



Council Agenda Report

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

Prepared by: Jesse Bobbett, Community Services Director

Approved by: Reva Feldman, City Manager

Date prepared: September 30, 2020 Meeting date: October 12, 2020

Subject: Malibu Film Society Drive-In Movie Event Sponsorship

RECOMMENDED ACTION: Approve the request from the Malibu Film Society that the City co-sponsor the two-night drive-in movie event at the loki Property.

FISCAL IMPACT: Funding for this program was not included in the Adopted Budget for Fiscal Year 2020-2021. If approved, staff would adjust other programs and staffing already included in the Adopted Budget for Fiscal Year 2020-2021 to offset any costs associated with co-sponsoring the event.

WORK PLAN: This item was not included in the Adopted Work Plan for Fiscal Year 2020-2021.

DISCUSSION: On September 29, 2020, the Council approved a request from the Malibu Film Society (MFS) to waive \$2,528 in facility use, staffing, and Temporary Use Permit fees for a two-night drive-in movie event at the loki Property. Additionally, the Council waived the requirement that MFS pay for dust mitigation for the event.

The Council also expressed interest in the City co-sponsoring the event and directed staff to bring back an item for discussion at the October 12, 2020 Regular meeting. Based on previous discussions between MFS and staff, co-sponsoring the event could include the preparation of promotional materials and advertising the event on the City's social media platforms, the use of the on-site dumpster at the loki Property for waste associated with the event, and paying for the installation of k-rails to secure the movie screen for the event.

The City could use City-owned k-rails and perform the installation with the City's contract public works crew. The City could absorb the cost for this in the existing Street Maintenance budget. As a dumpster is already located on the property, there would be

minimal costs associated with using it for the event. The City's Media Team and Community Services staff could redirect some of their time to develop promotional materials and advertise the event on Channel 3, the City website and other social media platforms.

ATTACHMENTS: None.