

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

Meeting Date: <u>12/10/12</u>		Item Number: <u>A-2</u>	
CITY COUNCIL AGENDA ITEM: Consideration of Providing Financial Assistance Related to Parking for Taste of the Nation 2013			
Contact Person/Dept.: Jeremy Green		Phone Number: (310) 253-5859	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (E-Mail) Agenda and Meetings – City Council (12/07/12); Share Our Strength (12/07/12).			
Department Approval: Martin Cole (12/07/12)		City Attorney Approval: Carol Schwab (by H. Baker) (12/06/12)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (12/05/12)		City Manager Approval: John Nachbar: (12/07/12)	

RECOMMENDATION:

Staff recommends the City Council consider in-kind financial assistance for the proposed *Taste of the Nation Los Angeles* 2013 event on City-Leased Property located at 9070 Venice Boulevard (Media Park) in Downtown Culver City as it relates to parking.

BACKGROUND AND DISCUSSION:

At the October 22, 2012 City Council meeting, the City Council approved a license agreement with the non-profit organization Share Our Strength, whose mission is to end childhood hunger, for its *Taste of the Nation* event (Event), a one-day fundraising event bringing together gourmet chefs for a food and wine/spirits tasting. The Event is tentatively scheduled to take place on Sunday June 9, 2013. The City Council designated the event as City-sponsored and also approved a portion of the requested in-kind fee waivers for permits, staff time and Media Park rental totaling \$1,977.00. This approval was subject to the City Council's consideration of further information regarding three fee waiver requests related to parking (in the amount of \$3,700).

25 Metered Parking Spaces South of Media Park

There are 25 metered parking spaces south of Media Park, which are maintained by the City. Rental fees for the spaces are \$16/per day. Share our Strength encloses those spaces on the Saturday before the event with fencing, and the spaces remain unavailable to the public throughout the event on Sunday. Total cost to rent these spaces is \$800 for the two days. This space is required to allow enough room for the numerous vendors that participate in the event. Canfield Avenue is also closed, from Culver Boulevard, with permission from Kay and Dave's Restaurant as the closure

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impairs access to Kay and Dave's parking spaces, to Venice Boulevard. The City-owned lot north of Kay and Dave's lot, for which there is no rental fee and has been used for the event for the last seven years, is also enclosed within the fencing and is used by the event as the area for public bathrooms and sanitation needs. Share our Strength requests a fee waiver in the amount of \$800 for the rental of these spaces.

Parking Spaces for Up to 400 Volunteers now reduced to 200

In the past several years, as attendance and number of volunteers had increased at the Event, parking at the Ince Parking Lot (Ince) became very difficult for attendees. During the last two years of the Event, volunteers were divided up by last name and were required to park at either the Watseka or Cardiff Parking Lots, which moderated the impact on Ince and opened up more spots for event attendees in Ince. While it was still crowded, with additional use of Ince for valet parking of VIP attendees, it was less crowded than in the past. This year there will not be any valet services, so all cars would self-park.

The all-day parking rate used by the City for film companies and other groups is \$6 per space per day. The total cost for 400 volunteers would be \$2,400, for which Share our Strength had requested a fee waiver. To reduce the number of parking spaces needed (and the related costs), Share our Strength will require carpooling for volunteers, so that only 200 parking passes would be provided. This change reduces the fee waiver requested at the October 22, 2012 meeting from \$2,400 to \$1,200.

There was a concern about the impact that the event has caused on parking in downtown because of the total number of attendees and volunteers. Although no specific data has been collected, Sunday afternoons are typically a less busy time than other days and times of the week for the parking structures.

To further reduce the number of cars parking in downtown, staff has identified eight alternate parking locations that Share our Strength could use for volunteers and provided those locations to Share our Strength. From this list, Share our Strength has identified one potential alternative parking site that would allow Share our Strength to rent the space and is close enough for the volunteers to use. If approved for use, it would reduce the parking in downtown by an additional 200 vehicles and no fee waiver would be requested. Otherwise, Share our Strength requests a fee waiver for the 200 volunteer cars to park at the furthest structures from the event (at a value of \$1,200) or would require the volunteers to pay for parking.

Parcel B Rental for Oversized Trucks

At the October 22, 2012 City Council meeting, a question arose regarding the availability of Parcel B. Subsequent to that meeting, the State indicated it would not provide its approval to proceed with the City supported development at that site until a point in the future which occurs after this event. Therefore, it seems that Parcel B will be available. In the case Parcel B is not available, the former

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Washington Boulevard right-of-way is an alternate location to park oversized vehicles. The cost to rent Old Washington Blvd is \$450 per day, which is comparable to the \$500 cost to rent Parcel B. Share our Strength requests that this fee be waived.

The revised property rental fee waiver requests, reduced by \$1,200, total \$2,500 and are consistent with the general policy direction provided by Council regarding financial support, post elimination of the RDA, for the 2012 Culver City Car Show and IndieCade 2012.

In summary, the following items are presented to the City Council for consideration this evening:

<u>PARKING LOCATION</u>	<u>FEE WAIVER REQUEST</u>
A. 25 Spaces south of Media Park	\$ 800
B. 200 spaces at parking structures	\$1,200
C. Parcel B or Washington Boulevard	<u>\$ 500</u>
TOTAL FEE WAIVER REQUEST	\$2,500

The license agreement that was previously approved by the City Council on October 22nd, will be modified to reflect any action taken by the City Council this evening.

FISCAL ANALYSIS:

With two hours free parking and a three hour event, the City's potential income is approximately \$600.00. This assumes that 600 non-valet cars (carrying an average of two people each for a total attendance of 1,200 at the event) will park for the three-hour event at the various parking structures. With two hours free of charge, the 3rd hour would cost \$1.00 per vehicle.

ATTACHMENTS:

None.

MOTION:

That the City Council:

Determine the amount of in-kind financial support for parking assistance for the event to be \$ _____.