

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: John Brand, Senior Management Analyst 

DATE: August 18, 2011 (CC Special Meeting of 08/24/2011)

SUBJECT: Consider Request from Roam'N Relics Car Club to Hold Car Show on October 9, 2011, from 8 a.m. to 3 p.m. on High Street and to Pay Reduced City Fees for the Event

SUMMARY

Council is being asked to approve use of certain City and Redevelopment Agency-owned property adjacent to High Street, and waive rental fees for use of the property.

BACKGROUND

The Roam'N Relics Car Club has held its annual car show in Moorpark the past 16 years. In 2011, the event is planned for Sunday, October 9, from 8 a.m. to 3 p.m. on High Street. In 2010, the car show attracted about 500 pre-1973 vehicles and an estimated 4,500 spectators. Last year, the City charged the Club \$2,445 for planning and staffing the event, including \$1,275 for police, \$660 for City staff time, and \$510 for permits.

DISCUSSION

The City Council has traditionally granted the Club's request to reduce City fees for the car show since the Club donates the proceeds to local charities, and Moorpark businesses benefit from increased visibility.

In 2009, the Club donated over \$8,300 to groups including the Food Pantry, For the Troops, and Troops Kids Xmas. In recent years, the Club has donated approximately \$3,000 - \$9,000 to charitable groups, such as Arc Ventura County/Skyway Program, Be a Santa to a Senior Holiday Gift Program, Cub Scouts, Michael A. DiRaimondo Foundation, Moorpark Food Pantry, and Operation Seabee Christmas.

No major changes are planned for the 2011 car show. The Club expects about 500 pre-1973 vehicles and 5,000 spectators, generating about \$25,000 in revenues and up to \$4,000 in donations to local charities after expenses. As in the past, the Club will promote High Street businesses through free advertisements and provide free booth space to City departments, if desired.

Staff recommends the same fee reductions Council approved in previous years, which has been to waive fees for use of City and Moorpark Redevelopment Agency property, specifically, the properties on the south side of High Street including the various vacant lots, the Granary entrance area, and the north Metrolink parking lot. The Car Club has obtained the necessary Caltrans encroachment permit at its own expense.

The City would charge the contract billing rate for police services (roughly \$1,400), and charge the direct cost for other staff to plan the event (about \$500), plus regular fees for an encroachment permit (\$150) and a temporary use permit (\$390). It is estimated that City fees may total \$2,440 for the event. The Club also makes a sizable contribution to the Ventura County Sheriff's Department Explorer post, covering the direct cost of their participation in the event.

As in the past, the City will not staff the event other than assigned police who will be present to ensure adherence to permit conditions, and a Senior Management Analyst to liaison with the Club and Police. This event contrasts from other street fairs in that the event promoters are responsible for the logistics involved in the road closure.

FISCAL IMPACT

Direct costs, including most staff time is recovered from the event promoters, resulting in no adverse budgetary impact.

STAFF RECOMMENDATION

1. Charge Club the contract billing rate for police services charged by the County of Ventura, and charge Club the direct cost of other staff to plan the event; and
2. Require Club to pay an encroachment permit fee (\$150) and a temporary use permit fee (\$390), and reimburse the City for staff costs at the approved rates; and
3. Require Club to provide the City with an indemnification agreement, and name the City and Agency as additional insureds in the Club's insurance policy.