



Las Vegas

Agenda Item No.: 50.

AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF: APRIL 16, 2014

DEPARTMENT: PARKS, RECREATION & NEIGHBORHOOD SERVICES

DIRECTOR: STEPHEN KUHARSIN

☐ Consent ☒ Discussion

SUBJECT:

Discussion for possible action regarding a Co-Sponsorship Agreement with R & J Productions to host a Pirate Fest event at Lorenzi Park located at 3333 West Washington Avenue - Ward 5 (Barlow)

Fiscal Impact

☐

No Impact

☐ Augmentation Required

☐

Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

The second annual Pirate Fest will be held at Lorenzi Park. This event has family-friendly activities with themed areas and a variety of entertainment. The event will host local community service organizations such as the Metropolitan Police Department, Red Cross, Springs Preserve, National Guard, Boys & Girls Club, and many more that will provide information, demonstrations and/or services for free. R & J Productions will also offer 5,000 free tickets to school-age children in the Clark County School District to attend the event.

RECOMMENDATION:

Staff recommends that the Mayor and City Council approve the agreement and authorizes the City Manager to sign any and all documents following approval as to form by the City Attorneys Office.

BACKUP DOCUMENTATION:

Co-Sponsorship Agreement For Pirate Fest Las Vegas

Motion made by RICKI Y. BARLOW to Approve

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

BOB COFFIN, RICKI Y. BARLOW, LOIS TARKANIAN, CAROLYN G. GOODMAN, STAVROS S. ANTHONY, STEVEN D. ROSS, BOB BEERS; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

LONNY ZIMMERMAN, Deputy Director of Parks, Recreation and Neighborhood Services, explained the co-partnership agreement between the City of Las Vegas and R & J Productions would, in effect, waive the park use fee in the second year; however, R & J Productions would pay the hard cost to the city and provide 5,000 tickets to the Clark County

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School District so students could attend the event for free. In addition, they would provide 40 community booths to nonprofit organizations so information can be disseminated as part of the three-day event. The event would be held on April 25-27, 2014 at Lorenzi Park.

MAYOR GOODMAN said she heard fabulous reports but given that this is a for-profit company, she wondered what the City's policy or procedure was in selecting a company. MR. ZIMMERMAN explained the fee waiver applies only to nonprofits, so that is one of the reasons this individual agreement is required. As long as the City's costs are recovered, the special use fee is waived. Historically, prior to the recession, the Department was able to put on community events; that can no longer be done. So this is one effort they are trying in order to foster the environment where promoters can come to the City and still promote the large community events in our parks. MR. ZIMMERMAN stated the normal fee is a percentage of the tickets. For this three-day event, he estimated that the City will receive \$12,000 to \$15,000. He did point out that while R & J Productions is a for-profit company, they lost \$17,000 in their inaugural year.

CITY MANAGER ELIZABETH FRETWELL outlined different events and how they were typically handled, but explained the for-profit concept had not really been explored as it relates to festivals. The City tries to help these companies get up and on the ground, but suggested an item be placed on an upcoming agenda to address this going forward. MAYOR GOODMAN stated the City has always been very generous with the non-profits, but she was not comfortable with waiving the fees for the for-profit. She reiterated the festival was fabulous and wanted to encourage use of the park, but felt they should pay the fees to cover the expense of maintaining the fields and paying personnel.

CITY MANAGER FRETWELL pointed out the event was this upcoming weekend. MAYOR GOODMAN did not believe it would be fair to make any changes this late since the event had already been advertised.

CITY MANAGER FRETWELL explained the threshold of evaluation for events but agreed it may be time to reevaluate the relationships with the for-profit companies and for-profit event groups. MAYOR GOODMAN believes there needs to be consistency when using our community's tax dollars and asked CITY MANAGER FRETWELL to bring back a discussion item on the agenda to address future events. CITY MANAGER FRETWELL said they would bring back a historical perspective of what has been done in the past, so a policy can be developed following that discussion.

COUNCILMAN BARLOW expressed the need to be mindful as it relates to cultural opportunities in our parks whether it is for-profit or non-profit, as he does not want the private sector to shy away from partnering with municipalities. He also mentioned the Second Annual Las Vegas Pirate Festival was scheduled to take place at Lorenzi Park April 25-27, 2014 and that it was expected to be a grand event.

RICHARD STRICKLAND, R & J Productions, thanked the Mayor and Council for their support. He explained when they brought this concept to COUNCILMAN BARLOW two years

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ago, their goal had always been to provide something for the City that they did not have the manpower or the expertise to do. Through their constant promotion, the festival has become not only known locally but outside of Las Vegas as well, and they have ensured it is reflected on the City and the Council. He also noted that 40-45 vendors will bring in additional tax dollars.

MAYOR GOODMAN wished them much success.

