



# Park and Recreation Commission

*City of Arts & Innovation*

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**TO: HONORABLE COMMISSIONERS** **DATE: JULY 16, 2018**

**FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT**

**SUBJECT: UPDATE ON THE MARIACHI FESTIVAL PARTNERSHIP WITH LIVE NATION**

**ISSUE:**

Receive an update on the Mariachi Festival partnership with Live Nation Entertainment.

**RECOMMENDATION:**

That the Park and Recreation Commission receive an update on the Mariachi Festival partnership with Live Nation Entertainment.

**BACKGROUND:**

For the past 11 years the Parks, Recreation and Community Services Department (PRCSD) has hosted the annual Mariachi Festival at Fairmount Park. In order to enhance the festival and minimize the cost to the City's General Fund, PRCSD staff secured Live Nation Entertainment as a partner for the 2018 Mariachi Festival. Live Nation Entertainment is the largest live entertainment company that operates concert promotions, venue operations, sponsorship, and ticketing solutions worldwide.

**DISCUSSION:**

PRCSD staff along with Amir Mertaban, Live Nation General Manager, are preparing the partnership agreement that outlines the specific areas of responsibilities for each organization as well as enhancements for the Saturday, September 22, 2018, Mariachi Festival at the Riverside Municipal Auditorium. These enhancements are highlighted in the staff presentation.

**FISCAL IMPACT:**

There is no fiscal impact associated with this update.

Prepared by: Robin A. Metz, Parks, Recreation and Community Services Superintendent  
Approved by: Adolfo Cruz, Parks, Recreation and Community Services Director  
Approved by: Rafael Guzman, Assistant City Manager

Attachment: Presentation