



# City of Culver City

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## Staff Report

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**File #:** 22-808, **Version:** 1

**Item #:** A-3.

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**CC - ACTION ITEM:** (1) Consideration of a Recommendation from the Fiesta La Ballona Committee to Schedule the Fiesta La Ballona on the Weekend Preceding Halloween in Calendar Years 2022 through 2026; and (2) Direction to the City Manager as Deemed Appropriate.

**Meeting Date:** March 14, 2022

**Contact Person/Dept:** Dani Cullens/PRCS

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

**Fiscal Impact:** Yes ☒ No ☐

**General Fund:** Yes ☐ No ☒

**Attachments:** ☐

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

**Public Notification:** (Email) Meetings and Agendas - City Council (03/09/2022); (Email) Parks, Recreation and Community Services Department Updates (03/09/2022); (Email) Fiesta La Ballona (03/09/2022); (Email) Culver City News and Events (03/09/2022)

**Department Approval:** Armando Abrego, PRCS Director (03/02/2022)

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### **RECOMMENDATION**

Staff recommends the City Council (1) consider a recommendation from the Fiesta La Ballona Committee to schedule the Fiesta La Ballona on the weekend preceding Halloween in calendar years 2022 through 2026; and (2) provide direction to the City Manager as deemed appropriate.

### **BACKGROUND**

On February 2, 2022, the Fiesta La Ballona Committee (the "Committee") voted to recommend changing the dates of Fiesta La Ballona (the "Fiesta") to the weekend preceding Halloween in calendar years 2022 through 2026. In January 2022, Parks, Recreation and Community Services staff sent out a survey to the community about the preferred dates for Fiesta La Ballona 2022. Links and a QR Code for the survey were sent out via the ActiveNet registration system, and in a GovDelivery email. They were also posted on the City website and social media platforms. Also, the registration office was open during regular business hours to record any phone or walk-in survey

results.

## **DISCUSSION**

The choice of dates that was listed in the survey was based on the Fiesta's carnival company's availability. The results of the survey were as follows:

- 468 total surveys were collected
- 208 voted for August 19, 20, 21
- 138 voted for October 15, 16, 17
- 87 voted for October 7, 8, 9
- 34 voted for "Other" dates
  - 1 voted for February 13, 14, 15
  - 1 voted for May
  - 1 voted for Summer
  - 2 voted for end of June or July
  - 1 voted for August 5, 6, 7
  - 1 voted for August 12, 13, 14
  - 3 voted for August 26, 27, 28
  - 1 voted for weekend before CCUSD starts
  - 1 voted for October
  - 14 voted for the weekend closest to Halloween
  - 2 voted for November or December
  - 1 voted for November 11, 12, 13
  - 1 voted for December 25
  - 3 voted for when Covid is over
  - 1 voted for never

Prior to presenting the survey results to the Fiesta La Ballona Committee, staff was made aware of the dates for the Culver City Art Walk & Roll Festival (October 9). Staff recommended to the Committee that the Fiesta La Ballona not be held directly before or after the Art Walk & Roll Festival. Staff has looked into this, and is not aware of any other major City-wide events that typically occur during the weekend preceding Halloween.

During the February 2, 2022 meeting, the Committee acknowledged that the majority of people wanted the event to be held during the month of October. That is, including the October dates in the "Other" category, there were 240 votes for holding the Fiesta in October. Therefore, the Committee's recommendation is to schedule the Fiesta La Ballona on the weekend preceding Halloween. To avoid having to revisit the issue each year in upcoming years, the Committee's recommendation for this date is from 2022 through 2026.

## **FISCAL ANALYSIS**

Staff anticipates that scheduling the Fiesta La Ballona on the weekend preceding Halloween will not

significantly impact the budget for the event.

### **ATTACHMENTS**

None.

### **MOTIONS**

That the City Council:

1. Consider a recommendation from the Fiesta La Ballona Committee to schedule the Fiesta La Ballona on the weekend preceding Halloween in calendar years 2022 through 2026; and
2. Provide direction to the City Manager as deemed appropriate.