



staff report

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 cancel the 2016 Party in the Plaza event, a City conducted special event; and reallocate the funds to the 60th Birthday Celebration.

DATE: June 27, 2016

EXECUTIVE SUMMARY

For the 2015 – 2017 budget cycle, the City Council approved a new event to take place in the Town Center Plaza during the City's birthday week festivities. The intent of this new event was to bring back a significantly scaled down version of the former Liberty Day events.

The first of these "Party in the Plaza" events took place on October 10, 2015, and, unfortunately, did not receive the community participation and turn out that staff is accustomed to with City events. Many variables contributed to the low attendance, and though changes are possible to the event this year, those changes would not guarantee increased attendance or participation. Therefore, staff is recommending this event be cancelled and the funding be reallocated to 60th Birthday Celebration fund. The exact date for a 60th Birthday Celebration is yet to be determined, but will take place in 2017.

RECOMMENDATION TO CITY COUNCIL

- 1) Cancel the 2016 Party in the Plaza event and direct staff to prepare a budget amendment to reallocate the funds to the 60th Birthday Celebration; or
- 2) Alternatively, discuss and take other action related to this item.

FISCAL IMPACT

Total budgeted costs for the event are \$7,365. These funds would be reallocated, not eliminated.

DISCUSSION

The Party in the Plaza event was intended to bring back a significantly scaled down version of former Liberty Day events and included a “Taste of Bellflower” coordinated through the Bellflower Chamber of Commerce, live entertainment in the form of a band, B.R.I.M., and a family fun zone. Funds were expended on typical special event items such as marketing, contract services, entertainment, and staffing.

Attendance at the event topped out at approximately 275 people, giving the City an estimated cost of \$27 per person for the event. In comparison, Food Trucks and Flicks and Streetfest events cost the City between \$3 and \$4.50 per person.