



Council Agenda Report

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

Prepared by: Kristin Riesgo, Community Service Deputy Director

Reviewed by: Jesse Bobbett, Community Services Director

Approved by: Steve McClary, City Manager

Date prepared: July 20, 2022 Meeting date: August 22, 2022

Subject: Allied Artists Event Fee Waiver and Donation

RECOMMENDED ACTION: 1) Consider whether to approve the request from Allied Artists of the Santa Monica Mountains and Seashore, Inc. (Allied Artists) to waive facility use fees, staffing costs, and permit fees for an Art Show event at Malibu Bluffs Park; and 2) Accept a donation from Allied Artists for park conservation.

FISCAL IMPACT: Waiving the facility use and permit fees will result in a loss of revenue of \$1,951, for Fiscal year 2022-2023 in Account Numbers 100-0000-3461-00 (Municipal Facility Use Fees) and 100-0000-3421-00 (Planning Review Fees). The donation amount from Allied Artists will be 15% of the event proceeds and added to Account No. 710-0000-2270-29 (P&R Equipment Donations). The Malibu Municipal Code allows for up to six Temporary Use Permits (TUP) per parcel per calendar year. TUP events generate revenue for the City, and waiving these associated fees limits potential revenue.

WORK PLAN: This item was not included in the Adopted Work Plan for Fiscal Year 2022-2023.

DISCUSSION: Allied Artists is a community service organization that aims to promote appreciation of the environment through art and to support conservation and maintenance of the Santa Monica Mountains National Recreation Area. Allied Artists coordinates several art programs annually, including "paint-out" demonstrations regional art shows. The organization also donates a portion of its proceeds from art sales to conservation efforts and environmental organizations.

On July 10, 2022, Allied Artists submitted a TUP application seeking approval to coordinate an Art Show at Malibu Bluffs Park on Sunday, October 2, 2022. The Art Show will be held on the Multipurpose Field and will showcase 15 to 25 artists. The Malibu Municipal Code allows up to six TUPs per calendar year per parcel, and this event would account for the fifth TUP at Malibu Bluffs Park in 2022.

Allied Artists has requested the City waive 100% of the fees associated with the event, including:

| <u>Type</u> | <u>Community-Use Rate</u> |
|----------------------|----------------------------------|
| Facility Use | \$920 |
| Staffing | \$250 |
| Temporary Use Permit | \$781 |
| Total | \$1,951 |

Allied Artists has agreed to adhere to all TUP requirements, including a certified public notice to property owners within a 500-foot radius of Malibu Bluffs Park. The fees associated with this requirement will be paid by Allied Artists and are not a part of this request.

As part of Allied Artists' mission, the organization has offered to donate 15% of the event proceeds to the City for park conservation. Past donation recipients include the Annenberg Wildlife Crossing at Liberty Canyon and the Palisades Village Green Park.

ATTACHMENTS: None.