



Staff Report

TO: City Council
FROM: Doug Story, Assistant Director of Community Services
DATE: November 16, 2021
SUBJECT: **Approve a Non-Exclusive License Agreement with the Cherry Festival Association to Operate and Maintain an Office and Meeting Room Space in the Albert A. Chatigny, Sr. Community Recreation Center Located at 1310 East Oak Valley Parkway**

Background and Analysis:

The City of Beaumont owns and operates the Albert A. Chatigny, Sr. Community Recreation Center (CRC), located at 1310 East Oak Valley Parkway. The CRC sits on a 2.62-acre parcel and includes a 24,857 sq. ft. two-story building with a gymnasium, full-service commercial kitchen, multiple meeting rooms, childcare rooms, offices, and a playground.

City staff received a request from the Cherry Festival Association to operate and maintain an office for their day-to-day operations and have access to a meeting room space within the CRC for periodic meetings. This office space also allows the Cherry Festival Association to provide public contact for members of the public interested in Cherry Festival activities, including board meetings.

The Cherry Festival Association is a non-profit organization that organizes one of the City's premier events, the annual Cherry Festival. The Cherry Festival is a four-day event, traditionally held in downtown at Stewart Park, and draws thousands of people from around Southern California. The festival includes a parade, popular music bands, food and vendor booths, and a carnival. City Council has reinforced their support of this annual event with a line item in the Fiscal Year 2022 budget with a sponsorship in the amount of \$100,000 from its transient occupancy tax (TOT) revenues for the 2022 festival.

The City Attorney has prepared the attached, non-exclusive license agreement (Attachment A). The term of this contract will remain in effect until December 31, 2022,

and after that date a month-to-month agreement will be in place until December 31, 2024.

Fiscal Impact:

The total amount normally charged for this type of rental on an annual basis for the meeting room is \$1,335 of which \$45 is for the deposit and \$1,290 is for rental fees and staff time. The office space rental is not included in the adopted fee schedule; however, City staff estimates based on other rentals that the appropriate charge would be approximately \$3,000 annually. City staff estimates the costs to prepare this report to be \$675.

Recommended Action:

Approve the non-exclusive license agreement with the Cherry Festival Association and authorize the City Manager to execute the agreement on behalf of the City of Beaumont.