

**ITEM 10.M.**

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** Honorable City Council

**FROM:** Hugh R. Riley, Assistant City Manager 

**DATE:** September 23, 2011 (CC Meeting of 10/05/11)

**SUBJECT:** Consider Waiving Rental Fees at the High Street Arts Center for the ABC 7 Listens Event Scheduled for October 12, 2011

**BACKGROUND & DISCUSSION**

ABC7's News, Programming and Public Affairs Departments will be in Moorpark on October 12, 2011, at the High Street Arts Center to meet with community leaders and residents to hear from them about local issues and stories that affect Moorpark. Information will be available on how to access the television station for news stories, promoting non-profit events and job opportunities. This event is part of a series of such meetings throughout the station's Southern California viewing area. The sponsor will provide promotion throughout the community, refreshments and will pay for sound and lighting technical staff. The rental rate for the Center for the event which is considered a "Performance" would normally be \$375.

Staff believes this event is an excellent opportunity to promote the High Street Arts Center and introduce the facility to residents that have not attended events there in the past. In addition the event presents significant exposure for the High Street Arts Center. Together these advantages out-weigh the loss of the rental fee. According to ABC7, most communities hosting the event have provided facilities free of charge.

**FISCAL IMPACT**

This action would result in the loss of rental revenue for the High Street Arts Center of \$375.

**STAFF RECOMMENDATION**

Waive the rental fee at the High Street Arts Center for the ABC7 Listens Event on October 12, 2011.

ATTACHMENTS: Event Flier



# LISTENS

Here's your chance to talk!

HAVE YOU EVER WANTED TO TALK BACK TO YOUR TV?  
WISH YOU COULD TELL THE MEDIA WHAT'S ON YOUR MIND?  
ABC7 IS LISTENING.

TOP EXECUTIVES FROM SOUTHERN CALIFORNIA'S  
NUMBER ONE NEWS STATION WANT TO HEAR FROM YOU.



INVITES YOU TO JOIN US FOR A  
TOWN HALL MEETING WITH ABC7

Wednesday, October 12, 2011

Refreshments & Registration - 6:00 p.m. to 6:30 p.m.  
Meeting - 6:30 p.m. to 8:00 p.m.

High Street Arts Center  
45 E. High Street  
Moorpark, CA 93021

ABC7's News, Programming and Public Affairs Departments will be in Moorpark to meet with community leaders and residents. Our goal is to hear from you about local issues and stories that affect your community.

Information will be available on how to access the television station for news stories, promoting non-profit events and job opportunities.

**Space is limited, so please RSVP with ABC7, at [abc7communitymeeting@abc.com](mailto:abc7communitymeeting@abc.com) or call (818) 863-7238.**