Written materials relating to an item on this agenda that are distributed to the legislative bodies within 72 hours before the item is to be considered at its regularly scheduled meeting will be made available for public inspection at the City Clerk's Office, 300 West Third Street 4th Floor during customary business hours. Agenda reports are also on the City of Oxnard web site at www.oxnard.org.

CITY OF OXNARD CALIFORNIA

AGENDA
OXNARD CITY COUNCIL
COMMUNITY SERVICES COMMITTEE
Council Chambers, 305 West Third Street
July 23, 2019
Regular Meeting - 6:00 to 7:15 PM

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

At this time, the legislative body will consider public comments for a maximum of fifteen minutes. A person may address the legislative body only on matters not appearing on the agenda and within the subject matter jurisdiction of the legislative body. Speaker cards will not be accepted after the beginning of the general public comment period. Based on the number of speaker cards submitted, the presiding officer may impose time limits per speaker. Typically, speakers are limited to two minutes, but shorter time may be established as deemed necessary. A person not able to address the legislative body at this time because the fifteen minutes expires may do so just prior to adjournment of the meeting. The legislative body cannot enter into a detailed discussion or take action on any items presented during public comments at this time. Such items may only be referred to the City Manager for administrative action or scheduled on a subsequent agenda for discussion.

C. CONSENT AGENDA

1. City Clerk Department

SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Community Services Committee approve the minutes of the June 25, 2019 and July 9, 2019 regular meetings as presented.

Contact: Michelle Ascencion, (805) 385-7805

D. REPORTS

1. City Manager Department

SUBJECT: Input on the Request for Proposals (RFP) for an Operator for the Performing Arts and Convention Center. (10/10/15)

RECOMMENDATION: That the Community Services Committee Review and provide input on the scope of services for the Request for Proposals (RFP) for a Performing Arts and Convention Center (PACC) Operator.

Contact: Ashley Golden, (805) 385-7478

E. ITEMS FOR FUTURE AGENDAS

F. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please contact the City Clerk's Office at 385-7803. Notice at least 72 hours prior to the meeting will enable the City to reasonably arrange for your accessibility to the meeting.

Agenda Item time estimates: (Staff Presentation / Committee Discussion / Public Comment)

MINUTES
OXNARD CITY COUNCIL
COMMUNITY SERVICES COMMITTEE
Regular Meeting
June 25, 2019

A. ROLL CALL / POSTING OF AGENDA

At 6:01 p.m., Chair Ramirez called to order the regular meeting of the Oxnard City Council Community Services Committee in the City Hall Council Chambers, 305 W. Third Street, Oxnard, California. The Assistant City Clerk called the roll and announced the posting of the agenda. Members Gabriela Basua, Oscar Madrigal, and Chair Carmen Ramirez were present.

Staff members present were Ashley Golden, Assistant City Manager; Jason Zaragoza, Deputy City Attorney; Terrel Harrison, Cultural and Community Services Director; and Elizabeth Rubalcava, Assistant City Clerk.

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA (None received.)

C. CONSENT AGENDA

City Clerk Department

1. SUBJECT: Approval of Minutes.
   RECOMMENDATION: That the Community Services Committee approve the minutes of the May 14, 2019 regular meeting as presented.

It was moved by Member Madrigal, seconded by Member Basua, to approve the minutes as presented. VOTE: Basua, Madrigal, and Ramirez voted in favor; the motion carried 3-0.

D. REPORTS

Cultural and Community Services Department

1. SUBJECT: Report on the 2019 USA Boxing Last Chance Qualifier hosted by the City of Oxnard Police Activities League.
   RECOMMENDATION: That the Community Services Committee receive a report on the 2019 USA Boxing Last Chance Qualifier hosted by the City of Oxnard Police Activities League.

The Cultural and Community Services Director gave a report. Discussion ensued among the Committee and staff. No action was required.

E. ITEMS FOR FUTURE AGENDAS

The Assistant City Manager announced future agenda items on the arts grants, a response to the recent Grand Jury report on youth sports, and a youth soccer proposal. Chair Ramirez requested a status of the murals proposed for Downtown Oxnard.

F. ADJOURNMENT

There being no further business on the agenda, and without objection, Chair Ramirez adjourned the meeting at 6:22 p.m.

MICHELLE ASCENCION, CMC City Clerk	CARMEN RAMIREZ Chair

DRAFT

MINUTES
OXNARD CITY COUNCIL
COMMUNITY SERVICES COMMITTEE
Regular Meeting
July 9, 2019

A. ROLL CALL / POSTING OF AGENDA

At 6:12 p.m., Chair Ramirez called to order the regular meeting of the Oxnard City Council Community Services Committee in the City Hall Council Chambers at 305 W. Third Street, Oxnard, California. The City Clerk called the roll and announced the posting of the agenda. Members Gabriela Basua, Oscar Madrigal, and Chair Carmen Ramirez were present.

Staff members present were Ashley Golden, Assistant City Manager; Jason Zaragoza, Deputy City Attorney; Renee Rakestraw, Recreation Supervisor; Julie Estrada, Recreation Coordinator; and Michelle Ascencion, City Clerk.

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA (None received.)

C. REPORTS

Cultural and Community Services Department

1. SUBJECT: Response to Grand Jury Report Titled "Youth Sports and Public Liability."
   RECOMMENDATION: That the Community Services Committee recommends that the Mayor, the City Manager, and the Cultural and Community Services Director respond, on behalf of the City Council, to the Grand Jury Report titled "Youth Sports and Public Liability Report" dated April 14, 2019, in the form included as Attachment B.

The Deputy City Attorney gave a report. Public comments were received from Barbara Macri-Ortiz. Discussion ensued among the Committee and staff.

It was moved by Member Basua, seconded by Member Madrigal, to approve the recommended action as presented. VOTE: Basua, Madrigal, and Ramirez voted in favor; the motion carried 3-0.

Cultural and Community Services Department

2. SUBJECT: Authorization to Disburse and Appropriate Revenue from the Public Art Fund.
   RECOMMENDATION: That the Community Services Committee recommend the City Council:
   1. Authorize the disbursement of Public Art Fund revenues in the amount of $170,000 for the purpose of providing funding for a range of cultural activities by various cultural arts organizations and artists; and
   2. Approve a one-time appropriation of revenue in the amount of $170,000 from the Public Art Fund.

The Recreation Coordinator gave a report. Discussion ensued among the Committee and staff.

It was moved by Member Madrigal, seconded by Member Basua, to approve the recommended action as presented. VOTE: Basua, Madrigal, and Ramirez voted in favor; the motion carried 3-0.

D. ITEMS FOR FUTURE AGENDAS (No requests were made.)

Member Madrigal requested a future item to review the rules for book donations to the library. Member Basua requested an update on the status of the fire-damaged bathrooms at College Estates Park.

E. ADJOURNMENT

There being no further business on the agenda, and without objection, Chair Ramirez adjourned the meeting at 6:43 p.m.

MICHELLE ASCENCION, CMC City Clerk	CARMEN RAMIREZ Chair

DRAFT

CITY OF OXNARD CALIFORNIA

COMMUNITY SERVICES COMMITTEE
AGENDA REPORT

REPORTS
AGENDA ITEM NO. D.1.

DATE: July 23, 2019

TO: Community Services Committee

FROM: Ashley Golden, Assistant City Manager, (805) 385-7478, ashley.golden@oxnard.org

SUBJECT: Input on the Request for Proposals (RFP) for an Operator for the Performing Arts and Convention Center. (10/10/15)

RECOMMENDATION

That the Community Services Committee Review and provide input on the scope of services for the Request for Proposals (RFP) for a Performing Arts and Convention Center (PACC) Operator.

BACKGROUND

Facilities

The Oxnard Performing Arts and Convention Center ("PACC"), consisting of an auditorium with 1,604 seats and eight additional meeting and multipurpose rooms, opened in March 1968. Over the years, the PACC has held Broadway musicals, famous comedians, prominent guest speakers, and numerous musical acts, that have reached more than three million people. The theatre and rooms provide a convenient location for numerous cultural, educational, and entertainment opportunities that can hold 3,500 to 4,000 people. The enclosed patio provides an intimate setting, perfect for community events including weddings, receptions, banquets, and more. There are approximately 500 parking stalls available on-site, as well as loading areas for the venue spaces.

Operator through December 31, 2019

In the year 2000, the City entered into an operating agreement with the Oxnard Performing Arts Center Corporation ("Corporation") for the operation, maintenance, and management of the PACC. The agreement had an initial term of ten years and through various approvals the Corporation was approved to operate the PACC through June 30, 2019.

The General Fund has subsidized the PACC between $760,816-$2,733,732 per year from Fiscal Year ("FY") 12-13 through FY 18-19. The draft FY 19-20 budget proposed the closure of the PACC. Based on public input, the City Council approved a six-month extension to the operating agreement to allow the Corporation to host 114 events that it had previously booked through December 31, 2019. The agreement does not allow the Corporation to operate past December 31, 2019.

The Request for Proposals

After receiving Committee and public input on the existing PACC operations, staff will issue a Request for Proposals (RFP) to solicit operators for the PACC. If responsive proposals are received, and staff can reach an agreement with an operator, the City Council will be asked to approve an agreement with an operator.

In August of 2019 the City will release a RFP to solicit operators that can provide a long-term viable, sustainable operating model for the PACC. The stated objective of the RFP will be to select an operator to create and manage a vibrant hub and to continue the mission of managing a space for artistic performances, conferences, exhibitions, conventions, trade shows, public gatherings, meetings, cultural education and recreational programs, and other similar events for the benefit and enjoyment of the public and the community. It is critical that the successful proposer solidify the arts and culture scene through a broad range of entertainment and arts options that appeal to not only our community, but to Ventura County and beyond. Staff is seeking the Committee's input on the Scope of Services and any key elements in an operating agreement.

The draft Scope of Services is outlined in Attachment A. The scope of services will include three main areas of service:
1. Management and Operations;
2. Financials; and
3. Marketing and Advertising.

The scope of services are tailored to meet the operational goals for the PACC. These operational goals include, but are not limited to:
1. Operate the PACC so that is competitive in the industry and meets the needs of conventions, consumer shows, meetings, entertainment, and community events.
2. Identify and implement initiatives to enhance PACC revenues, while ensuring that the PACC remains economically competitive.
3. Provide superior service to users of the PACC and patrons and visitors attending events, thereby maximizing customer satisfaction.
4. Develop and implement initiatives to penetrate new markets, attract new events and promote the PACC to enhance usage of the center and increase hotel occupancy throughout the City.
5. Properly maintain and safeguard the City's capital investment in the PACC through the exercise of the highest standards of maintenance and preservation.
6. Achieve all objectives in a professional manner, consistent with best industry practices and all applicable Federal, State and local laws.

Respondents can expect to see, at a minimum, the following topics covered in the RFP:
1. Description of the Venue
2. Key Scope of Services
3. Expectations
4. Non-Mandatory Pre-Proposal Meeting
5. Submission of a Proposal
6. Proposal Format and Content (cover letter, company information, company personnel, references and experience)
7. Evaluation of Proposals (criteria and selection process).

Next Steps

After Committee and public feedback, staff will continue to refine the scope of service and release the RFP in mid August. Staff will then evaluate responses to the RFP. If responsive proposals are received, staff will

negotiate with the operator and return to City Council with an operating agreement.

STRATEGIC PRIORITIES

This agenda item supports the Quality of Life strategy. The purpose of the Quality of Life strategy is to build relationships and create opportunities within the community for safe and vibrant neighborhoods, which will showcase the promising future of Oxnard. This item supports the following goals and objectives:

Goal 3. Strengthen neighborhood development, and connect City, community and culture.

This agenda item supports the Economic Development strategy. The purpose of the Economic Development strategy is to develop and enhance Oxnard's business climate, promote the City's fiscal health, and support economic growth in a manner consistent with the City's unique character. This item supports the following goals and objectives:

Goal 2. Enhance business development throughout the City.

Objective 2a. Develop a strong citywide economy which attracts investment, increases the tax base, creates employment opportunities, and generates public revenue.

Objective 2c. Capitalize on historic, cultural and natural resources.

FINANCIAL IMPACT

There is no financial impact for the development and release of the subject RFP.

Prepared by: Sarah Rowley, Administrative Assistant, Ashley Golden, Assistant City Manager

ATTACHMENTS

1. Attachment A: Draft Scope of Services
2. Presentation PACC RFP pdf2

Attachment A

Scope of Services

Proposed content to be requested:

Management and Operations

1. Manage and operate the Oxnard Performing Arts and Convention Center, including the auditorium, concession, and meeting spaces ("PACC").
2. Contract term will be for three (3) years with an opportunity for two (2), three-year renewal options. (If your investment is substantial, a longer period may be considered).
3. Maintain, keep and preserve the PACC in good order and condition and perform all minor repairs necessary to keep venues, improvements, fixtures, furniture, furnishings and equipment situated or used in connection the venues.
4. Operate and manage all Concession. "Concession" means the sale of food, beverages, alcohol, merchandise and other products and services at performances, events and operations.
5. Develop a staffing plan that includes an organizational chart showing key management personnel and identification of onsite management personnel.
6. Develop a transition plan for the assumption of booking and management duties from the current operators for the PACC and meeting space.
7. Develop standard operating procedures.
8. Provide a variety of entertainment genres, for example Broadway, improvisational, multi-dimensional music, performance theatre.
9. Develop appropriate community event programming and allocate a certain percentage of the PACC use to local and community events, including non-profits.
10. Manage and deliver the following:
    a. General administration
    b. Operations and maintenance
    c. Customer service
    d. Community relations
    e. Event production
    f. Event/talent booking
    g. Ticket sales promotion
    h. Marketing and advertising
    i. Operations and maintenance
    j. Security
    k. Crowd control
    l. Parking

Financials

1. Financial accountability and reporting on the fiscal operations of the PACC.
2. Develop and manage Pro-Forma with City for length of agreement.
3. Provide proposal for revenue structure.

4. Provide a box office and ticket sales plan, including responsibilities for group and subscription season sales.
5. Prepare an Operations Cost Analysis and provide monthly expenditure and management reports.
6. Submit audited financials on an annual basis.

Marketing and Advertising

1. Responsible for facility utilization and marketing plan addressing various productions and events.
2. Produce all marketing materials for PACC.
3. Create promotional packages for presentation to producers, agents, managers, and artists.
4. Develop and maintain positive community relationships.

Request for Proposal for the Operation and Management of the Performing Arts and Convention Center (PACC)

Community Services Committee Meeting
July 23, 2019

CITY OF OXNARD CALIFORNIA

Background

- The Oxnard Performing Arts and Convention Center ("PACC") opened in March 1968.
- The PACC consists of:
  - 1,604 seat auditorium and 8 meeting rooms
- The City entered into an operating agreement with the Oxnard Performing Arts Center Corporation ("Corporation") in 2000.
  - Initial term of 10 years, with two additional 10-year renewal terms.
  - A renewal was never formalized after the initial 10-years.
  - Through four additional Council actions (3/6/17; 9/12/17; 6/12/18; and 6/18/19) the Corporation has an operating agreement through December 31, 2019.

PACC Operating Agreement Objectives

- Create and manage a vibrant hub;
- Manage a space for artistic performances, conferences, exhibitions, conventions, trade shows, public gatherings, meetings, cultural education and recreational programs, and other similar events for the benefit and enjoyment of the public and the community; and
- Solidify the arts and culture scene through a broad range of entertainment and arts options that appeal to our community and to Ventura County and beyond.

3

PACC Operational Goals

1. Operate the PACC so that is competitive in the industry and meets the needs of conventions, consumer shows, meetings, entertainment, and community events.
2. Identify and implement initiatives to enhance PACC revenues, while ensuring that the PACC remains economically competitive.
3. Provide superior service to users, patrons, and visitors of the PACC, thereby maximizing customer satisfaction.

4

PACC Operational Goals Continued

4. Develop and implement initiatives to penetrate new markets, attract new events, and promote the PACC to enhance usage of the center.

5. Properly maintain and safeguard the City's capital investment in the PACC through the exercise of the highest standards of maintenance and preservation.

6. Achieve all objectives in a professional manner, consistent with best industry practices and all applicable Federal, State and local laws.

Proposed Scope of Services

The scope of services will include three main areas:

- Management and Operations
- Financials
- Marketing and Advertising

Proposed Scope of Services - Management and Operations

1. Manage and operate the the auditorium, concession, and meeting spaces (“PACC”).

2. Three (3) year term with an opportunity for two (2), three-year renewal options.

3. Maintain, keep and preserve the PACC including performing all minor repairs.

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Proposed Scope of Services - Management and Operations

4. Operate and manage all concessions.

5. Develop a staffing plan.

6. Develop a transition plan for the assumption of booking and management duties from the current operators for the PACC and meeting space.

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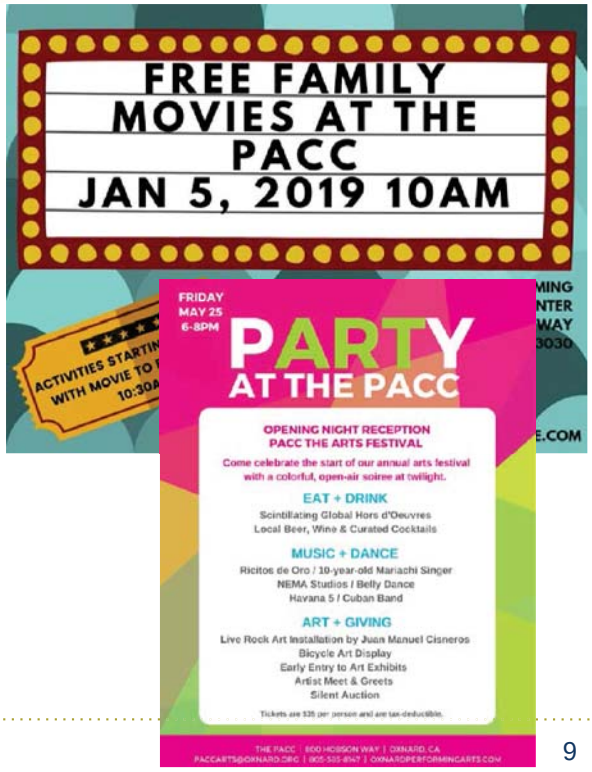
Proposed Scope of Services - Management and Operations

7. Develop standard operating procedures.

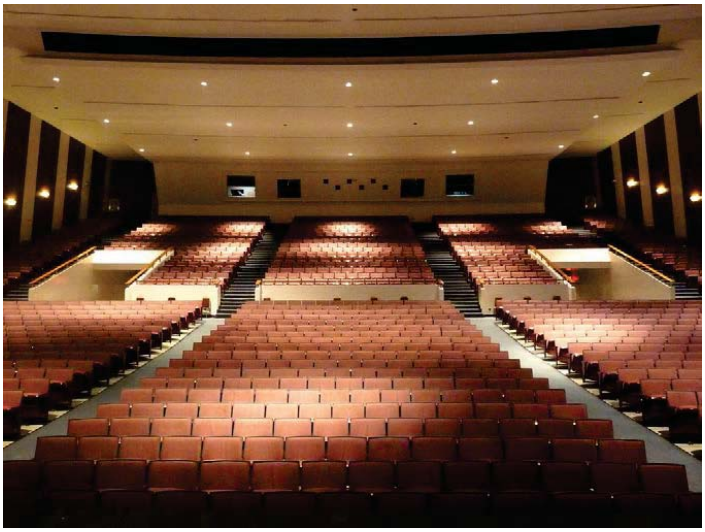
8. Provide a variety of entertainment genres.

9. Develop appropriate community event programming and allocate a certain percentage of the PACC use to local and community events, including non-profits.



Proposed Scope of Services - Management and Operations

10. Manage and deliver the following:
    a. General administration
    b. Operations and maintenance
    c. Customer service
    d. Community relations
    e. Event production
    f. Event/talent booking
    g. Ticket sales promotion
    h. Marketing and advertising
    i. Operations and maintenance
    j. Security
    k. Crowd control
    l. Parking



Proposed Scope of Services - Financials

1. Financial accountability and reporting on the fiscal operations of the PACC.

2. Develop and manage Pro-Forma with City for the length of agreement.

3. Provide proposal for revenue structure.

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Proposed Scope of Services - Financials

4. Provide a box office and ticket sales plan.

5. Prepare an Operations Cost Analysis and provide monthly expenditure and management reports.

6. Submit audited financials on an annual basis.

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Proposed Scope of Services - Marketing and Advertising

1. Responsible for facility utilization and marketing plan.

2. Produce all marketing materials for PACC.

3. Create promotional packages for presentation to producers, agents, managers, and artists.

4. Develop and maintain positive community relationships.

Elements of the RFP

1. Description of the Venue
2. Key Scope of Services
3. Expectations
4. Non-Mandatory Pre-Proposal Meeting
5. Submission of a Proposal
6. Proposal Format and Content (cover letter, company information, company personnel, references and experience)
7. Evaluation of Proposals (criteria and selection process)

Next Steps

- Refine the Scope of Services, and release RFP in August 2019 to solicit operators for the PACC.
- If responsive proposals are received, the Council will be asked to approve an agreement with an operator.

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Recommendation

That the Council Committee:

Provide input on the scope of services for the Request for Proposals (RFP) for the Performing Arts and Convention Center (PACC).

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CITY OF OXNARD CALIFORNIA

Questions?