical Team provided by the event and would staff an emergency response vehicle at race control to coordinate communications and provide response as needed to spectators and participants. The Streets Division would complete the Cal Trans Permit for the street closures, as well as handle the logistics related to the street closures and the detours to ease the impacts on the community. The Recreation Division would act as the City's liaison to the Criterium event to ensure all aspects of the agreement are met.

In addition, the Chamber of Commerce is working with Mr. Hecker to identify potential sponsors, as well as creating a coupon sheet to include in all online promotions. The Healthy Lompoc Coalition would be hosting a bike rodeo on the day of the event to encourage local children to practice bicycle safety. In addition, the Festival Association is meeting to discuss how they can be involved. Suggestions include providing free passes to the Flower Festival on Sunday, to be distributed upon registration. That event would typically include many non-profit organizations with fundraising booths, as well as a beer garden. This year, due to the Flower Festival, organizers have agreed not to have a beer garden and to keep participation to the business community, in order to support local businesses and not pose a conflict with an on-going community event.

Fiscal Impact:

In order for the City of Lompoc to sponsor a Criterium this year, organizers are requesting a \$5,000 non-General Fund contribution from the current fiscal year and an in-kind contribution of \$5,000-\$7,000 in equipment and overtime expense for Fire, Police and Street personnel. Funds will be appropriated from account number 52500-59150 – Community Education. The equipment and overtime expense will be absorbed into the existing Department budgets, with no additional requests of financial support.

Conclusion:

Council is requested to consider the sponsorship of a proposed Criterium in Lompoc for June 30, 2013, and approve the expenses outlined in this report. If Council approves the event, then direct staff to develop a formal agreement with Mike Hecker of Stump Grinder Productions and authorize the City Administrator to sign on behalf of the City of Lompoc.

Respectfully submitted,

JoAnne Plummer, Recreation Manager

APPROVED FOR SUBMITTAL TO THE CITY ADMINISTRATOR:

Teresa Gallavan, Economic Development Director / Assistant City Administrator

APPROVED FOR SUBMITTAL TO THE CITY COUNCIL:

Laurel M. Barcelona, City Administrator