



CITY COUNCIL AGENDA REPORT

MEETING DATE: May 1, 2012

ITEM NUMBER: NB-3

SUBJECT: PROPOSAL BY THE COSTA MESA-NEWPORT HARBOR LIONS CLUB TO USE A PORTION OF FAIRVIEW PARK FOR ITS ANNUAL FISH FRY AND REQUEST TO WAIVE THE SPECIAL EVENT PERMIT FEE AND PARK USE FEES

DATE: APRIL 25, 2012

FROM: OFFICE OF THE CHIEF EXECUTIVE OFFICER

PRESENTATION BY: DAN JOYCE, PUBLIC AFFAIRS MANAGER

FOR FURTHER INFORMATION CONTACT: Dan Joyce (714) 754-5667
dan.joyce@costamesaca.gov

RECOMMENDATION:

It is recommended that the City Council:

1. Approve the proposal by the Costa Mesa-Newport Harbor Lions Club to use a portion of Fairview Park for its annual Fish Fry from June 1-3, 2012; and
2. Waive the Special Event Permit Fee and Park Use Fees of \$1,025 for the three day event and the one day load in and one day load out.

BACKGROUND:

The Costa Mesa-Newport Harbor Lions Club (Club) is a Non-Profit 501 (c) (3) Educational Corporation dedicated to creating better communities through unselfish community service. Better known as the "Fish Fry Club," a title earned with over 64 years of frying fish. The Fish Fry is presented to help raise money for local schools, clubs and other organizations in the community. Each year, the Club provides the Fish Fry in Lion's Park and routinely draws large crowds. The event has been a standing tradition in the community and supported by many families.

The City and Costa Mesa-Newport Harbor Lions Club Fish Fry have partnered this year to move the Fish Fry to Fairview Park from its longtime home at Lions Park. As part of its support, the City is providing in-kind marketing and advertising support, special event expertise and helping the event secure additional sponsorship revenue.

Due to the event's new location and in order to increase community participation for the event, some new features have been proposed this year (e.g. expanded rides, high quality sound system, larger parking area and the sale of wine and beer). The new venue allows the event additional space for vendors, community group booths and special event areas to expand for a potential concert or sporting event.

ANALYSIS:

The Costa Mesa-Newport Harbor Lions Club proposes to utilize the landscaped area east and west of the main parking lot at Fairview Park (Attachment 1). In addition, the Orange County Model Engineers (OCME) parking lot and parking lots of Estancia High School will be used for public parking on June 1-June 3.

Set-up for the event will begin on Thursday, May 31st and tear down of the venue will be completed on Monday, June 4th. The event will host over 20 carnival rides, food, contest and music. The Costa Mesa-Newport Harbor Lions Club anticipates 1,000 people on the evening of Friday, June 1, 3,000-5,000 people on Saturday, June 2 and 3,000-5,000 Sunday, June 3.

Costa Mesa-Newport Harbor Lions Club is responsible for all public relations and advertising, providing security and parking control, porta-potties, trash containers, insurance and applying for a Special Event Permit which contains conditions set forth by the Public Services Department, Fire Department, Police Department, and Administrative Services.

ALTERNATIVES CONSIDERED:

The City Council may approve the request and waive the Special Event Permit Fee and Park Use Fees of \$1,025 with conditions, or deny the use of Fairview Park for the Fish Fry.

FISCAL REVIEW:

Costa Mesa-Newport Harbor Lions will be funding the event through sponsorships, booth space and ride revenue. Costa Mesa-Newport Harbor Lions will be required to submit a \$1,500 deposit to the City to cover the cost of one Maintenance Worker during the event and for any damages to the park from their use during the event. This deposit has been required for other larger events in Fairview Park.

The Special Event Permit and Park Use Fees for the Clubs event would be \$1,025. Waiver of this fee would mean \$1,025 less in revenue for the City's General Fund. In years past, this fee was waived by City Council.

LEGAL REVIEW:

There is no legal review required with this item.

CONCLUSION:

It is recommended that the City Council authorize use of Fairview Park for the annual Fish Fry on June 1-3, 2012, and waive the Special Event Permit Fee and Park Use Fees.

DAN JOYCE
Public Affairs Manager

RICK FRANCIS
Assistant Chief Executive Officer

BOBBY YOUNG
Finance & I.T. Director
(fiscal review only)

TOM DUARTE
City Attorney
(legal review only)

DISTRIBUTION: Police Department
Interim Fire Chief
Maintenance Services Manager
Parks Project Manager
Costa Mesa-Newport Harbor Lions Club

ATTACHMENTS: 1 [Fairview Park Aerial with Event Layout](#)