



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Consideration of City Co-Sponsorship with the Consulate General of Armenia in Los Angeles for the Armenian Festival

1. Motion providing direction to staff regarding the co-sponsorship with the Consulate General of Armenia in Los Angeles for the Armenian Festival
2. Resolution of Appropriation in the amount of \$34,986

COUNCIL ACTION

Item Type: Action Item

Approved for November 16, 2021 **calendar**

EXECUTIVE SUMMARY

The Consulate General of Armenia in Los Angeles recently requested that the City of Glendale co-sponsor their Armenian Festival. This event is scheduled to take place on December 11, 2021, from 10:00 am to 10:00 pm on Artsakh Avenue, as well as the 100 and mid-200 blocks of East Broadway. The event is intended to exhibit and celebrate the Armenian culture through art, jewelry, high-tech products, souvenirs, cultural programming, as well as foods and beverages. Co-sponsorship will cover fees related to staffing costs, facility rentals, City equipment rentals, and other City-associated costs related to this special event.

COUNCIL PRIORITIES

Arts & Culture/Economic Vibrancy: Co-sponsoring the Armenian Festival will support the Council priorities of providing direct access to cultural programming, and ensuring that every citizen of Glendale enjoys the civic, economic, and educational benefits of arts and culture. The objective of the Armenian Festival is to foster an understanding and awareness of the Armenian culture in pursuit of promoting diversity, education, and harmony.

RECOMMENDATION

That the City Council provide direction on co-sponsoring the Armenian Festival with the Consulate General of Armenia in Los Angeles to be held on Artsakh Avenue on December 11, 2021.

BACKGROUND

Since 2019, the Consulate General of Armenia in Los Angeles (Consulate) has had a desire to present an Armenian Festival in Glendale. The idea was presented to the City of Glendale, but was postponed due to the COVID-19 pandemic.

Recently, the Consulate requested that the City of Glendale consider co-sponsoring the Armenian Festival taking place on December 11, 2021, from 10:00 am to 10:00 pm on Artsakh Avenue, and one-and-a-half blocks of East Broadway. The event aims to present Armenian arts and culture to the public at large, and explore the creativity, hospitality and resilience of the Armenian people and its extensive diaspora through a rich slate of vibrant programming. One of its important goals is to introduce a wide range of products made in Armenia, Artsakh, and California, spanning from high-tech to traditional merchandise. The festival programming will also include a fashion show of Armenian national costumes from different historical periods, a large selection of Armenian wine, beer, and brandy, as well as Armenian folk song and dance performances.

Co-sponsorship of this event will cover fees related to staffing costs, facility rentals, City equipment rentals, and all other City-associated costs related to this special event.

ANALYSIS

City co-sponsorship of the Armenian Festival entails waiving the fees, deposits, and equipment rental fees for the special event and amplified sound permits and reserving the use of Artsakh Avenue, as well as one-and-a-half blocks of East Broadway. Additionally, City staff will assist with stage install and breakdown for the event. The City will require police services, as well as placement and retrieval of barricades, pre-warning, and traffic control devices and messages boards to ensure the safety of patrons and notify residents of upcoming street closures. City staff will prepare a Traffic Control Plan, conduct fire inspections, require a fire permit for tents and canopies, staff the parking garages, notify and coordinate parking for impacted businesses and the Downtown Glendale Association, and publicize the event through the City's communication platforms.

The table below provides a breakdown of the various costs by Department.

Department	Service	Cost
Community Services and Parks	Stage Install/Breakdown	\$1,500
Glendale Police Department	Police Services	\$19,404
Public Works	Placement and retrieval of barricades, traffic control devices, and message boards	\$9,762
	Contractual services for security, cleaning, and traffic direction in Artsakh Avenue parking garages	\$4,320

Total anticipated cost to City: \$34,986

The Consulate will provide insurance, volunteers, marketing, and security for the event. Should the City Council approve co-sponsorship, staff will work with the event organizers to meet the City's special event conditions. The Consulate will also be required to follow the most current L.A. County Health Order. As of this time, outdoor events that are not considered "Mega Events" (crowds of over 10,000 persons) are allowed to operate normally without any specific pandemic restrictions. If the Health Order changes prior to the event, any new guidelines or protocols that are issued must be complied with.

STAKEHOLDERS/OUTREACH

The community is invited to attend and participate in this event. Should the City Council provide direction to co-sponsor the Armenian Festival, staff will assist with promoting the event utilizing the City's social media platforms, City website, GTV, and City newsletter. City staff will also notify impacted businesses and work with them to mitigate any concerns. Additionally, City staff will erect signs and traffic boards ahead of the event to inform passersby and residents about the upcoming street closures.

FISCAL IMPACT

Co-sponsoring the Armenian Festival will cost \$34,986, which was not included as part of the FY 2021-22 budget. Therefore, staff is requesting for an appropriation of \$34,986 from the City's General Fund Undesignated fund balance. The appropriation request is outlined below:

From

Amount: \$34,986

Funding Source: General Fund

Account String GL & PL Ledger (if applicable): 25300-1010-000

To

Amount: \$34,986

Funding Source: General Fund
Account String GL & PL Ledger (if applicable):
41100-1010-MSD-6504-P0000-T0000-F0000-0000-0000-
43110-1010-MSD-6504-P0000-T0000-F0000-0000-0000-

ENVIRONMENTAL REVIEW

This item is considered a ministerial activity and therefore, not subject to CEQA review.

CAMPAIGN DISCLOSURE

This item is exempt from campaign disclosure requirements.

ALTERNATIVES

Alternative 1: Provide direction to co-sponsor the Armenian Festival and approve the resolution of appropriation.

Alternative 2: Choose not to co-sponsor the Armenian Festival.

Alternative 3: The City Council may consider any other alternative not proposed by staff.

ADMINISTRATIVE ACTION

Submitted by:

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Prepared by:

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Reviewed by:

Michele Flynn, Director of Finance

Michael J. Garcia, City Attorney

Approved by:

Roubik R. Golanian, P.E., City Manager

EXHIBITS / ATTACHMENTS

Exhibit A: Event Flyer

Exhibit B: Submitted Plot Plan