

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: December 12, 2024

PREPARED BY: Shelby Goodwin, Special Events Coordinator

SUBJECT: APPROVAL OF THE 2025 USA WOMEN'S MARATHON & HALF MARATHON

RECOMMENDATION:

1. Temporary waiver of Palm Desert Municipal Code (PDMC) sections:
 - a. 11.01.20 (Hours of Use in City Parks)
 - b. 11.01.140 (Amplified Sound in City Parks)
 - c. 11.01.080.O (Placement of Advertising Signage in City Parks)
 - d. 11.01.080 Q (Vendor Sales in City Parks)
 - e. 11.01.080 W (Possession/Consumption of Alcohol in City Parks) pursuant to PDMC 9.58.040
2. Authorize the City Manager to execute any documents that may be necessary to facilitate the event.

BACKGROUND/ANALYSIS:

The USA Women's Marathon and Half Marathon is scheduled to take place on Saturday, January 11, 2025, in Palm Desert. The event will start and end at the Palm Desert Civic Center Park where pre- and post-event activities will take place. Such activities include prerecorded music, an awards ceremony, and a lifestyle expo focusing on recreation and fitness. In addition, champagne mimosas will be available in a gated area that will require a permit from the Department of Alcohol and Beverage Control.

This marks the return of the USA Women's Marathon and Half Marathon to Palm Desert after the last event in 2019. Although organizers planned a 2020 event, it was canceled due to the COVID-19 pandemic. USA Endurance Events, which hosts similar luxury running events in Florida, Tennessee, Arizona, and Texas, is the event organizer.

- **Marathon & Half Marathon Course:** The marathon course will begin and end at the Palm Desert Civic Center Park and will require full closure of San Pablo from Fred Waring to Magnesia Falls, as well as a 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 Country Club, eastbound Country Club to Portola, southbound Oasis Club Drive to Hovley Lane East. From Hovely Ln. East to Civic Center Park, the westbound lane adjacent to the curb and the middle lane will be closed. The half marathon will cover this route once, while marathon participants will complete it twice. Note that this is the same course that was used in 2019 (previous traffic control plan attached for reference).

- **Public Safety:** To ensure public safety, extensive police services will be in place along the course. Palm Desert Citizens on Patrol (COPS) will assist with volunteer support, helping offset some of the costs. Once the event is approved, staff will collaborate with the event producers, police, and fire departments to ensure the proper level of traffic control and public safety measures are implemented.
- **Traffic Control/Impacts:** Upon approval of the event, staff will work with the event producer and appropriate City departments to finalize a traffic control plan. Businesses and residents along the course will experience short periods of delayed access as runners pass through the area. However, where possible, the road closures and barricades along the course will allow residents/drivers to proceed with the assistance of designated public safety officers or COPS volunteers. In addition, traffic control cleanup will follow the last runner to ensure timely reopening of roads.

Legal Review:

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

Strategic Plan:

Approval of the USA Woman's Marathon & Half Marathon Event would impact 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 2024/2025 Budget, the City Council approved a community event sponsorship in the amount of \$5,000 for this event. Funds are available in Account Number 1104800-4306201. All other costs associated with the event will be the responsibility of the organizer.

ATTACHMENT:

1. 2019 Traffic Control Plan (for reference)