

Regular Meeting  
City Hall Council Chambers  
East side of Monte Verde  
between Ocean & 7<sup>th</sup>

Tuesday  
January 12, 2016  
9:30 a.m.

Donna Jett, Chair  
Grace Lee  
Stacy Meheen  
Judy Refuerzo  
Bobby Richards

### Call to Order and Roll Call

### Pledge of Allegiance

### Appearances

Thank you for attending the meeting. Anyone wishing to address the Commission on matters not on the agenda, but within the jurisdiction of the Commission, may do so now. Please state the matter on which you wish to speak. Matters not appearing on the Commission's agenda will not receive action at this meeting but may be referred to staff for a future meeting. Presentations will be limited to three minutes, or as established by the Commission. Persons are not required to give their name or address, but it is helpful for speakers to state their name in order that the Secretary may identify them.

### Consent Agenda

1. Approval of Minutes of the November 10, 2015 Meeting (pp. 1 - 3)

### Orders of Business

#### New Business

2. Election of Officers (p. 4)
3. Consider a request for a waiver of fees in the amount of \$4052 and forward a recommendation to the City Council regarding the 6<sup>th</sup> Annual Run in the Name of Love 5K and 2K event to be held June 19, 2016 (pp. 5 - 57)
4. Review Community Activities and Cultural Commission Rules of Procedure and provide direction as necessary (pp. 58 - 65)

#### Old Business

5. Discuss Community Activities and Cultural Commission participation in the 2016 City Centennial celebrations, and provide direction as necessary (pp. 66 - 68)

### Reports from the Chair and Commissioners

#### Reports from the staff – receive and discuss reports, provide direction as necessary

6. City Council decision regarding Monterey Vintner's event expansion and fee waiver request
7. Verbal review of 2016 Special Events
  - Carmel Ribbon Cutting / Centennial Launch, Friday, Friday, January 8, Ocean Avenue
  - 20<sup>th</sup> Annual Breakfast with the Bunny and Bunnyland, Saturday, March 26, Devendorf Park
  - Monterey Vintners Winemakers' Celebration, Saturday, May 7, Dolores between Ocean and 7<sup>th</sup> Avenues, 7<sup>th</sup> Avenue between Dolores and San Carlos
  - 36<sup>th</sup> Annual Surfabout Contest, May 6, 7, 8, Carmel Beach

- 22<sup>3rd</sup> Annual Carmel Art Festival, May 12-15, Mission between Ocean and 6<sup>th</sup>
- Memorial Day Ceremony, Monday, May 30, 11:00 am, Devendorf Park
- 6<sup>th</sup> Annual Run in the Name of Love, Sunday, June 19, 8:00 am, Race Start on San Carlos Street – Finish at Del Mar.
- 14<sup>th</sup> Annual 4<sup>th</sup> of July Celebration, Monday, July 4, 12:00 pm, Devendorf Park
- 10<sup>th</sup> Annual Concours on the Avenue, Tuesday, August 9, various locations and Devendorf Park
- 19<sup>th</sup> Annual Pebble Beach Tour d'Elegance, Thursday, August 11, 11:30 am Ocean Avenue and Devendorf Park
- Carmel Chamber of Commerce Refreshment Lounge, Thursday, August 11, San Carlos between Ocean and 6<sup>th</sup>
- Carmel High School Homecoming Parade, TBD, Ocean Avenue
- 55<sup>th</sup> Annual Sandcastle Contest, TBD, Carmel Beach
- 8<sup>th</sup> Annual Carmel International Film Festival , Wednesday - Sunday, October 19-22 – various locations
- 100<sup>th</sup> City Birthday Party and Parade, Saturday, October 29
- 2<sup>nd</sup> Annual Pumpkin Roll, TBD, Ocean Avenue
- Veterans Day Ceremony, Friday, November 11, Devendorf Park
- 46<sup>th</sup> Annual Homecrafters' Marketplace., Saturday, November 19, 9:00 am to 3:00 pm – Sunset Center North Lot
- Tree Lighting, Friday, December 2, 4:30 pm – Ocean Avenue and Devendorf Park.

10. Future Agenda Items

11. Adjournment

#### **AFFIDAVIT OF POSTING**

*I, Janet Bombard*, Library and Community Activities Director for the City of Carmel-by-the-Sea, DO HEREBY CERTIFY, under penalty of perjury under the laws of the State of California, that the foregoing notice was posted at the Carmel-by-the-Sea City Hall bulletin board, posted at the Harrison Memorial Library on Ocean and Lincoln Avenues and the Carmel Post Office and distributed to members of the media on January 8, 2016.

Dated this 8th day of January, 2016, at the hour of 12:00 p.m.

Janet Bombard  
Library and Community Activities Director

MINUTES  
COMMUNITY ACTIVITIES & CULTURAL COMMISSION  
CITY OF CARMEL-BY-THE-SEA  
REGULAR MEETING, November 10, 2015

I. **CALL TO ORDER AND ROLL CALL**

PRESENT: Commissioners: Jett, Lee, Meheen, Richards, Refuerzo  
ABSENT: None  
STAFF PRESENT: Janet Bombard, Library and Community Activities Director  
Margi Perotti, Community Activities Coordinator

II. **PLEDGE OF ALLEGIANCE**

Members of the audience joined Commission Members in the Pledge of Allegiance.

III. **EXTRAORDINARY BUSINESS**

Chairperson Jett introduced new Commissioner Grace Lee and welcomed her to the Commission.

IV. **APPEARANCES**

Michael Pyon appeared and said he represented 25 pickle ball players who would like to have exclusive use of the tennis courts on Thursdays and Saturdays at 10:00 a.m. for two hours. He would like to have the signs changed to reflect the needs of the pickle ball players.

Steve Dallas welcomed Grace Lee and wanted to thank staff and the Commission for the successful Pumpkin Roll event. He would like the 2016 pumpkin roll to be a separate event.

V. **APPROVAL OF MINUTES OF THE OCTOBER 13, 2015 REGULAR MEETING**

Commissioner Meheen corrected the spelling of Di Girolamo. It was moved by Meheen and seconded by Refuerzo to approve the minutes as corrected. The motion was approved with the following roll call vote:

AYES: Jett, Meheen, Richards, Refuerzo  
NOES: None  
ABSENT: None  
ABSTAIN: Lee

VI. **ORDERS OF BUSINESS**

A. Consider a request from the Monterey County Vintners and make a recommendation to the City Council regarding requests to: 1) expand the Winemakers Celebration event venue to include part of 7<sup>th</sup> Street; and 2) be granted a waiver of fees for the event.



Scott Caraccioli and Kim Stemler appeared and discussed the expansion of the event, layout and flow of pedestrian traffic, volunteers and addressed questions of the Commission. They are anticipating the sale of approximately 1200 tickets. No other appearances. Commissioner Richards encouraged the event organizers to make this event profitable to not have to request a fee waiver for next year.

Following discussion, it was moved by Commissioner Richards and seconded by Commissioner Meheen to send a recommend to the City Council to approve the expansion of the event and the fee waiver for calendar year 2016. The motion carried by the following roll call vote:

AYES: Lee, Meheen, Richards, Refuerzo, Jett  
NOES: None  
ABSENT: None  
ABSTAIN: None

- B. Consider Community Activities and Cultural Commission participation in the 2016 City Centennial celebrations and forward a budget request to the City Council for funding.

No public appearances. Following discussion, it was moved by Chairperson Jett and seconded by Commissioner Meheen to send a request to the City Council to have a placeholder of approximately \$2000.00 in addition to the cost of the banner (cost of banners is currently unknown) to be able to participate in the Centennial of a yet to be determined activity or display. The motion carried by the following roll call vote:

AYES: Lee, Meheen, Richards, Refuerzo, Jett  
NOES: None  
ABSENT: None  
ABSTAIN: None

**VII. ANNOUNCEMENTS FROM CHAIR AND COMMISSIONERS.**

Chairperson Jett commented on the groups that came from out of the area to participate in the pumpkin roll. She recommended that the event be for only two hours next year. In addition, she extended an invitation to attend the 90th Birthday of the Carmel Women's Club. The date is December 6<sup>th</sup>.

Commissioner Meheen commented on the lanterns that are for sale for \$35.00 at the Carmel Visitors Center. She thought it was a great idea to start the celebration of the Centennial.

**VIII. ANNOUNCEMENTS FROM STAFF – receive and discuss reports, provide direction as necessary.**

Staff member Bombard informed the Commission that Eagle Scout Michael Doyle has obtained a permit to perform minor earth work and construction of a level parking pad at the Scout House.

Staff member Bombard stated the City has hired a consultant to look at all fees including Vista Lobos fees. Once this report is complete it will be forwarded to the City Council for action.



The use of the north parking lot for the Sunset Center Gala was approved by the City Council.

**A. Review of 2015 Special Event Permits**

Staff members Perotti and Bombard gave verbal reviews of the special events and addressed questions from the Commission. The Commission would like to consider moving the City Birthday lunch to Devendorf Park, and also better distribution of food. Possibly a shorter roll for the pumpkins, and an exit route for the rollers.

Director Bombard asked the Commissioners for volunteer help with Homecrafters' Marketplace. Richards, Meheen, Rufurezo volunteered to be on site at 5:15 a.m., Saturday Nov. 21, 2015.

**IX. FUTURE AGENDA ITEMS**

Election of Officers and ongoing Centennial Status.

**X. ADJOURNMENT**

There being no further business to come before the Commission, Chair Jett adjourned the meeting at 10:12 a.m.

Respectfully submitted,

Margi Perotti, Community Activities Coordinator

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Approved by:

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Donna Jett, Chair

# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

January 12, 2016

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**To:** Community Activities and Cultural Commissioners  
**From:** Janet Bombard, Library and Community Activities Director  
**Subject:** Annual Election of Officers

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Each January, per the Community Activities and Cultural Commission Rules of Procedure, the Commission elects a new Chair and Vice-Chair.

The process, according to the Rules of Procedure, is as follows:

C. Officers

1. Selection

- a. A Chair and Vice-Chair shall be elected annually from among the Commission's membership at the beginning of the January meeting to serve at the pleasure of the Commission
- b. The elections process commences with individual Commissioners nominating candidates until a motion is made, seconded and approved to close nominations. At the conclusion of any discussion, the roll is called alphabetically and each Commissioner votes for one of the nominated candidates until one is elected by simple majority. The newly elected or reelected Chairman takes the Chair's seat and repeats this process for the Vice Chair.
- c. The Vice-Chair shall succeed the Chair if he/she vacated his/her office before his/her term is completed, the Vice-Chair to serve the unexpired term of the vacated office. A new Vice Chair shall be elected at the next regular meeting.
- d. In the absence of the Chair and Vice-Chair, any other member shall call the Commission to order, whereupon a Chair shall be elected from the members present to preside.
- e. The terms of office of the Chair and Vice-Chair shall not exceed two (2) consecutive terms.

The Vice-Chair position, which was filled by former Commissioner Downing, is currently vacant.



# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

January 12, 2016

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**To:** Community Activities and Cultural Commissioners

**From:** Janet Bombard, Library and Community Activities Director

**Subject:** Consider a request for a waiver of fees in the amount of \$4052 and forward a recommendation to the City Council regarding the 6<sup>th</sup> Annual Run in the Name of Love 5K and 2K event to be held June 19, 2016

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### **ANALYSIS/DISCUSSION:**

The sixth annual Run in the Name of Love 5K and 2K event is scheduled to take place on Sunday, June 19, 2016. Approximately 1,000 people are expected to participate.

The run/walk course is the same as last year, with the event beginning at Sunset Center and finishing in the Del Mar parking lot at the foot of Ocean Avenue. In 2015, event organizers secured a 5-year Coastal Development Permit from the City Planning and Building Department to close the Del Mar Parking lot.

Event organizer Susan Love, Director of the Just Run Program, is requesting a waiver of eligible event fees. Because there are no proposed changes to this year's event, fees which are eligible to be waived will remain the same as last year: \$4052.

There are several issues that the commission will want to consider when formulating a recommendation to the City Council with respect to this fee waiver request, the most compelling of which is the fact that all but \$3,150 of the City's annual budget for fee waivers (\$27,500) has been allocated to other events this fiscal year. Run in the Name of Love's fee waiver request in the amount of \$4052 exceeds the amount remaining in the budget. In addition, the commission will be considering a fee waiver request from another organization at the February 2016 meeting.

City Policy C12-02 provides guidelines for special event fee waivers. Policy considerations applicable to this request are as follows:

- The number of years for which an organization will be eligible for ongoing waivers of fees for the same event shall be no more than three years from the inception of the event. Run in the Name of Love has received an annual fee waiver from the City since 2012.
- Charitable contributions will be made to charitable organizations within the 93921 zip code area. The beneficiary of the event, Just Run, is not in the 93921 zip code area. The parent organization, Big Sur International Marathon, does contribute to charities in the 93921 area code; however, the Run in the Name of Love event does not.
- Priority will be given to organizations that provide educational and/or community programs and events that are open to the general public free of charge.

The Community Activities and Cultural Commission considered Run in the Name of Love's 2015 fee waiver request, and made the following recommendation to the City Council: "consider the fee waiver

request even though it is not consistent with the fee waiver policy". The City Council granted the fee waiver on the basis of the CA&CC's recommendation.

ATTACHMENTS:

- Attachment 1: Special Event Application (pp. 7 – 49)
- Attachment 2: Documentation required for a fee waiver, submitted by event organizer (pp. 37 – 50)
- Attachment 3: Estimated 2016 Run in the Name of Love event fees (p. 51)
- Attachment 4: City Council Policy C12-02, Event Fee Waivers (p. 52)
- Attachment 5: Additional documents submitted by event organizer (pp. 53 – 57)



**EVENT DESCRIPTION**

DATE OF REQUEST: 12/21/15

DATE OF EVENT: 6/19/16

EVENT ORGANIZER: Big Sur International Marathon, Susan Love Race Director

EVENT TYPE:  Athletics/Recreation       Parade/Procession/March  
 Exhibits/Art       Other: \_\_\_\_\_  
 Festival/Celebration

EVENT TITLE: Run in the Name of Love

**EVENT DESCRIPTION:**

Be as specific and detailed as possible. Include ALL equipment to be utilized for the event, including tents, tables, chairs, sound equipment, props, generators, etc. Attach additional information on a separate page if needed.

The sixth annual Run in the Name of Love is composed of a 5K run and a 2K walk. The run/walk will begin at Carmel-by-the-Sea's Sunset Center on San Carlos and end on Scenic Road at Ocean Avenue. Dogs will be permitted in the Walk. Upon approval, the Event will be held on June 19th, 2016. The 5K, with an expected number of 800 participants, will begin at 8:30 AM and the 2K, with an expected number of 200 participants, will begin at 8:40 AM. The finish celebration (awards, raffle, and refreshments) will be located in Del Mar Parking Lot. Set-up of the announcer platform, tables, port-potties, fencing, and tents begins at approximately 4:30 AM. (Continued on attached page)

Is this an annual event?  Yes  No How many years have you been holding this event? 5, 6<sup>th</sup> in 2016

Total Anticipated Attendance: 800-1000

**APPLICANT AND SERVICE PROVIDER INFORMATION**

EVENT APPLICANT NAME: Susan Love

ADDRESS Big Sur Marathon P.O. Box 222620 Carmel, CA 93922

TELEPHONE: 831-625-6226      EVENING:      CELL: 831-818-3989      FAX: 831-625-2119

List all professional event organizers, event service providers, or commercial fund-raisers hired by you that are authorized to work on your behalf to plan, produce and/or manage your event. Attach additional names and information on a separate page if needed. **Note:** Any person, firm or business conducting or carrying on any type of business within the City must have a City of Carmel-by-the-Sea business license.

1. SERVICE PROVIDER NAME: N/A

ADDRESS:

In the past, the timing system and equipment have arrived for set-up at Sunset Center and at the entrance of Del Mar Parking Lot, on Scenic, at 6:45 AM AM to be set-up. If approved this year, at 10:50 AM the race organizers and the Military from DLI will begin to dismantle the equipment, remove all items, and insure that the parking lot is left in a pristine condition. The parking lot would be scheduled to reopen to the public at 11:30.

The proceeds would benefit the Big Sur International Marathon's highly acclaimed youth fitness program JUST RUN.



City of Carmel-by-the-Sea Special Event Permit Application

TELEPHONE: DAY: EVENING: CELL: FAX:

CITY OF CARMEL-BY-THE-SEA BUSINESS LICENSE NUMBER: \_\_\_\_\_

2. SERVICE PROVIDER NAME:

ADDRESS:

TELEPHONE: DAY: EVENING: CELL: FAX:

CITY OF CARMEL-BY-THE-SEA BUSINESS LICENSE NUMBER: \_\_\_\_\_

3. SERVICE PROVIDER NAME:

ADDRESS:

TELEPHONE DAY: EVENING: CELL: FAX:

CITY OF CARMEL-BY-THE-SEA BUSINESS LICENSE NUMBER: \_\_\_\_\_

**SPECIAL EVENT LOCATION**

SPECIAL EVENT LOCATION(S): Please be as specific and detailed as possible. Include street names, intersections, parks, and/or any other pertinent directional details.

The event begins in the courtyard of Sunset Center on San Carlos between 8<sup>th</sup> and 10<sup>th</sup>. The roads utilized by the event will remain open; the specifics are on map attached. The finish awards ceremony and celebration will be held in Del Mar Parking Lot.

**EVENT SCHEDULE / TIMELINE**

**SCHEDULE:**

	Date	From (Include AM/PM)	To (Include AM/PM)	Number of Hours
Set up / Load in	6/19/16	5:00 AM	8:30 AM	3.5 Hours
Time of event	6/19	8:30 AM	10:45 AM	2.25 Hours
Take down/ Load out	6/19	10:45 AM	11:30 AM	.75 Hours
<b>TOTAL HOURS REQUIRED</b>				<b>6.5 Hours</b>

Will this event require admission, entry, participation, or sponsorship fees?  Yes  No

If so, please list ALL required admission, entry, participation and sponsorship fees.

The registration fee for the 5K race is \$40.00  
The registration fee for the 2K run/walk is \$35.00

### SITE PLAN/ ROUTE MAP

Attach a Site Plan and/or Route Map to this application. Include the following information:

- An outline of the entire event venue, including the names of all streets, intersections, or areas that are part of the venue. If the event involves a moving route of any kind, indicate the direction of travel and all street or lane closures.
- The location of all fencing, barriers and/or barricades. Indicate any removable fencing for emergency areas.
- The provisions for minimum twenty foot (20') emergency access lanes throughout the event venue.  
The location of all portable restrooms, including accessible portable restrooms. Note: portable toilets are not permitted on Scenic Avenue or the beach.
- The location of all stages, platforms, scaffolding, bleachers, grandstands, canopies, tents, booths, cooking areas, trash containers and dumpsters, and other temporary structures.
- A detail or close-up of a food booth or cooking area configuration, including booth identification of all vendors cooking with flammable gases or barbecue grills.
- Generator locations and/or source of electricity. Note: generators are not permitted on the beach or Scenic Avenue
- Placement of vehicles and/or trailers.
- Exit locations for outdoor events that are fenced and/or locations within tents and tent structures.
- The location of first aid facilities and ambulances if applicable.
- Identification of all event components that meet accessibility standards.

### RESERVING PARKING STALLS

1. List the exact location(s) of the parking stall(s) you wish to reserve. Please Note: parking stalls on Scenic Avenue and in the Del Mar parking lot cannot be reserved. Parking stalls on Ocean Avenue cannot be reserved on Tuesday and Thursday of Car Week.

Per city approval for the past five years, Run in the Name of Love has been granted permission to use the Del Mar Parking lot from 5:00 AM to the completion of the even at 11:30 at which time the parking lot reopens for public use.

2. Please indicate specifically how the parking stall(s) will be used. Required

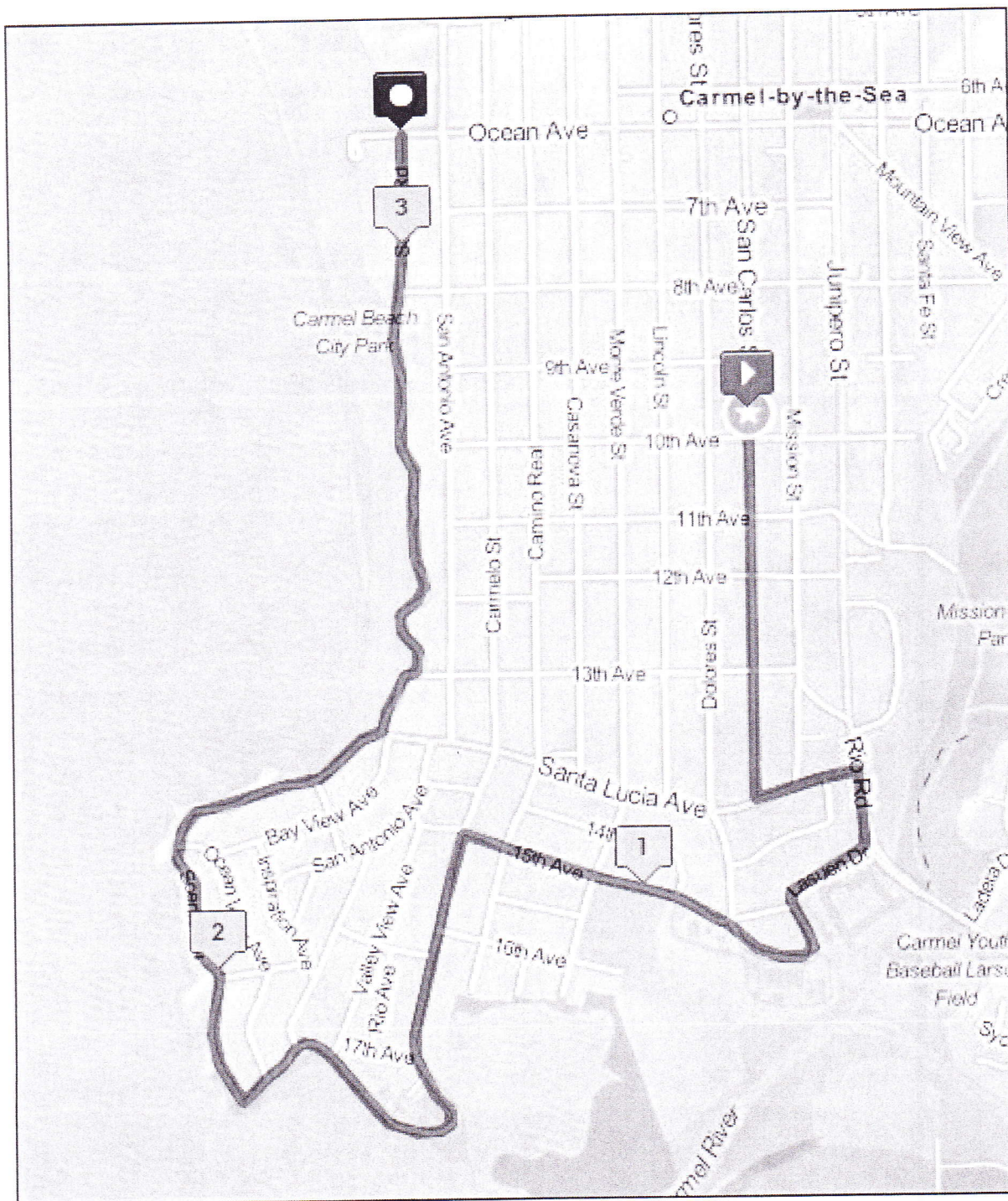
Parking stalls at the east end of the closed Del Mar Parking Lot will be reserved for committee members and the timing company who require access to the parking lot area.



# Run Love

*in the name of*

## 5K Course





# Run Love

*in the name of*

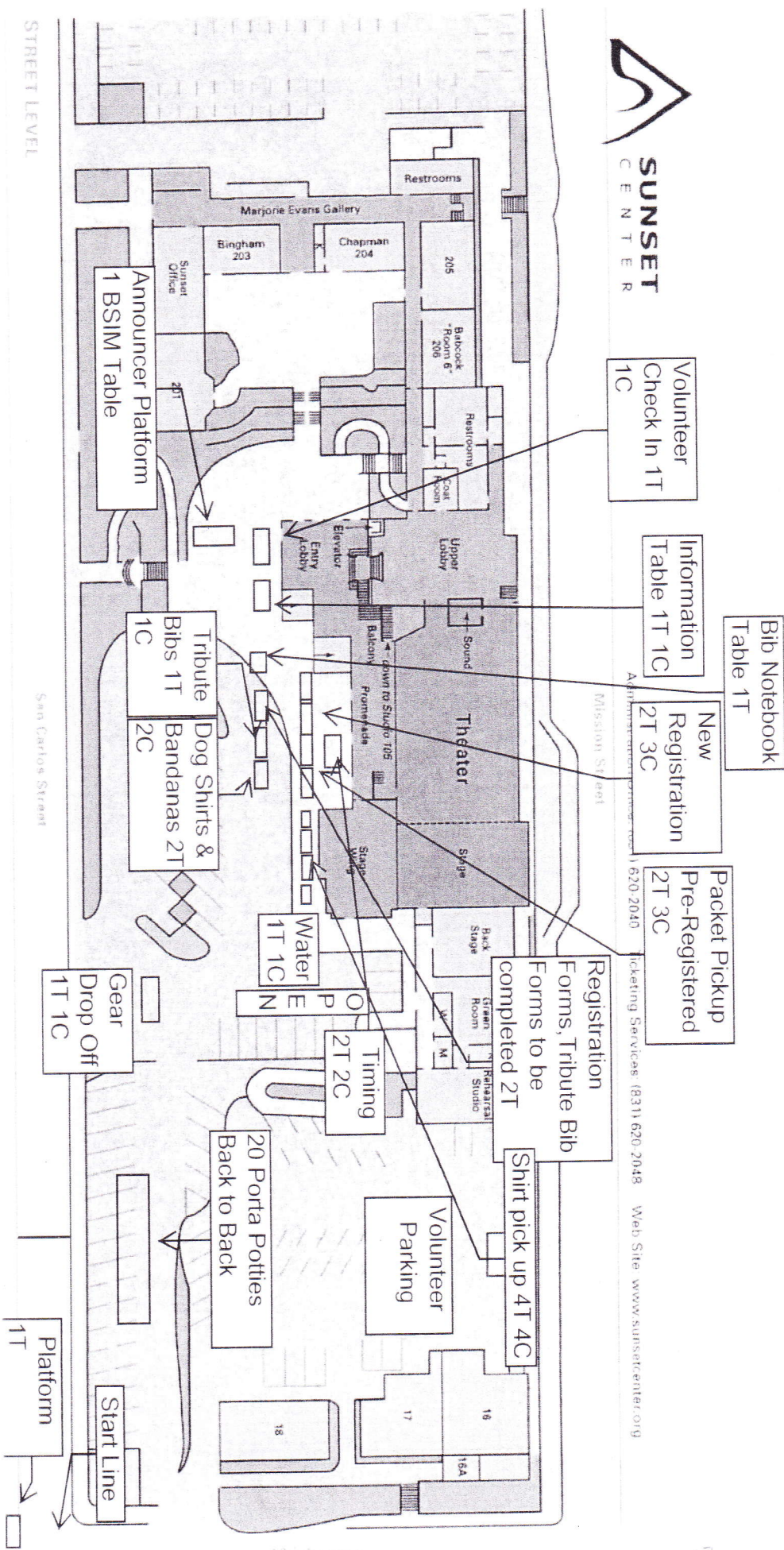
## 2K Course



# RUN IN THE NAME OF LOVE

## START AREA SET-UP

- TABLES: 21
- CHAIRS: 19
- BSIM TABLE PLATFORMS: 2
- BSIM TABLE: 1





Del Mar Avenue

Public Restrooms

# Run For Love

*in the name of*

## FINISH CELEBRATION MAP

Not to scale

FINISH  
15 Tables  
11 Chairs

--- = fencing  
600' total order

← Pedestrian Beach Access →

STAFF/VOLUNTEER PARKING ONLY

SIGN A

Gear Check Truck

1 T  
Emergency Lane →

10 Porto-Potties

Trash/ Recycling

← Emergency Lane →

Omni

Tribute Board

1 T  
Water

Results Lookup

Benches

Runner Hospitality  
10 Tables with  
6 Chairs each

Stage  
2 T

VIP  
4 Tables with  
4 Chairs each

2 T, 2 C  
Volunteer Tent

Dog Treats

Medallions

Runner Raffle Tickets

Runner Refreshments

Water

Volunteer Check-in

Participants  
Timing

1 C

1 T

3 T

3 C

2 T

1 T

FINISH

First Aid

Spectators

1 T, 2 C

Ocean Avenue

135' FENCING INSIDE

375' FENCING OUTSIDE

Scenic Drive



San Antonio

X X X X X X X X



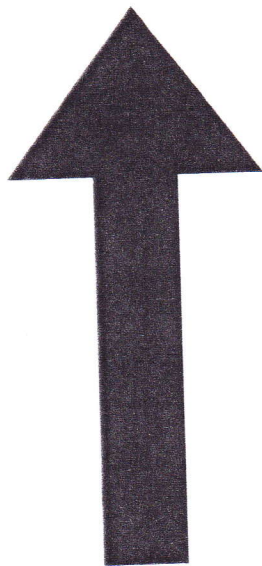
## **RUN IN THE NAME OF LOVE PARKING AND ACCESS PLAN**

Ocean Avenue is closed to regular vehicular traffic at San Antonio. At this intersection, we will display a 3' x 4' sign (sign A on attached map) that indicates there is pedestrian access to the beach on the sidewalk on the north side of Ocean Avenue and through the parking lot that is not part of the runner finish zone. This sign will also indicate that public parking is available on San Antonio north or south of Ocean Avenue. In addition, we will place a duplicate sign at 8<sup>th</sup> Avenue and San Antonio indicating that pedestrian beach access is available and that parking is located on San Antonio (or other legal parking spots on local roads). All other beach accesses along Scenic Avenue are not affected.

The Del Mar Parking Lot will reopen for regular public use by 11:30 AM.

36" x 48" coroplast signs  
Qty. 2

*Run Love*  
*in the name of*



**PEDESTRIAN  
BEACH  
ACCESS**

**PARKING**





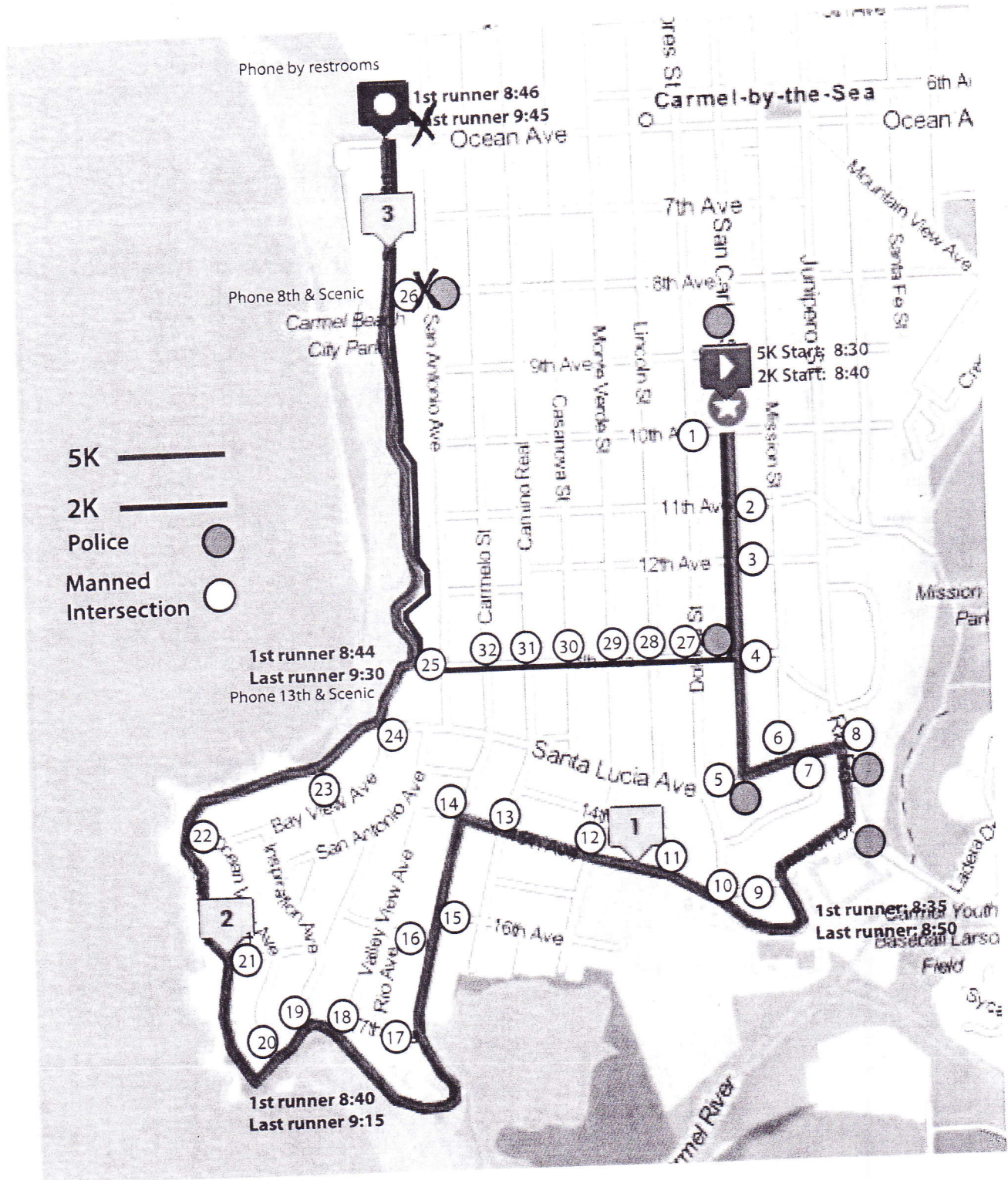


# Run Love

*in the name of*

## Intersections & Volunteers

### 5K/2K Course Map



X – LOCATION OF PEDISTRIAN BEACH ACCESS AND PARKING SIGNS

Yes  No Will you be erecting any structures (stanchions, etc.) or placing any objects such as carpeting in the road? If yes, per Carmel Municipal Code 12.08.030, a temporary encroachment permit, which will be issued in conjunction with your special event permit, is required. Attach a copy of a site plan detailing all structures/objects and their placement in the road to this document.  
There will be two inflatable omni/arch structures, one staged at the start line on San Carlos and 10<sup>th</sup> Avenue. The second one will be located at the entrance to the parking lot on Scenic. They will not prevent/interfere with road access.

Yes  No Will you be using a valet service to manage parking in the reserved stalls? If following information and attach a copy of the valet parking plan to this document

Company name: Telephone number:  
Address: City: State: Zip:

If applicable, have you hired a licensed professional security company to develop and manage your event's security plan?  Yes  No

Name of Security Company:  
Address:

Telephone: Day: Evening: Cell: Fax:

Private Patrol Operator License # \_\_\_\_\_

Attach a copy of the security company's valid Private Patrol Operator's License issued by the State of California to your application.

Please describe your security plan including crowd control, internal security or venue safety, or attach the plan to this

**Attached**

**MEDICAL PLAN**

Have you hired a licensed professional emergency medical services provider to develop and manage your event's medical plan?  Yes  No

Medical Services Provider Name:  
Address:

Telephone: Evening: Cell: Fax:

Describe your medical plan in the box on the following page. Include the communications plan, the number and certification levels (MD, RD, Paramedic, EMT), and types of resources that will be at your event and the manner in which they will be managed and deployed. Include location(s), hours of setup and dismantle of medical aid areas. You may attach the plan to this



**RUN IN THE NAME OF LOVE  
EMERGENCY ACTION PLAN**

**Components of this Emergency Action Plan**

1. Risk Assessment & Plan
2. Emergency Prevention & Training
3. Emergency Plan Personnel
4. Emergency Equipment
5. Logistical Problems
6. Follow Up
7. Conclusion

**1. Risk Assessment & Plan**

BSIM Executive Director Doug Thurston, BSIM Asst Race Director Chris Balog, RNL Race Director Susan Love and RNL Start Director/Legal Counsel Doug Oldfield met on May 15, 2014 to assess the risks of the event and create this Emergency Action Plan. The Emergency Action Plan will be circulated to the other directors for comment and action as needed.

**2. Emergency Prevention & Training**

- Intersection volunteers will meet for training with CPD and event directors; volunteer duties will be clearly identified and discussed.
- Intersection volunteers will be placed at key intersections to assist participants and control traffic.
- Intersection volunteers will be instructed to bring cell phones to the event.
- Intersection volunteers will be given written cards with contact information and emergency instructions to (1) call 911 in the event of an emergency, (2) block or redirect traffic as needed to protect any injured participant in the roadway, (3) call the roving EMT for assistance and (4) do not move any injured participant who is unconscious or may have a neck or back problem.
- Orange cones will be placed at key intersections.
- "Caution: Runners in the Road" signs will be placed at key locations on course.
- 1 EMT will be stationed at the finish line and another EMT will rove the



course on bicycle; both will have cell phones and/or 2-way radios for communications.

- Public land line locations will be given to course volunteers as an additional communication source.
- A water station will be available on the course and two in the finish area.
- Suspicious or unattended bags will be identified and information relayed to BSIM Director Doug Thurston or Race Director Susan Love for possible action by Carmel PD.

### **3. Emergency Plan Personnel**

The directors collaborate with Carmel Police Department, the City of Carmel, the County of Monterey and the California Highway Patrol in planning the event.

Two EMTs will be present at the event, one at the finish area and the other roving the course on a bicycle. Both will be equipped with cell phones and/or 2-way radios for communications as well as a map of the 5k and 2k courses. Both will have emergency contact information with instructions to contact 911 first for medical emergencies and then to contact Susan Love and/or Doug Thurston.

Intersection volunteers will be given written cards with contact information and emergency instructions to (1) call 911 in the event of an emergency, (2) block or redirect traffic as needed to protect any injured participant in the roadway, (3) call the roving EMT for assistance and (4) not move any injured participant who is unconscious or may have a neck or back problem.

The chain of command for emergencies is as follows:

First, BSIM Executive Director Doug Thurston  
Second, RNL Race Director Susan Love  
Third, RNL Start Director/Legal Counsel Doug Oldfield  
Fourth, RNL Board Member Thompson Lange

If the BSIM Executive Director is unavailable, the RNL Race Director should be consulted. If she is unavailable, then the RNL Start Director/Legal Counsel should be consulted, followed by the designated Board Member.

### **4. Emergency Equipment**

Carmel PD is actively involved in the event and can summon emergency equipment and personnel as needed.

Key personnel will be equipped with cell phones, 2 way radios and contact information. Emergency calls should be routed first to Doug Thurston and, if unavailable, to Susan Love.  
3 or more trucks are used during the event and are available as needed.

The Race Director and others will have access to a bull horn and/or amplification equipment to make announcements including emergency instructions.

## **5. Logistical Problems**

### **A. Storm Safety Plan**

At the discretion of the Race Director, the start of the event may be delayed up to 1 hour or cancelled if any of the following conditions exist: thunderstorm/lightning, "heavy" rain or other emergency.

In the event of inclement weather, event registration and packet pickup will be moved indoors at Sunset Center. In the discretion of the Race Director or Start Director, participant may seek protection in Carpenter Hall at Sunset Center.

Portable tents be assembled at the start and finish areas as needed.

### **B. Back Up Personnel**

Each director should identify and cross-train another person as a replacement if the director is unable to attend the event due to illness or injury.

### **C. Back Up Vehicles**

Three or more trucks are used during the event and are available as needed if a truck has mechanical difficulties.

## **6. Follow Up**

After the event, a directors' meeting will be held to assess issues and to identify areas in need of improvement. The agreed-upon improvements will be incorporated into the next event.

Feedback should also be encouraged from participants and discussed at the directors' meeting.

## **7. Conclusion**

This emergency action plan outlines the risk assessment and emergency plan,

itemizes emergency prevention and training, identifies the emergency personnel and emergency communication, and addresses logistical problems that can arise before and during the event. This plan is a guideline and each emergency situation will be handled according to the provider's level of training and dealt with on a case-by-case basis.



## **MEDICAL PLAN**

An emergency vehicle is provided by the Monterey Firefighters Association; two Emergency Medical Technicians are present and stationed at the finish line area with easy access to Ocean Avenue. The location is indicated on the Del Mar Parking Lot map. An EMT on bike patrols the course and is prepared to assist participants and volunteers in the case of an emergency. All volunteers and committee members are provided with an emergency phone card, phone numbers, and instructions. Additional bike marshals patrol the course to insure the safety of the participants.

application if necessary.  
See attached

**ACCESSIBILITY PLAN**

This checklist is intended to serve as a planning guideline and may not be inclusive of all City, County, State and Federal access requirements. You may attach more detailed information if necessary.

Yes  No Will there be an accessible Clear Path of Travel throughout your event venue? Please describe:  
Road will remain open and Carmel Police officers will man the barricades in case the two designated barriers require removal.

Yes  No Have you developed a Disabled parking and/or Transportation Plan (including the use of shuttle services) for your event? If yes, please describe:

N/A

Yes  No Will a minimum of 10% of portable rest rooms at your event be accessible? If no, indicate why.  
Please describe your accessible portable restroom plan:

[Empty box for describing accessible portable restroom plan]

Yes  No Will all signage be placed so pedestrian flow will not obstruct its visibility. Please describe.  
**Note:** all event signage must be approved by the City Planning Department before your Special Event permit is issued.

Previously described in Access Plan

Yes  No If an information center is provided at your event will customer services representatives be available to assist disabled individuals? If yes, please describe:

N/A

Yes  No If all areas of your event venue cannot be made accessible will maps, programs, or information be made available to show the location of accessible rest rooms, parking, drinking fountains, and first aid stations? Please describe. **N/A**

Yes  No Will your event involve the use of a parking and/or shuttle plan? If yes, please describe (or provide an attachment of your plan).

### SAFETY EQUIPMENT

Yes  No Will your event involve the use of traffic safety equipment? If yes, please list all equipment.

Traffic will be manned by the Carmel Police Department to ensure safety at deemed locations  
Equipment: Barricades to be placed at San Carlos & 8<sup>th</sup>, Dolores & 8<sup>th</sup>, Scenic & 8<sup>th</sup>, Dolores & 9<sup>th</sup>, Dolores & 10<sup>th</sup>, San Carlos & 10<sup>th</sup>. San Antonio & Ocean: San Antonio & 8<sup>th</sup>. San Antonio & 13<sup>th</sup>.

### AMPLIFIED SOUND AND/OR ENTERTAINMENT

Yes  No Are there any amplified sound and/or musical entertainment features related to your event? If yes, complete the following information or provide an attachment listing all band/performers, type of broadcast or type of music, sound check and performance schedule.

Number of Stages: Two, one platform at the start line

Location of Stage(s): 1. Sunset Center courtyard

2. Base of Ocean Avenue, parking lot (refer to map)

Number of Performers/Bands: (Refer to maps)

Recorded music at the start – Sunset Center

Race announcements at the parking lot. no music

Performer(s)/Band name(s), type of broadcast, and/or music type(s):

Yes  No Will sound checks be conducted prior to the event? Compliance was met in prior years

If yes, start time:

AM  PM

Finish time:

AM  PM

Yes  No Will sound amplification be used?

If yes, start time: Sunset Center 7:15 AM, Del Mar 8:45 AM

Finish time: Sunset Centr 8:40 AM, Del Mar 10:45 AM

Yes  No Do you plan to have a patron dance component to either live or recorded music at your event?



If yes, please describe:

Please describe the sound equipment that will be used for your event. Include how the sound equipment will be used, location(s) of the sound equipment and how the equipment will be powered:

Two small 2-speaker PA systems (music in iPods)

**ALCOHOL**

Yes  No Does your event involve the use of alcoholic beverages?  
If yes, then please check all that apply:

Free/Host Alcohol

Alcohol Sales

Beer

Beer and Wine

Beer, Wine and Distilled Spirits

Please describe your security plan to ensure the safe sales or distribution of alcohol at your event:

**FOOD CONCESSIONS OR PREPARATION**

Yes  No Does your event include food concession and/or preparation areas? If yes, please describe how food will be served and/or prepared:  
Prepackaged, sponsored food is provided for our participants. Distributed by volunteers at Del Mar parking lot.

Yes  No Do you intend to cook food in the event area? If yes, please specify method(s) and all equipment that will be used:

[Empty text box for food preparation details]

**MERCHANDISE**

Yes  No Will items or services be sold at your event? If yes, attach a complete list of vendors and describe the items or services they will be providing:

**PORTABLE REST ROOMS**

Yes  No Do you plan to provide portable rest room facilities at your event? **Note: the City reserves the right to require portable restrooms at any event. The number and type will be determined by City Staff.**

If No, please explain:

[Empty text box for explanation]

If Yes: Proposed total number of portable toilets: 20 at start, 10 at finish

Number of ADA accessible portable toilets: 1

Portable Restroom Company Name: Golden State Portables

Address:

[Empty text box for address]

Telephone: Day: 831-757-8203

Evening:

Equipment Setup: Date: 6/19 Time: 5:00 XAM  PM

Equipment Pickup: Date: 6/20 Time: XAM  PM

Attached

[Empty text box for cleanup plan]

Describe your plan for cleanup and removal of recyclable goods, waste and garbage during and after your event. Include the number of dumpsters, trash cans, recycling containers, and a plan for waste stream diversion. Per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited at any special event. Additionally, cups, plates, or any type of food or liquid containers made of styrofoam are not permitted.

## SANITATION AND RECYCLING

Ten trash and 10 recycling containers are provided by the Big Sur Marathon. They distributed and monitored by committee members, returned to the marathon's warehouse following the event. Green Waste delivers two 4-yarddumpsters at the base of Ocean Avenue on Friday, prior to the event, and pick them up on the following Monday morning. Refer to the finish area map for exact location.



Location(s) of dumpsters, trash cans, recycling containers: *see Del Mar Map*

Waste Company Name: Green Waste (previ mer

Address: P.O. Box 1928, Marina, CA 93933

Telephone: Day: 831.920.6707 Evening: n/ Cell: n/a Fax: 831.883.9218

Equipment Setup: Date: 6/17 Time: 3:00 AM PM

Equipment Pickup: Date: 6/20 Time: AM PM

**MITIGATION OF IMPACT**

Yes No Have you met with the residents, businesses and other entities that may be directly impacted by your event? If yes, please attach a complete list of these entities. If no, please explain: see attached

Yes No Do you have a sample of the notice that you propose to distribute two weeks prior to your event? If yes, please attach. If no, please explain:  
The attached letter was distributed last year, as in the past five years. It will be revised and distributed for 2016.

**INSURANCE REQUIREMENTS**

The City of Carmel-by-the-Sea requires liability coverage for One Million Dollars (\$1,000,000) or more. ALL property and locations that are to be utilized / insured must be listed and reflect the City's interest in the insured property. The policy must read as follows: The City of Carmel-by-the-Sea, its public officials, officers, agents, and employees are names as additionally insured in respect to <EVENT> on <DATE>. This information is typed in the "Description of Operations/Locations/Vehicles/Exclusions Added by Endorsement/Special Provisions. A separate, "Additionally Insured" endorsement page, with the same wording as above, is also required. If applicable, Proof of Workers Compensation is also required. The policy must specify commencement and expiration dates for coverage of the event. NAME/ADDRESS OF INSURED must read: City of Carmel-by-the-Sea, PO Box CC, Carmel, CA 93921. The name of the insurance company writing the policy, policy number, address, phone and fax must be included. The Insurance Company must be a company doing business in California and must be rated A+ or better. The rating of the company must be attached to the Certificate of Liability/Additionally insured Endorsement.

**Please attach a copy of your proof of insurance to this document.**

## MITIGATION OF IMPACT

Accompanying this application is an acknowledgement from the only two "businesses" affected by the event. Their letters of support are attached.

As discussed and agreed upon last year, it is not possible to survey the affected residents. However, as stated by the Carmel Police Department, there has never been a complaint issued by any resident during the past four years. They have always been notified in advance and welcomed to call with questions or concerns. Residents have been extremely supportive and accepting of the event; many have participated.



Mission Ranch  
26270 Dolores Street  
Carmel, California 93923  
800.538.8221 / 831.624.6436  
Fax 831.626.4163  
Restaurant 831.625.9040

April 9, 2015

RE: Run in the Name of Love Event

To Whom It May Concern:

This letter is in regards to the Run in the Name of Love Event. In the past, we have not had any issues with the event or its participants.

If you have any further questions or concerns, please feel free to contact me at 831-624-6436 Ext. 2750.  
Or via email me at [Lucy@missionranchcarmel.com](mailto:Lucy@missionranchcarmel.com)

Sincerely,

Lucy Tran  
Human Resources Manager





April 8, 2015

Susan Love  
Big Sur Marathon

Susan,

I wanted to let you know that *Run in the Name of Love* has never adversely affected your Sunday Masses and we have never received any complaints from staff, guests or parishioners during the past four years. We at the Carmel Mission Basilica are big supporters of this positive community event. Thank you for all you do for the community.

Regards,

A handwritten signature in cursive script, appearing to read "Nicki Pasculli", is written in light blue ink.

Nicki Pasculli  
Coordinator of Pilgrim & Guest Services  
Carmel Mission Basilica  
3080 Rio Road  
Carmel, CA 93923  
(831) 624-1271 X 214  
nicki@carmelmission.org

*Run Love*  
*in the name of*

Big Sur International Marathon  
P.O. Box 222620, Carmel, CA 93922

Dear Carmel-by-the-Sea Neighbor,

May, 2015

The fifth annual Run in the Name of Love will be held on Father's Day, June 21st. Participants from our community, and many visitors from out of town, will have the opportunity to enjoy our area, the magnificent course, and a morning of fitness, family and fun.

This highly acclaimed event is possible due to our generous sponsors, enthusiastic volunteers, a diligent committee and the unanimous approval of Carmel-by-the-Sea.

The original Run in the Name of Love was held at the University of Virginia to memorialize an outstanding young man from Carmel, Brian Love, who died in a tragic snowboarding accident during team practice. With determination, his mother moved "Brian's" race from Charlottesville to his hometown. Having expanded in scope, all participants are encouraged to "Run in the Name" of someone they love.

The event is under the umbrella of the Big Sur Marathon and the proceeds will benefit its youth fitness program JUST RUN.

The festivities will begin at Sunset Center at approximately 7:30 AM, followed by the race at 8:30, and conclude at Del Mar Parking Lot where the Finish Celebration will take place. Participants will be heading south towards Carmel Mission, reach Carmel Point, and finish along Scenic Drive at Eighth Avenue. Runners and walkers will be finished by 10:00 AM and the parking lot will re-open to the public at 11:30 AM.

The city will be posting No Parking-Tow Away notices 48 hours in advance in the areas impacted by the event. There will be no road closures but there will be short delays and several detours. There will be music and announcements at the start and the parking lot finish area with low volume amplified sound. However, the speakers will be pointed away from residences and the duration will be short in both of these areas.

We encourage you to register and to participate in what promises to be a quality and memorable event. Thank you for your support, understanding, and patience on Sunday the 21st!

We welcome any questions or concerns; please call us at 625-6226

With appreciation,

*Susan W. Love*

Susan Love  
Race/Event Director

*Doug Thurston*

Doug Thurston – Executive Director  
Big Sur International Marathon

**AFFIDAVIT OF APPLICANT(S)**

Note: This AFFIDAVIT OF APPLICANT(S) must be signed by all parties, including applicant(s) and all service providers (including, but not limited to, any and all caterers, event planners, and contractors/vendors that will provide support services for and/or at the event).

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and that I have read, understand and agree to abide by the rules and regulations governing the proposed Special Event under the Carmel-by-the-Sea Municipal Code. I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Administrator or the City Administrator's designee. I agree to comply with any other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the conduct of the Event. I agree to abide by these rules, and further certify that I, on behalf of the Host Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the Event to the City of Carmel-by-the-Sea. *I understand that submitting this application acts as a request, not a guarantee.*

1. Susan W. Love

Print Name of Event Organizer/Applicant

*Susan W. Love*

*12/18/15*

Signature

Date

2. Mike Banda

Print Name of Service Provider

Golden State Portables

Business Name

Signature

Date

3. Green Waste

Print Name of Service Provider

Business Name

Signature

Date

4. Greg Richards

Print Name of Service Provider

South Valley Endurance, Timing Company

Business Name

Signature

Date

*35*



# *City of Carmel-by-the-Sea*

COMMUNITY PLANNING AND BUILDING DEPARTMENT

POST OFFICE DRAWER G  
CARMEL-BY-THE-SEA, CA 93921  
(831) 620-2010 OFFICE  
(831) 620-2014 FAX

February 19, 2015

Susan Love  
Big Sur Marathon  
PO Box 222620  
Carmel, CA 93922

RE: Planning Commission Decision  
Design Review Application: DR 14-34 (Run in the Name of Love)  
Del Mar Parking Lot  
Blk: n/a, Lot: n/a; APN: n/a (City Right-of-Way)

Dear Susan:

The Planning Commission approved your Design Review (DR 14-34) application and the associated Coastal Development Permit with amended conditions of approval on January 14, 2015. Staff has enclosed a copy of the final conditions of approval for you to sign and return for the City's records.

This Design Review is valid for an initial term of five years, with the possibility of being extended upon a check-in review by the Planning Commission after the fifth year of the event, or in late 2019.

This approval is subject to a 10-working day City appeal period. Because this project is located in the Coastal Commission's Appeal Jurisdiction, it is also subject to a subsequent 10-working day appeal period that starts when the Coastal Commission staff receive the Final Local Action Notice, which will be mailed out by City staff by separate letter. The City's appeal period ended on Thursday, January 29, 2015, and no appeals of the Planning Commission decision were received. The Coastal Commission's appeal period is estimated to begin on February 23, 2015, or possibly earlier. Coastal Commission staff will notify City Community Planning and Building staff if an appeal is received by their office.

Please review, sign, and return a signed copy of the attached Final Conditions of Approval to this office. All applicable conditions of approval for the Planning permit must be met and will be reviewed by Planning Division staff prior to commencement of the event.

Please contact me at (831) 620-2057, if you have any questions regarding the post-approval process. Thank you.



Big Sur International Marathon  
P.O. Box 222620, Carmel, CA 93922

REQUEST FOR FEE WAIVER

REQUEST FOR CO-SPONSORSHIP WITH CARMEL-BY-THE-SEA

- SCOPE OF THE EVENT
- PROPOSED 2016 BUDGET
- FINANCIAL STATEMENTS FROM 2013, 2014, AND 2015
- ECONOMIC IMPACT ON THE COMMUNITY
- OVERALL IMPACT ON THE COMMUNITY
- BIG SUR MARATHON CONTRIBUTIONS TO ORGANIZATIONS WITHIN THE 93921 ZIP CODE AREA

## SCOPE OF THE EVENT – RUN IN THE NAME OF LOVE

The Big Sur International Marathon will once again orchestrate and present to our community the sixth annual Run in the Name of Love. Deemed “one of the premier events in Carmel-by-the-Sea,” this unique event affords runners and walkers the opportunity to honor or to pay tribute to someone who is or was a very special person in their lives. Participants enjoy the charm of the area, historic sites, the natural beauty of the course (including views of sandy, white beaches, the dramatic Pacific Ocean, Point Lobos, and Pebble Beach), and a memorable finish celebration.

Run in the Name of Love is scheduled for June 19<sup>th</sup>, 2016 and is composed of a 5K run and a 2K walk. Dogs will be permitted in the Walk. The start is staged in the courtyard at Carmel-by-the-Sea’s Sunset Center on San Carlos and end on Scenic Road at Ocean Avenue. The set-up begins at 5:30 AM. The 5K, with an expected number of 800 participants, will begin at 8:30 AM and the 2K, with an expected number of 200 participants, will begin at 8:40 AM. As in the past five years, the finish celebration (awards, raffle, and refreshments) will be located in the Del Mar Parking Lot. Set-up of the announcer platform, tables, porta-potties, fencing, and tents has begun at approximately 4:30 AM. The timing system company has arrived at 7:00 to prepare and to set-up their equipment. At 10:50 AM the race organizers and the Military from DLI will begin to dismantle the equipment, remove all items and insure that the parking lot is left in a pristine condition. The parking lot will reopen to the public at 11:30.

Course maps are attached.

Proceeds will benefit the Big Sur Marathon’s highly acclaimed youth fitness program JUST RUN.







INCOME/EXPENSES/PROFIT: 2013, 2014, 2015

2013 RITNL

Contributions/Sponsors	1697449	
Entry Fees	21736.42	
	-----	38710.91
Direct Expenses		20552.84
		-----
		18158.07

2014 RITNL

Contributions/Sponsors	13187.00	
Entry Fees	20973.00	
	-----	34160.00
Direct Expenses		21925.72
		-----
		12234.28

2015 RITNL

Contributions/Sponsors	11930.00	
Entry Fees	21637.00	
	-----	33567.00
Direct Expenses		19842.29
		-----
		13724.71

**Big Sur Internationals Marathon, Inc.**  
**Transactions by Account**  
 As of September 30, 2013

4:03 PM  
 03/19/15  
 Accrual Basis

Type	Date	Num	Adj	Name	Memo	Clr	Split	Debit	Credit	Balance
<b>4020 - Run For Love Contributions</b>										
General Journal	10/31/2012	1	*				1002 - Cash-R...		2,989.49	2,989.49
General Journal	2/28/2013	23	*				1002 - Cash-R...		2,000.00	4,989.49
General Journal	3/31/2013	26	*				1002 - Cash-R...		78.00	5,067.49
General Journal	4/30/2013	30	*				1002 - Cash-R...		6,120.00	11,187.49
General Journal	5/31/2013	34	*				1002 - Cash-R...		3,711.00	14,898.49
General Journal	6/30/2013	38	*				1002 - Cash-R...		2,076.00	16,974.49
Total 4020 - Run For Love Contributions								0.00	16,974.49	16,974.49
<b>TOTAL</b>								<b>0.00</b>	<b>16,974.49</b>	<b>16,974.49</b>

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4:03 PM

03/19/15

Accrual Basis

**Big Sur Internationals Marathon, Inc.**  
**Transactions by Account**  
 As of September 30, 2013

Type	Date	Num	Adj	Name	Memo	Cir	Split	Debit	Credit	Balance
<b>4438 - Run For Love Entry Fees</b>										
General Journal	3/31/2013	26	*				1002 - Cash-R...		525.00	525.00
General Journal	4/30/2013	30	*				1002 - Cash-R...		1,395.00	1,920.00
General Journal	5/31/2013	34	*				1002 - Cash-R...		3,310.00	5,230.00
Check	6/10/2013	22663		Cash			1002 - Cash-R...	500.00		4,730.00
Check	6/18/2013	22695		Jann Stout			1002 - Cash-R...	25.00		4,705.00
General Journal	6/30/2013	38	*				1002 - Cash-R...		17,031.42	21,736.42
Total 4438 - Run For Love Entry Fees								525.00	22,261.42	21,736.42
<b>TOTAL</b>								<b>525.00</b>	<b>22,261.42</b>	<b>21,736.42</b>

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4:03 PM  
03/19/15  
Accrual Basis

# Big Sur Internationals Marathon, Inc. Transactions by Account As of September 30, 2013

Type	Date	Num	Adj	Name	Memo	Clr	Split	Debit	Credit	Balance
<b>6202 - Run For Love Expenses</b>										
Check	10/19/2012	21697		Susan Love			1002 - Cash-R...	500.00		500.00
Check	2/21/2013	22090		Keri Marion			1002 - Cash-R...	200.00		700.00
Check	3/6/2013	22118		Monterey County P...			1002 - Cash-R...	300.00		1,000.00
Check	3/18/2013	22156		Susan Love			1002 - Cash-R...	15.00		1,015.00
Check	3/27/2013	22195		Chase Bank			1002 - Cash-R...	748.01		1,763.01
Check	5/23/2013	22613		Carmel Community ...			1002 - Cash-R...	1,118.00		2,881.01
Check	5/30/2013	22638		B.I.G.			1002 - Cash-R...	715.36		3,596.37
Check	6/4/2013	22652		A-Z Rentals			1002 - Cash-R...	369.27		3,965.64
Check	6/10/2013	22661		San Francisco Exa...			1002 - Cash-R...	625.00		4,590.64
Check	6/12/2013	22668		Pacific Etched Glas...			1002 - Cash-R...	515.54		5,106.18
Check	6/12/2013	22671		Carmel Pine Cone			1002 - Cash-R...	225.00		5,331.18
Check	6/12/2013	22672		Geiger			1002 - Cash-R...	162.16		5,493.34
Check	6/18/2013	22694		Susan Love			1002 - Cash-R...	521.27		6,014.61
Check	6/18/2013	22696		Monterey Signs			1002 - Cash-R...	606.52		6,621.13
Check	6/18/2013	22698		Doug Thurston			1002 - Cash-R...	35.00		6,656.13
Check	6/18/2013	22699		South Valley Endur...			1002 - Cash-R...	3,129.00		9,785.13
Check	6/18/2013	22701		Rudy Novotny			1002 - Cash-R...	750.00		10,535.13
Check	6/24/2013	22703		B.I.G.			1002 - Cash-R...	5,601.43		16,136.56
Check	6/24/2013	22704		Carmel Pine Cone			1002 - Cash-R...	112.50		16,249.06
Check	6/24/2013	22714		Penske Truck Leasi...			1002 - Cash-R...	205.36		16,454.42
Check	6/24/2013	22715		Penske Truck Leasi...			1002 - Cash-R...	161.43		16,615.85
Check	6/26/2013	22722		Capital One			1002 - Cash-R...	206.46		16,822.31
Check	6/28/2013	22728		Kevin Smith			1002 - Cash-R...	278.67		17,100.98
Check	7/2/2013	22732		Geiger			1002 - Cash-R...	85.82		17,186.80
Check	7/3/2013	22743		Chase Bank			1002 - Cash-R...	400.46		17,587.26
Check	7/8/2013	22745		Carmel Marina Corp			1002 - Cash-R...	169.00		17,756.26
Check	7/10/2013	22753		Carmel Pine Cone			1002 - Cash-R...	225.00		17,981.26
Check	7/12/2013	22760		Golden State Porta...			1002 - Cash-R...	1,624.13		19,605.39
Check	7/25/2013	22780		Carmel Pine Cone			1002 - Cash-R...	600.00		20,205.39
Check	7/25/2013	22791		Capital One			1002 - Cash-R...	166.60		20,371.99
Check	7/25/2013	22792		Capital One			1002 - Cash-R...	12.74		20,384.73
Check	8/22/2013	22877		Active Network			1002 - Cash-R...	168.11		20,552.84
Total 6202 - Run For Love Expenses								20,552.84	0.00	20,552.84
<b>TOTAL</b>								<b>20,552.84</b>	<b>0.00</b>	<b>20,552.84</b>

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**Big Sur International Marathon, Inc.**  
**Transactions by Account**  
 As of September 30, 2014

4:00 PM  
 03/19/15  
 Accrual Basis

Type	Date	Num	Adj	Name	Memo	Cir	Split	Debit	Credit	Balance
<b>4020 - Run For Love Contributions</b>										
General Journal	10/31/2013	1	*				1002 - Cash-R...		82.00	82.00
General Journal	2/28/2014	16	*				1002 - Cash-R...		106.00	188.00
General Journal	3/31/2014	19	*				1002 - Cash-R...		2,534.00	2,722.00
General Journal	4/30/2014	23	*				1002 - Cash-R...		3,625.00	6,347.00
General Journal	5/31/2014	29	*				1002 - Cash-R...		4,750.00	11,097.00
General Journal	6/30/2014	33	*				1002 - Cash-R...		955.00	12,052.00
General Journal	7/31/2014	38	*				1002 - Cash-R...		1,135.00	13,187.00
Total 4020 - Run For Love Contributions								0.00	13,187.00	13,187.00
<b>TOTAL</b>								<b>0.00</b>	<b>13,187.00</b>	<b>13,187.00</b>

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4:00 PM

03/19/15

Accrual Basis

**Big Sur International Marathon, Inc.**  
**Transactions by Account**  
 As of September 30, 2014

Type	Date	Num	Adj	Name	Memo	Clr	Split	Debit	Credit	Balance
<b>4438 - Run For Love Entry Fees</b>										
General Journal	2/28/2014	16	*				1002 - Cash-R...		335.00	335.00
General Journal	3/31/2014	19	*				1002 - Cash-R...		685.00	1,020.00
General Journal	4/30/2014	23	*				1002 - Cash-R...		1,130.00	2,150.00
General Journal	5/31/2014	29	*				1002 - Cash-R...		3,690.00	5,840.00
Check	6/11/2014	24053		Cash			1002 - Cash-R...	400.00		5,440.00
Check	6/16/2014	24066		Lorri Sullivan			1002 - Cash-R...	35.00		5,405.00
Check	6/16/2014	24069		Andrea Blanco			1002 - Cash-R...	40.00		5,365.00
General Journal	6/30/2014	33	*					15,608.00		20,973.00
Total 4438 - Run For Love Entry Fees								475.00	21,448.00	20,973.00
<b>TOTAL</b>								<b>475.00</b>	<b>21,448.00</b>	<b>20,973.00</b>

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4:01 PM

03/19/15

Accrual Basis

# Big Sur Internationals Marathon, Inc. Transactions by Account As of September 30, 2014

Type	Date	Num	Adj	Name	Memo	Clr	Split	Debit	Credit	Balance
<b>6202 - Run For Love Expenses</b>										
Check	1/13/2014	23420		Keri Marion			1002 - Cash-R...	200.00		200.00
Check	1/21/2014	23436		Road Runners Club...			1002 - Cash-R...	715.00		915.00
Check	2/18/2014	23502		Monterey County P...			1002 - Cash-R...	300.00		1,215.00
Check	2/19/2014	23507		Keri Marion			1002 - Cash-R...	200.00		1,415.00
Check	2/26/2014	23519		Capital One			1002 - Cash-R...	1,029.22		2,444.22
Check	5/15/2014	23980		Active Network			1002 - Cash-R...	85.79		2,530.01
Check	5/23/2014	23998		City of Carmel			1002 - Cash-R...	1,118.00		3,648.01
Check	6/3/2014	24026		Capital One			1002 - Cash-R...	194.45		3,842.46
Check	6/4/2014	24035		Ron Scardera			1002 - Cash-R...	35.00		3,877.46
Check	6/9/2014	24044		Moshay, Inc			1002 - Cash-R...	5,165.00		9,042.46
Check	6/10/2014	24048		Kevin Smith			1002 - Cash-R...	17.47		9,059.93
Check	6/13/2014	24056		Pacific Etched Glas...			1002 - Cash-R...	895.13		9,955.06
Check	6/16/2014	24068		South Valley Endur...			1002 - Cash-R...	2,104.89		12,059.95
Check	6/16/2014	24070		Rudy Novotny			1002 - Cash-R...	750.00		12,809.95
Check	6/16/2014	24071		Carmel Pine Cone			1002 - Cash-R...	225.00		13,034.95
Check	6/23/2014	24072		Carmel Pine Cone			1002 - Cash-R...	225.00		13,259.95
Check	6/23/2014	24075		Golden State Porta...			1002 - Cash-R...	2,106.22		15,366.17
Check	6/23/2014	24077		A-Z Rentals			1002 - Cash-R...	359.07		15,725.24
Check	6/23/2014	24083		Omni Promotional			1002 - Cash-R...	465.27		16,190.51
Check	6/23/2014	24085		Monterey Signs			1002 - Cash-R...	545.76		16,736.27
Check	6/23/2014	24087		Penske Truck Leasi...			1002 - Cash-R...	271.16		17,007.43
Check	6/23/2014	24088		Penske Truck Leasi...			1002 - Cash-R...	214.98		17,222.41
Check	6/30/2014	24103		Chase Bank			1002 - Cash-R...	274.09		17,496.50
Check	6/30/2014	24106		Capital One			1002 - Cash-R...	139.49		17,635.99
Check	6/30/2014	24109		Geiger			1002 - Cash-R...	2,313.02		19,949.01
Check	7/2/2014	24117		Capital One			1002 - Cash-R...	110.67		20,059.68
Check	7/7/2014	24132		Susan Love			1002 - Cash-R...	157.79		20,217.47
Check	7/16/2014	24149		Active Network			1002 - Cash-R...	204.47		20,421.94
Check	7/21/2014	24164		Offset Project			1002 - Cash-R...	338.00		20,759.94
Check	7/30/2014	24168		Geiger			1002 - Cash-R...	364.46		21,124.40
Check	7/30/2014	24169		Monterey Signs			1002 - Cash-R...	135.63		21,260.03
Check	7/31/2014	24190		Carmel Pine Cone			1002 - Cash-R...	600.00		21,860.03
Check	8/11/2014	24227		Active Network			1002 - Cash-R...	3.83		21,863.86
Check	9/29/2014	24414		BMI			1002 - Cash-R...	19.00		21,882.86
General Journal	9/30/2014	47	*				1200 - Accoun...	42.86		21,925.72
Total 6202 - Run For Love Expenses								21,925.72	0.00	21,925.72
<b>TOTAL</b>								<b>21,925.72</b>	<b>0.00</b>	<b>21,925.72</b>

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**Itemized Categories**  
10/1/2014 through 9/30/2015

Date	Description	Tag	Clr	Amount
<b>INCOME</b>				<b>33,567.00</b>
	4020 Run in Name of Love Contributions			11,930.00
	4438 Run For Love Entry Fees			21,637.00
<b>EXPENSES</b>				<b>-19,842.29</b>
	6202 Run For Love Expenses			<b>-19,842.29</b>
11/4/2014	City Of Carmel-BY-The-Sea			-361.65
1/1/2015	Monterey County Weekly	r		-357.00
2/19/2015	Keri Marion			-200.00
3/2/2015	Susan W. Love			-38.24
3/5/2015	Capital One	p		-343.00
3/9/2015	Keri Marion			-200.00
3/16/2015	County Of Monterey Dept. Of Publi...			-300.00
3/31/2015	Capital One			-36.28
4/8/2015	Adventure Sports			-300.00
4/14/2015	Competitor Group Inc.			-250.00
4/14/2015	Mike Dove	r		-139.64
4/28/2015	Susan Love			-20.00
4/29/2015	Capital One			-16.33
5/8/2015	City Of Carmel-BY-The-Sea			-1,372.00
5/29/2015	Capital One	p		-140.58
		b		-80.67
6/2/2015	Moshay, Inc.			-3,228.50
6/3/2015	Competitor Group Inc.	l		-500.00
6/10/2015	Monterey Signs	l		-668.04
6/13/2015	Geiger	b		-333.27
6/13/2015	**VOID**West Coast Print #001		c	0.00
6/13/2015	Fashion Streaks	l		-154.83
6/13/2015	West Coast Print #001			-1,850.00
6/22/2015	Brent Allen			-300.00
6/22/2015	Doug Thurston	v		-162.65
6/22/2015	South Valley Endurance, LLC			-1,925.15
6/24/2015	Susan Love			-435.90
6/24/2015	Pacific Etched Glass & Crystal	l		-436.98
6/30/2015	Carmel Pine Cone	l		-291.00
6/30/2015	Penske Truck Leasing Co., L.P.			-297.27
6/30/2015	Penske Truck Leasing Co., L.P.			-251.99
7/14/2015	A To Z Rentals			-106.73
7/14/2015	Carmel Pine Cone	l		-678.00
7/14/2015	Golden State Portables			-1,644.23
7/15/2015	Geiger	3		-2,054.09
7/15/2015	Offset Project			-169.00
8/19/2015	Active Network	l		-1.48
9/16/2015	Julie W. Armstrong	c		-173.84
9/17/2015	Kevin Smith	s		-23.95
<b>OVERALL TOTAL</b>				<b>13,724.71</b>

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## CRITERIA

For the first time following the Run in the Name of Love event, we conducted a post-race survey of the participants. Significantly:

- 77.5% purchased food or beverages at a Carmel restaurant or coffee establishment
- 44.8% purchased souvenirs, merchandise or services in Carmel
- 89.6% brought someone with them
- 45% ran/walked as a tribute to a loved one
- 32.5% traveled to the area specifically for the event
- 83.7% are "very likely" to participate in this event (most of the others because of distance).
- All areas of event orchestration received a 1 point something rating, based on 1 being excellent.

Our goals for Run in the Name of Love are to showcase Carmel-by-the-Sea, offer a sporting event for the community and visitors of all ages, and to have a positive economic impact on our local shops, restaurants, and inns. During the 2015 event, 15 states, 5 foreign countries and over 50 cities were represented. We are anticipating 800 to 1,000 participants this year and, again, many will have numerous friends and family members accompanying them.

The feedback from city businesses has been overwhelmingly positive. Shops and restaurants are frequented and many of the out of town participants make a vacation weekend out of the event. Many of our runners and walker now make Run in the Name of Love an annual event; some will be returning for their sixth year. This event clearly brings people to Carmel-by-the-Sea.

"Just a comment I want to send you. I walked around Carmel a lot with my family after and wore the RNL shirt and in 3 different stores in Carmel either a salesperson or owner said something similar, "we've seen a lot of people today walking around in those shirts." I also saw a lot of people with RNL shirts or race numbers on eating in local restaurants. All outside – beautiful day after the race." Michael D. Salinas participant

The free raffle prizes are a highlight of the finish celebration. Publicity is afforded to our raffle donors: all who are local business owners. They are publically thanked at our awards ceremony, on our website and in the newspaper (see attached) and the participants have continued to patronize their businesses.

Most of our sponsors are local and they have profited by the exposure on our website, in the media, and on race day.

Carmel-by-the-Sea has been greatly promoted by the event. Carmel is showcased in thousands of postcards distributed up and down the coast of California as well as in advertisements and

magazines, newspapers and radio and TV. The Run in the Name of Love website displays beautiful photos of Carmel.

This past year, Carmel-by-the-Sea has been given a Platinum sponsor designation in exchange for valuable fee waivers. The benefits included listing Carmel-by-the-Sea on the participant shirts, a link on our website, and acknowledgements many times during pre- and post-event ceremonies. We have been very proud to have had Carmel's support and its commitment to bringing Run in the Name of Love to our community during the past five years. We would be honored to have Carmel remain on our list of Carmel sponsors and donors.

The organizing committee is composed solely of volunteers, committed to the goals and purpose of Run in the Name of Love and willing to work on behalf of this city and the positive impact it has on our community.

The impact that this event has on our participants as they reflect upon and honor someone who is or was a special person in their lives is moving. We hope that you can join us on June 19th to see and appreciate what this event means to so many people. Many testimonials were submitted to us in the post event survey. Some are attached.

Additionally, this event encourages participation in an athletic endeavor from all age groups. Last year our youngest participant was 2, the oldest was 89. There is a 5K distance and a 2K distance to ensure that almost anyone interested is capable of participating.

One hundred percent of the proceeds from Run in the Name of Love will be donated to the Big Sur International Marathon's youth fitness program JUST RUN. JUST RUN is free to all youth organizations and schools. It promotes physical activity, good citizenship, healthy eating, and pride in accomplishment. The program relies on grants, donations, and sponsorships. JUST RUN won the 2015 National Program of the Year award from Running USA, the trade organization in running. Carmel's support identifies the City as a supporter of youth fitness and a supporter of this highly acclaimed and effective program for children. We can think of no greater cause.

According to the City's police department, there have been zero complaints from residents and businesses during the past five years. We respect the guidelines and agreed-upon stipulations. Residents along the course are hand-delivered letters and postcards explaining the event and welcoming their comments and feedback. The impact of Run in the Name of Love is undeniably positive.

The Coastal Commission's stipulation that we cannot conduct an auction or sell raffle tickets, combined with the potential costs of the parking lot fees, equals a \$6,000 negative financial impact. Thus, we are requesting that the eligible fees be waived to support our efforts to continually orchestrate Run in the Name of Love and to raise money for JUST RUN. We are hopeful that Carmel-by-the-Sea will support us during our 2016 presentation and remain a co-sponsor.

BIG SUR INTERNATIONAL MARATHON CHARITABLE CONTRIBUTIONS TO  
ORGANIZATIONS WITHIN THE 93921 ZIP CODE AREA  
2012 – 2015

American Red Cross	\$8,000
Carmel High Track & Field/Cross Country	\$3,300
Carmel Host Lion Club	\$7,150
Carmel Mission Catholic Youth Ministry	\$6,400
Carmel Mission Foundation	\$3,000
Junipero Serra School Washington Program	\$12,000
Knights of Columbus Carmel	\$5,700



# ATTACHMENT 3

Estimated Fees for 2016 Run in the Name of Love	Eligible for a Fee Waiver	Not Eligible for a Fee Waiver
<b>Run in the Name of Love</b>		
Processing Fee	\$ 155.00	
Sound permit	\$ 27.00	
Damage Deposit (refundable)	\$ 200.00	
Block Closures (6) \$365/blk	\$ 2,190.00	
3-Del Mar Parking Lot/2-San Carlos bet 8-10/ Scenic between 8th and Ocean (1) (6 total)		
Barricades (12) @ \$65 each	\$ 780.00	
A-frames @ \$25 each (4)	\$ 100.00	
No Parking/Detour signs \$3 each (200)	\$ 600.00	
2 off duty PD officers (4 hrs each) @ \$119/hr		\$ 952.00
1 additional Parking Officer (4 hrs) at \$69/hr		\$ 276.00
2 city staff (4 hrs) TBD		
Note: Traffic cones will be provided by event organizer		
	\$ 4,052.00	