



Staff Report

City Council

Item No. {{section.number}}.M

Meeting Date: August 14, 2024

From: Ryan Hunt, Communications & Events Manager

Title: CCHS Homecoming Parade 2024 SUP

RECOMMENDATION:

To approve the Special Use Permit (SUP) for the Cathedral City High School Homecoming Parade on Thursday, Oct. 17, 2024, and waive the application fee.

BACKGROUND:

For more than 10 years, the Cathedral City High School Homecoming Parade and Rally has been held in Downtown Cathedral City. The parade invites not only the high school, but also middle and elementary school children to participate. The Rally occurs on the steps of City Hall with attendees filling the Avenida Lalo Guerrero and Town Square Park.

DISCUSSION:

The Homecoming Parade and Rally will repeat the 2023 route where staging occurred near Perez Road on Cathedral Canyon Drive. Staging for the parade begins at 3:00 pm. on Oct. 17, 2024. The parade kicks-off at 4:30 pm and moves south on Cathedral Canyon Drive. It turns left at Avenida Lalo Guerrero (ALG) and heads east toward the front steps of City Hall. Once the participants in the parade reach George Montgomery Trail (GMT), those walking continue on ALG while any automobiles not associated with the Rally turn right on GMT to exit the area.

The Rally starts once the parade has ended and includes a welcome, announcements, entertainment by singers, bands, and a variety of acts. It is meant to be loud and energizing for the players and their family and fans.

In most years, the parade and rally end no later than 6 pm.

In addition, CCHS must provide a minimum of two parade route officials to direct the parade at the beginning, at every turn, and at GMT to direct cars in the parade to leave the area and not drive into the Rally area. Insurance coverage has already been received that covers the City as an additional insured.

CCHS has agreed to have volunteers clean up the area in front of City Hall after the event to make sure it is in as good of condition as when they first started to use it.

FISCAL IMPACT:

The Homecoming Parade and Rally creates an in-kind cost to the city for police, fire, ambulance, and public works employees to help make sure the event happens in a safe manner. This includes shutting down the roads, detouring traffic, notifying businesses of road closures days in advance, placing no-parking signs along the route, and putting up crowd security measures to mitigate the risk of an intentional attack. The estimated cost is between \$4,500 and \$5,000.

FIVE-YEAR STRATEGIC PLAN:

F-2: Promote additional community events and celebrations

ATTACHMENTS:

1. CCHS Homecoming Parade 2024 SUP
2. Parade-Route-24