

City of Culver City, California
Agenda Item Report

Meeting Date: <u>10/02/12</u>		Item Number: <u>A-2</u>	
PRCS COMMISSION AGENDA ITEM: Informational Item Regarding the Fiesta La Ballona and the Fiesta La Ballona Event Committee.			
Contact Person/Dept.: Dan Hernandez, PRCS Director		Phone Number: (310) 253-6655	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: (Email) Meetings and Agendas – Parks, Recreation and Community Services Commission (09/27/12).			
Department Approval: Dan Hernandez (09/25/12).		City Attorney Approval: N/A	
Chief Financial Officer Approval: N/A		City Manager Approval: N/A	

RECOMMENDATION:

Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission receive information regarding the Fiesta La Ballona.

BACKGROUND:

The Fiesta La Ballona (“Fiesta”) began in 1951 as a week-long festival in honor of the City’s heritage. The Fiesta is a celebration with events that evoke pride and remind residents of Culver City impressive past while enhancing a sense of community. It is a City-sponsored event and the City Council has direct authority over the event related to use of City funds and use of the park. Each year, the City Council routinely approves special permits for animals in the Park for entertainment purposes and for a Beer and Wine Garden hosted by the Exchange Club.

DISCUSSION:

2012 Fiesta La Ballona

Fiesta La Ballona was held the weekend of August 24 – 26, 2012 at Veterans’ Memorial Park. This year the event was chaired by Mike Cohen. Additionally, there were over 20 new volunteers associated with the event committee. This influx was the largest in a number of years. The combination of returning committee volunteers and new volunteers provided opportunities to incorporate new ideas while maintaining stability for the event programming.

This year, the City was fortunate to see an increase in attendance compared to the previous six years. Based on car counts, ticket sales and periodic monitoring, it is estimated that over 20,000 people attended the event. A couple of key factors played a role in the increased numbers. First, the use of a marketing group to create

City of Culver City, California
Agenda Item Report

the new banners, aggressive advertising and use of social media gave an improved community outreach. Additionally, the weather was cooperative with lower temperatures than the previous year.

Some other changes this year that were positively viewed was the large tent over the main stage, relocating the petting zoo and pony rides under the trees for shade cover, and some adjustments on the tent layouts that permitted easier access to food vendor booths and trucks. Other changes were the involvement of City contract class instructors performing free demonstrations in the park. This program received mixed reviews. With better scheduling and visibility, this new activity should see improvement next year.

The fiscal breakdown of the 2012 Fiesta is provided as an Attachment. The in-kind staff expense (salary only; benefits would add approximately 25% to the costs) are included to reflect a more of the "full cost" of the event.

Fiesta La Ballona Event Committee

The Fiesta La Ballona Event Committee is an independent group established by the City Council to assist in the coordination and operation of the event. The Committee reports to a PRCS Department staff liaison, currently Dan Jassim, Supervisor. In addition, the PRCS Director attends periodically when certain issues need to be addressed or information relayed. At the September 4, 2012 PRCS Commission meeting, Chair Stuart requested and received consensus to agendaize the discussion of establishing a Fiesta La Ballona Ad Hoc Subcommittee to the Commission. However, since the Fiesta La Ballona Event Committee is an independent group, not beholden to any oversight apart from that of the City Council, there is no apparent nexus between the Fiesta Committee and the proposed PRCS Commission Fiesta La Ballona Ad Hoc Subcommittee.

FISCAL ANALYSIS:

There is no fiscal impact associated with the discussion of this Agenda Item.

ATTACHMENT:

2012 Fiesta La Ballona Revenue and Expenditure Report

MOTION:

That the Parks, Recreation and Community Services Commission:

Receive and file information regarding the Fiesta La Ballona and the Fiesta La Ballona Event Committee.