

City of Brisbane

Agenda Report

To: Mayor and City Council

From: Stuart Schillinger, Administrative Services Director

Subject: Application for Event Co-sponsorship of the Excelsior Running Club's Star City San Bruno Mountain Half Marathon August 18, 2018

Date: July 19, 2018

Purpose:

Provide the community with a regional sporting event as both spectators and participants. Additionally, provide an opportunity to provide additional recognition of the Star City Music Festival and grow both over time. Lastly, provide an opportunity for local charities to participate in the event in order to raise funds for themselves.

Recommendation:

Approve Excelsior Running Club's Star City San Bruno Mountain Half Marathon as a co-sponsored event.

Background:

The Excelsior Running Club has received a permit from the County to use San Bruno Mountain trails for the majority of its Star City San Bruno Mountain Half Marathon (Course Map and written description Attached). The run will begin on Visitacion at 10:00am. It is anticipated that the fastest runners should be done by 11:30 and last of the runners will be done about 2:00 pm.

The Club is linking the run with the Star City Music Festival which takes place the same day starting at 1:00pm. They will do this by including in the \$65 registration fee a ticket to the concert and a meal ticket. The expectation is that the event will attract approximately 100 runners and their families. The club would like to make this an annual event in conjunction with the music festival and hopes that the run will grow over time to attract over 300 runners.

Discussion:

The City will need to close a number of streets at the beginning of the event. These include all of Visitacion from San Francisco to Mariposa(9:00 am – 10:30 am), then the westbound lane only to Monterey, Monterey from Visitacion to Solano (9:45 am – 10:15 am), from the top of the stairway at Humboldt to the trailhead at Trinity as well (10:00 am - 10:30 am). The registration will take place on Old Quarry Road which should avoid the need to close any streets for the registration portion.

The Club has also asked the Public Works Department to place the American Flags along Visitacion Avenue before the start of the race.

The staffing needs of the City are for one public works person to oversee the set up the lane closures, set up American Flags, and then oversee taking down the lane closures and removing the American Flags. This will be about 3 hours. We will need 2 police officers from 8:00 am when the set-up starts to about 11:00 am when the traffic lanes are reopened.

The Club has requested one concert ticket at a discounted price of \$5 instead of the presale price of \$15.

The City will also need to inform the community of the street closures and the impact the event will have on travel within the community. Since it closes Visitation for a portion of the day and we are already closing Old County Road due to the concert we believe it would be prudent to advertise to the whole city and not just those who are along the race route. However, we would like to target a mailer to those who are on and near the race route so they are not surprised when they see runners going through their neighborhoods. We will also post this on a various social media sites.

Fiscal Impact:

The cost to the City for the cosponsorship would be 1 Public Works staff person for 3 hours (\$52.50 an hour) on overtime 2 police officers for 3 hours on overtime(\$81.56 an hour) , and the difference between the cost of the race concert ticket and the presale concert ticket (\$10 a ticket).

The total cost to the City would be \$646.86 in overtime costs plus up to \$1,000 in reduced concert receipts assuming all of the runners paid full price for entrance into the concert.

If this event grows as the club anticipates the future costs will increase or the City may work with the Club to increase the level of reimbursement.

Measure of Success

There are no negative issues which arise during the running of the event.

Attachments:

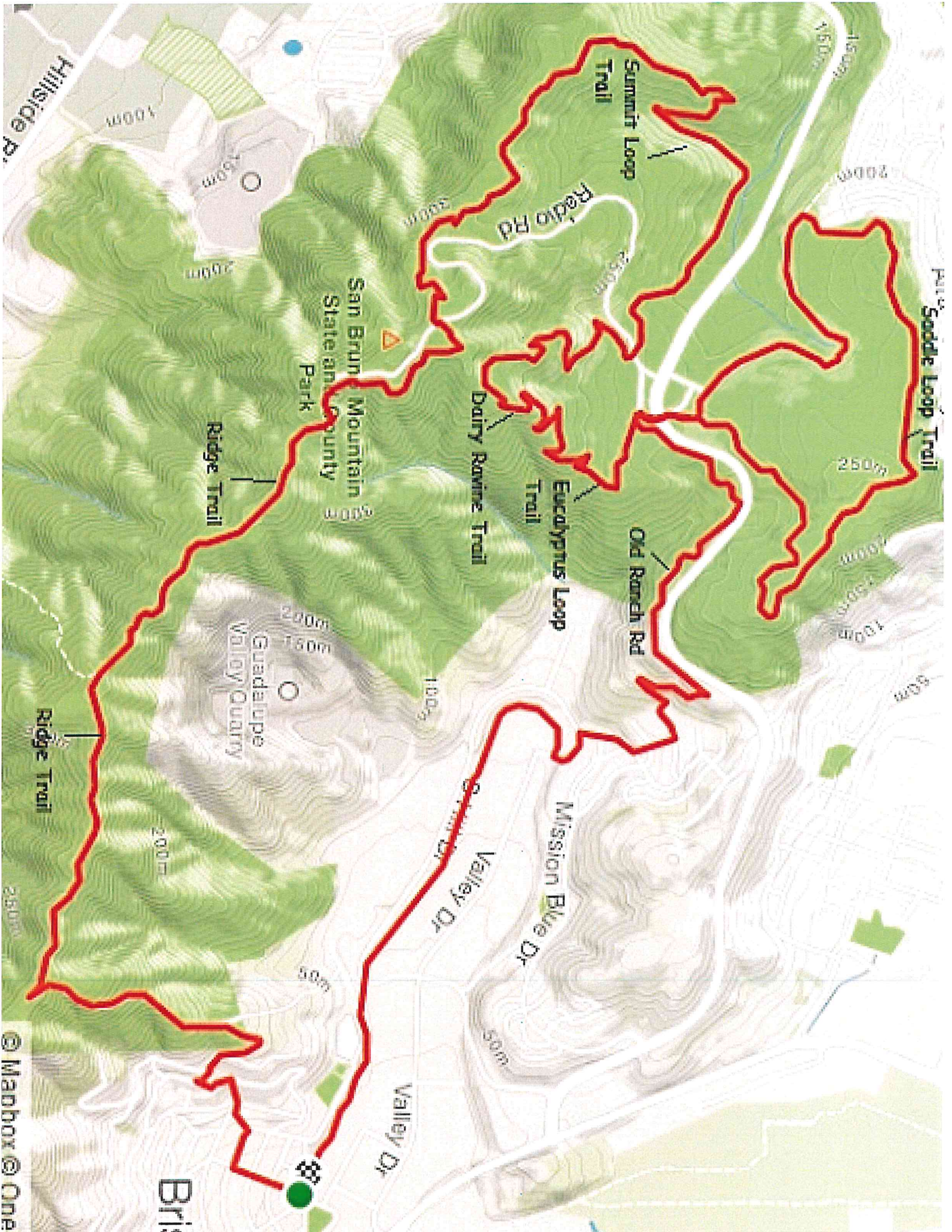
Course Map
Written Description of Course



Stuart Schillinger
Administrative Services Director/Deputy City Manager



Clay Holstine
City Manager



Course:

Race starts at the crosswalk connecting the Senior Center and Hardware Store. Runners will head up Visitacion, before turning right on Monterey towards the stairway. At the top of the second stairway, runners will turn left on Humboldt, and then right on Trinity, accessing the mountain via the single track trail near the old water tank location. This trail connects to a fire road, which the runners will turn left on and start heading up the mountain, eventually merging with the "Army Fire Road" to the summit. They then turn right on the Ridge Trail and continue to the Summit Loop Trail, turning left, just before the 1st aid station at Trail Junction 20. Runners would continue on the Summit Loop Trail, before turning left on the Dairy Ravine Trail to Radio Road. Runners will turn right on the pathway adjacent to Radio Road, making their way to the aid station that will be located at the T-junction of the two asphalt paths between the parking lot and picnic area near Trail Junction 11. Runners will then run the Saddle Loop Trail back to the aid station, before going back to the Dairy Ravine Trail, and then making a quick left onto Old Ranch Road Trail, taking them back to Brisbane. At the end of the trail, runners will turn right on the utility road heading towards the water tank, and then accessing the single track trail to Lily Ct. Runners will stay on Lily Ct. to the stairway, turning right and going all the way to the bottom, then turning right on Silverspot Drive to the intersection with West Hill Drive. At the corner, runners will turn left and follow the crosswalk and along the sidewalk, eventually turning right on to the Crocker Park Trail. Runners leave the trail at the walk ramp to Quarry Road, turning left and finishing on Quarry Road near the footbridge.