



Staff Report

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**File #:** 23-0573

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**REQUEST FOR CITY COUNCIL ACTION**

**DATE:** 07/19/2023  
**TO:** Honorable Mayor and City Council Members  
**FROM:** Community Services Department

**SUBJECT:**  
CO-SPONSORSHIP REQUEST FROM THE CORONA-NORCO UNIFIED SCHOOL DISTRICT FOR SANTIAGO HIGH SCHOOL MARCHING BAND REHEARSAL SPACE FOR THE TOURNAMENT OF ROSES PARADE

**EXECUTIVE SUMMARY:**

This staff report asks the City Council to consider approving a supplemental Community Events Co-Sponsorship Program request from the Corona-Norco Unified School District at Santiago High School for a limited street closure on Palisades Drive (Green River Road to Serfas Club Drive) on Saturday, December 30, 2023. The request will provide the Bands, Orchestras, and Color Guard of the Santiago Sharks with rehearsal space for their participation in the invitational Tournament of Roses Parade on Monday, January 1, 2024, located in Pasadena, California.

**RECOMMENDED ACTION:**

**That the City Council** approve the request from the Corona-Norco Unified School District to waive street closure costs per the guidelines of the Community Events Co-Sponsorship Program Funding Policy (7400.003) in an amount not-to-exceed \$3,000 for the requested street closure on Saturday, December 30, 2023.

**BACKGROUND & HISTORY:**

The Community Events Co-Sponsorship Program is intended to facilitate non-profit community events open to the public by way of a one-time fee waiver or in-kind assistance for City staff time and resources. Requests for these funds are intended to be one time only, and meet the following criteria of the program policy:

1. Promote the City of Corona as a desirable place to live, visit, or do business.
2. Promote the City of Corona as a visitor destination and/or bring tourism associated revenue to the City.
3. Enhance quality of life and well-being of the residents of the City of Corona.
4. Advance the City's commitment to, and pride in, being a multicultural community.

5. Encourage the development of neighborhood identity and pride.
6. Promote cultural and artistic awareness in the community.

This request was received outside of the Fiscal Year 2024 Co-Sponsorship Program funding cycle, which was presented to City Council on Wednesday, May 17, 2023, and therefore requires supplemental review and approval.

**ANALYSIS:**

On Thursday, September 22, 2022, it was announced that the Bands, Orchestras, and Color Guard of Santiago Sharks (BOSS) had been selected for participation in the 2024 Tournament of Roses Parade. This is the third time Santiago High School has received this prestigious honor. According to the Tournament of Roses, this event attracts an in-person audience of 700,000, 45.5 million national broadcast viewers, and 28 million international viewers.

In anticipation for this worldwide stage, the Corona-Norco Unified School District (CNUSD) is requesting a street closure for rehearsal on Saturday, December 30, 2023, on Palisades Drive from Green River Road to Serfas Club Drive, at approximately 1.5 miles long, from 9:00 a.m. to 1:00 p.m. Staff from the Community Services, Police, and Public Works Departments will work in coordination for the safety of the participants and to mitigate any traffic concerns.

**FINANCIAL IMPACT:**

Co-Sponsorship Program assistance is requested solely to waive City fees for application, staff time, and resources for the street closure. These resources are valued at \$3,000 and will be offset by the City's General Fund.

**ENVIRONMENTAL ANALYSIS:**

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the common sense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action strictly pertains to the Co-Sponsorship program and standard City operations and there is no possibility that approving this project will have a significant effect on the environment. Therefore, no environmental analysis is required.

**PREPARED BY:** JASON LASS, RECREATION SERVICES MANAGER

**REVIEWED BY:** DONNA FINCH, INTERIM COMMUNITY SERVICES DIRECTOR