WASHOE COUNTY

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STAFF REPORT
BOARD MEETING DATE: February 27, 2018

DATE: January 22, 2018

TO: Board of County Commissioners

FROM: Colleen Wallace Barnum, Park Operations Superintendent, Community Services Department, 328-2181, cwallace@washoecounty.us

THROUGH: Eric Crump, Division Director, Operations Community Services Department, 328-2182, ecrump@washoecounty.us

SUBJECT: Approve a Chinese Lantern Festival Agreement between Washoe County, Tianyu Arts & Culture Inc., and the May Arboretum Society to host a Chinese Lantern Festival at the May Arboretum and Botanical Garden within Rancho San Rafael Regional Park from June 30, 2018 through August 5, 2018, and authorize the Assistant County Manager to execute an Invitation Letter (exhibit C to Agreement) to United States Citizen and Immigration Services requesting P-3 visas for artists. (Commission District 3.)

SUMMARY

This item is a request from Tianyu Arts & Culture Inc. and the May Arboretum Society to host a Chinese Lantern Festival at the May Arboretum and Botanical Garden within Rancho San Rafael Regional Park. The proposed agreement authorizes exclusive use of the Arboretum as designated in the agreement.

Washoe County Strategic Objective supported by this item: Stewardship of our community

PREVIOUS ACTION

On November 7, 2017, The Open Space and Regional Park Commission recommended approval of the Chinese Lantern Festival Agreement between Washoe County, Tianyu Arts & Culture Inc., and the May Arboretum Society.

BACKGROUND

The special event will focus on the Chinese culture and will offer a variety of visually appealing lantern displays and events for the general public to enjoy. This is a first time event for the May Arboretum and Botanical Garden. Cities of similar size have held this event with ticket sales of 80,000 for a similar time frame. Cities include: Norfolk, Virginia, Spokane, Washington, New Orleans, Louisiana, Cary, North Carolina and Columbus, Ohio.

AGENDA ITEM # _____

The event will require two weeks for setup and one week for dismantle. The event will be open daily for five weeks, with start times beginning at 5:00 p.m. During the time of the event, the May Arboretum and Botanical Garden will be closed to the general public to offer this ticketed event. However, the Arboretum will be open from 8:00 a.m. through 5:00 p.m. daily and free of charge throughout the course of the event.

Staff met with Tianyu Arts & Culture, Inc. and the May Arboretum Society to discuss the schedule, activities and logistics of the event. An agreement (attached) outlines the requirements and responsibilities of the applicant and those of Washoe County. This agreement is similar to those approved and used for other major special events at Washoe County Regional Parks. This agreement details the responsibilities of Tianyu Arts & Culture, Inc. and the May Arboretum Society which include:

- Advertising and Promotion
- Event Design, Layout, Setup and Dismantle
- Access and Parking - Traffic and Parking Plan
- Restrooms and Sanitary Facilities
- Trash Receptacles and Dumpsters
- Ticket sales
- Concessions
- Arboretum Clean up (during and post event)
- Security
- Electrical Power
- Use of Staging for performances

FISCAL IMPACT

The agreement terms are a 90/10 split of gross ticket sales net of credit card fees and local admission tax, if any, with most responsibilities placed upon Tianyu Arts & Culture, Inc.. The 10% Washoe County receives will be dedicated specifically for the May Arboretum and Botanical Garden, placed in Fund 270-IN20034, a restrictive fund for such purposes

During the event, specific gardens within the Wilbur D. May Arboretum and Botanical Gardens will not be available for rent. The loss of rental revenue to Cost Center C140514 is estimated to be approximately $3,000. Though it is difficult to know exactly how popular the Chinese Lantern Festival will be, similar venues have experienced tickets sales of 80,000 attendees. 80,000 tickets sold would generate gross revenue of $800,000-$960,000, resulting in estimated revenue of $80,000-$96,000 for the Wilbur D. May Arboretum and Botanical Garden.

RECOMMENDATION

It is recommended the Board of County Commissioners approve a Chinese Lantern Festival Agreement between Washoe County, Tianyu Arts & Culture Inc., and the May Arboretum Society to host a Chinese Lantern Festival at the May Arboretum and Botanical Garden within Rancho San Rafael Regional Park from June 30, 2018 through August 5, 2018, and authorize the Assistant County Manager to execute an Invitation Letter (exhibit C to Agreement) to United States Citizen and Immigration Services requesting P-3 visas for artists.

POSSIBLE MOTION

Should the Board agree with staff's recommendation, a possible motion would be: "Move to approve a Chinese Lantern Festival Agreement between Washoe County, Tianyu Arts & Culture Inc., and the May Arboretum Society to host a Chinese Lantern Festival at the May Arboretum and Botanical Garden within Rancho San Rafael Regional Park from June 30, 2018 through August 5, 2018, and authorize the Assistant County Manager to execute an Invitation Letter (exhibit C to Agreement) to United States Citizen and Immigration Services requesting P-3 visas for artists."