To: Mayor Farrer and the Honorable Members of the City Council

Prepared by: Mary Linden, Executive Assistant

Approved by: Reva Feldman, City Manager

Date prepared: November 13, 2019

Meeting date: December 9, 2019

Subject: Malibu Visitors Center (Mayor Farrer and Mayor Pro Tem Pierson)

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**RECOMMENDED ACTION:** At the request of Mayor Farrer and Mayor Pro Tem Pierson, authorize the Mayor to send a letter of support for the establishment of a Malibu Visitors Center.

**FISCAL IMPACT:** There is no fiscal impact associated with the recommended action.

**WORK PLAN:** This item was not included in the Adopted Work Plan for Fiscal Year 2019-2020. This project is part of normal staff operations.

**DISCUSSION:** In the past, members of the Malibu Chamber of Commerce and other residents have expressed a desire to establish a Malibu Visitors Center (MVC) to welcome visitors to the City and provide them with information about hotels, restaurants, shops, events, activities, and more. In addition to providing valuable information to the visitors, the MVC would support local businesses by encouraging visitors to stay, eat, and shop in Malibu during their visit.

The attached concept overview for establishing the MVC at The Park in Cross Creek, Building 3 (attached) states the center will welcome visitors and local residents, create awareness of local businesses, provide Chamber of Commerce guidance, and include a calendar of City events through interactive exhibits and informational screens/boards.

Mayor Farrer and Mayor Pro Tem Pierson are requesting the Council authorize the Mayor to send a letter of support for the establishment of the MVC as proposed.

**ATTACHMENTS:** Official Malibu Visitor Center (MVC) concept overview
Official Malibu Visitor Center (MVC)
Supported by MALIBU GIVES 501c3

Purpose & Need: The purpose of the Malibu Visitors Center is to provide a space for tourists and locals alike to gather and discover the latest events, news in Malibu, and neighboring communities. The MVC will hold community events highlighting and promoting local businesses, causes and artists. We will provide a centralized point of contact in Malibu that will compliment and increase the value of its surroundings thus making it easy for locals and visitors to become more involved in our community. The Visitors Center will promote purposeful Non-Profits both in Malibu and Beyond creating an environment where GIVING & RETAIL blend.

Each item purchased in the Visitors Center will donate between 10% - 100%.

Among others, we are proud to give a Home to Raise and offer retail space for “Malibu Gear” to support L.E.A.D. (The New Fundraising Entity for all public Malibu Schools: Malibu High School, Malibu Middle School, Webster Elementary School, Malibu Elementary School.)

Goals & Objectives:

1. To Welcome Visitors and Locals to experience the variety of opportunities the city has to offer, create awareness of local businesses, Chamber of Commerce guidance, Calendar of City events through interactive exhibits and informational screens/boards.

2. A place for both locals and visitors to become more involved and learn more about their city through community and volunteer programs.

3. Highlight Malibu Artists and Non-Profits through creative retail merchandising, immersive & experiential art, rotating museum exhibits supporting local artists and causes.

4. A place where locals and visitors can keep up to date with news around Malibu and relevant fire safety information.

5. A place to gather for community events and a will-call Window for The Park’s out-door Amphitheater Events.
**Description:** The Malibu Visitor’s Center is a modern and visually enhanced, interactive space that aims to be the centerpiece for community events around Malibu while welcoming visitors and locals to experience our city. Here, visitors have access to everything Malibu has to offer from our restaurants and shops to hiking trails and best practices for tourists. The MVC will highlight local entrepreneurs and artists with a percentage of all sales going to purposeful local causes and Non-profit’s.

**Size: Space 3B:** The space is 822 Square Foot at the The Park in Cross Creek in Building 3, Between two local favorites, Howdy’s and Sorency Rocks Malibu.

The interior will be divided into 5 main areas: a stage, calendar of events, entrepreneur/artist and retail, book nook, and hologram/virtual reality stations.

**Individual Areas:**

- **Stage:** This stage will be used as a platform for: fundraisers, singer/songwriter performances, speaking series, book signings, art exhibits, wellness & fitness classes, workshops, student/mentorship programs, demonstrations, weddings and memorials.

- **Calendar of Events:** This section will highlight local events held by local businesses. This will also contain new business openings and closings.

- **Entrepreneur/Artist & Retail Wall:** A place for both established and new artists to exhibit their work in forms of Art, Inventions and Retail Product.

- **Book Nook:** A comfortable and cozy space for all ages to read and learn, highlighting local authors.

- **Hologram and Virtual Reality Stations:** In Modern Decor, visitors will experience past and present Malibu including “surfing the waves” and “hiking” via immersive interactive technology.

**Other Services:**

- **A Business loyalty program** – that supports local businesses and neighboring cities, Saltwater Loyalty (Mikke Pierson owner, Pro Tem, Malibu City Council)

- **CMRA Mailbox** – the MVC will be a CMRA mailbox provider via MALIBU GIVES

- **Parks and Recreation**

- **Announcements for Fire Safety**

- **Malibu Concierge**
● Field Trip Destination

● Evening Fitness, Meditation and Events

● Animal Awareness. Service & Rescue Animal Programs, Animal Training

**Proposed Tenants for the MVC**

● The Park
● Whole Foods
● Malibu Chamber of Commerce
● MALIBU GIVES 501(c)(3)
● For the Love of Malibu Campaign: 100% of the proceeds are donated to MALIBU GIVES.
● Sorenity Rocks Malibu: Donates 1 Million Dollars in Crystals to be auctioned for MVC

**Proposed Employees and Volunteers for the MVC**

● Veterans
● Retired First Responders
● High School & College Student Volunteer Program
● Internships for Community Service Hours
● Malibu Mature and Senior Population
● MALIBU GIVES recipients
● Non Profit Educators