



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: February 29, 2021 Meeting date: March 22, 2021

Subject: Malibu High School Senior Drive-In Movie Night Event Fee Waiver and Sponsorship

RECOMMENDED ACTION: Approve the request from the Malibu High School Parent Committee to waive event fees and provide City sponsorship for the Malibu High School Senior Drive-In Movie Night Event at the Ioki 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 the costs associated with co-sponsoring the event. Waiving the event fees will result in a loss of revenue of \$1,506 for Fiscal Year 2020-2021 in Account numbers 100-0000-3461 (Municipal Facility Use Fees) and 101-0000-3421 (Planning Review Fees).

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

DISCUSSION: On February 15, 2021, the City received a request from the Malibu High School Parent Committee (Committee) to host a one-night drive-in movie event at the Ioki Property on Saturday, April 17, 2021. The Committee is coordinating the event to celebrate outgoing Malibu High School Seniors, whose final year of high school has been significantly impacted by the COVID-19 Pandemic.

The Committee will not charge admission for the event and will rely on donations from the community to help offset event costs. Additionally, the Committee has requested the City waive all fees and sponsor the event, similar to requests previously approved by the Council for the Malibu Film Society in late 2020, including:

Event Fees

- | | |
|----------------------------|----------|
| • Facility Use Fee | \$870.00 |
| • Staffing Fee | \$336.00 |
| • Temporary Use Permit Fee | \$300.00 |

City Sponsorship Costs

- | | |
|----------------------------------|----------|
| • K-rails to secure movie screen | \$970.00 |
| • Promotion and Social Media | No Cost |
| • Use of on-site dumpster | No Cost |

The fee waiver would allow the Committee to utilize the cost savings towards other event expenses, including assistance from the Malibu Film Society, a film license, portable restrooms, a food truck, and parking control. The cost savings would also be used to coordinate additional events for MHS Seniors.

The Malibu Municipal Code allows up to six Temporary Use Permits per calendar year per parcel. If approved, the event would be the first Temporary Use Permit issued for the loki Property this year.

ATTACHMENTS: None.