



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: May 3, 2011
TO: Mayor and Councilmembers
FROM: Airport Administration, Airport Department
SUBJECT: Purchase Order For Airline Terminal Gala Event

RECOMMENDATION: That Council:

- A. Find it is in the City's best interest to waive the formal bid process as authorized in Municipal Code Section 4.52.070 (k) and authorize the General Services Manager to issue a purchase order to Rincon Beach Club & Catering as the single source and most favorable source for providing the City with the food and beverage services and rentals for 1,500 guests for the Airline Terminal Gala event on June 17, 2011, at a not-to-exceed amount of \$106,500, funded from ticket sales and sponsorship revenue; and
- B. Authorize an increase in appropriations and estimated revenues by \$106,500 in the Airport Operating Fund to cover the costs of the Gala event funded from sponsorships and ticket sales.

DISCUSSION:

Background

The Airline Terminal Project is about 68% complete. The new terminal building will be operational this summer with the final phase of the terminal project to be completed in winter 2012. Once the new terminal building is completed, all airline and concession operations will relocate from the existing terminal to the new building. Once vacated, the existing 1942 terminal will undergo relocation and rehabilitation and the loop road and short-term parking will be completed.

Grand Opening Events

As the new terminal building will be complete in early summer, Airport staff has been planning grand opening events scheduled for June 15 – 19. Grand opening events are being held before the entire project is complete because once the new terminal is operational the community will not have an opportunity to see both floors of the facility unless they are a ticketed passenger. The theme for all the grand opening events is "The Art of Travel".

The planned events are as follows:

Wednesday, June 15 – Accessibility Tour

10 a.m. – noon and 1 p.m. – 3 p.m. Free Event

Tours to highlight the accessibility features of the new terminal. Staff is coordinating with organizations whose mission is to serve those with accessibility needs. Attendance of about 200 people is expected.

Thursday, June 16 – Employee Tours

Airport hosted appreciation BBQ lunch and tours for airline, TSA, concession, and terminal construction employees. Attendance of about 250 is expected.

Friday, June 17 – Gala

6 p.m. – 10 p.m. \$125/person

This is a fundraising event to showcase the new terminal and its services and raise funds for the Airline Terminal Public Art Program. The event will feature entertainment, exhibits, “heavy” hors d'oeuvres (in lieu of a sit-down dinner), tastings from regional wineries and breweries, and the terminal arts program. The expected attendance is about 1,200 – 1,500 people. The event is solely funded from ticket revenue and sponsorships.

Sunday, June 19 – Community Open House

11 a.m. – 3 p.m. Free Event

Open house event featuring tours, exhibits, and an official ribbon-cutting ceremony. Attendance will be by reservation as about 5,000-7,000 people are expected.

Event Plan by Rincon Beach Club & Catering

For the Gala event, staff requested menus from several local catering companies and selected Rincon Beach Club & Catering. Rincon has been offering local catering services since 1984 and caters events from small gatherings to large events such as the annual fundraising event at the Santa Barbara Zoo. Rincon was selected for its proposed menu, experience in catering large events, local references, and the best fit for this event.

Rincon will provide a field kitchen, four food stations with “heavy” hors d'oeuvres, beverages, staffing, rentals (tables, chairs, linens, outdoor heaters, etc.), disposable plates and utensils, set-up and break-down. This will be a zero waste event. Pricing is per person and consumption, if the total number of guests is less than 1,500 then the cost will be less. The amount listed is the not to exceed amount for 1,500 guests. Rincon’s pricing includes a 20% discount on food and beverage and a 58% discount on rentals.

BUDGET/FINANCIAL INFORMATION:

Funding for this purchase order will be from ticket sales and event sponsorships. Within the first week of soliciting sponsorships, the Airport has received \$24,500. Any funds received in excess of the Gala event costs will be used for the Airport Art Program.

PREPARED BY: Hazel Johns, Assistant Airport Director

SUBMITTED BY: Karen Ramsdell, Airport Director

APPROVED BY: City Administrator's Office