

Culver CITY

MEMORANDUM

DATE: January 24, 2022

TO: HONORABLE MAYOR LEE AND MEMBERS OF THE CITY COUNCIL OF THE CITY OF CULVER CITY

FROM: Chair Guzzetta and Members of the Culver City Fiesta La Ballona Committee

SUBJECT: **2021 Accomplishments and 2022 Work Plans**

CC: John Nachbar, City Manager
Armando Abrego, Parks, Recreation & Community Services Director
Dani Cullens, Recreation & Community Services Manager

On January 5, 2022, the Fiesta La Ballona Committee (Fiesta Committee) approved the transmittal of the following information to the City Council:

Fiesta La Ballona Committee 2021 Accomplishments

- Assisted City Staff in coordinating a successful Fall-themed Festival during a pandemic.
- *Sponsorship Ad Hoc Subcommittee* worked with City Staff to receive generous donations including one of the largest ever from Amazon Studios. Sponsorship totals were equivalent to \$59,650.00.
- *Entertainment Ad Hoc Subcommittee* worked with City Staff to have a very successful line-up of Professional and Community performers.
- *Marketing Ad Hoc Subcommittee* worked with City Staff to request community feedback for the name of the Fall-themed 2021 Fiesta La Ballona event. With the name chosen as "*Fiesta La Boo-llona From the Heart of Screamlan*".
- *Special Activities Ad Hoc Subcommittee* worked with City Staff to produce the first ever Contest Corner for the public to participate in a variety of contests along with Fall-themed activities.

Fiesta La Ballona Committee 2022 Work Plans

1. Develop and implement the selection procedure for Fiesta La Ballona's Beer and Wine Garden.
2. Review and recommend new pricing in all Fiesta La Ballona categories.

3. Review and revise the process for Fiesta La Ballona vendor selection and enforcement of the terms of the agreement.
4. Better engage the community in the process of planning the Fiesta La Ballona.