

**AGENDA STATEMENT  
PARKS & RECREATION COMMISSION**

**TO:** Parks and Recreation Commission

**FROM:** Carl Alameda, Director of Administrative Services

**DATE:** May 9, 2018

**SUBJECT:** **Dilbeck Realtors Request to Sponsor a “Movie-in-the-Park” as part of the City’s 2018 Music-in-the-Park Concert Series.**

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**DESCRIPTION:**

City staff has been approached by the local Dilbeck Realtors office in the City, expressing interest in sponsoring a “Movie in the Park” during the City’s 2018 Music in the Park concert series.

Dilbeck proposes to provide, at their cost, a second movie after a selected concert date for the enjoyment of the community. City staff informed Dilbeck of the cost, which is approximately \$1,500 for the AV support, licensing fees, and electrician cost.

The City has not received a request in the past from an outside source to sponsor a Movie as part of the series. The City has had outside sponsors support the overall concert series in the past. These sponsors have included the La Canada Valley Sun and La Canada Imports. The La Canada Valley Sun, a long-time sponsor, provided in-kind advertising. While La Canada Imports, the year of their sponsorship provided a \$500 cash contribution.

The Parks and Recreation Commission discussed outside sponsorship of the Concert Series at length prior to the 2012 Concert Series. At that time, the Commission voted to discontinue the practice of any outside sponsorship of the City’s Concert Series. The Commission’s reasoning was two-fold. First, the City spends a significant amount of time and resources to provide the series to the public (now about \$40,000 annually). The outside sponsorships were not deemed significant enough to “water-down” the City’s brand tied to this signature Summer series. Second, the Commission viewed the series as one of the few Recreational Programs offered exclusively by the City for the enjoyment of residents, given these considerations, at the time the Commission wished to keep the series exclusively a City provided function.

**Dilbeck Realtors Request to Sponsor a Movie Night**  
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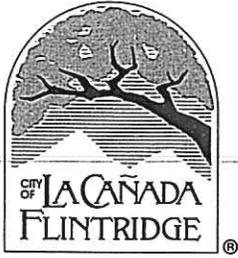
The request of Dilbeck is unique as it would be an “addition” to the existing concert series with a second movie night (this wouldn’t replace the City’s already planned movie night, it would be a second movie).

**REQUESTED ACTION:**

City staff requests the Commission discuss the request of Dilbeck Realtors and provide staff direction on the request. If the Commission wishes to proceed with the request, they should consider any stipulations they may want to put in place surrounding the sponsorship.

**ATTACHMENTS:**

- 1) Letter to Dilbeck Realtors noticing Parks & Recreation Commission Meeting.



**City Council**  
Terry Walker, Mayor  
Leonard Pieroni, Mayor Pro Tem  
Gregory C. Brown  
Jonathan C. Curtis  
Michael T. Davitt

May 1, 2018

Ms. Nancy Stoner  
Dilbeck Realtors  
1030 Foothill Blvd.  
La Canada Flintridge, CA 91011

Dear Ms. Stoner:

This letter is to advise you that your request to Sponsor/Provide for a "Movie in the Park" as part of the City's upcoming 2018 Music-in-the-Park concert series will be considered by the Parks and Recreation Commission at their upcoming meeting scheduled for **Wednesday, May 9, 2018, 6:00 p.m.**

While it is not necessary for you to attend this meeting, you may attend and address the Parks and Recreation during the meeting when this agenda item is discussed. The meeting will be held in the City Hall Council Chambers, 1327 Foothill Blvd., La Cañada Flintridge, CA 91011.

Should you have any questions, please feel free to contact me at (818) 790-8880. Thank you for your interest in Recreational Programming and Services in the City of La Cañada Flintridge.

Sincerely,

Carl Alameda  
Director of Administrative Services

c: Carrie Grochow, Dilbeck Realtors