



City of Culver City

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Staff Report

File #: 23-316, **Version:** 1

Item #: A-3.

Receipt and Filing of the Fiesta La Ballona 2022 Revenue and Expenditure Report.

Meeting Date: November 2, 2022

Contact Person/Dept: Dani Cullens/PRCS

Phone Number: (310) 253-6471

Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing:

Action Item:

Attachments:

Public Notification: (E-Mail) Fiesta La Ballona (10/28/2022); (E-Mail) Culver City News and Events (10/28/2022); (E-Mail) Parks, Recreation & Community Service Department Updates (10/28/2022)

Department Approval: Dani Cullens, RCS Manager (10/12/2022)

RECOMMENDATION

Staff recommends that the Fiesta La Ballona Committee (FLBC) receive and file the Fiesta La Ballona 2022 Revenue and Expenditure Report.

BACKGROUND

Fiesta La Ballona took place from August 26, 2022- August 28, 2022. The event featured carnival rides and games, live performances, a beer and wine garden, food trucks, a food court, and various booths spotlighting artisan wares and local organizations.

DISCUSSION

The Fiesta La Ballona 2022 Revenue and Expenditure Report (Attachment 1) is broken down into five major categories.

- Revenue is comprised of monies received from food vendors, the beer and wine garden, non-food vendors, sponsorships, wristband pre-sales for carnival rides, and a percentage from the carnival's ticket sales. The 2022 revenue total is \$139,698.30.
- City Staff Labor includes the costs to have staff from Public Works, Sanitation, Parks,

Recreation, and Community Services (PRCS), Police, and Fire. No other departments provided staff for 2022. The cost of overtime for Public Works staff and PRCS staff is also factors. The total expenditure for City Staff Labor for 2022 is \$52,666.12.

- Contractual Services includes expenditures for external companies that hold an agreement with Culver City to provide either goods or services. The contractual Services includes the tent rentals, lighting, entertainers, sound and video projections, restrooms, fencing, hydration station, insurance, and cleaning. The total expenditure for Contractual Services for 2022 is \$96,961.44.
- The total expenditure for Advertising and Marketing is \$875.77.
- Supplies includes the LA County Health Permit, volunteer t-shirts, banner installation throughout the city, supplies for the Plunge into Fiesta activities, and food and snacks for the volunteers and staff. The total expenditure for Supplies for 2022 is \$3,748.38.

FISCAL ANALYSIS

There is no fiscal impact associated with this discussion.

ATTACHMENT

1. 2022-11-02 - ATT 1 Fiesta La Ballona 2022 Revenue and Expenditure Report

MOTION

That the Fiesta La Ballona Committee:

Receive and file the Fiesta La Ballona 2022 Revenue and Expenditure Report.