



# City of Culver City

## Staff Report

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**ACTION ITEM: (1) Consideration and Discussion of the Reallocation of Event Space at Fiesta La Ballona to Include Additional Family-Friendly Activities and Limit and/or Eliminate Commercial and Informational Booths; and (2) If Desired, Making a Recommendation to the City Council.**

**Meeting Date:** July 25, 2022

**Contact Person/Dept:** Dani Cullens

**Phone Number:** (310) 253-6471

**Fiscal Impact:** Yes  No

**General Fund:** Yes  No

**Public Hearing:**

**Action Item:**

**Attachments:**

**Public Notification:** (Email) Fiesta La Ballona (07/24/2022); (Email) Culver City News and Events (07/24/2022); (Email) Parks, Recreation & Community Service Department Updates (07/24/2022); (Email) All Fiesta Vendor Applicants (07/24/2022)

**Department Approval:** Armando Abrego, PRCS Director (07/22/2022)

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### **RECOMMENDATION**

Staff recommends the Fiesta La Ballona Committee (Committee) (1) consider and discuss the reallocation of event space at this year's Fiesta La Ballona (Fiesta) to include additional family-friendly activities and limit and/or eliminate commercial and informational booths; and (2) if desired, make a recommendation to the City Council.

### **BACKGROUND**

After the 2021 Fiesta, the PRCS Department sent a survey to participants and community members regarding their experience during the Fiesta. The survey showed that almost 70% of the 70 respondents attended the Fiesta with their families. One recommendation that was mentioned in the survey responses was that the Fiesta should have more activities and rides for toddlers and younger children.

In accordance with the Fiesta La Ballona Committee Bylaws, on July 14, 2022, the Site Layout Ad Hoc Subcommittee requested a special meeting of the Fiesta Committee to consider the reallocation of usable space to expand family-friendly activities.

## **DISCUSSION**

### **Additional Family-Friendly Activities**

In order to be responsive to community input, staff is considering adding the following family-friendly activities:

- An area dedicated to carnival rides designed for smaller children.
- A communal games area including, but not limited to, such activities as a Giant-sized Jenga and a Giant-sized Connect Four. This area would be available on a first come, first served basis and allow families and/or friends to play each other.
- A community activities area including, but not limited to, events such as a pie eating contest. This area would focus on activities to engage community members as participants and help build lasting memories of the Fiesta.

Where these areas are placed at the 2022 Fiesta is dependent on the reallocation of space usually dedicated to commercial and informational booths.

### **Limiting and/or Eliminating Fiesta Booths**

In preparing this report, at the Committee's request, staff has evaluated the following options for the commercial and informational booths at the Fiesta:

- 1. Consider a recommendation to eliminate all commercial and informational booths from the Fiesta:** If this option is implemented, the space would then be reallocated to include the areas dedicated to younger children, communal games, and community activities. Any fees already paid by applicants would be refunded, as necessary. Organizations wishing to pass out information would still be able to do so within the Park and/or the designated Free Speech area, without regard to the content of such information.
- 2. Consider redistributing the footprint of the commercial and informational booths:** At the 2021 Fiesta, there were 40 booths dedicated to commercial business and non-profit information. By reducing the number of booths, the remaining available space would then be reallocated to include a small selection of activities designed for younger children, communal games, and possibly a community activity. If there is not enough space to accommodate all applicants, the booths would be filled on a first come, first served basis based on the date and time the application was submitted.

Within the application period, which closed on July 9, 2022, 35 commercial booth and 25 informational booth applications have been received. Informationally, there are also 25 food vendors who have applied for space.

### **Government Agency and Sponsor Booths**

In conjunction with the Committee's recommendation regarding the above, the PRCS Department will

also be seeking City Council direction as to whether to continue to allow government agency booths and sponsor booths. The Committee may wish to provide its own recommendation as to these two categories of booths as well.

**Government agency booths:** Government agencies have traditionally been allowed to have booths at the Fiesta in order to provide the community with information from the various departments within Culver City, as well as from other public agencies. In the past, Culver City Transportation, Parks, Recreation, and Community Services, Public Works, Police, and Fire, as well as the Culver City Unified School District and the California Highway Patrol, have had booths at the Fiesta.

**Sponsor booths:** Traditionally, certain levels of Fiesta sponsorship entitled a sponsor to receive a free or discounted booth. For example, the Platinum (\$10,000 donation) and Gold (\$5,000 donation) sponsorship levels both include a free booth prominently located at the Fiesta. The Silver (\$2,500 donation), Bronze (\$1,500 donation), Sponsor (\$750 donation), and Fiesta Friends (\$500 donation) sponsorship levels all include discounts on booth rental. Currently, there are no Platinum or Gold level sponsors for this year's Fiesta. Should the Committee wish to recommend to the City Council that the Fiesta event space reallocation be implemented this year, suggestions should also be made regarding how to address this change with the seven sponsors who qualify for and wish to have a discount on their Fiesta booth rental.

## **FISCAL ANALYSIS**

Should the Committee wish to make a recommendation to the City Council to limit and/or eliminate commercial and informational booths for Fiesta 2022, staff anticipates that any loss of booth rental revenue will be potentially offset by other factors. For example, \$9,131.00 was received through commercial and informational booth applications for Fiesta 2021. For Fiesta 2022, if this source of revenue is either eliminated or reduced, it could be offset by a lower cost for tent rentals, since fewer tents will be needed, and anticipated higher wristband sales.

## **ATTACHMENTS**

None.

## **MOTIONS:**

That the Fiesta La Ballona Committee:

1. Consider and discuss the reallocation of event space at Fiesta La Ballona to include additional family-friendly activities and limit and/or eliminate commercial and informational booths; and
2. If desired, make a recommendation to the City Council.