



Need for a Special Events Permit Process

Midcoast Community Council

Preamble

- This is neither pro nor con on the 23rd Annual Pacific Coast Dream Machines April 2013. It just happens to be coming up on the BoS agenda in February and it illustrates many of the issue of special events.
- This is about establishing a process for selecting special events that impact the unincorporated areas on the San Mateo Coast.



History

- Originally Pacific Coast Dream Machines (PCDM) was a 1 day event.
- PCDM started out bringing a showcase of classic and unique motorized mechanical marvels to HMB Airport in late April.
- The Pacific Coast Dream Machines Show is the largest fundraiser of the year for the Coastside Adult Day Health Center (CADHC).



Mission Creep

“the gradual broadening of the original objectives of a mission or organization”

■ 2012 PCDM moved to 2 day event and added a Demolition Derby

■ Other add ons: Monster truck rides, go-kart rides, kid’s amusements, food and live music.



Grow or Die

- The result is continual growth.
 - Multiple days which drives up the cost, which drives up the need to attract more people, which leads to adding more “attractions”, while lessening the percentage given to the charity.
- “Growth or Die is a myth” (Hess, UV)
 - Growth can destroy a business because they took on too much growth and found they had quality, people, management, and financial problems as a result.



Number of Events

- High Impact
 - Pumpkin Festival (Pumpkin & Tree Farms)
 - Dream Machines
 - Mavericks
- Low Impact
 - HMB International Marathon
 - Cool Harbor Nights
 - Amgen Tour of California (May ?)
- Others?



County Event Process

- County has no single public process for special events.
- What kind of selection process is needed for events?
- What kinds of restrictions are needed?
- How many events/days a year should be given to special events?
- Others?

Suggested Process

- What will be the impact on the community for an event?
- What kind of accountability should be imposed?
- What information should be collected and how will it be measured?
- If a limited number of events, how does a new one get added without some process?
- Others ideas?



Future Impact

- How does this fit in with the future plans for the Coastside?
 - Princeton Plan
 - Airport
 - Hwy 1
- How does it reflect the coastside?
 - Fishing and water
 - Agriculture
- Does it make the Coastside more desirable?

