

14-0382-S1
CP 14

BUDGET & FINANCE
PUBLIC WORKS & GANG REDUC

MOTION

Live Nation Worldwide Inc., seeks to produce a two day multi-act, multi genre music festival known as Budweiser's "Made in America," on Saturday, August 30 and Sunday, August 31, 2014 at Grand Park and City Hall (Spring Street steps, South Lawn, Forecourt, First Street Steps, North and South Plaza, and Triforium). Through the performances of local and national talent, this event promises to highlight Grand Park, and specifically Downtown Los Angeles as an ideal destination for future music venues, community events and concerts.

Historically, in Philadelphia, PA the "Made in America" festival has generated nearly \$10 million in spending for local businesses, and increased tourism traffic to the host City. With its expansion to Los Angeles, the "Made in America" festival promises to present a similar opportunity for Los Angeles, generating millions of dollars to the local economy while showcasing Grand Park and the iconic City Hall in the process.

Live Nation Worldwide Inc., has agreed to acquire all permits and approvals, including those necessary for street closures at and around the event site (portions of First Street, Olive Street, Hill Street, Spring Street, Broadway Street, Main Street and potentially other streets), through the City's Special Events Process.

As a Special Event, the "Made in America" festival is subject to the Special Events Ordinance enacted by Council in October 2009, which requires the recovery of costs for City resources from the event sponsor. The Ordinance also allows for fees to be subsidized or waived, through execution of a contract (Los Angeles Municipal Code Sec. 41.20.1 (c)). Live Nation Worldwide has agreed to enter into a contract with the City, which will include payment of \$500,000 for City services for the August 30-31, 2014 "Made In America" festival, which may or may not cover the cost of all City Services, yet is appropriate based on the significant economic benefit to the City of Los Angeles. Additionally, Live Nation Worldwide has agreed to enter into a contract with the County of Los Angeles, which will include payment of \$350,000 for County services related to the Event.

By hosting up to 50,000 attendees, and more than 30 bands over a two day event, the "Made in America" festival will serve to encourage the use of Grand Park as a musical and cultural epicenter of Downtown Los Angeles, while benefiting the local economy and promoting civic pride.

Live Nation Worldwide Inc., has additionally agreed to reimburse the City for all costs relating to the repair of any damage caused to City property, by the Event. The reimbursement is not subject to the flat fee paid by Live Nation Worldwide for use of the venue.

I THEREFORE MOVE that Council approve the negotiated compensation of \$500,000 for use of City services by Live Nation Worldwide Inc., in order to hold the "Made in America" Festival at Grand Park and City Hall.

I FURTHER MOVE that the Council authorize the General Manager of the General Services Department ("GSD") to (1) negotiate and execute a contractual agreement which includes right of entry, risk management measures acceptable to the City Administrative Officer ("CAO"), and terms and conditions of operation on the above stated City property and (2) take all further action reasonably necessary to achieve the stated intent and purpose of this motion.

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I FURTHER MOVE to direct all pertinent City Departments to work with GSD in executing the terms of the contractual agreement.

I FURTHER MOVE to direct the CAO to conduct an Economic Impact Analysis upon conclusion of the Event to determine the extent to which the City has financially benefited from the Event, and provide the report to Council no later than 120 days after the event has concluded.

I FURTHER MOVE that should unforeseen circumstances change the actual date of the Special Event, the aforementioned departmental instructions shall continue to apply.

PRESENTED BY



SECONDED BY



ORIGINAL