

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: December 14, 2023

PREPARED BY: Shelby Goodwin, Special Events Coordinator

REQUEST: RECEIVE AND FILE INFORMATIONAL REPORT FOR ROAD CLOSURES
SCHEDULED TO OCCUR FOR THE 2024 PALM DESERT HALF
MARATHON AND 5K EVENT

RECOMMENDATION:

1. Receive and file informational report for road closures associated with the Palm Desert Half Marathon and 5K event scheduled for Sunday, February 18, 2024.
2. Authorize the City Manager to execute any documents that may be necessary to facilitate the event.

BACKGROUND/ANALYSIS:

Southland Events, LLC is requesting to hold the 9th annual Palm Desert Half Marathon and 5K on Sunday, February 18, 2024. Last year's event saw approximately 1,000 participants and was successful in raising money for several organizations that provided volunteers to assist with the event.

The event will start and end at the Palm Desert Civic Center Park where pre/post activities will take place. Scheduled pre/post activities include DJ/prerecorded music and an award ceremony (both of which require amplified sound), as well as a lifestyle expo focusing on recreation and fitness (vendor sales). In addition, the event producer is requesting permission to have a gated beer garden which, if approved, will require a permit from the Department of Alcohol and Beverage Control (ABC) for the sale of alcohol.

Provided below are pertinent details relative to the courses, public safety, and traffic control for the event.

- **Half Marathon Course:** The half marathon course will begin and end at the Palm Desert Civic Center Park and will require full closure of Magnesia Falls Drive from Portola Avenue to Monterey Avenue. The course will also require closure of the lane adjacent to the curb at the following locations: northbound Monterey Avenue from Magnesia Falls to Gerald Ford Drive, eastbound Gerald Ford Drive to Gateway, northbound Gateway to Dick Kelly Drive, eastbound Dick Kelly Drive to Dinah Shore Drive, southeast bound Dinah Shore Drive to Portola Avenue, and southbound Portola Avenue to Magnesia Falls Drive.
- **5K Course:** The 5K course will begin and end at the Palm Desert Civic Center Park and will include use of Magnesia Falls Drive between the entrance to the Palm Desert Aquatic Center to Monterey Avenue and San Pablo Avenue from Magnesia Falls Drive to Fred

City of Palm Desert
2024 PALM DESERT HALF MARATHON AND 5K EVENT

Waring Drive. This will require full closure of San Pablo Avenue between Magnesia Falls Drive and Fred Waring Drive.

- **Public Safety:** Extensive police services are required for this event to ensure public safety on the road. In previous years, the Palm Desert Citizens on Patrol (COPS) volunteers were utilized along the course to help offset the cost of public safety services. Staff will work with the event producer and the police and fire departments to ensure that an appropriate level of traffic control and public safety services are planned for the event.
- **Traffic Control/Impacts:** Staff will work with the event producer and appropriate City departments to ensure approval of a finalized traffic control plan. Additionally, staff will ensure that arrangements are made with the College of the Desert and SunLine Transit Agency due to respective impacts of the event. Businesses and residents along the half marathon course will experience short periods of delays as runners pass through the area. However, where possible, the road closures/barricades setup along the course will allow residents/drivers to proceed through with the assistance of a designated public safety officer/COPS volunteer. In addition, traffic control cleanup will follow the last runner to ensure that roads open in a timely manner.

Legal Review:

This report has been reviewed by the City Attorney's office.

Strategic Plan:

The Palm Desert Half Marathon and 5K addresses the following priorities outlined in the 2013-2033 Strategic Plan, *Envision Palm Desert – Forward Together*.

- Parks and Recreation Priority 3: Make recreational and exercise opportunities available in all public spaces.
- Economic Development Priority 3: Create and attract entertainment and events to enhance and expand the Palm Desert economy and lifestyle.
- Tourism and Marketing Priority 2: Grow existing events and develop new events to enhance the desirability of Palm Desert as a year-round destination.

FINANCIAL IMPACT:

As part of the FY 2023/24 Budget, the City Council approved a sponsorship in the amount of \$10,000 for this annual event. Permit fees are not expected to exceed \$500. There will be no additional impact to the General Fund associated with this event.

ATTACHMENTS:

1. Palm Desert Half Marathon and 5K Route