



Legislation Details (With Text)

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Title: APPROVAL FOR SERVICES OF TELE DIGITAL MEDIA TO CONDUCT HISPANIC HERITAGE TWO-DAY CARNIVAL EVENT
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Attachments: 1. Tele Digital Media proposal Hispanic Heritage

Date	Ver.	Action By	Action	Result
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Report to Mayor and City Council

Tuesday, August 02, 2016

Consent

SUBJECT:

APPROVAL FOR SERVICES OF TELE DIGITAL MEDIA TO CONDUCT HISPANIC HERITAGE TWO-DAY CARNIVAL EVENT

I. SUMMARY

Annually the city sponsors a one day event to commemorate the Cry of Dolores that was uttered from the small town of Dolores, near Guanajuato in Mexico, on September 16, 1810. This event is considered the beginning of the Mexican War of Independence. The "grito" was the pronunciamiento of the Mexican War of Independence by Miguel Hidalgo y Castilla, a Roman Catholic priest. Since October 1825, the anniversary of the event is celebrated as Mexican Independence Day.

This year Jose Luis Gonzalez of Tele Digital Media has submitted a proposal to the city to conduct a two day carnival event on September 17 and 18 at Veterans Park. The event will be complete with food, games, commercial and non- profit booths, live entertainment, and beer garden.

II. RECOMMENDATION

Approve a two day carnival event subject to the review and approval of necessary agreements by the city attorney.

III. ALTERNATIVES

1. Disapprove the two day event and direct staff to plan a traditional one day event.
2. Any action the City Council deems appropriate.

IV. BACKGROUND

Exhibit No. 1 is the full proposal submitted by Jose Luis Gonzalez of Tele Digital Media. Tele Digital Media has recently staged events in the cities of Compton and Huntington Park.

The organization proposes a two day family event on September 17 and 18, 2016 at Veterans park to include local and renowned talent on stage, hosted by celebrity Los Angeles radio and television personalities, 10-15 amusement rides, a sports Obstacle Course with varied age groups competing for prizes, a dedicated Children's Zone with stage and cartoon characters, face painting and balloon artist. A Food Court will be diversified, with local and out of area cuisine, and a Beer Garden featuring craft beers and the local favorites.

Local craft and marketing vendors will display wares and services for the community and businesses will have the opportunity to introduce their businesses to a new market. All vendors will acquire a business license for said event, and food vendors will obtain Los Angeles County Health Permits, a non-profit will acquire the Event License with the California Alcohol and Beverage Control.

The city will provide a stage and stage canopy, stage sound and lights equipment and technician, VIP and dressing room tents, canopies for non-profit groups, portable restrooms for backstage area, Sheriff's security, and assist in securing offsite parking, distribution of flyers and promotional materials and providing names of local talent and groups for performances.

Tele Digital Media will be responsible for securing all stage talent, securing television, radio and other media partners, carnival rides, food and commercial vendors, non-profits group participation, and County Fire and Health Department, City Building and Planning, and Alcoholic Beverage Control permits. They will also be responsible to provide required sinks for vendors, portable restrooms for carnival areas, Canopies for all vendors, trash pickup, and liability insurance.

All marketing, set up, activities and entertainment will be subject to staff review and approvals.

Lastly, local organizations and school groups will have an opportunity to raise funds by selling presale carnival ride tickets.

V. FISCAL IMPACT

Sufficient funding for this event is provided in the 2016-2017 fiscal year budget. There is no

additional cost as all proceeds derived from this event will stay in possession of Tele Digital Media to cover event expenses. Tele Media Digital has offered to share a percentage of any proceeds with the city to benefit youth programs.

VI. EXHIBITS

Exhibit No. 1 - Proposal from Tele Digital Marketing. (Pgs 3-5)

Prepared by: Ralph Aranda, Interim Director of Parks and Recreation