

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: Community Services – Approve Subsidy of Fees for Use of Portable Stage at Madrona Marsh Preserve. Expenditure: \$929.05

RECOMMENDATION

Recommendation of the Community Services Director that City Council approve the subsidy of fees in the amount of \$929.05 for the use of the portable stage by the Friends of Madrona Marsh for the “Moonlight Magic” event to be held at the Madrona Marsh Preserve.

FUNDING

Funding in the amount of \$929.05 is available in the City Council’s Municipal Legislative Policy Program Budget. If approved, the remaining balance will be \$9,070.95. The Friends of Madrona Marsh will pay all remaining fees associated with this event.

BACKGROUND/ANALYSIS

The Friends of the Madrona Marsh (Friends) have been granted permission to conduct their 3rd Annual Fundraising event entitled “Moonlight Magic” on September 29, 2012. This event, to be held on the Madrona Marsh Preserve, will include musical entertainment, food, wine, gift baskets, and both a silent and live auction. The event will start at 5:00 p.m. and end around 10:00 p.m. with an estimated 250 guests in attendance.

The City of Torrance Special Events Team has reviewed the Event Application for this event. The Friends will be responsible for securing a permit from the Los Angeles County Health Department, an ABC License, and a Sound Permit. They will also be

responsible for preparing a parking plan and renting portable restrooms. Efforts will be made to reduce any impacts to the surrounding community and to ensure the safety of the guests and the inhabitants of the Marsh. In addition, the Torrance Police Department has reviewed this request and does not require an onsite presence during the event. The Community Services Director supports this event and recommends City Council approve the subsidy of fees for the use of the portable stage. The Friends have been a generous partner in the creation, maintenance, and support of the Marsh and the Nature Center. All funds generated from this event will help sustain and protect the programs at the Madrona Marsh.

Respectfully submitted,



JOHN JONES
Community Services Director

CONCUR:



LeROY J. JACKSON
City Manager