



# staff report

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TO: Honorable Mayor and Members of the City Council

ATTENTION: Jeffrey L. Stewart, City Manager

FROM: P.J. Mellana, Director of Parks and Recreation

SUBJECT: Consideration and possible action to adopt **Resolution No. 16-XX** – A Resolution approving the request by Bellflower Noon Lions Club to temporarily close Bellflower Boulevard on October 1, 2016, for a car show, a third-party special event subject to Resolution No. 09-77, and approving the concurrent request for the City to provide financial support or in-kind services to assist with the event.

DATE: May 9, 2016

## **EXECUTIVE SUMMARY**

The Bellflower Noon Lions Club (BNLC) requested (Attachment 1) the City temporarily close Bellflower Boulevard on Saturday, October 1, 2016, to conduct a car show. Additionally, the BNLC requested financial support or in-kind services to assist with the event.

## **RECOMMENDATION TO CITY COUNCIL**

- 1) Adopt Resolution No. 16-XX; and incorporate all items outlined in the Staff Report into the Third-Party Special Event permit for the car show in 2016; or
- 2) Alternatively, discuss and take other action related to this item.

## **FISCAL IMPACT**

If the Council approves only the BNLC's request to host a car show on Saturday, October 1, 2016, then there is no significant fiscal impact to the City as all costs related to Los Angeles County Sheriff's Department, Parks and Recreation Department, and Public Works Department services would be reimbursed to the City of Bellflower by the BNLC as per the City's Third-Party Special Event Policy.

If the Council approves the BNLC's request for the City to provide financial support or in-kind services by incorporating the outlined plan below, then the estimated net cost to the City would be \$4,700. The cost breakdown is Parks and Recreation staff \$2,115; Public Works staff \$2,285; and billboard advertising \$300. In 2014 and 2015, the City Council approved this new arrangement and it has worked out well for all parties. Prior to those years, the aforementioned City staffing costs were reimbursed, but are not with this new arrangement. The BNLC would still be responsible for reimbursing the City for Los Angeles County Sheriff's personnel utilized at the same level of the 2015 car show.

## **DISCUSSION**

The annual car show has been hosted by the BNLC since 2009, when the City was no longer able to fund the event due to the economic downturn. During that time, the BNLC has worked very well with City staff and has been responsive to all concerns that have arisen throughout the planning and event implementation process. These events are a tremendous undertaking for any organization, and the BNLC's efforts, along with City staff, have resulted in the annual car show remaining free from any major incidents or issues over the years. The event continues to be our most popular Boulevard event and is well received by the community.

City staff works closely with the BNLC from the early stages of planning through the event operations on the day of the event. Logistical support is provided through the Public Safety Department and Los Angeles County Sheriff's personnel services; Parks and Recreation Department provides planning oversight, perimeter security, and day of operational troubleshooting support, and the Public Works Department provides set-up, take-down, street closure, and maintenance troubleshooting support. Those efforts, combined with the BNLC's lead role in coordinating the overall event, create a very strong partnership.

Staff's recommendation is to continue this strong partnership by continuing the following arrangement:

1. The event will be a co-hosted car show by both the BNLC and the City of Bellflower. All marketing material for the 2016 event would reflect that, including flyers, posters, websites, etc. Marketing pieces, such as the Boulevard banner, could remain the same if costs are too prohibitive to change.
2. Waive the requirement for the BNLC to reimburse the City for personnel costs related to the Parks and Recreation and Public Works Departments (\$4,400).
3. Continue requiring the BNLC to reimburse the City for Los Angeles County Sheriff's personnel utilized at the same level of the 2015 car show.
4. The City would market the event through the popular Parks and Recreation seasonal brochure and would publish the event in the fall edition (28,000 copies).
5. The City would market the event on the Bellflower Boulevard billboard (\$300).
6. A space would be provided at the event for a City Booth to market the City's activities, programs, etc.
7. A space would be provided at the event for the City's BRIM program to provide additional activities for children.

- 8. All other operational, coordination, planning, and logistical responsibilities not outlined in the above changes would remain the same as in previous years, subject to Resolution No. 09-77 for Third-Party Special Events.

**ATTACHMENTS**

Bellflower Noon Lions Club Formal Request Letter (Attachment 1) .....4  
Resolution No. 16-XX .....5

# Attachment 1



**Bellflower Noon Lions Club**  
P.O. Box 366 • Bellflower, CA 90707

RECEIVED

MAR 22 2016

CITY MANAGER'S OFFICE

March 21, 2016

Honorable Mayor Scott A. Larsen and  
Members of the City Council  
City of Bellflower  
16600 Civic Center Drive  
Bellflower, CA 90706

Dear Mayor Larsen:

The Bellflower Noon Lions Club respectfully requests formal approval to conduct the 18<sup>th</sup> Annual Community Car Show on October 1, 2016. Included in our request is permission to close Bellflower Boulevard, from Park Street to Flora Vista Street, along with the appropriate adjacent streets needed to conduct this event.

Our club continues to work on improving this event each year, and will once again rely on a partnership with the City to achieve this goal. We agree to provide all logistics support, security, and event insurance at the level and standards required by the City.

Please understand that our ability to continue conducting this labor intensive event is dependent upon our ability to realize some financial profit at its conclusion. As you know, our club makes numerous charitable contributions to the Bellflower community throughout the year. While we will be aggressively seeking outside business sponsorships, any financial support or in-kind services would be greatly appreciated.

Ultimately we look forward to partnering with the City in order to maintain this community event that we have all enjoyed for many years. Thank you for your consideration.

Respectfully,



Joel Hockman  
President

**CITY OF BELLFLOWER**

**RESOLUTION NO. 16-XX**

**A RESOLUTION APPROVING THE REQUEST BY BELLFLOWER NOON LIONS CLUB TO TEMPORARILY CLOSE BELLFLOWER BOULEVARD ON OCTOBER 1, 2016, FOR A CAR SHOW, A THIRD-PARTY SPECIAL EVENT SUBJECT TO RESOLUTION NO. 09-77, AND APPROVING THE CONCURRENT REQUEST FOR THE CITY TO PROVIDE FINANCIAL SUPPORT OR IN-KIND SERVICES TO ASSIST WITH THE EVENT.**

**THE CITY COUNCIL RESOLVES AS FOLLOWS:**

**SECTION 1.** The City Council finds and declares as follows:

- A. The Bellflower Noon Lions Club has requested the City temporarily close a portion of Bellflower Boulevard on Saturday, October 1, 2016, to conduct the annual car show;
- B. The Bellflower Noon Lions Club has requested the City provide assistance for the annual car show on Saturday, October 1, 2016, in the form of financial support or in-kind services;
- C. The City Council finds and determines the closing is necessary for the safety and protection of persons who are to use portions of Bellflower Boulevard during the temporary closure for the 2016 car show;
- D. Bellflower Boulevard, from Park Street to Flora Vista Street, shall be temporarily closed from 9:00 a.m. to 10:00 p.m. on Saturday, October 1, 2016, pursuant to Subsection 21101(e) of the Vehicle Code of the State of California;
- E. The annual Bellflower Boulevard Car Show brings upwards of 10,000 visitors to the downtown area annually and provides a family friendly public event in line with the City's mission of making Bellflower an excellent place to live, work and play; and
- F. It is in the public interest for the City to waive certain fees, as support in the form of in-kind services, applicable to the Bellflower Boulevard Car Show, a Third-Party Special Event subject to Resolution No. 09-77.

**SECTION 2.** Certain fees applicable to the Bellflower Noon Lions Club request to host the annual Bellflower Boulevard Car Show, a Third-Party Special Event pursuant to Resolution No. 09-77, totaling approximately \$4,700, are waived subject to the following:

- A. The event will be a co-hosted car show by both the Bellflower Noon Lions Club and the City of Bellflower. All marketing material for the 2016 event will reflect the co-hosting title, including flyers, posters, websites, etc. Marketing pieces, such as the Boulevard banner, can remain the same if costs are too prohibitive to change.
- B. Waive the fee requirement for the Bellflower Noon Lions Club to reimburse the City for personnel costs related to the Parks and Recreation and Public Works Departments (\$4,400).
- C. The Bellflower Noon Lions Club is required to reimburse the City for Los Angeles County Sheriff's personnel utilized at the same level of the 2015 car show.
- D. The City will market the event through the popular Parks and Recreation seasonal brochure and would publish the event in the fall edition (28,000 copies).
- E. The City would market the event on the Bellflower Boulevard billboard (\$300).
- F. A space would be provided at the event for a City Booth to market the City's activities, programs, etc.
- G. A space would be provided at the event for the City's BRIM Program to provide additional activities for children.
- H. All other operational, coordination, planning, and logistical responsibilities not outlined in Section 2 of this Resolution would remain the same as in previous years, subject to Resolution No. 09-77 for Third-Party Special Events.

**SECTION 3.** This Resolution does not affect any penalty, forfeiture, or liability incurred before, or preclude prosecution and imposition of penalties for any violation occurring before, this Resolution's effective date. Any such amended part will remain in full force and effect for sustaining action or prosecuting violations occurring before the effective date of this Resolution.

**SECTION 4.** If any part of this Resolution or its application is deemed invalid by a court of competent jurisdiction, the City Council intends that such invalidity will not affect the effectiveness of the remaining provisions or applications and, to this end, the provisions of this Resolution are severable.

**SECTION 5.** To the extent that any other resolution pertaining to the 2016 Annual Car Show, is incorporated into this Resolution, it is superseded in its entirety.

**SECTION 6.** The Mayor, or presiding officer, is hereby authorized to affix his signature to this Resolution signifying its adoption by the City Council of the City of Bellflower, and the City Clerk, or her duly appointed deputy, is directed to attest thereto.

**SECTION 7.** This Resolution will become effective immediately upon adoption.

**PASSED, APPROVED, AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF BELLFLOWER THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 20\_\_\_\_.**

\_\_\_\_\_  
**Dan Koops, Mayor**

**Attest:**

\_\_\_\_\_  
**Mayra Ochiqui, City Clerk**

**APPROVED AS TO FORM:**

\_\_\_\_\_  
**Karl H. Berger, City Attorney**