



City of Culver City

Staff Report

File #: 22-258, **Version:** 1

Item #: A-1.

FLBC - Receipt and Filing of the Report Regarding the Use of 2021 Fiesta La Ballona Sponsorship Funds.

Meeting Date: September 1, 2021

Contact Person/Dept: Darren Uhl/PRCS

Phone Number: (310) 253-6655

Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing:

Action Item:

Attachments:

Public Notification: (Email) Meetings and Agendas - Fiesta La Ballona (08/27/2021); (Email) Parks, Recreation & Community Service Department Updates (08/27/2021); (Email) Culver City News and Events (08/27/2021)

Department Approval: Darren Uhl, RCS Manager (08/27/2021)

RECOMMENDATION

Staff recommends that the Fiesta La Ballona Committee receive and file the report regarding the use of 2021 Fiesta La Ballona Sponsorship Funds.

BACKGROUND/DISCUSSION

The Fiscal Year 2021/2022 City Council Adopted Budget for the 2021 Fiesta La Ballona ("Fiesta") is provided as Attachment 1. Funds totaling \$29,149 were allocated by determining the event necessities and listing additional requests if funding became available. The Fiesta Budget Allocation Plan is provided as Attachment 2.

On August 20, 2021, Parks, Recreation and Community Services Department staff received an email from Fiesta La Ballona Committee (FLBC) Member Marcus Tiggs. In his role as an FLBC Sponsorship Ad Hoc Subcommittee Member, he informed staff that Amazon personnel had confirmed a \$50,000 sponsorship donation in support of the 2021 Fiesta. This donation qualifies Amazon as a Platinum Level Fiesta Sponsor. Because of the size of the donation, it must be formally accepted by the City Council. The consideration of acceptance of these funds and the associated approval of a budget amendment is scheduled for the September 13, 2021, City Council meeting.

Contingent upon City Council acceptance of the funds, staff recommends the following allocation of the \$50,000 Amazon sponsorship:

- \$14,000

- Entertainment
- \$5,270
 - Stage lighting package
 - On stage monitor engineer with additional equipment
 - Traveler drape package
 - Video monitors and feed
- \$5,300
 - Additional portable restrooms
 - Hand sanitizing stations
 - Portable restroom fencing
 - Additional portable restroom service
- \$14,500
 - Vendor Tents and lighting
- \$10,000
 - Lighting for event
- \$930
 - Tower lights for portable restrooms

FISCAL ANALYSIS

There is no fiscal impact associated with this discussion.

ATTACHMENTS

1. 2021-09-01 - ATT 1 FY 2021-22 Fiesta La Ballona City Council Adopted Budget
2. 2021-09-01 - ATT 2 FY 2021-22 Fiesta La Ballona PRCS Budget Allocation Plan

MOTION

That the Fiesta La Ballona Committee:

Receive and file the report.