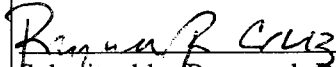





# City of Carson Report to Mayor and City Council

July 19, 2011  
New Business Discussion

**SUBJECT: CONSIDER PARTNERING WITH THE SOUTH BAY PAVILION TO PRESENT A MARIACHI FESTIVAL TO HONOR MEXICAN INDEPENDENCE DAY**

  
Submitted by Raymond R. Cruz  
Public Services General Manager

  
Approved by Clifford W. Graves  
Interim City Manager

## **I. SUMMARY**

This item is on the agenda at the request of *Mayor Pro Tem* Julie Ruiz-Raber, with the concurrence of Mayor Dear.

The city is being asked to become a partner with the South Bay Pavilion to honor Mexican Independence Day with a Mariachi Festival. The request includes utilizing staff to plan and coordinate the event, as well as work the day of the program; using the City Treasurer as a conduit for donations to fund the festival and to pay vendors; and extend insurance coverage to the South Bay Pavilion.

## **II. RECOMMENDATION**

TAKE the following actions:

1. AGREE to be a partner with the South Bay Pavilion to honor Mexican Independence Day with a Mariachi Festival.
2. AUTHORIZE city staff to plan and coordinate the event with mall staff.
3. REQUEST the City Treasurer as a conduit for receiving donations and paying vendors for the Mariachi Festival.
4. ASSIST the organizers to secure independent insurance to cover the South Bay Pavilion for this event.

## **III. ALTERNATIVES**

TAKE another action the City Council deems appropriate.

## **IV. BACKGROUND**

The City of Carson has traditionally celebrated Mexican Independence Day with the annual Mariachi Fiesta at the Congresswoman Juanita Millender-McDonald Community Center in mid-September. However, due to budget challenges this special event was suspended last year.

The city was recently asked to be a partner with the South Bay Pavilion to present a Mariachi Festival at the mall. The event is scheduled for Saturday, September 17, 2011, from 12:00-4:00 p.m., and will be funded through

donations from local businesses. The Mariachi Festival will likely feature a variety of local mariachis, ballet folklorico dance groups, and a comedian to serve as Master of Ceremonies. The event will be free and open to the public.

As part of this partnership, the city is asked to consider permitting staff to plan and coordinate this event, as well as work the day of the event. Additionally, the city is asked to consider extending its insurance coverage to the South Bay Pavilion for the festival, and utilize the City Treasurer's Office to receive donations directed toward the event and pay vendors. Although the City provided its certificate of insurance for a prior event, the Cesar Chavez Celebration, staff is recommending that the city discontinue this practice as it exposes the City to significant liability at a venue the city does not own or control. However, the City can make available independent event insurance at a reasonable price that the organizers pay for, thereby eliminating the City's exposure. This is what the Filipino Independence Day Foundation has done with its event. It should be noted insurance provisions for special events will be on the agenda of the next City Council Policy Subcommittee.

**V. FISCAL IMPACT**

Costs associated with this event are related to the cost of staff time to plan and coordinate this program, and work the day of the event. Staff is estimating that the cost for staff time is \$756.00 (Exhibit No. 1).

**VI. EXHIBITS**

- 1. Estimated Cost for Staff Time for the Mariachi Festival. (pg. 3)

Prepared by: Dani Cook, Community Services Coordinator

TO: Rev032811

Reviewed by:

City Clerk	<u>City Treasurer</u>
<u>Administrative Services</u>	<u>Development Services</u>
<u>Economic Development Services</u>	<u>Public Services</u>

**Action taken by City Council**

Date \_\_\_\_\_ Action \_\_\_\_\_

Estimated Cost for Staff Time for the Mariachi Festival

Staffmember	Task	No. of Hours	Salary	Total
Community Services Program Manager	Contact Entertainers	4	\$37.82	\$151.28
	Prepare & Distribute Flyers	6	\$37.82	\$226.92
	Confirm Entertainment	2	\$37.82	\$75.64
	Rehearsal	2	\$37.82	\$75.64
	Attend Program	6	\$37.82	\$226.92
<b>Grand Total</b>				<b>\$756.40</b>

