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**Title:** Approval of a two-year License Agreement with Activated Events LLC, to produce and hold special event concerts (dba/ Boots in the Park) at Woodward Park (Council District 6).

**Sponsors:** Office of Mayor & City Manager

**Indexes:**

**Code sections:**

**Attachments:** 1. ID 23-509 (1-E) Supplemental Packet

Date	Ver.	Action By	Action	Result
3/30/2023	1	City Council	APPROVED	Pass

**REPORT TO THE CITY COUNCIL**

**FROM:** GREGORY A. BARFIELD, Assistant City Manager  
Office of the Mayor and City Manager

**SUBJECT**

Approval of a two-year License Agreement with Activated Events LLC, to produce and hold special event concerts (dba/ Boots in the Park) at Woodward Park (Council District 6).

**RECOMMENDATION**

Staff recommends that the City Council approve a two-year License Agreement with Activated Events LLC., a California limited liability corporation, to schedule and produce special event concerts as Boots in the Park at Woodward Park for the period April 1, 2023-October 31, 2024.

**EXECUTIVE SUMMARY**

Activated Events LLC, a California Limited Liability Corporation, has been producing and promoting the Boots in the Park in Fresno since 2017. The Licensing Agreement with Activated Events LLC will allow for the production, promotion and holding of special event concerts at Woodward Park through the Special Events Division of the Office of the Mayor and City Manager between April 1, 2023, and October 31, 2024.

**BACKGROUND**

Activated Events LLC, a California Limited Liability Corporation, has been producing and promoting

the Boots in the Park since 2017. Since that time, Activated Events LLC., has expanded to include seven locations in California (Norco, Santa Clarita, Bakersfield, Long Beach, San Diego) as well as Arizona (Tempe and Gilbert).

In Fresno, Activated Events LLC also operated at Granite Park for one year and then back to Woodward Park in 2022 for a single concert. The ability to operate under a 2-year Agreement will allow advance planning to assist in attracting larger acts to Fresno.

There are three concerts in the booking/planning process scheduled for the months of April, May/June and September, with two already approved through the Special Events Permit process. This licensing agreement has been requested by the promoter to set dates and times for events, as well as provide a framework for the rental of the park, including concessions and logistical conditions expected for each booking, including the requirement of contract policing services. This agreement can allow the promoter to coordinate the booking of a single headliner in multiple venues on the West Coast in a single weekend.

## **ENVIRONMENTAL FINDINGS**

Pursuant to section 15378 of the California Environmental Quality Act (CEQA Guidelines), approving this License Agreement is not a “project” for the purposes of CEQA.

## **LOCAL PREFERENCE**

Local preference is not applicable is not an award of a contract.

## **FISCAL IMPACT**

There is no additional cost associated with the approval of this license agreement. Both the City of Fresno’s Special Events Division within the City Manager’s Office and the PARCS department will be paid for all services provided as outlined in this license agreement and/ or the Master Fee Schedule (MFS) to offset all cost.

Attachment:

License Agreement with Activated Events LLC