Here's the Facts: Spring Festival Event Loss

ELISE MESSMAN, WEST COVINA RESIDENT
Public Comment on Spring Festival
City Council Meeting, September 6, 2022

"**. . .** The next item, the Spring Festival we had in March was a flop and the money the City spent was out of hand. These figures do not include employee salary and charges to credit card just to name a few. Here are a few items:

United Services for Sanitation	$55,923
Entertainment	$ 11,800
A-1 Event and Party Rental	$66,785
Petty Cash	$3,000
Festival Sound	$9,500
L.A. Health Department	$3,400
Barricades	$4,543
Hollywood Elite Security	$6,678
Deep Cleaning the Sportsplex	$13,600
Shuttle Service	$8,312
Get the Field Back in Order	$28,000

To a Grand Total of   **$211,541**   _so far_.

The staff estimated about 10,000 people attended and that was just a guess.
But 2,029 people from West Covina residences attended paying $3.00 to a total of $6,087 and 3,569 from other cities paying $5.00 for $17,835 to a total of $23,932 admission that was collected. Whoever was recruiting or promoting this event was not doing a good job.

In West Covina, if only 2,029 paid residents out of a total 110,000 residents is disgraceful.

Should we do it again? I would say, "Absolutely, No."

Even if the City collected $50,000 which I don't think they did, we would still be at a loss of $161,546. I blame the Council and staff for a failure and why they didn't and why did we need a festival when the 4th of July has always been a reason to get together. Listening to one person and not doing your homework, this Council and some staff have proven that they are over their head. I'm sure we could spend this money for everyone's benefit—not just a few.

Thank you.

Transcribed Jerri Potras
Source: September 6, 2022 City Council Meeting video posted on YouTube. Approximate Timestamp: 48:28

Note: Resident's submit Public Records Request (PRR) requesting cost information on the Spring Festival and/or use city documents such as Staff Reports and Meeting Minutes to compile data.   Depending on the documents and time period associated with the request, the event loss dollar amounts will vary.