

City of Culver City, California
Joint City Council/Redevelopment Agency Agenda Item Report

Meeting Date: 12/15/08		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM - Discussion of and Comment on 2009 Taste of the Nation Event; Consideration of Authorization to Provide Staff Services, Waiver of Redevelopment Agency and City Fees; Designation as a City- and/or Agency-Sponsored Event; and Authorization of up to \$18,435 in Expenditures and Waivers.			
Contact Person/Dept.: Jeremy Green		Phone Number: (310) 253-5764	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Share Our Strength (12/9/08); Master E-Mail Notification List (12/10/08).			
Department Approval: Sol Blumenfeld (12/04/08)		Agency Counsel Approval: City Attorney Approval: Carol Schwab (by H. Baker) (12/10/08)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (12/10/08)		City Manager/Exec. Director Approval: Jerry B. Fulwood (12/10/08)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and the Culver City Redevelopment Agency discuss and provide comment on the 2009 Taste of the Nation event; authorize the use of City/Agency staff to assist the Share Our Strength organization in the production of the event; designate Taste of the Nation as a City- and or Agency-sponsored event; and the Agency authorize the expenditure of \$15,000, for Agency approved expenses, reimbursement to the City for staff time and fee waivers and other related expenses and consider an additional request of \$3,255 from the Economic Development budget (Account No. 55090200.610200 "Marketing Services") above the budgeted and appropriated amount for a total authorization of \$18,435. <u>BACKGROUND/DISCUSSION:</u> <u>Taste of the Nation</u> For the past four years, the Taste of the Nation event has been conducted in Media Park near downtown Culver City. As proposed, the event will take place on Sunday, June 7, 2009 bringing together the finest chefs for a food and wine tasting event. The event is managed and promoted by Share Our Strength, with the goal to raise money to end childhood hunger throughout the United States. Over the prior years staff has worked with Share Our Strength to conduct the event due to the positive marketing impacts and public exposure it creates for downtown and Culver City as a whole.			

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This year, Share our Strength plans on an even farther reaching marketing campaign. Some of the marketing opportunities include City recognition in all Taste of the Nation marketing materials, and advertisement of the event in local and national broadcast/print media channels. Staff believes these to be highly effective in improving awareness of downtown amongst a desirable demographic.

As the event has become more popular, the request for City/Agency assistance has increased. Tonight's discussion is intended to allow the Council and Agency an opportunity to discuss the City/Agency staff and resource efforts and provide input and direction if desired. The requests for assistance are defined in Share Our Strength's letter dated October 31, 2008. Staff believes the benefits realized by providing assistance are greater than the costs incurred by the City/Agency. Costs incurred by the City/Agency are further described below.

Use of Media Park

The Ivy Substation and Media Park are located at the easternmost portion of downtown Culver City. The Ivy Substation and Media Park are located in the City of Los Angeles, but are used and managed by the Agency pursuant to a long-term lease between the Agency and the City of Los Angeles.

The Redevelopment Agency policies regarding Media Park use are silent regarding the allowance of alcohol in Media Park. However, pursuant to the terms of the Media Park Lease with the City of Los Angeles, the Taste of the Nation event in the past has been allowed to serve alcohol as part of the City of Los Angeles' permit process for special events. It should be noted that staff is in consultation with City Attorney's office and Agency Counsel regarding the issues involved with alcohol in Media Park. Staff will be returning to the Agency within the next 60-90 days to discuss and receive comment on a proposed policy regarding alcohol at special events in Media Park and whether such policies should include a provision to allow only City- or Agency-sponsored events to have alcohol at Media Park.

City/Agency Sponsorship

Share our Strength requests that the Agency allow the organization to post banners in the public right-of-way to advertise the event and to pay for the costs of the banners and provide a waiver of fees. This expenditure was not approved for the 2008 event.

Section 17.330.040 of the Culver City Municipal Code (CCMC), relating to Signs in the Public Right-of-Way, provides for certain exceptions to posting signs in the public right-of-way (which is generally prohibited). One such exception is for signs

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relating to the “promotion of civic events and activities” where those events and activities are “organized or sponsored by the City or Redevelopment Agency.” (CCMC Section 17.330.040.B.7.a)

To be “Sponsored” by the City or Redevelopment Agency, an event must comply with CCMC Section 17.330.040.B.7.b.ii. confirming that the following criteria have been met: The City and/or Redevelopment Agency is (a) participating in an official capacity in the planning, preparation or promotion of the event or activity; and (b) contributing 25% of the total estimated costs of the civic event or activity, or at least \$1,000, whichever is less. This contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination of the foregoing.

The CCMC clearly requires both (a) AND (b) to be met. In addition, the use of City staff resources, equipment, etc., for an event does not in and of itself constitute participation in the event by the City in an “official capacity” in the planning, preparation or promotion of the event. Further, in accordance with the recently adopted City Council Policy regarding Community Organizations, in addition to meeting the above-referenced criteria, in order for an event to be considered City-sponsored and/or Redevelopment Agency-sponsored, the City Council and/or Redevelopment Agency, must determine, by specific action, that the above criteria have been met.

In summary, in order to be eligible for a banner, the City and/or the Redevelopment Agency would need to take both of the following actions:

1. determine that the Taste of the Nation is a City- and/or Agency-sponsored event; and,
2. determine to support the event in an amount no less than \$1,000, which may take the form of a fee waiver.

Share Our Strength requests that the City and Agency consider whether to designate the Taste of the Nation 2009 a sponsored event, based upon the above criteria. Should the City or Agency take both of these actions, the Agency shall include appropriate language in the License Agreement to reflect these actions, thereby granting the request for banners.

FISCAL ANALYSIS:

The Share Our Strength October 31, 2008 letter requests increased assistance from the Agency for this year’s event. Last year, sanitation costs were \$871 and provided two sanitation staff. For 2009, the request is for at least 2 additional sanitation staff and additional equipment, increasing the costs from \$871 to \$1,500. Last year’s

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request for valet services for VIP attendees was also underestimated. The request for this year has been increased to allow three times the number of VIP attendees as provided in 2008, increasing the expense from \$1,260 to \$2,060. Share Our Strength is requesting \$2,000 to pay for the cost to produce three large banners. Last year the Agency did not approve this request. Finally, this year Share Our Strength requests costs to provide an additional three-compartment sink at a cost of \$500. A complete table of cost comparisons for the 2008 event and the proposed 2009 event is included as Attachment 2.

City Costs:

Approximately \$1,056 in City fees from the Finance Department, Public Works and Fire Prevention are requested to be waived and approximately \$1,500 will be incurred in in-kind costs (Public Works and Sanitation staff time). In addition, if designated as a sponsored event and the City/Agency decides to allow a banner in the public right of way, the request includes a waiver of the \$237 sign permit fee and \$464 in in-kind costs for Public Works staff to install the banner. This equates to a total of \$701, which would bring the total City cost to \$3,257.

Agency Costs:

Staff believes that it will be necessary to utilize one staff member for approximately 80 hours to complete all of the tasks. This equates to Agency costs of approximately \$4,400 (assuming an average fully burdened hourly rate of \$55 for a Management Analyst).

In addition, Share our Strength is again requesting an expenditure for portable toilets, security costs, fencing around the perimeter of the park, traffic control services, costs for a three-compartment sink, valet parking service for 200-350 vehicles, and \$1,000 in miscellaneous fees to allow for any additional expenses that typically occur for a total of \$8,778.

In addition, if designated as a sponsored event and the City/Agency decides to allow a banner in the public right of way, the request includes \$2,000 in costs for the production of the banners. This would bring the total Agency cost to \$10,778.

The total cost of the request, including staff time and fee waivers, is approximately \$18,435 (\$15,178 Agency, \$3,257 City). For the Agency, this is comprised of \$4,400 in in-kind costs and \$10,778 in direct expenses. For the City, this is comprised of \$1,293 in fee waivers and \$1,964 in in-kind costs. This is approximately \$3,435 more than the \$15,000 appropriated (in Account No. 55090200.516600 Special Events & Meetings) for the Taste of the Nation event in the Adopted 2008-2009 budget. There are additional funds available in the Economic Development budget

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(Account No. 55090200.610200 Marketing Services) that can be administratively transferred to the appropriate account to cover the additional expense; therefore, no budget amendment is needed. However, the City Council/Agency Board may decide not to approve all of the expenses, waivers, and in-kind costs requested by Share Our Strength as transferring the additional funds from the Marketing Services account would reduce the amount of funding available for other marketing services.

ATTACHMENTS:

1. Share Our Strength's letter dated October 31, 2008.
2. Costs table for 2008 and 2009.
3. Minutes from March 17, 2008 Redevelopment Agency meeting.

MOTION:

That the City Council:

1. Discuss and provide comment on the Taste of the Nation event;
2. Designate Taste of the Nation a City-sponsored event; and
3. Authorize the use of City staff to assist the Share Our Strength Foundation in the organization, marketing, and production of the Taste of the Nation event in Media Park, provided that the Culver City Redevelopment Agency reimburses the City in an amount to be \$3,257 for such services.

That the Culver City Redevelopment Agency:

1. Discuss and provide comment on the Taste of the Nation event;
2. Designate Taste of the Nation an Agency-sponsored event;
3. Authorize the expenditure of staff time and expenditures to conduct the Taste of the Nation event in the amount of \$15,000 as budgeted

OR

Authorize the expenditure to be \$ _____;

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4. Authorize reimbursement to the City in the amount of \$3,237 for anticipated expenditures related to the Taste of the Nation Event from the Economic Development budget, Account No. 55090200.516600 "Special Events & Meetings."