



# City of Culver City

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

## Staff Report

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**File #:** 23-55, **Version:** 1

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**CC - CONSENT ITEM:** Approval of a Professional Services Agreement with Guadagno & Sons Amusements to Supply the Amusement Rides and Related Concessions for a Five-Year Period, from 2022 through 2026, for the Fiesta La Ballona.

**Meeting Date:** August 8, 2022

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

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

**Fiscal Impact:** Yes ☒ No ☐

**General Fund:** Yes ☒ No ☐

**Attachments:** Yes ☒ No ☐

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

**Public Notification:** (E-Mail) Meetings and Agendas - City Council (08/03/2022); (E-Mail) Culver City Exchange Club (08/03/2022); (E-Mail) Fiesta La Ballona Committee (08/03/2022)

**Department Approval:** Armando Abrego, PRCS Director (07/27/2022)

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### **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 five-year period, from 2022 through 2026, for the Fiesta La Ballona (Fiesta).

### **BACKGROUND/DISCUSSION**

Beginning in 2004, the Culver City Parks, Recreation and Community Services (PRCS) Department contracted with Guadagno and Sons Amusements to supply amusement rides and related concessions 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, G&S Shows was the vendor of choice for the next three years (through 2008) due to their entertainment value and their commitment to the success of the Fiesta.

Subsequently, the City published Requests for Proposals (RFPs) in 2009, 2012 and 2017 seeking vendors to provide this service. In each of these instances, G&S Shows was selected as the Fiesta

carnival vendor. In 2012 and again in 2017, despite extensive outreach, the proposals from G&S Shows, were the only ones that were received. On July 10, 2017, the City Council approved an agreement with G&S Shows to supply amusement rides and related concessions for a three-year base term [with an optional fourth year, subject to the approval by the City Manager] for the 2017, 2018, 2019 and 2020 Fiesta; however, in 2020, a “Virtual Fiesta” was held due to the coronavirus pandemic and the optional fourth year was approved for 2021.

In 2021, the Fiesta was held on the last weekend in October. The G&S Shows contract was extended to 2021, as were other City contracts, and they were the Fiesta carnival vendor. In May of this year, the City released an RFP for amusement rides and related concessions for the Fiesta La Ballona. Once again, G&S Shows was the only respondent.

### *Guadagno and Sons Amusements*

Over the past 18 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. All parties involved in managing the Fiesta 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 have participated in the United States Department of Labor’s H-2B program. The H-2B working visa is a nonimmigrant visa which allows foreign nationals to enter into the U.S. temporarily and engage in nonagricultural employment which is seasonal, intermittent, a peak load need, or a one-time occurrence. 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 been a mutually beneficial relationship over the past many years.

### **FISCAL ANALYSIS**

Guadagno and Sons Amusements’ proposed Concession Fee Schedule is provided as Attachment 1. Projected expenditures and revenues for the Fiesta La Ballona are included in the annual City budget process and are reflected in account number 10130285 (Community Events - Fiesta La Ballona). The total revenue received from G&S Shows for the 2021 Fiesta was \$82,499.56.

### **ATTACHMENT**

1. 2022-08-08 - ATT 1 Guadagno & Sons Concession Fee Proposal

**RECOMMENDED MOTIONS**

That the City Council:

1. Approve a professional services agreement with Guadagno & Sons Amusements to supply amusement rides and related concessions for a five-year period, from 2022 through 2026, for the 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.