

REPORT OF GENERAL MANAGER

NO. 05-132

DATE May 18, 2005

C.D. 3

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: RESEDA PARK - REQUEST FOR FEE WAIVER FOR BUTTERFLY FESTIVAL

S. Huntley _____	J. Kolb _____
* J. Combs _____	F. Mok _____
H. Fujita _____	K. Regan _____
B. Jensen _____	



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board decline to waive fees for the Reseda Community Butterfly Festival event and direct staff to charge as listed in the Schedule of Rates and Fees, in accordance with the Board's policy against waiving fees to ensure that the Department meets its annual budget obligations.

SUMMARY:

The Reseda Community Butterfly Festival is an annual event sponsored by the Reseda Neighborhood Council and the Reseda Chamber of Commerce. The event was first held in 2004 as a street fair/fundraiser for the local community organizations and was not held at any Department facility. This year the sponsors want to use Reseda Park for booths, a carnival, and a soundstage, in addition to use of a portion of Victory Boulevard, on the south side of the park, which they propose to have closed to traffic for a car show and other attractions. On park property, 20 information-only booths are expected plus an additional 140 or more booths with vendor sales. The sponsors have requested that the City waive all fees associated with the event, including Recreation and Parks' use fees, Ranger overtime, booth fees, and the maintenance deposit. Also, the organizers request that the no-amplified sound policy for the park be relaxed for this event. A crowd in excess of 5,000 per day is expected at this three-day long weekend festival to be held from Friday, May 20, to Sunday, May 22, 2005.

Department fees for special events are based on the Board-adopted Schedule of Rates and Fees, most recently reviewed and revised by the Board at the June 16, 2004 meeting (Board Report 04-214). The fees for special events include the following:

REPORT OF GENERAL MANAGER

PAGE 2 NO. 05-132

Park Use Fee:	A minimum of \$750.00 for large special event fundraisers by a non-profit organization
Booth Fees:	Information-only booths are not charged With sales, \$50.00 for non-profit organizations, per booth With sales, \$100.00 for-profit organizations, per booth With sales, \$200.00 for commercial entities (logo display), per booth
Carnival Fees:	\$1,000.00 per day for community-sponsored carnivals
Ranger Overtime:	Required for all large special events for public safety and liability coverage, at \$51.91 per hour of event
Refundable maintenance deposit:	\$1,500.00 per day of use
Monitor for permit compliance:	\$16.00 per hour

All special event organizers are required to provide trash receptacles and additional restroom and hand-washing facilities, depending on the size of the anticipated crowd, at their own expense. The organizers must also provide the standard insurance policies and hold-harmless agreements.

Staff advises that the no-amplified sound policy can be relaxed for this event since the fair will take place during the weekend. However, the waiving of park use fees, booth fees, and Ranger and recreation staff overtime fees are not in the Department's best interest. The final cost will be determined based on the final number of booths or other exhibits placed on park property, and other final decisions about the scope of the event. The assistance of LAPD or other security might influence the number of Park Rangers required.

FISCAL IMPACT STATEMENT:

Park use fees represent revenues integrated into the annual operating budget of the Department of Recreation and Parks. Loss of generated revenue translates to a cut in the available annual budget for the Department, which necessitates a reduction in staff, materials, or services. Without the revenues generated by these and other fees, many popular Department programs would not be offered. The Board has declared a no-fee waiver policy, which was originally stated in Report 01-207, dated June 18, 2003, and reaffirmed in Report 04-214, referenced above.

This Board Report was prepared by Louis Loomis, Operations West, Valley Region.