



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: Honorable Mayor and Members of City Council

FROM: Ben Harvey, City Manager

MEETING DATE: April 4, 2018

SUBJECT: Location Film Permit for Lover's Point Park

CEQA: Categorically Exempt from preparation of environmental document pursuant to Section 15304(e), minor temporary use of land, of the 2018 State CEQA Guidelines

RECOMMENDATION

Direct the City Manager or designee to enter into an agreement for a location film permit with Blue Blues Productions, LLC to allow for limited duration and temporary exclusive use of a specified portion of Lover's Point Park.

DISCUSSION

Earlier this year, the City was contacted by Blue Blues Productions, LLC requesting a location film permit (permit) to allow for episodic television filming in Lover's Point Park. The request involves exclusive use of a small portion of Lover's Point Park (roughly 1200 square feet) with accompanying parking lot use over a twelve-day period (including set-up, filming and take down) in April 2018.

The City regularly rents Lover's Point Park for wedding and special event uses. However, the City does not have much experience with location film permits and establishing corresponding use fees. Accordingly, the City obtained guidance from Matrix Consulting Group, who is currently conducting the City's forthcoming Fee Study, to recommend use fees for the proposed permit. The corresponding cost estimate is attached to this agenda report, and totals approximately \$44,000. All corresponding City personnel charges, such as police officer and public works employees required for the permit, will be reimbursed directly to the City by Blue Blues Productions, LLC, and are separate and distinct from the park use fees.

OPTIONS

1. Do nothing.
2. Provide alternative direction.

CEQA

The agreement is Categorically Exempt from preparation of environmental document pursuant to Section 15304(e) of the State CEQA Guidelines. The City has also contacted California Coastal

Commission (CCC) staff regarding the proposed temporary filming event. CCC staff has advised the City that the proposed activity is exempt (temporary event) from a Coastal Development Permit.

FISCAL IMPACT

Entering into the agreement provides the City with approximately \$44,000 in General Fund revenue. Full reimbursement by the applicant for City personnel deployed as part of the agreement (such as police officers and public works employees) is required, and is separate and distinct from the charges for use of the park.

GOAL ALIGNMENT

Operational Excellence

ATTACHMENT

1. Cost Estimate

RESPECTFULLY SUBMITTED,



Ben Harvey
City Manager



City of Pacific Grove

Blue Blues Production, LLC. - Estimate ⁽¹⁾

	Units	Price	Days	Amount
Application Fee				\$ 300.00
Park Rental Fee		\$2,111.00	12	25,332.00
Park Use Fee (square foot)	1,200	2.10	12	30,240.00
Parking Lots				
Parking Spaces - Lot A	35	21.00	3.00	2,205.00
Parking Spaces - Lot B	11	21.00	3.00	693.00
(Assumes 14 hour days at \$1.50)				
Estimated Total				<hr/> \$58,770.00
Less 25% Credit on City costs				<hr/> -\$14,692.50
Revised Estimated Amount				<hr/> \$44,077.50

(1) All salaries will be based on hours worked and billable wage