



Agenda Report

Fullerton City Council

MEETING DATE: MAY 17, 2022

TO: CITY COUNCIL / SUCCESSOR AGENCY

SUBMITTED BY: ERIC J. LEVITT, CITY MANAGER

PREPARED BY: ALICE LOYA, DEPUTY DIRECTOR OF PARKS AND RECREATION
JOHN CLEMENTS, PARKS AND RECREATION

SUPERVISOR

SUBJECT: REQUEST TO WAIVE DAY OF MUSIC EVENT RENTAL FEES

SUMMARY

The Day of Music Committee requests City Council waive all fees (except Police) for their annual music festival event and for the Parks and Recreation Department to provide staff to coordinate and supervise the event.

RECOMMENDATION

Provide direction regarding the request for a fee waiver and staff support by the Day of Music Committee.

FISCAL IMPACT

Waiving all fees will result in an estimated cost of \$1,150 to the City in part-time staffing, custodial and plaza cleaning costs, plus approximately 30 hours of full-time staff hours diverted to operate the event and a \$2,530 loss in revenue of. The Parks and Recreation budget does not include funding for this event.

DISCUSSION

The Day of Music Committee has facilitated an annual city-wide music festival for the community on June 21, the first day of summer, since 2015. The number of Day of Music venues have expanded over the years to include parks, public areas, streets, private businesses and the Downtown Plaza. This year's event will mark the first since COVID and a scaled-down Day of Music Committee seeks to host a single location event in the

Downtown Plaza from 12:00 p.m. to 8:30 p.m. . This event would feature three stages: one on the Downtown Plaza and two on Wilshire Avenue.

The Day of Music Committee asks the City to waive all fees, except for Police, and to have City staff assist with the planning and operation of the event. In past years, the Parks and Recreation Department assisted in the planning and operation of the event at a net loss to the City. The services provided by staff at the Plaza included:

- securing vendors and food trucks
- arranging inspections, trash and custodial services
- providing staff for set-up, take-down and clean-up
- event supervision of the event.

The Day of Music volunteers arranged bands and supervised the single Plaza bandstand.

The Parks and Recreation Department has about one-third the number of staff as it did in 2019 for the last Day of Music event on the Plaza. Accordingly, providing the planning and staffing of the event will result in an estimated net cost of \$1,150 for part-time staffing, custodial services and power washing in addition to redirecting up to 30 hours of full-time staff time for planning and operating the event.

The fees to rent the Downtown Plaza are \$4,160 and the refundable deposits are \$750. The Downtown Plaza Rental Fees include:

• Facility Rental – 14 hours	\$2,200
• Alcohol Use Fee	\$250
• Amplified Music Fee	\$80
• Staff Fee (14 hr X 2 X \$25)	\$700
• Power Washing (pass through)	\$650
• Custodial Fee (pass through)	\$280
• Police Officer(s) Fee	<u>TBD</u>
Total	\$4,160 not including Police

The Department has not attracted and retained enough part time employees to fully staff the current roster of programs and services. Re-directing staff and funding to support Day of Music will impact these programs and services.