

STAFF REPORT



ITEM NO. 24
CITY OF OCEANSIDE

DATE: June 6, 2007

TO: Honorable Mayor and City Councilmembers

FROM: Neighborhood Services Department

SUBJECT: **CONSIDERATION OF A REQUEST BY MAINSTREET OCEANSIDE IN COOPERATION WITH THE SAMOAN CULTURAL CELEBRATION COMMITTEE FOR CITY FEE WAIVERS, STAFF SERVICES AND EVENT EXPENSES IN THE AMOUNT OF \$27,933 FOR THE PRODUCTION OF THE ANNUAL SAMOAN CULTURAL CELEBRATION AND OFEST EVENT**

SYNOPSIS

Staff is requesting direction regarding a request by MainStreet Oceanside in cooperation with the Samoan Cultural Celebration Committee for a fee waiver for in-kind facility support in the amount of \$5,349, staff services in the amount of \$3,312, and operation expenses in the amount of \$19,272 for the production of the annual Ofest and Samoan Cultural Celebration events in the total amount of \$27,933.

BACKGROUND

The Samoan Cultural Celebration has been a ... annual event held during the week leading up to the Fourth of July holiday. While the main celebration has been held bi-annually on July Fourth, starting last year the event is being held the weekend before, this year on June 30, 2007. The Celebration includes athletic fundraising events, cultural activities, food and entertainment.

The annual Ofest Fourth of July activities are organized by MainStreet Oceanside and include a parade, street fair, carnival and music entertainment in the Amphitheater.

The total event funding provided by the City of Oceanside for the 2006 events included \$3,186 for in-kind facility support, \$2,002 for staff services and a cash contribution for operation expenses in the amount of \$20,700.

ANALYSIS

The 2007 Samoan Cultural Celebration events are scheduled to begin on June 24, 2007, with the annual celebration on June 30, 2007, at the Pier Amphitheater from 12 p.m. to 9 p.m. The Ofest events include the Freedom Days Parade, Street Fair and July Fourth Celebration. The activities and venues will include:

Ofest Activities

- June 30 Freedom Days Parade, Coast Highway
- July 3-4 Ofest Street Fair / Carnival, Mission Avenue and Pacific Street
- July 3-4 Ofest Entertainment Program, Pier Amphitheater
- July 4 Fireworks Display, Pier

Samoan Cultural Activities

- June 24 Opening Services, Melba Bishop Park
- June 25-28 Youth Basketball Tournament, Melba Bishop Recreation Center
- June 30 Samoan Cultural Celebration, Pier Amphitheater
- July 2 Youth Outreach Program and Fundraiser, Pier Amphitheater
- July 3-4 Adult Basketball / Softball Tournament, Melba Bishop Park

The Samoan Cultural Celebration Committee and MainStreet Oceanside are requesting that the City provide cash support for the amphitheater sound/light and shade equipment which will be shared by both events, totaling \$19,272. The Samoan Cultural Celebration Committee will have restroom services donated and will reimburse costs of other services. MainStreet Oceanside will pay for security, venue services and restrooms for the Ofest events on July 3-4. In addition, both organizations are requesting personnel services and in-kind support totaling \$8,661. In-kind support includes the use of the Pier Amphitheater, Beach Recreation Center, Melba Bishop Recreation Center and beach area parking lots. The overall City contribution has a monetary value of \$27,933 of which approximately \$19,272 would be cash.

FISCAL IMPACT

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

Cash Contribution	\$19,272
In-kind Costs	5,349
Personnel Costs	3,312

Each respective department 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 this request, Council may use the established FY 2007-08 City Council discretionary Special Events Fund Account #101.556450.5376 with a balance of \$45,000 as of July 1, 2007. With the funding for this event, there would be sufficient special events funding for the 2008 Ironman event only. Operation Appreciation has historically requested city funding. It is anticipated that requests from Oceanside Turkey Trot and Sand Soccer Tournament may be forthcoming. In the absence of additional general fund revenues, these events would have to be self supporting.

INSURANCE REQUIREMENTS

The Samoan Cultural Celebration Committee and Ofest events are 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

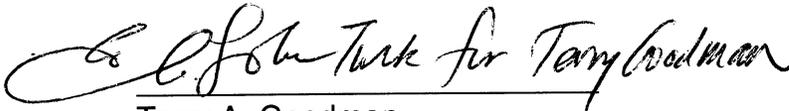
The City Council may appropriate funds that advance a public purpose and benefit without violating the prohibition against gifting funds. Funds may be appropriated to the extent that the City Council determines a public purpose and benefit will be served by the appropriation.

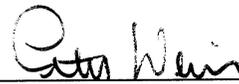
RECOMMENDATION

Staff is requesting direction regarding a request by the Samoan Cultural Celebration Committee and MainStreet Oceanside for a fee-waiver for in-kind facility support in the amount of \$5,349, staff services in the amount of \$3,312, and operation expenses in the amount of \$19,272 for the production of the annual Samoan Cultural Celebration and the Ofest events in the total amount of \$ 27,933.

PREPARED BY:

SUBMITTED BY:





Terry A. Goodman
Special Events Supervisor

Peter Weiss
Interim City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager
Margery Pierce, Neighborhood Services Director
Don Hadley, Harbor and Beaches Director
Gary Gurley, Acting General Services Division Manager

