



Council Agenda Report

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

Prepared by: Kristin Riesgo, Community Services Director

Approved by: Steve McClary, City Manager

Date prepared: October 8, 2024

Meeting date: October 28, 2024

Subject: Malibu Film Society Update and Fee Waiver Request

RECOMMENDED ACTION: 1) Receive a report on the outcomes of the Malibu Film Society film series at City Hall; and 2) Consider whether to approve the Malibu Film Society request to conduct five film screenings with a fee waiver from January to June 2025.

FISCAL IMPACT: Waiving the facility use and staffing fees will result in a loss of revenue of \$5,555, for FY 2024-25, in Account Numbers 100-0000-3461-00 (Municipal Facility Use Fees), 103-0000-3505-04 (City Hall Theater Rentals), and 103-0000-3505-05 (City Hall Event Rentals). Facility rentals generate revenue for the City, and waiving these associated fees limits potential revenue.

Funding for an audio-visual consultant and security contractor was not included in the Adopted Budget for FY 2024-25, requiring an expense of \$3,400 in Account Number 100-4001-5107-00 (General Recreation – Contract Personnel).

STRATEGIC PRIORITY: This item is part of the day-to-day operations identified in the Adopted FY 2023-24 Strategic Priority Project List. Staff continue to work on ongoing projects and normal business while the FY 2024-25 Strategic Priority Plan is finalized.

DISCUSSION: On June 10, 2024, Council approved a request from the Malibu Film Society (MFS) to have three film screenings at Malibu City Hall Theater/Council Chambers, waiving all facility use and staffing fees.

The MFS events occurred from July to September 2024 and included a 30-minute pre-show reception with concessions, a film screening, and a post film question-and-answer session (Q&A). Concessions had free snacks, beverages, and wine for anyone 21 and older. To meet the City's requirement for alcohol service, a security guard was onsite for

the duration of the event. Staff time was also dedicated to disassemble and assemble the dais so MFS could hold a Q&A on the stage. The media team posted details about the MFS events on social media, the City’s website, and in the City Manager Update. The number of staff hours dedicated to each event was 18 (54 hours for the total series).

As part of the Agreement with MFS, 50 tickets were dedicated to Malibu residents. MFS recorded the following attendance at each event:

<u>2024 Dates</u>	<u>Total Attendees</u>	<u>City Tickets Claimed (50)</u>
July 17	60	40
August 15	100	45
September 24	75	35

The facility rental, staffing, and contractor fees associated with the three events included:

<u>Type</u>	<u>Non-Profit Rate</u>
Facility Use	\$1,425
City Staffing (pre/post event)	\$576
City Staffing (event day)	\$1,332
<u>Security Guard</u>	<u>\$816</u>
Total	\$4,149

Due to the success of the film screenings, MFS has requested Council’s support to continue events at City Hall. MFS proposed the same event format with a pre-show reception, film screening, and Q&A discussion. Staff worked with MFS to determine mutually convenient dates to hold five film screenings from January through June 2025.

One adjustment to the request from MFS is to include weekend screenings to gain higher attendance. Due to staff availability, the City would need to hire an audiovisual consultant to provide technical assistance for all the events to accommodate this request. Staffing from the Community Services Department would include one full-time employee and two part-time employees (3 total) at all events.

The total cost to conduct the proposed five additional MFS screenings with facility rental, City staffing, and contractors include,

<u>Type</u>	<u>Non-Profit Rate</u>
Facility Use	\$2,375
City Staffing (event day)	\$2,220
City Staffing (pre/post event)	\$960
Audio Visual Contractor	\$2,000
<u>Security Guard</u>	<u>\$1,400</u>
Total	\$8,955

MFS has reported that over 170 residents have signed up for the free locals' membership program, which was implemented in July 2024. The organization will continue to offer 50 free tickets for residents for the upcoming series, if approved by Council.

ATTACHMENTS: 1) Malibu Film Society Correspondence September 22, 2024
2) Malibu Film Society Financial Statement

City Council



From: Scott Tallal [REDACTED]
Sent: Sunday, September 22, 2024 3:28 PM
To: City Council
Subject: Public comment for the 9/23/24 Council meeting

Hi everyone,

Not counting all of the locals who are already members of Malibu Film Society, more than 170 residents have now signed up for free locals' membership program we were able to implement with your support. The final event of our special event series at City Hall will be held this Tuesday, 9/24 – and so far, 71 people have registered to attend.

Almost 100 attended our last event (Malibu-based producer/screenwriter/author David Weddle); many of them commented afterwards how great it's been to have these events – asking whether we'll be able to continue. If that's something you'd be willing to consider, the MFS board has already voted to continue picking up our own internal costs – so we urge you to bring this up during Council comments with an eye towards getting the issue on a future agenda.

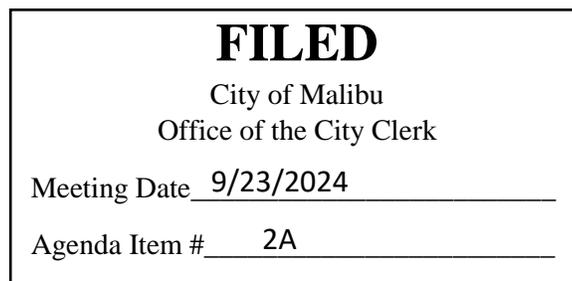
We don't have any particular timetable in mind, so once again we leave that up to you and City staff. But now that the summer crowds are finally starting to dwindle, we'd love to see if we could find one or more weekend dates as those always generate the highest turnout.

As for programming, Mr. Weddle has already confirmed his willingness to host another filmmaker showcase – this time, focusing on Laurel & Hardy. We're also thinking about an evening with Malibu-based Michael Connelly (the producer of multiple TV series and the author of 39 best-selling novels), so there are plenty of opportunities out there for us to pursue.

Bottom line: public response to this has been terrific, so with your support we'd love to keep the series going!

Best regards,

Scott



CC: Council; CM; CA ; CS ; Ref. Binder; Original to 09/23/2024 Agenda File

Income/Expense
7/1/2023 Through 6/30/2024

Category Description	7/1/2023- 6/30/2024
INCOME	
Donations - Board	3,000.00
Donations - Other	2,260.32
Membership Sales	22,331.14
Oscar Tickets	11,625.00
Sponsor Sales	4,725.00
Ticket Sales	4,640.00
TOTAL INCOME	48,581.46
EXPENSES	
Advertising	2,330.00
Bank Charge	952.59
Catering	7,448.40
Concession Supplies	1,552.22
Concessions Management (Scott Hillman)	6,425.00
Equipment Maintenance (Scott Tallal)	3,600.00
Equipment Purchase	998.74
Equipment Rental	1,400.00
Event Management Fee (Scott Tallal)	1,200.00
Gifts Given	100.00
Insurance	756.00
Marketing	40.00
Meals	244.90
Office Supplies	114.06
Party Rental	1,479.60
Party Supplies	385.69
Q&A Production (Angel Burns)	1,400.00
Q&A Production (Scott Hillman)	1,200.00
Rent	5,937.97
Social Media Management (Arianna Kenig)	1,260.00
Subcontractors	4,234.34
Tax	25.00
Utilities	1,863.59
Website Coding (Scott Hillman)	1,150.00
TOTAL EXPENSES	46,098.10
OVERALL TOTAL	2,483.36