



Agenda Report

Fullerton City Council

MEETING DATE: JUNE 3, 2025

TO: CITY COUNCIL

SUBMITTED BY: DAISY PEREZ, DEPUTY CITY MANAGER

PREPARED BY: CHRISTIAN HERNANDEZ, PARKS AND RECREATION MANAGER

SUBJECT: DAY OF MUSIC COMMITTEE FEE WAIVER REQUEST

SUMMARY

The Day of Music Committee requests City Council waive all fees for their annual city-wide music festival event.

PROPOSED MOTION

Approve \$12,153.85 Day of Music fee waiver request.

ALTERNATIVE OPTIONS

- Approve the Proposed Motion
- Approve request to waive City facilities fees, excluding \$4,617.60 Police fees
- Other options brought by the City Council.

STAFF RECOMMENDATION

Staff recommends the Proposed Motion.

CITY MANAGER REMARKS

No recommendation.

PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statement:

- Fiscal and Organizational Stability

FISCAL IMPACT

The Day of Music Committee would incur \$4,746.25 in fees to use facilities and direct City expenses. Facility use fees support City facility maintenance and operations. The City would incur \$1,790 in direct costs for part-time staffing, custodial services and plaza cleaning. The organizer would incur additional fees for requests to use additional City facilities.

Ensuring adequate event safety at the Fullerton Plaza requires three additional police officers for the duration of the event. The staffing would include two police officers and one supervising officer. The rate for the officers totals \$4,617.60.

No department budgets allocate funding for this event.

BACKGROUND AND DISCUSSION

The Day of Music Committee submitted a special event permit for the 2025 event on April 7, 2025. The Committee hosted an annual City-wide music festival for the Fullerton community on June 21, the first day of summer, since 2015. The number of venues participating in the Day of Music has expanded over the years to include parks, public areas, streets, private businesses and the Downtown Plaza. The Committee plans to host the event at multiple locations this year including Wilshire Avenue. The Committee requests permission to close Wilshire Avenue both east and west of Harbor Boulevard, as the event will include multiple food vendors and performances, similar to the 2024 event.

The Day of Music Committee requests the City waive all fees and provide City staff to assist with closing Wilshire Avenue, as well as staff for the event setup and teardown., City staff met with organizers to guide them through the applications and requirements needed for a successful event. The Day of Music Committee will designate a volunteer as the primary point of contact for City staff to communicate with in the event of any issues.

The following lists rental fees for the Fullerton Downtown Plaza event:

Facility Fees

Downtown Plaza

Facility Rental – 12 hours	\$1,500
Alcohol Use Fee	\$250
Amplified Music Fee	\$80
Total Facility Cost	\$1,830

Walk on Wilshire

City install / uninstall bollards	\$700.95
City install / uninstall misc. traffic control signage	\$700.95
<u>The city posts "No Parking" signs 48 hours before the event</u>	<u>\$ 74.35</u>
Total Facility Cost	\$1,476.25

Independence Park – Skate Park

<u>Facility Rental – 12 hours</u>	<u>\$ 720.00</u>
Total Facility Cost	\$ 720.00

Hillcrest Park - Bowl

Facility Rental – 12 hours	\$ 720.00
Total Facility Cost	\$ 720.00

Fees for City Expenses

Staff Fee (12 hr X 2 X \$30)	\$720
Power Washing (pass through)	\$650
Custodial Fee (12 hr X \$35)	\$420
Total City Expenses	\$1,790

Refundable Deposits

Security Deposit	\$250
Alcohol Use Deposit	\$250
Cleaning Deposit	\$250
Amplified Music Deposit	\$250
Total Refundable Deposits	\$1,000

Fees for Police Officers

One Supervising Officer (12 hr X \$141.44)	\$1,733.28
Two Officers (12 hr X \$120.18)	\$2,884.32
Total Police Officer Cost	: \$4,617.60

cc: City Manager Eric J. Levitt