

**City of Culver City, California
Agenda Item Report**

Meeting Date: <u>10/22/2012</u>		Item Number: <u>A-5</u>	
CITY COUNCIL AGENDA ITEM: Consideration of: 1) Financial Assistance for the Los Angeles County Bicycle Coalition's (LACBC) "Tour de Taste" Event; 2) Designation of the Event as City-Sponsored; and 3) Approval of a License Agreement with LACBC Related to the Event.			
Contact Person/Dept.: Jeremy Green		Phone Number: (310) 253-5859	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
8Chief Financial Officer Approval: Jeff Muir (by M. Noller) (10/17/12)		City Manager Approval: John Nachbar (10/17/12)	
<u>RECOMMENDATION:</u> Staff recommends the City Council consider: 1) in-kind financial for the Los Angeles County Bicycle Coalition (LACBC) event called <i>Tour de Taste</i>; 2) designation of the event as City-sponsored; and 3) approval of a license agreement with LACBC related to the event. <u>BACKGROUND:</u> The mission of the LACBC is to create more infrastructure and interest in bicycling. LACBC has over 12 years of experience in holding bicycle related events, including one with 2,500 riders throughout the east side of Los Angeles as part of its River Rides program. On March 4, 2012, LACBC held its first Tour de Taste event: a one-day fund-raiser for the Culver City Bicycle Coalition (a chapter of the LACBC) that combined a bicycling experience with a food tasting tour. According to the LACBC, the 2012 <i>Tour de Taste</i> was well-attended for a first event; however the rental of the property and other expenses based on the way the event was set-up, caused the LACBC to lose money on the event. During the February 13, 2012 City Council meeting, the City Council determined that there were no funding sources that could be used to assist in the funding of special events. The City Manager recommended that staff investigate how events could be assisted without adversely affecting the General Fund and return to the City Council with recommendations. The City Council expressed its desire for there to be consistency with any type of assistance. On March 26, 2012, the City Council approved the following types of assistance to the Car Show and IndieCade events, with limited impacts on the General Fund:			

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- Waiver of property rental and assessment fees
- Provision of in-kind equipment rental
- In kind staff services during regular business hours.

Staff time incurred at times other than regular business hours is paid by the event producer.

At the September 24, 2012 Council meeting, LACBC proposed to host its second Culver City *Tour de Taste*, and requested that discussion of sponsorship be placed on the agenda.

This time LACBC is proposing that the event occur on Town Plaza and old Washington Boulevard, due to the rental and use of Parcel B by an ice skating rink and Christmas tree lot. The Council directed the LACBC to send an official letter requesting sponsorship (Attachment 1) and for staff to investigate whether the event could occur in conjunction with the ice skating rink and tree lot.

DISCUSSION:

LACBC's *Tour de Taste* event is proposed to occur on December 2, 2012. On the day of the event, attendees would register at Town Plaza and, at 10:00 am, groups of cyclists would walk their bicycles through downtown at 15 minute intervals, and then begin their ride on Van Buren, travelling down Lucerne and Duquesne avenues to access the Ballona Creek Bike Path. The riders will travel on the bike path to Marina Del Rey and back. Upon returning to Parcel B, attendees will have an opportunity to park their bicycles at the bike valet on old Washington Boulevard and experience food tastings at local Culver City restaurants and/or skate at the temporary ice skating rink. The LACBC Development and Events Director, Ms. JJ Hoffman, will reach out to the Culver City restaurants and the Downtown Business Association to partner together on the event. The event proposes to be a zero percent waste event.

Staff discussed potential impacts of the ice skating rink and Christmas tree lot and found that, with a limit of 160 skaters allowed on the ice at one time, plus a maximum of 250 bike riders allowed at this event, there would not be a significant impact. Staff will provide contact information so that the three groups may discuss ways to cross promote each other and the possibility of sharing resources on December 2.

Staff recommends the City Council consider waiving property rental fees and provide in-kind staff time and any equipment that is available and owned by the City, which would meet the minimum financial contribution to qualify for a City-sponsored event.

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Any proceeds above the costs of the event would be provided to the Culver City Bicycle Coalition.

To be categorized as a “sponsored” event by the City, an event must meet the criteria set forth in Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii. confirming that the City 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 thereof. In addition, the City Council must determine, by specific action, that the above criteria have been met.

If the City Council determines to sponsor this event, staff recommends the approval of a license agreement with LACBC for use of Town Plaza and Parcel B for the event activities. In exchange for the City providing in-kind financial assistance, LACBC has offered to provide cost-free services to the City such as bike safety classes and/or bike valet for upcoming City events.

FISCAL ANALYSIS:

Dedication of in-kind staff time to the event would mean a reduced availability of staff time for other City efforts but would not cause an impact to the general fund. Property and equipment rental fees will be waived approximately as follows:

Application fee	\$ 50
Waste Fee (100-250, no food/beverage)	\$ 25
10 Parking spaces	\$ 80
Use of Town Plaza	\$ 0
Use of a portion of old Washington Boulevard	\$450
<u>Staff time (15 hours at \$55 fully burdened rate)</u>	<u>\$825</u>
	\$1,430

ATTACHMENTS:

None

MOTIONS:

That the City Council:

1. Designate the Tour de Taste as a City-sponsored event and determine the amount of in-kind financial assistance to provide for the event to be \$ _____;

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AND

2. Approval of a license agreement with LACBC for use of Town Plaza and Parcel B for event activities;
3. Authorize the City Attorney to review/prepare the necessary documents;

AND

4. Authorize the City Manager to execute such documents on behalf of the City.