



City of Culver City

Mike Balkman Council
Chambers
9770 Culver Blvd.
Culver City, CA 90232

Staff Report

File #: 22-259, Version: 1

Item #: A-1.

CC - (1) Acceptance of a 2021 Fiesta La Ballona Sponsorship Donation from Amazon in the Amount of \$50,000; and (2) FOUR FIFTHS VOTE REQUIREMENT: Approval of a Budget Amendment to Record the Revenue of \$50,000 and Appropriation of \$50,000 in FY 2021-2022 Upon Receipt of the Funds.

Meeting Date: September 13, 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:** ☐

Commission Action Required: Yes ☐ No ☒ **Date:**

Public Notification: (Email) Meetings and Agendas - City Council (09/08/2021)

Department Approval: Armando Abrego, PRCS Director (09/01/2021)

RECOMMENDATION

Staff recommends the City Council (1) accept a 2021 Fiesta La Ballona Sponsorship Donation from Amazon in the amount of \$50,000; and (2) approve a budget amendment to record the revenue of \$50,000 and appropriate \$50,000 in FY 2021-2022 upon receipt of the funds (**four-fifths vote requirement**).

BACKGROUND/DISCUSSION

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 representatives had confirmed a \$50,000 sponsorship donation in support of the 2021 Fiesta La Ballona ("Fiesta"). This donation qualifies Amazon as a Platinum Level Fiesta Sponsor. The benefits of being a Platinum Sponsor are:

Platinum Sponsor

- Donation of \$10,000.
- A free booth prominently located on the Fiesta grounds.
- A Banner (provided by the sponsor) over a prominent area of Fiesta (Main Stage) for the entire weekend.
- Business name and logo on all advertisements.
- Business name and logo prominently displayed on the Fiesta website Homepage, with a link to the business website.
- Acknowledgement of sponsorship in ALL Fiesta social media campaigns, including display of business logo.
- Business logo and/or electronic informational trailer displayed on looping plasma display at the Entertainment Tent during the event.
- Business logo prominently displayed in the event program guide.
- Up to four (4) first row reserved seats at the Entertainment Tent on Saturday and Sunday of the event.
- Sponsorship announced a minimum of three (3) times at televised/ WebEx Council meetings and Parks, Recreation, and Community Services Commission meetings.
- Sponsorship mentioned a minimum of two (2) times in Fiesta press releases.
- Sponsorship announced from the main stage a minimum of three (3) times a day during the Fiesta La Ballona.

The Fiesta La Ballona Committee will determine the best use of the donation based on recommendations from staff. Essential elements of the Fiesta that this donation could contribute to include but are not limited to, entertainment, stage lighting, portable restrooms, vendor tents and various types of lighting for the event.

FISCAL ANALYSIS

A budget amendment of \$50,000 is requested to record the revenue of \$50,000 and appropriate \$50,000 in FY 2021-2022 upon receipt of the funds **(four-fifths vote requirement)**. The Fiesta La Ballona account number is 10130285.

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Accept a 2021 Fiesta La Ballona Sponsorship Donation from Amazon in the amount of \$50,000; and,
2. Approve a budget amendment to record the revenue of \$50,000 and appropriate \$50,000 in FY 2021-2022 upon receipt of the funds **(four-fifths vote requirement)**.