

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

Members of the Council:

SUBJECT: City Manager – Consider subsidy and select option to cover costs of City facilities rental and permit fees for the Centennial Birthday Bash Celebration.

Expenditure: Not to exceed \$10,000

RECOMMENDATION

Recommendation of the City Manager that City Council consider subsidy and select an option to cover costs of City facilities rental and permit fees in an amount not to exceed \$10,000 for the Centennial Birthday Bash Celebration scheduled for Sunday, October 28, 2012 at Charles H. Wilson Park from the following options:

- Option 1** Centennial Committee budget to cover 100% of the rental of City facilities and permit fees in the amount of \$5,726.00; or
- Option 2** City's Community Events Support Program to cover 50% of the rental of City facilities and permit fees in the amount of \$2,863.00; or
- Option 3** City's Community Events Support Program to cover 100% of the rental of City facilities and permit fees in the amount of \$5,726.00.

BACKGROUND/ANALYSIS

The Centennial Committee is working to create a fantastic culminating event for the entire community to enjoy on Sunday, October 28, 2012 at Charles H. Wilson Park. Live entertainment, gourmet food trucks, a petting zoo, pony rides, a history room, cheerleading demonstration, games and much more are being planned for all ages. The budget for the Birthday Bash Celebration is \$75,000.

Staff has been working with the Centennial Committee with regard to the costs of the Birthday Bash Celebration event; specifically, city facilities rental and permit fees and staffing requirements. There has been some concern expressed by the Committee with regard to certain expenses that will be incurred by the Centennial Committee for the event. Committee members are concerned that the rental of facilities and permit fees will exhaust the \$75,000 Birthday Bash Celebration budget. The fees are normal costs associated with the use of the park, park buildings and other City permits such as event and sound permits. The Committee is requesting a subsidy to assist with the rental of City facilities and to offset permit fees which

will allow the Centennial Committee additional funding to spend on a festive celebration of the City's 100 years. The subsidy will not include city labor costs associated with the event or outside contracts such as portable restrooms, the event coordinator or security.

The total Centennial budget is \$442,126.78 which includes the City's contribution of \$100,000.

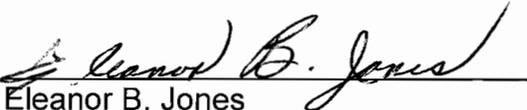
As of October 3, 2012 the Centennial budget breakdown is as follows:

Expenditures	\$174,382.39
Encumbrances	\$224,891.66
Balance (available)	\$ 42,852.73

Staff is requesting direction from Council on which option is used to cover these costs. Attached is a quote with the estimated fees for both facility rental and permit fees, along with the labor costs.

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By 
Eleanor B. Jones
Management Associate

CONCUR:


LeRoy J. Jackson
City Manager

Attachment A: Costs of city rental and permit fees

Torrance Centennial Harvest Festival Sunday, October 28, 2012 Facility Booking Quote

<i>Item</i>	<i>Each</i>	<i>Quantity</i>	<i>Rental/Permit</i>	<i>Labor</i>
Multi-Purpose Room - 7:30am to 6pm	\$ 40	10.5 Hrs	\$ 420.00	
Gym (2 courts x \$40/ hr) - 7:30am to 6pm	\$ 80	10.5 Hrs	\$ 840.00	
Field Space (4 x \$15/hr) - 10am to 5pm	\$ 60	7 Hrs	\$ 420.00	
Chalk, bases & field dragging (2 fields)	\$ 55	2 Fields		\$ 110.00
Bouncers	\$ 25	2 Pieces	\$ 50.00	
Picnic Area (total buy-out = 700 people)	\$ 700	1 Day	\$ 700.00	
Special Event Fee (3000+ people)	\$ 3,000	1 Day	\$ 3,000.00	
Park Rangers (4 staff x \$15)	\$ 60	12 Hrs		\$ 720.00
Park Maintenance	\$ 1,391	1 Total		\$ 1,390.90
Gazebo Area	\$ 150	1 Day	\$ 150.00	
Portable Stage & Risers (parks labor)*	\$ 1,812	1 Day		\$ 1,811.65
Sound Permit (payable to 1-Stop)	\$ 146	1 Day	\$ 146.00	
GRAND TOTAL			\$ 5,726.00	\$ 4,032.55

*Overnight security is not included