



Council Agenda Report

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

Prepared by: Jesse Bobbett, Community Services Director

Approved by: Reva Feldman, City Manager

Date prepared: November 4, 2020 Meeting date: November 23, 2020

Subject: Malibu Film Society Drive-In Movie Event Fee Waiver and Sponsorship

RECOMMENDED ACTION: Consider whether to approve the request from the Malibu Film Society to waive event fees and provide City sponsorship for a two-night drive-in movie event at the loki Property.

FISCAL IMPACT: Funding for this program was not included in the Adopted Budget for Fiscal Year 2020-2021. If approved, Staff would adjust other programs and staffing already included in the Adopted Budget for Fiscal Year 2020-2021 to offset the costs associated with co-sponsoring the event. Waiving the event fees will result in a loss of revenue of \$2,528 for Fiscal Year 2020-2021 in Account numbers 100-0000-3461 (Municipal Facility Use Fees) and 101-0000-3421 (Planning Review Fees).

WORK PLAN: This item was not included in the Adopted Work Plan for Fiscal Year 2020-2021.

DISCUSSION: On October 12, 2020, the Council approved a request from the Malibu Film Society (MFS) to provide City sponsorship of a two-night drive-in movie event at the loki Property on October 30 and 31, 2020. The Council previously approved a fee waiver request from MFS for the same event and for a previous drive-in movie event, which took place on August 28, 2020.

Following the October event, MFS reached out to the City and requested to host a holiday drive-in movie event at the loki Property on December 11 and 12, 2020. MFS has agreed to partner with the Malibu High School Athletics Booster Club to host the event, as it would take place during the same timeframe and location as the annual Christmas Tree Lot.

MFS is again requesting that the City waive all event fees and provide sponsorship of the upcoming two-night event, including:

Event Fees

- Facility Use Fee \$1,640.00
- Staffing Fee \$588.00
- Temporary Use Permit Fee \$300.00

City Sponsorship Costs

- K-rails to secure movie screen \$970.00
- Promotion and Social Media No Cost
- Use of on-site dumpster No Cost

The Malibu Municipal Code allows up to six Temporary Use Permits per calendar year per parcel. If approved, the December drive-in movie event would be the fifth Temporary Use Permit issued for the loki Property this year.

ATTACHMENTS: None.