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DATE: June 28, 2006

TO: Honorable Mayor and City Councilmembers

FROM: Neighborhood Services Department

SUBJECT: **CONSIDERATION OF A REQUEST BY THE SAMOAN CULTURAL CELEBRATION COMMITTEE FOR CITY FEE WAIVERS, STAFF SERVICES AND EVENT EXPENSES IN THE AMOUNT OF \$25,888 FOR THE PRODUCTION OF THE ANNUAL SAMOAN CULTURAL CELEBRATION**

**SYNOPSIS**

Staff is requesting direction regarding a request by the Samoan Cultural Celebration Committee for a fee-waiver for in-kind facility support in the amount of \$3,186, staff services in the amount of \$2,002, and dignitary and operational expenses in the amount of \$20,700 for the production of the annual Samoan Cultural Celebration, in the total amount of \$25,888.

**BACKGROUND**

The Samoan Cultural Celebration has been a bi-annual event held during the week leading up to the July 4<sup>th</sup> holiday. The event was developed in 1988 as part of the City centennial celebration, which celebrated the relationship between the City of Oceanside and Pago Pago, American Samoa, Oceanside's Sister City since January 24, 1973. While the main celebration has been held bi-annually on July 4th, this year's event will be held the weekend before, July 1-2, 2006. The Celebration includes athletic fundraising events, cultural activities, food and entertainment.

The total event funding provided by the City of Oceanside for the FY 2004 events included \$4,128 for in-kind facility support, \$2,167 for staff services and cash contribution for dignitary expenses in the amount of \$2,110.

**ANALYSIS**

The 2006 Samoan Cultural Celebration events are scheduled to begin on June 24, 2006, with the annual celebration on July 1-2, 2006, at the Pier Amphitheater from 11:00 a.m. to 10:00 p.m. The activities and venues will include:

- June 24 Softball Tournament, MLK Park (Sponsored by Sister City Foundation)
- June 25 Religious Ceremony, Oceanside High School
- June 26-30 Youth Basketball Tournament, Melba Bishop Recreation Center
- June 30 Comedy Show, Oceanside High School (Sponsored by Sister City Foundation)
- July 1 Samoan Cultural Celebration, Pier Amphitheater
- July 2 Church – Youth program and Fundraiser, Pier Amphitheater
- July 3-4 Adult Basketball Tournament, Melba Bishop Recreation Center

The Samoan Cultural Celebration Committee is requesting that the City provide cash support for dignitary lodging and expenses, security, venue services, and sound and lighting equipment totaling \$20,700. Sound and lighting equipment will be shared with MainStreet Oceanside for entertainment during the O’Fest events on July 3-4. In addition, the Samoan Cultural Celebration Committee is requesting personnel services and in-kind support totaling \$5,188. In-kind support includes the use of the Pier Amphitheater, Beach Recreation Center, Melba Bishop Recreation Center, Martin Luther King Park, and beach area parking lots. The overall City contribution has a monetary value of \$25,888, of which approximately \$20,700 would be cash.

**FISCAL IMPACT**

Staff has reviewed the event and has identified City services necessary to support the event.

Cash Contribution	\$20,700
In-kind Costs	3,186
Personnel Costs	2,002

Each respective Department/Division will absorb the direct staff costs in their corresponding operating budgets; the Parks & Recreation Division will absorb the loss in revenue from facilities fees. Should the Council choose to accommodate the Samoan Cultural Celebration Committee’s request, Council may use the established City Council discretionary Special Events Fund; the current balance is \$20,728.

**INSURANCE REQUIREMENTS**

The Samoan Cultural Celebration Committee is required to provide the City with comprehensive general liability insurance naming the City of Oceanside as additionally insured.

**COMMISSION OR COMMITTEE REPORT**

The Special Events Committee has reviewed the event application and has assessed the level of City support services.

**CITY ATTORNEY'S ANALYSIS**

The City Council may appropriate funds that advance a public purpose and benefit without violating the prohibition against gifting funds. Funds may be appropriated to the extent that the City Council determines a public purpose and benefit will be served by the appropriation.

**RECOMMENDATION**

Staff is requesting direction regarding a request by the Samoan Cultural Celebration Committee for a fee-waiver for in-kind facility support in the amount of \$3,186, staff services in the amount of \$2,002, and dignitary and operational expenses in the amount of \$20,700 for the production of the annual Samoan Cultural Celebration in the total amount of \$25,888.

PREPARED BY:

  
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Terry A. Goodman  
Special Events Supervisor

SUBMITTED BY:

  
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Barry E. Martin  
Interim City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Assistant to the City Manager  
Margery Pierce, Neighborhood Services Director  
Don Hadley, Harbor and Beaches Director  
Peter Weiss, Public Works Director

  
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