

Agenda Report

April 10, 2006

TO: CITY COUNCIL

FROM: CITY MANAGER

SUBJECT: LICENSE AGREEMENT WITH THE OLD PASADENA
MANAGEMENT DISTRICT TO CONDUCT THE CINEMA IN
THE PARK SERIES

RECOMMENDATION:

It is recommended that the City Council:

1. Adopt the Negative Declaration and the de minimis finding of no impact on fish and wildlife.
2. Authorize the City Manager to enter into a license agreement according to the business points set forth in the body of the agenda report with the Old Pasadena Management District.
3. Direct the City Clerk to file the Notice of Determination and Certification of Fee Exemption from State Fish and Game fees with the Los Angeles County Registrar-Recorder/County Clerk.

BACKGROUND:

Cinema in the Park, a project of the Old Pasadena Management District (OPMD), provides free movie nights to the local community. The idea for Cinema in the Park grew out of the success of the Levitt Pavilion Concert Series the first year it was operating. Local residents and businesses have been supportive of events in the park. The Cinema Series occurs one month earlier than the Levitt programming, extending benefits to the neighborhood and creating a free cultural destination in Old Pasadena.

Cinema in the Park raises money for cancer patients through a working partnership with Arts Fighting Cancer and by soliciting donations from movie attendees before and after the screenings and from sponsorships. Through the OPMD and Arts Fighting Cancer partnership, Arts Fighting Cancer provides access to movie projection equipment, industry contacts, and consulting for production which benefits Cinema in the Park.

ANALYSIS:

On December 12, 2005, Council adopted the "Policy for Large Events in Public Parks" which defines a large event at Memorial Park as one that would host 800 people at one time. The policy also requires a 21 day cooling off period between large events.

Council may waive these limits by approving a license agreement when they believe it is in the best interest of the community.

Cinema in the Park is held over consecutive Saturdays in May and has on occasion attracted close to or over 800 attendees. If this event operates at this attendance threshold, the ability to hold an event the following Saturday is jeopardized, since a twenty one day cooling off period is required after a large event according to the new policy.

These events in previous years, including those that were close to or above the threshold, posed no additional disturbance to surrounding neighbors or any additional public safety issues.

License Agreement

Staff and the Old Pasadena Management District propose the following major business points for a license agreement:

1. This would be a two year license agreement between the City and OPMD with OPMD setting a target to raise \$30,000 dollars each year to host the movie series to be held in May 2006 and 2007.
2. No tobacco or hard alcohol products of any kind would be used as a name sponsor or in any advertising.
3. OPMD will not hold the City responsible for the success of Cinema in the Park.
4. The City would co-sponsor the event waiving park rental fees, and the City logo would appear in promotional materials.

Environmental Analysis

Staff conducted an Initial Study and recommends that a Negative Declaration be adopted.

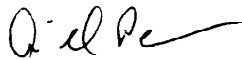
FISCAL IMPACT:

The Old Pasadena Management District will set a budget target to raise \$30,000 to fund the community concert series. Based on previous years' experience, this will fund all costs. If they are unable to meet this goal, they would like to reserve the right of cancellation.

Respectfully submitted,


Cynthia J. Kurtz
City Manager

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Approved by:



Richard J. Bruckner
Director of Planning and Permitting

Exhibits

1. Negative Declaration
2. Initial Study
3. License Agreement