

**April 19, 2016**

**TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS**

**FROM: MARVIN C. HUNT, DIRECTOR  
PARKS AND RECREATION DEPARTMENT**

**SUBJECT: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
COMPTON APPROVING IN-KIND CONTRIBUTIONS IN SUPPORT  
OF THE 2016 CINCO DE MAYO FAMILY FESTIVAL ON MAY 6 – 8,  
2016**

### **SUMMARY**

This resolution approves in-kind venue rental fee contributions in support of the First Annual 2016 Cinco de Mayo Family Festival.

### **BACKGROUND**

On April 1, 2016, the City received a proposal from *Work It Productions* and *Tele Digital Media* to promote, coordinate and plan the ***First Annual Cinco de Mayo Family Festival***. The event is planned to take place at the Compton Par 3 Golf Course on May 6 – 8, 2016. The event will consist of live entertainment, food, information and exhibitor booths, as well as a mini-carnival and game booths. There will be no charge for community residents to attend. Event producers estimate a daily average of 500 – 1,000 City of Compton residents each day.

The City of Compton has coordinated and hosted several special events at the Compton Par 3 Golf Course. The events have always provided an enormous community benefit by creating economic stimulus and promoting community pride within the City.

### **STATEMENT OF ISSUE**

The event producers, *Work It Productions* and *Tele Digital Media*, is requesting in-kind use of the Compton Par 3 Golf Course on May 6 - 8, 2016 to host the First Annual Cinco de Mayo Family Festival. The City of Compton has been asked to support the First Annual Cinco de Mayo Family Festival through approving the use of the Compton Par 3 Golf Course. Given this request is to support the utilization of a City facility, it requires City Council action.

The following information will serve to provide a brief description of the logistical components of the event:

# #6.

Staff Report – Resolution Approving In Kind  
Contributions in Support of the Cinco de Mayo Family Festival  
April 19, 2016, page 2

## **Operational Schedule**

The 2016 Cinco de Mayo Family Festival is slated to be held at the Compton Par 3 Golf Course located at 6400 East Compton Blvd. Compton, CA 90221. Operational schedule is listed below:

- Friday, May 6, 2016 – 6pm – 9pm
- Saturday, May 7, 2016 – 12pm – 10pm
- Sunday, May 8, 2016 – 12pm – 8pm

## **Revenue**

The event producers are estimating approximately \$205,000 in revenue over the three-day event. Sources of income will include food booths, vendor/sponsor booths, carnival rides, sponsors, beer & wine garden sales and VIP dinner booth sales. The event producers will also cover 100% of City staffing cost with a 35% net revenue donation back to the City for Youth Sport Programs. The City will establish a special event fund for this event and track all revenue and expenditures.

## **Parking**

The event producers will be coordinating with the Compton Unified School District to use both Dominguez High School and Clinton Elementary School for parking. A parking site plan (Exhibit C) has been created to illustrate the designated parking areas.

## **Security**

The event producers have secured 24 security guards from Total Protection Group to ensure the safety for the Cinco de Mayo Family Festival. Security personnel will coordinate with the Compton Sheriff Department on security protocols; interior patrols, parking patrols, bag search at entry area, metal detectors for participants, VIP, and stage area.

## **Vendors**

Approved food, exhibitor, and sponsor booths will line both the east and west perimeter areas of the location.

## **Entertainment**

Live entertainment will be provided on the event stage. A complete lineup of all entertainment will be made available for both event dates.

Staff Report – Resolution Approving In Kind  
 Contributions in Support of the Cinco de Mayo Family Festival  
 April 19, 2016, page 3

**Site / Event Plan**

A site/event plan (Exhibit A) has been created for this event.

**Staffing**

The following are the estimated staffing expenditures for the event:

**Parks & Recreation Department**

May 7, 2016 Shuttle	Paratransit	10 hours	\$24.03	\$240.30
May 7, 2016 Shuttle	Paratransit	10 hours	\$24.03	\$240.30
May 7, 2016 Shuttle	Paratransit	9 hours	\$24.03	\$216.27
May 7, 2016 Shuttle	Paratransit	9 hours	\$24.03	\$216.27
<b>Total</b>		<b>38 hours</b>	<b>\$96.12</b>	<b>\$913.14</b>

**General Services**

May 4, 2016 Set-up	Custodian	6 hours	\$30.01	\$180.06
May 4, 2016 Set-up	Custodian	6 hours	\$30.01	\$180.06
May 4, 2016 Set-up	Custodian	6 hours	\$30.01	\$180.06
May 7, 2016 Event	Custodian	5 hours	\$30.01	\$150.05
May 7, 2016 Event	Custodian	5 hours	\$32.63	\$163.15
May 8, 2016 Event	Custodian	5 hours	\$30.01	\$150.05
May 8, 2016 Event	Custodian	5 hours	\$32.63	\$163.15
<b>Total</b>		<b>38 hours</b>	<b>\$215.31</b>	<b>\$1,166.58</b>

**Public Works**

Assistant Civil Engineer		20 hours	\$46.08	\$ 921.60
MWIII		30 hours	\$42.55	\$1,276.50
MWII		30 hours	\$39.75	\$1,192.50
MWI		30 hours	\$37.26	\$1,178.00
MWI		30 hours	\$37.26	\$1,178.00
Storekeeper		30	\$22.57	\$ 677.10
Pickup Truck		3 days	\$215.20	\$1,291.20
		<b>Total</b>		<b>\$7,714.90</b>

**Compton Sheriff's**

May 6, 2016	1 Lieutenant, 1 Sergeant, 11 Deputies	5 hours		\$5,438.80
May 7, 2016	1 Lieutenant, 3 Sergeant, 40 Deputies	12 hours		\$43,271.52
May 8, 2016	1 Lieutenant, 3 Sergeant, 40 Deputies	12 hours		\$43,271.52
<b>Total</b>		<b>29 hours</b>		<b>\$91,981.84</b>

# #6.

**Staff Report – Resolution Approving In Kind  
Contributions in Support of the Cinco de Mayo Family Festival  
April 19, 2016, page 4**

## **Fire Department**

May 6, 2016 Event	F. Marshall	7 hours	\$ 648.97
May 6, 2016 Event	F. Marshall	7 hours	\$ 648.97
May 6, 2016 Event	F. Marshall	7 hours	\$ 648.97
May 7, 2016 Event	F. Marshall	7 hours	\$1,205.23
May 7, 2016 Event	F. Marshall	7 hours	\$1,205.23
May 7, 2016 Event	F. Marshall	7 hours	\$1,205.23
May 7, 2016 Event	Paramedic	7 hours	\$ 688.48
May 7, 2016 Event	Paramedic	7 hours	\$ 688.48
May 8, 2016 Event	F. Marshall	7 hours	\$1,205.23
May 8, 2016 Event	F. Marshall	7 hours	\$1,205.23
May 8, 2016 Event	F. Marshall	7 hours	\$1,205.23
May 8, 2016 Event	Paramedic	7 hours	\$ 688.48
May 8, 2016 Event	Paramedic	7 hours	\$ 688.48

**Total \$11,932.21**

## **Parking Enforcement**

**Total \$15,025.00**

## **Building & Safety**

**Total \$ 1,320.00**

## **Maintenance**

**Total \$ 5,112.99**

## **ALTERNATIVE**

Alternatively, City Council can elect not to support the Cinco de Mayo Family Festival.

## **FISCAL IMPACT**

Based on the commitment of Work It Productions and Tele-Digital to cover 100% of all costs, therefore, there will be no impact to the City's General Fund. The event producers have agreed to cover 100% of the City personnel cost as well as donate 35% of the net earnings from the event back to the City. The event producer will pay all fees by May 12, 2016.

Staff Report – Resolution Approving In Kind  
Contributions in Support of the Cinco de Mayo Family Festival  
April 19, 2016, page 5

**RECOMMENDATION**

Staff recommends adoption of the attached resolution.

**MARVIN C. HUNT, DIRECTOR  
PARKS AND RECREATION DEPARTMENT**

**APPROVED FOR FORWARDING:**

**ROGER L. HALEY  
CITY MANAGER**