



City of Culver City

Staff Report

File #: 16-1215, Version: 1

Item #: C-8.

CC - Approval of a Professional Services Agreement with Guadagno & Sons Amusements to Supply the Amusement Rides and Related Concessions for a Three-Year Base Term [with an Optional Fourth Year] for the 2017, 2018, and 2019 [and, Subject to Approval by the City Manager, 2020] Fiesta La Ballona.

Meeting Date: July 10, 2017

Contact Person/Dept: Dan Hernandez/PRCS
Dan Jassim/PRCS

Phone Number: (310) 253-6655
(310) 253-6672

Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing: **Action Item:**

Attachments: Yes No

Commission Action Required: Yes No

Public Notification: (E-Mail) Meetings and Agendas - City Council (07/05/17); Fiesta La Ballona Committee (07/03/17); Guadagno & Sons Amusements, Inc. (07/03/17)

Department Approval: Daniel Hernandez, PRCS Director (06/29/17)

RECOMMENDATION

Staff recommends the City Council approve a professional services agreement with Guadagno & Sons Amusements ("G&S Shows") to supply amusement rides and related concessions for a three-year base term [with an optional fourth year] for the 2017, 2018, and 2019 [and, subject to approval by the City Manager, 2020] Fiesta La Ballona (the "Fiesta").

BACKGROUND/DISCUSSION

Beginning in 2004 the Fiesta La Ballona Committee ("Committee") contracted with Guadagno and Sons Amusements to supply carnival rides during the Fiesta in order to attract families to the event. This has been a very successful addition to the Fiesta and has increased attendance as well as revenue to the vendors and to the City which in turn helps to offset the cost of producing the Fiesta. After the 2005 Fiesta, the Committee agreed that G&S Shows should come back for the next three

(3) years (through 2008) due to their entertainment value and their commitment to the success of the Fiesta.

Subsequently, the City circulated a Request for Proposals (RFP) in 2009 and again in 2012 seeking vendors to provide this service. On both occasions, G&S Shows was selected as the Fiesta carnival ride vendor. In 2012, despite extensive outreach, only one RFP, that of G&S Shows, was received. On June 12, 2012, the City Council approved an agreement with G&S Shows to supply amusement rides and related concessions for the Fiesta La Ballona.

This year, the City released RFP #1648 for amusement rides and related concessions for the Fiesta La Ballona with a closing date of June 1, 2017. Once again, G&S Shows was the only respondent.

Guadagno and Sons Amusements

Over the past thirteen years, G&S Shows has demonstrated that it is a cooperative partner and a responsible purveyor of amusement rides and related concessions for the Fiesta. Staff and the Committee have been very pleased with the level of service provided by G&S Shows. They have been responsive to concerns as they arise. Mr. Guadagno and his sons are Certified Basic Ride Inspectors and the family and management have served on the Board of Directors of the Pacific Coast Showmens Association and Showfolks of America.

G&S Shows is especially proud of their employees, who are courteous, helpful, responsible and well-groomed. Several of them have been with the company for a decade or more and for the past fifteen years they have participated in the H2B program. These workers are cleared through Homeland Security and have passports, visas, I-94's and social security cards.

In addition, staff feels confident that the cost sharing relationship between G&S Shows and the City is standard for this industry. The Fiesta revenue generated by this vendor has consistently and reliably increased each year. This has truly been a mutually beneficial relationship over the past many years.

FISCAL ANALYSIS

Guadagno and Sons Amusements proposed Concession Fee Schedule (Attachment 1) is identical to the one that has been in effect since 2009, with the exception that the guaranteed minimum payment amount per 2½ day Carnival event has increased from \$25,000 to \$35,000. Projected expenditures and revenues for the Fiesta La Ballona are included in the annual City budget process and are reflected in account number 10130285 (Fiesta La Ballona). In 2016, the total revenue received from G&S Shows was \$62,219.

ATTACHMENT

1. 2017-07-10 - ATT 1 Guadagno & Sons Concession Fee Proposal

MOTION

That the City Council:

1. Approve a professional services agreement with Guadagno & Sons Amusements to supply amusement rides and related concessions for a three-year base term [with an optional fourth year] for the 2017, 2018, and 2019 [and, subject to approval by the City Manager, 2020] Fiesta La Ballona; and,
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.