

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Hugh R. Riley, Assistant City Manager 

DATE: November 23, 2011 (CC Meeting of 12/7/11)

SUBJECT: Consider Adopting a High Street Arts Center Ticket Donation and Discounting Policy

BACKGROUND & DISCUSSION

From time to time the High Street Arts Center General Manager receives requests from various entities for tickets to various main stage performances (Tickets) to be used as prizes for fundraisers and in exchange for products or services such as advertising. In addition, Tickets including Season Tickets are sometimes included as benefits for supporting the Moorpark Foundation for the Arts at the higher dollar value levels.

Occasionally, a group or organization will request a block of Tickets at a discounted rate depending on the number of Tickets purchased. The Arts Center also has used Ticket discounts as a method to promote greater attendance by groups such as senior adult living complexes, schools and service clubs.

Since the cast and crew members involved in each show are not paid, they are provided with 2 complimentary Tickets for friends or family. These Tickets may not be sold and the practice generally results in additional friends or family attending performances. The Show's Director who is also not paid, has been allocated up to 10 tickets per show. These individuals donate countless hours for rehearsals and performances.

The City and the Arts Center receive benefit from Ticket donations because of the publicity associated with announcements about the Tickets and the shows. Complimentary Tickets and discounted Tickets for groups tend to enlarge audiences for performances that are rarely sold out. When Show Tickets are provided to the Moorpark Foundation for the Arts for guests or as part of membership benefit packages, the Foundation has reimbursed the City for those tickets at face value.

The City Council is being asked to consider adopting the attached policy that will govern the donation and discounting of Tickets.

FISCAL IMPACT

High Street Arts Center Show Ticket prices are:

	<u>Single Show</u>	<u>Full Season</u>
• Adults -	\$18.00	\$80.00
• Seniors (55+) , Military, Students and teachers	\$14.00	\$60.00
• Children 12 and under	\$10.00	\$36.00

Since the donated tickets would not otherwise be sold unless the particular show is sold out, there is no expected fiscal impact to the Arts Center or the City.

STAFF RECOMMENDATION

Adopt High Street Arts Center Ticket Donation and Discounting Policy and direct that it be incorporated into the next update of the City Council Policies Resolution.

ATTACHMENT: Draft High Street Arts Center Ticket Donation and Discounting Policy

ATTACHMENT 1

SECTION .

Policy : HIGH STREET ARTS CENTER TICKET DONATION AND DISCOUNTING POLICY

1. Purpose

The purpose and intent of the City Council in adopting the High Street Arts Center Ticket Donation and Discounting Policy (Policy) is to govern the use of complimentary Ticket donations or price discounting in furtherance of public purposes for events or performances held at the High Street Arts Center. From time to time, requests are received from various entities for High Street Arts Center event or performance Tickets to be donated or sold at a discounted price for fundraising purposes. In addition, the City may offer to provide complimentary or discounted Tickets in exchange for products or services such as advertising, printing, or other similar in-kind contributions, or in exchange for financial donations in furtherance of public purposes. The use of complimentary or discounted Tickets is a privilege extended by the City and not the right of any person to which the privilege may be extended from time to time.

2. Definitions.

- A. "City" or "City of Moorpark" shall mean and include the City of Moorpark, the Redevelopment Agency of the City of Moorpark, any other affiliated agency created or activated by the Moorpark City Council, and any departments, boards, and commissions thereof.
- B. "City Official" means every member, officer, employee or consultant of the City of Moorpark, as defined in Government Code Section 82048 and Fair Political Practices Commission (FPPC) Regulation 18701. In addition for the purposes of this Policy, such term shall include, without limitation, any City Council member, City commission member or other appointed official, any employee of the City, and shall also include any employee of a consultant under contract to the City, who is required to file an annual Statement of Economic Interests (FPPC Form 700) with the City.
- C. "Event" means admission to a facility, event, show, or performance for an entertainment, amusement, recreational or similar purpose.
- D. "Ticket" shall mean any ticket or pass which provides any form of admission privilege to an Event.

3. Ticket Administrator

The City Manager or his/her designee(s) shall be the Ticket Administrator for purposes of implementing and interpreting the provisions of this policy, and as such shall not be eligible to receive any donated Ticket distributed pursuant to this policy.

4. Approved Public Purposes for Complimentary or Discounted Tickets

The following is a list of approved public purposes the City may accomplish through the distribution of complimentary or discounted Tickets:

- A. A maximum of up to four (4) Tickets per calendar year may be donated to each public school located in the City of Moorpark and to any non-profit, non-political organization that benefits City of Moorpark residents, with priority given to non-profit organizations that benefit Moorpark youth (examples: local service clubs, organized youth groups, the Boys and Girls Club of Moorpark, and parent-teacher organizations).
- B. The City Manager may approve the donation of Tickets in support of a City employee recognition program for the purpose of attracting and retaining highly qualified employees in City service. An employee may receive no more than two (2) Tickets per calendar year.
- C. The City Manager may approve the donation of Tickets in support of a City volunteer recognition program for the purpose of attracting and rewarding volunteer public service, for which such volunteer may receive no more than two (2) Tickets per calendar year.
- D. The City Manager may approve the donation of Tickets in support of promoting the High Street Arts Center programs at intergovernmental meetings, City sponsored training events, or other special events held at the High Street Arts Center, not to exceed a maximum of four (4) Tickets per event.
- E. The Moorpark Chamber of Commerce may be given up to a maximum of four (4) complimentary Tickets per show in support of economic or business development purposes.
- F. Up to a maximum of thirty (30) Tickets per calendar year may be discounted in price up to fifty percent (50%) for purchase by the Moorpark Foundation for the Arts in support of increasing their membership and encouraging donations.
- G. Up to a maximum of one hundred (100) Tickets per calendar year may be given in exchange for services or supplies provided for the High Street Arts Center, such as newspaper, radio, or television, advertising; printing; and similar in-kind contributions.
- H. Members of the cast and crew of the shows at the High Street Arts Center may be given up to a maximum of two (2) complimentary Tickets per production in which they are participating.
- I. Directors of each production may be given up to a maximum of ten (10) complimentary Tickets for that production.
- J. Tickets may be discounted in price up to a maximum of twenty percent (20%) for purchase of no less than twenty (20) group Tickets by non-profit, non-political organizations. Such discounted price may be offered no more than once annually for a fund raising project. The group Tickets purchased at the discounted price for an annual fundraiser can be sold for the regular box office price or less, with any profit going to the charity.

5. Prohibited Complimentary and Discounted Tickets

Complimentary and discounted Tickets are not permitted to be distributed to the following:

- A. Private individuals or businesses, except as permitted by Section 4.J. of this policy.
- B. For-profit or not-for-profit organizations with political objectives such as political action committees.
- C. Candidates for public office or their campaign committees.
- D. Elected officials.
- E. City Officials as defined in Section 2, except for the purposes of employee recognition, as permitted by Section 4.B of this policy.

6. The High Street Arts Center General Manager shall file an annual report with the City Clerk with a copy to the City Council and City Manager no later than the first day of February of each calendar year, showing the documentation for all complimentary and discounted Tickets issued for the prior calendar year, including but not limited to the following:

- A. Name of organization or individual receiving complimentary Tickets
- B. Non-profit tax identification number for non-profit organizations
- C. Address of non-profit organization or other benefit verification documentation pursuant to Section 4.A.
- D. Quantity of Tickets Donated or Discounted
- E. Date of Ticket(s) donation or discount sale