

REGISTRATION FORM FOR PERSONS WHO WISH TO ADDRESS THE CITY COUNCIL PUBLIC COMMENT

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AGENDA POLICY: In order to appear on the City Council's agenda, this form must be submitted to the City Clerk's Office by 2:00 p.m. on Wednesday before the scheduled City Council meeting.

AGENDA ITEM NO. _____ **FOR MEETING OF** November 30, 1998

NAME: Craig Vincent-Jones, AIDS Service Center **PHONE NO.** 626/441-8495

ADDRESS: 1030 South Arroyo Parkway

IF SPEAKING FOR AN ORGANIZATION,
NAME OF ORGANIZATION AIDS Service Center

SPEAKER'S OFFICIAL CAPACITY (if applicable): Development Director

BRIEF OUTLINE OF MAJOR ISSUES TO BE MADE REGARDING THIS SUBJECT:

SEE ATTACHED

NOTICE TO SPEAKER: Please come to the podium and after receiving recognition from the Mayor, state your name and address for the record. When speaking, kindly address the Mayor and at all times face the Mayor and the City Council.

If the item on which you wish to speak is scheduled for a Public Hearing, your time to speak will be when the Mayor announces the public hearing open for public comments.

If you wish to speak on a matter listed on the Agenda, your time to speak is prior to the vote of the City Council.

11/30/98
2.A.

To request the City of Pasadena co-sponsorship of AIDS Service Center's 10th Annual POSADA on Saturday, December 5. As a co-sponsor, we would like the City of Pasadena to waive certain fees associated with holding the event at Pasadena City Hall. As a non-profit organization, ASC respects the City's need to cover costs associated with using City employees on non-municipal events, however we are asking that fees for items not requiring the use of city employees, or only minimal use of them, might be waived in order to help the event's success.

Since its beginning ten years ago, AIDS Service Center's POSADA has become a staple of the holidays for Pasadena and the San Gabriel Valley area. A fundraising, community outreach, and commemorative event, POSADA involves between 5,000 and 10,000 participants and close to 1,000 volunteers. It is a community attraction advertised by various Pasadena tourism agencies, and brings thousands of people downtown early, as a result benefiting Pasadena businesses and merchants significantly. This year, POSADA's time schedule was moved to earlier in the day, in large part, to help businesses in Pasadena's Old Town benefit even more from the crowd that POSADA draws.

POSADA Place (formerly the Marketplace) has served as one of the focal points of the event: generating significant revenues to underwrite the event, and serving as a large draw to the crowds that attend. This year's POSADA Place recruitment has been the most successful, yielding an exciting flurry of business and information from more than 50 vendors. Unfortunately, the fees that City of Pasadena is charging threaten the viability of POSADA Place, and risk its continuation in future years. POSADA Place is one main reason that a large number of POSADA attendees come to the event.

With business license fees of \$34.24 per booth, and \$6.86 per additional person for regular vendors, and \$68.40 per food booth and \$13.70 per additional person, ASC is actually losing money on POSADA Place -- let alone not generating additional revenues to underwrite other parts of the event. A number of the vendors we have approached to participate don't regularly do business in Pasadena, and, as a result, ASC must pay for their business license or risk losing their involvement. Charging them the additional business license fees makes participation in POSADA Place prohibitive to many vendors, and the quality of the event and its attraction to large crowds suffers as a result.

Additionally, the 15 food booths must each be inspected at a cost of \$62.00 per booth. While we recognize the need to for health inspections, it is assumed that the cost of sending the health inspector for one or two hours of work does not amount to the \$1,000 which ASC will be charged for food booth inspections. These costs are all associated with an event that only lasts six hours long.

In both of these cases, we don't expect the City of Pasadena to lose money through our efforts (and for that reason, are not asking for fee waivers on banner hanging, parking and Police Department deployment). However, we are hoping that the City will agree to measures and waivers which don't cause ASC to lose revenues as well. We have asked staff to consider the request, at the City Council's direction, but the requests have been rejected. As a result, we are asking the City Council to consider the requests directly.