

This year, Fiesta Broadway, organized as a production of All Access Entertainment (AAE), celebrates its 27<sup>th</sup> Anniversary serving as the City's unofficial music and cultural kick-off celebration of "Cinco de Mayo." The event has always been, and remains today, an open and free festival designed for family-fun and quality entertainment.

Fiesta Broadway event organizers have again cooperated with the City's request to re-configure and move the event to mitigate negative impacts on residents and merchants living and working in the Downtown area. The event this year will use the new Civic Center Park lot at 1<sup>st</sup> & Broadway as a focal point for its activity with our own City Hall as a visual backdrop.

Event organizers also recognize their financial obligation to the City and wish to continue to serve LA's neighborhoods and communities into the future. Since event organizers must rely solely on the timing and availability of funding as provided by its sponsors in order to keep Fiesta Broadway a free and open event, event organizers are asking the City to recognize Fiesta Broadway as a "major venue" and "special event" and to consider the Fiesta's unique funding conditions as they await sponsor contributions in the staging of a quality event. Event organizers are therefore proposing that Fiesta Broadway be allowed to pay City Special Event fees, in 2016 estimated to be in the amount of \$18,566 in three installments, as follows:

1. \$6,188.66 to be paid prior to the issuance of a permit by the Bureau of Street Services;
2. \$6,188.66 on June 1, 2016;
3. \$6,188.66 on July 15, 2016.

Repayment will be based on sponsorship funds already contracted and committed, and it is hereby recognized that AAE always has and is more than willing to continue to pay the City required permit fees – and is only requesting an opportunity to pay the estimated costs through installments rather than one large amount prior to the issuance of the permit based on available sponsoring funds.

**I THEREFORE MOVE** that Fiesta Broadway be determined to be a Special Event at a Major venue as defined in Los Angeles Municipal Code section 41.201 (c).

**I FURTHER MOVE** that the department of Public Works, Bureau of Street Service, be authorized to issue a permit and collect permit fees for the conduct of Fiesta Broadway (April 24, 2016), a production of All Access Entertainment, in installments (for a total estimated to date amount of \$18,566) per Los Angeles Municipal Code section 41.20.1 (c) and in accordance with the schedule of payments as set forth above:

**I FURTHER MOVE** the Councilmember of the 14<sup>th</sup> District be authorized to execute the attached agreement between the City and Access Entertainment

PRESENTED BY:   
JOSE HUIZAR  
Councilmember, 14<sup>th</sup> District

SECONDED BY: 

ORIGINAL

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CITY OF LOS ANGELES  
SPECIAL EVENT PERMIT FEE INSTALLMENT AGREEMENT

This agreement for installment payments of special event permit fees is entered into between All Access Entertainment (AAE) and the City of Los Angeles (City) with reference to the following facts:

- a. This 27th Annual Fiesta Broadway festival (Fiesta Broadway), a production of (AAE), has a 26 year history of serving as the City's unofficial music and cultural celebration of "Cinco de Mayo" and creates enjoyment for hundreds of thousands of Angelinos every year. The event has always been and remains today a free and open to the public celebration designed to add family-fun and quality entertainment for all the community to enjoy.
- b. AAE, as Fiesta Broadway's event organizer, have fully cooperated with the City's request to reconfigure and move the event to mitigate negative impacts on residents and merchants living and working in the downtown area.
- c. Moreover, event organizers fully recognize their financial obligation to the City and wish to continue to serve LA's neighborhoods and communities for years to come. AAE, however, must rely solely on the timing and availability of funding as provided by its sponsors in order to keep Fiesta Broadway a free and open event for all to enjoy.
- d. The City has determined that Fiesta Broadway is deemed a Special Event at a major venue as defined in Los Angeles Municipal Code Section 41.20.1 (c).
- e. Given the Unique conditions affecting AAE as it attempts to stage a quality Fiesta Broadway event while subject to availability of funding by supporting sponsors, AAE request that Fiesta Broadway be allowed to pay the City Special Events fees in the estimated amount of \$18,566 under an installment arrangement pursuant to Los Angeles Municipal Code Section 41.20.1 (c).

NOW, THEREFORE, the following agreement is made:

- 1. AAE recognizes and acknowledges that City of Los Angeles' Special Event permits(s) and fees are required for various services to be provided by the City to stage the 27th Annual Fiesta Broadway festival scheduled for Sunday, April 24, 2016.
- 2. AAE recognizes and acknowledges the requirement to pay Special Event permit fees in the estimated amount of \$18,566 for Fiesta Broadway.
- 3. AAE agrees to pay the above-estimated special event fees as set forth in the following schedule:
  - i. \$6,188.66 to be paid prior to the issuance of a permit by the Bureau of Street Services.
  - ii. \$12,377.33 to be paid in equal installments of \$6,188.66 as follows:
    - a. June 1, 2016; and,
    - b. July 15, 2016
- 4. AAE recognizes and acknowledges the above-estimated special permit fees may be revised at the conclusion of the event as set forth in Los Angeles Municipal Code Section 41.20.1 (c).

Date: \_\_\_\_\_

\_\_\_\_\_  
Bill Kay  
Executive Producer  
Fiesta Broadway/ All Access Entertainment

Date: \_\_\_\_\_

\_\_\_\_\_  
Jose Huizar  
City of Los Angeles, Councilmember, 14<sup>th</sup> District

APPROVED AS TO FORM:  
MIKE FEUER, City Attorney

By: \_\_\_\_\_

Date \_\_\_\_\_