



FIESTA LA BALLONA 2024

BY

FRANCISCA CASTILLO
RECREATION & COMMUNITY SERVICES MANAGER

January 31, 2024



AGENDA

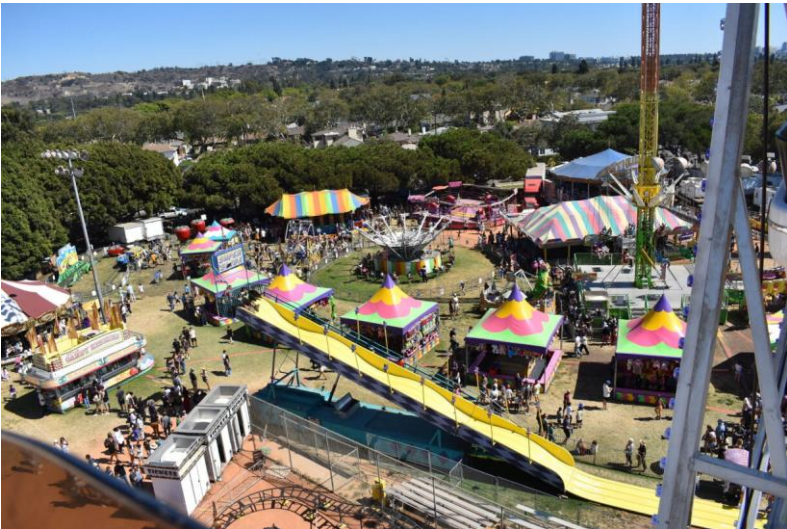


- History.
- Event Details.
- Staff Updates.
- AD HOC Sub-Committee.

HISTORY



- Fiesta La Ballona is a three-day festival.
- Created in 1951 as a partnership with the Chamber of Commerce.
- Celebrating Culver City's early heritage.
- Location: Veterans Memorial Park.



EVENT DETAILS



- Opening Ceremony.
- Live performances and entertainment.
- Vendors:
 - Food Trucks
 - Community Organizations
- City Information Booth.
- Carnival Games.
- Beer and Wine Garden.
- Movie at the Plunge .
- Possibly new activities.



STAFF UPDATES



- Carnival Expansion.
- Ticket/ Wristband system and prices.
- Food Vendor prices.
- Music and entertainment.
- Adequate Signage.



AD HOC SUB-COMMITTEE.



- Help review applications.
- Program the entertainment stage.
- Cultural Affairs Commission Representatives:
Vice Chair Leora O' Carroll and
Commissioner Ehsaan Mesghali.
- Community Engagement.



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