



## Staff Report

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File #: REPORT 18-0163, Version: 1

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Adjourned Regular Meeting of September 17, 2018**

**APPROVAL OF THE PROPOSED ONE-DAY SOUTH BAY FILM  
AND MUSIC FESTIVAL EVENT, TENTATIVELY SCHEDULED FOR  
DECEMBER 8, 2018, INCLUDING FACILITY USE FEE WAIVERS;  
MONETARY SUPPORT OF UP TO \$1500; A REVENUE SHARE OF  
40% AFTER EVENT COSTS ARE RECOVERED; AND A REQUIRED  
POST-EVENT PRESENTATION TO THE PARKS, RECREATION  
AND COMMUNITY RESOURCES ADVISORY COMMISSION**

(Community Resources Manager Kelly Orta)

**Recommended Action:**

It is recommended that City Council approve the Parks, Recreation and Community Resources Advisory Commission's recommendations, including:

1. Approval of the one-day event, tentatively scheduled for December 8, 2018, as proposed by John Fitzgerald (South Bay Film and Music Festival);
2. Monetary support in the amount of \$1,500, which shall be matched by John Fitzgerald and be used toward event production costs;
3. Fee-waivers for facility rental costs associated with use of the Community Theatre for the one-day event;
4. A revenue share of 40%, payable to the City, after direct costs are recovered by Fitzgerald; and
5. A required post-event presentation to the Parks, Recreation and Community Resources Advisory Commission.

**Background:**

The City began working with Jon Fitzgerald, Founder and Executive Director of the South Bay Film and Music Festival (SBFMF), in February, 2015 in an effort to bring high-end film festivals to the community utilizing the Community Theatre. Jon Fitzgerald specifically created the SBFMF to help achieve this goal. In an effort to help promote the event and assist in its inaugural success, the City contributed \$15,000 to the festival in 2016 and \$10,000 in 2017. These monetary contributions were in addition to fee waivers for usage of city facilities as well as staff costs for the annual festival and other related events. While the quality of film offerings and the level of programming were commendable, attendance at the events were low, causing Fitzgerald to reevaluate the overall

approach of the event, resulting in the current proposal for quarterly, one-day events focused on a specific theme.

### **Analysis:**

For 2018, in lieu of producing the multi-day SBFMF, Jon Fitzgerald has proposed quarterly one-day events that include a themed experience combining film, mixers, art and photography. Fitzgerald presented this concept to the Parks, Recreation and Community Resources Advisory Commission (Commission) at a series of meetings, held March 3, April 3 and August 7, 2018. Fitzgerald returned to each meeting with additional information, requested by the Commission, including a comprehensive marketing plan, and a clearer vision on the type of themes and how they could be incorporated into a quarterly event. At the March 3 meeting, the Commission approved facility use fee waivers for rental costs associated with use of the Community Theater and other city facilities for the events; direct costs were not waived. Following presentation of the additionally requested information at the August 7 meeting, the Commission unanimously voted to recommend to City Council that in addition to the previously recommended facility use fee waivers, to provide monetary support up to \$1,500 for the proposed 2018 event with the contingent that Fitzgerald matches the City's contribution; and that the City negotiates a revenue share after event costs are recovered. Additionally, a post-event presentation to the Commission following the 2018 event will be required to determine the success of the event and how the City desires to partner with future SBFMF events in 2019. The additionally detailed event overview is included as Attachment 1 and details a health and wellness themed event including a speaker, food and drink, film premiere and live music.

### **Fiscal Implications:**

The total cost for the 2018 event (estimated by Jon Fitzgerald) is \$2,500. Fitzgerald is seeking financial support from the City, which was recommended for approval by the Commission for up to \$1,500 in addition to fee waivers for usage of city facilities. This hourly facility use fee is roughly \$100 per hour in addition to a flat fee of \$250 for the use of the projector; staff costs and event insurance (direct costs) were not recommended to be waived. Should Council approve the recommended monetary support of up to \$1,500 for the 2018 event as requested, it would be paid for by available funds in the City Manager's budget. Additionally, the City can anticipate receiving 40% of collected revenue received after direct costs are recovered through a post event financial report and evaluation provided by Fitzgerald.

### **Attachments:**

1. 2018 Event Overview - Jon Fitzgerald

**Respectfully Submitted by:** Lisa Nichols, Recreation Coordinator  
**Concur:** Kelly Orta, Community Resources Manager

**Noted for Fiscal Impact:** Viki Copeland, Finance Director  
**Approved:** John Jalili, Interim City Manager