

Beach Street Revival will leave



Photos by Dan Coyro/Sentinel

Crowds came to Santa Cruz for the Beach Street Revival, but the event's promoter says he's taking it out of town.

Event organizer blasts city

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SANTA CRUZ — The Beach Street Revival will not return to Santa Cruz next year, its promoter announced, claiming that the city government has driven the contest out of town.

"We want to apologize for the way the City of Santa Cruz has treated you," Promoter Rick Petersen announced to a crowd at San Lorenzo Park Sunday. "We don't feel like you're getting treated right here anymore and we are going to take it (the revival) to a place where you are appreciated. We've been beat up real bad by the city."

Petersen said that he will move the car event to Watsonville and the County Fairgrounds or to another city next year. He cited what he called exorbitant fees placed on the contest organizers by the city to cover police costs, cleanup and insurance.

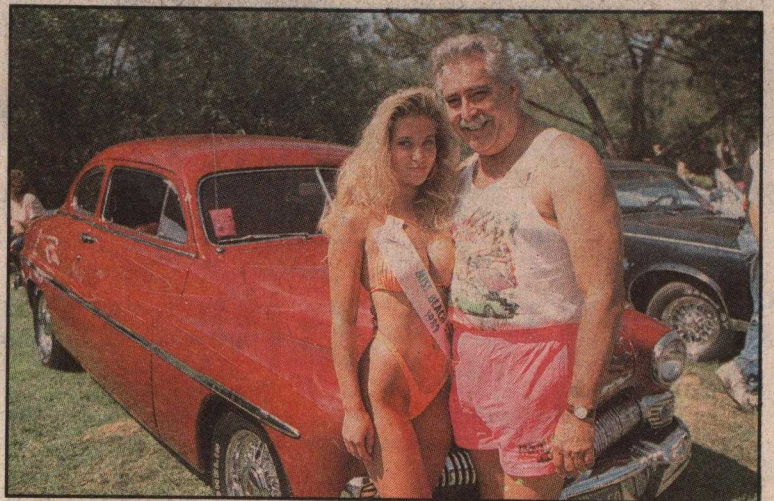
The 1950s nostalgia event draws thousands of hot-rod aficionados and revelers to Santa Cruz for a weekend of cruising and car shows.

City council members said they were surprised and disappointed by the announcement.

"There was no great controversy," Councilwoman Katherine Beiers said of the event and relations with Petersen. "It's been a very straightforward business thing."

Visibly angered, however, Petersen claimed that the city was interfering by auditing the car show, by counting how many people entered, and claimed that the city was demanding \$200 from him as late as Saturday night to clean up Beach Street.

Petersen refused to speak to the Sentinel unless he had editorial control over the articles — a request which was denied. However, he let his comments fly freely and loudly through the



Event promoter Rick Petersen with Queen Jenni Huff.

area.

Money has long been a source of contention between the city and Petersen. In July, the City Council demanded he pay \$14,200 to cover police overtime. After threatening to cancel the

event, a compromise was worked out, and the city knocked \$5,000 off the tab.

"We do require them (event promoters) to cover some of the extra police costs which we do

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Revival/ Promoter says event will leave

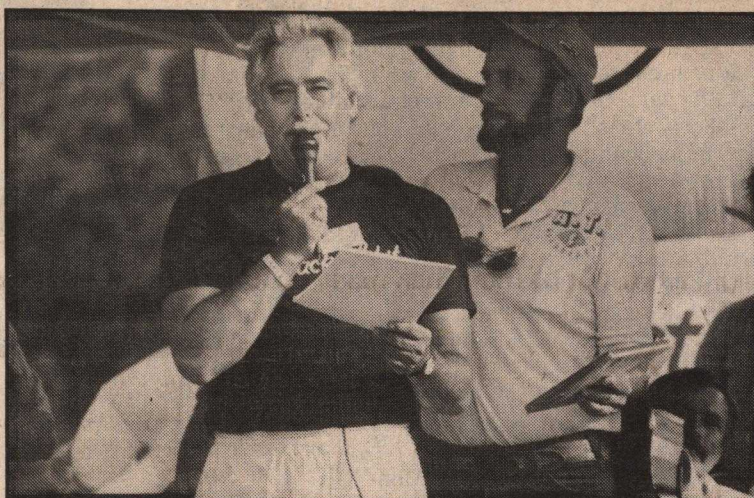
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with other (such events) such as parades," Councilman John Mahaney said. "We expect someone who makes profits should cover the costs the city incurs. ... We bent over backward to be fair."

Petersen claimed that he is being held responsible for the behavior of people who are not part of his event.

While police said that this year was smooth compared to past events, 200 people were cited Saturday night in the beach area alone.

Petersen Sunday was overheard telling friends that the city is anti-event, anti-business and is blatantly trying to drive it out of town. He said that he will be happy to take the event and its revenues elsewhere. He esti-



Event coordinator Rick Petersen talks to Revival audience.

mates that the Beach Street Revival brings more than \$300,000 in business to Santa Cruz.

Mahoney, disagreed with Petersen's comment, saying, that "as far as I am concerned, if there is any legitimate business or entertainment that brings money to the city, I'm all for it. We have to balance the good parts and bad parts and decide what the assets or liabilities are. If he doesn't think he's getting a fair shake by the city, that's his prerogative."

Still the announcement took

some council members by surprise.

Beiers said that she was surprised and "terribly disappointed" that the event might be leaving.

"It's really disappointing. It's a wonderful event," she said. "There goes the Fourth of July (fireworks), the Miss California Pageant and now Beach Street."

"We will still get the (impact) but not any of the revenue," Beiers said. "I hope that he will reconsider."