



CITY COUNCIL AGENDA REPORT

MEETING DATE: JULY 3, 2012

ITEM NUMBER: AA-9

SUBJECT: FIRST FRIDAYS ROAD SHOW - COSTA MESA CAR SHOW

DATE: JUNE 25, 2012

FROM: OFFICE OF THE CEO

PRESENTATION BY: DAN JOYCE, PUBLIC AFFAIRS MANAGER

FOR FURTHER INFORMATION CONTACT: DAN JOYCE (714) 754-5667
dan.joyce@costamesaca.gov

RECOMMENDATION:

Staff recommends that the City Council provide staff direction and approve the use of a portion of City Hall parking lot for a monthly car show.

BACKGROUND:

Car shows have been supported by cities throughout Southern California and Orange County including weekly events in Huntington Beach, Irvine, Anaheim, Laguna Niguel, Stanton and Lake Forest.

Costa Mesa has had a long standing history with cars, including the Ellis Brothers of Fairview who raced their 1909 Buick in the 1913 and 1914 Los Angeles to Phoenix Road Race and residents that raced their dragsters at the Santa Ana Drag at the OC Airport in the 1950's. More recently, the annual Barrett-Jackson Collector Car Auction attracted 54,000 attendees who spent over \$14 million dollars in a single weekend.

In addition, the City of Costa Mesa celebrates the auto industry with its many dealerships and related automotive businesses on Harbor Boulevard and the Westside.

Mayor Bever requested that the City Council consider the creation of an ongoing First Fridays Road Show at City Hall. The event is supported with sponsorships from the Barrett-Jackson Auction Company, Costa Mesa Conference and Visitor Bureau, local car clubs and community members.

This proposed car show would continue to celebrate the car culture in Costa Mesa. The event would provide the community with a family-friendly event and fill a need for Costa Mesa based car enthusiasts and promote our Civic Center as a community gathering spot.

ANALYSIS:

The proposed grass roots event would be scheduled on the first Friday of each month. This day was chosen because Friday evenings do not conflict with other local car shows in the area. The event could host up to 100 classic cars in a designated area in the front parking lot of City Hall. Public parking would be located in the center and back parking lots. (See Attachment 1.)

The event is scheduled from 6 pm to 8 pm. All car participants would be required to carry automobile insurance and would sign a release of liability waiver. Special events are covered under our insurance policy. If additional insurance is recommended, it is estimated to cost \$1,200 annually. This cost would be covered under the sponsorships.

The event and parking will be free to the public. One gourmet food truck will be secured to provide food and drinks. All proper permits and insurances will be secured for the food truck.

Estimated crowds will be between 100 to 500 people. The event could be marketed through the city website, Costa Mesa Chamber of Commerce, flyers to car clubs, ads in Daily Pilot and grow organically through social marketing and word of mouth.

ALTERNATIVES CONSIDERED:

Do not proceed with the event and do not create the First Fridays Road Show.

FISCAL REVIEW:

Staff's expectation is the event will be self-funding through cash and in-kind sponsorships. If approved, additional sponsors will be invited to participate and help promote the event and help underwrite some costs. Currently the Costa Mesa Conference and Visitor Bureau and the Barrett-Jackson Auction Company have agreed to monetary and in-kind support for the event.

Start up costs for the car shows are estimated to include three hours of set up and event coordination for the first two events. This will be handled by the Public Affairs Manager and supported by community volunteers. The remaining events will be coordinated by a small team of community volunteers. We estimate some minor printing costs to produce the event flyers. This cost would be covered by the sponsorships.

LEGAL REVIEW:

No legal review is required for this item.

CONCLUSION:

The City Council needs to determine whether to move forward with support for the event and to authorize use of the City Hall parking lot for a monthly car show.

DAN JOYCE
Public Affairs Manager

RICK FRANCIS
Assistant Chief Executive Officer

BOBBY YOUNG
Director of Finance & IT (fiscal review
only)

DISTRIBUTION: Risk Management
Police
Fire
Public Services
City Attorney
Chamber of Commerce
Conference and Visitor Bureau

ATTACHMENTS: 1. Venue Layout

File Name: 070312CMCarShow	Date 062512	Time: 2:00 p.m.
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Parking

