

Culver CITY

MEMORANDUM

DATE: February 15, 2023

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

FROM: CHAIR LILA SWENSON AND MEMBERS OF THE FIRST LA BALLONA COMMITTEE

SUBJECT: 2022 ACCOMPLISHMENTS AND 2023 PROPOSED ACTIVITY/UPCOMING AGENDA ITEMS FOR THE NEXT 6 MONTHS

CC: John Nachbar, City Manager

On February 15, 2023, the Fiesta La Ballona Committee approved the transmittal of the following information to the City Council:

Fiesta La Ballona Committee Accomplishments during the Period July through December 2022:

- Advised City Staff for a successful Fiesta La Ballona in August 2022 with a turn-out of roughly 10,000 people.
- The Committee took to City Council a recommendation to which the City Council responded by creating the City Council *Fiesta La Ballona Ad Hoc Subcommittee* to provide terms and guidelines Fiesta La Ballona.
- *Beer and Wine Garden Ad Hoc Subcommittee* worked with staff to guide the Beer and Wine Garden vendor to pre-select three charities to receive the proceeds.
- *Entertainment Ad Hoc Subcommittee* worked with staff to select Professional and Community performers.
- Reviewed and supported staff's new logo and marketing campaign for Fiesta La Ballona.
- Received and reviewed feedback from staff, community, and vendors.

Scheduled Activities Plan Updates:

- Develop and implement the selection procedure for the Fiesta La Ballona's Beer and Wine Garden.

Status: The Fiesta La Ballona Committee is continuing to work on this Scheduled Activities Plan.

- Review and recommend new pricing in all Fiesta La Ballona categories.

Status: The Fiesta La Ballona Committee has decided to focus on this Activity Plan in 2024.

- Review and revise the process for Fiesta La Ballona vendor selection and enforcement of the terms of the agreement.

Status: The Fiesta La Ballona Committee is continuing to work on this Scheduled Activities Plan in coordination with the newly formed City Council Fiesta La Ballona Ad Hoc Subcommittee.

- Better engage the community in the process of planning Fiesta La Ballona.

Status: The Fiesta La Ballona Committee is continuing to work on this Scheduled Activities Plan.

Scheduled Activities Plan for the Next 6 Months:

- The Fiesta La Ballona Committee will work towards a more transparent egalitarian process for entertainment artist selection.
- The Fiesta La Ballona Committee is considering expanding the festival footprint to include a Tot Carnival and special activities for attendees.
- The Fiesta La Ballona Committee will work towards defining the Fiesta La Ballona Committee's delineation of parameters and responsibilities.