



## **STAFF REPORT**

**TO:** Board of Commissioners  
**FROM:** Andrea K. Lueker, Harbor Manager  
**DATE:** July 23, 2019  
**SUBJECT:** **Fee Waiver/Sponsorship of the 6<sup>th</sup> Annual Avila Apple Festival**

### **Recommendation / Proposed Motion**

- Recommendation: Staff recommends the Board of Commissioners deny/approve the fee waiver/sponsorship of the 6<sup>th</sup> Annual Avila Apple Festival.
- Motion: Not approve/approve the fee waiver/sponsorship of the 6<sup>th</sup> Annual Avila Apple Festival.

### **District Major Objective/Goal**

Not applicable.

### **Policy Implications**

Port San Luis Harbor District Policy No. 3023.3 Fee Sponsorship Policy: Organizations may request sponsorships directly from the Board of Commissioners under the following circumstances.

- a. The request must be received by District staff at least sixty (60) days prior to the event.
- b. Commissioners will consider the request at a regularly scheduled Board meeting.
- c. Sponsorships will generally require payment for at least the actual expenses incurred by the District in providing the facility.
- d. The District will receive official recognition as a sponsor of the event.

### **Fiscal Implications / Budget Status**

The fiscal implications are dependent on the number of attendee cars that are parked in the District's parking lot. The Avila Beach Civic Association estimates approximately 40 cars which would equate to a fee waiver of \$240.

### **Alternatives Considered**

The following actions were considered but are not recommended at this time:

- None.

### **Background**

The District has been approached several times in the past regarding a fee waiver/sponsorship of certain special events within the District Boundaries. Based on staff's research, it appears that such waivers/sponsorships are generally not approved. As a general rule, staff will not recommend the waiver of fees for use of District facilities unless there was clear and direct nexus to the event. Finally, the District currently has an agreement with the Avila Beach Civic Association which allows them use of the parking lot adjacent to their facility for a base yearly cost of \$1,008 (increased annually by CPI). The cost was based on the estimated cost of surface care and parking space striping. Also provided in the agreement is the Avila Beach Civic Association and the Avila Beach Community Center will recognize the District as a community sponsor on their respective websites.

Last year, the Board was asked for a fee waiver and approved the following at their June 26, 2018, Board of Commissioners' meeting for the September 22, 2018, event.

*Commissioner Barrow moved to issue a one-time reduced fee of \$150 for the 5th Annual Avila Gala Dinner with funding to be provided as follows: \$100 from President Brandy's discretionary funds, and \$50 from Commissioner Blecha's discretionary funds. President Brandy seconded, and the motion carried, 4-0. [Commissioner Matakovich abstaining.]*

### **Discussion**

The Avila Beach Civic Association approached the District in regard to a fee waiver/sponsorship of the 6<sup>th</sup> Annual Avila Apple Festival on Saturday, August 24, 2019, from 3:30 p.m. to 7:00 p.m. The Avila Beach Civic Association is asking for a waiver of parking permit fees for approximately 40 vehicles which equates to approximately \$240. If the District Board agrees to waive the fees, the District will be listed as a sponsor on the 2019 Apple Festival marketing and promotional materials.

Staff does note that the event is a month earlier than last year.

Attachment(s): 1. Letter of Request from Avila Beach Civic Association