

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

Meeting Date: 03/24/2014		Item Number: J-1	
JOINT CITY COUNCIL AND SUCCESSOR AGENCY BOARD AGENDA ITEM: (1) Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of The Los Angeles Modernism Show, The Culver City Car Show, the Culver City Train For Autism 5K and 10K Run, IndieCade: International Festival of Independent Games, and the Crush Cancer Event; (2) Approval of Street Closures Where Applicable; and (3) Approval of Related License Agreements.			
Contact Person/Dept.: Jeremy Green/ City Clerk's Office		Phone Number: (310) 253-5859	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Dolphin Promotions, Inc (03/19/14); The Exchange Club (03/19/14); Stand Up to Cancer (03/19/14); DogTown CrossFit (03/19/14); Train4Autism(03/19/14); Creative Collaborative Media, Inc.(03/19/14); Meetings and Agendas – City Council (03/19/14), DBA (03/19/14); Culver City Chamber of Commerce (03/19/14).			
Department Approval: Martin R. Cole (03/18/14)		City Attorney/Successor Agency General Counsel Attorney Approval: Carol Schwab (by H. Baker) (03/18/14)	
Chief Financial Officer Approval: Jeff Muir (03/19/14)		City Manager/Executive Director Approval: John M. Nachbar (03/19/14)	
<u>RECOMMENDATION:</u> Staff recommends the City Council (1) consider the amount of in-kind financial assistance for and potential City sponsorship of the Los Angeles Modernism Show (L.A. Modernism), The Culver City Car Show (Car Show), the Culver City Train For Autism 5K and 10K Run (Culver City Run), IndieCade: The International Festival of Independent Games (IndieCade Festival), and the Crush Cancer Event; and (2) approve related street closures; and (3) approve related license agreements. <u>BACKGROUND:</u> During the February 13, 2012 City Council meeting, the City Council expressed their desire for there to be consistency for assistance of special events and encouraged staff to meet with the event organizers to determine their ability to conduct the event with limited assistance.			

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Staff determined three types of assistance that could be provided to events, with limited impacts on the General Fund:

- Waiver of property rental fees
- Provision of in-kind equipment rental
- Waiver of in-kind staff costs for services during regular business hours.

The 2013 Car Show, IndieCade Festival, and the Train 4 Autism Culver City RunWalk were provided the above three types of assistance and were responsible to pay for staff time incurred at times other than regular business hours and for all permit fees. The City Council also specifically designated all three as City-Sponsored events. The Crush Cancer event applied for the first time for their 2013 event but did not receive City sponsorship. The LA Modernism Show is a new event, produced by the producers of the Los Angeles Antiques Art + Design Show event (LAAA+D Show).

Consistent with an expressed desire of the City Council, staff is presenting all currently known event sponsorship requests at one time this evening, except for Taste of the Nation, which already received City-Sponsorship approval for their 2014 event and in-kind assistance in the amount of \$5,127.00.

Please note that after this report was initially written, staff was approached by organizers of several other events, who have interest in requesting financial assistance and/ or sponsorship but whose event logistics are not yet fully in place. They are: 1) The second "An Affair of the Arts Festival" (an arts festival proposed for downtown's Parcel B on June 6-7, 2014 and September 20- 21, 2014, which requested but did not receive sponsorship in 2013); 2) a TEDx Speakers' event on a date to be determined at the Kirk Douglas Theatre which requested and received both City sponsorship and financial assistance in 2013; 3) special event(s) at "Culver Village" (date/type to be determined; and 4) A "Summer Solstice" Arts Walk on June 21, 2014 in the Arts District along the easterly portion of West Washington Blvd. These requests will include financial assistance requests for permit fee waivers, equipment and venue rental fee waivers, marketing/promotional assistance, sanitation services and in-kind staff time and may or may not include requests to place banners in the public right-of-way.

DISCUSSION:

City Sponsorship

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For those events requesting City-sponsorship, such events will each need to be specifically designated as a City-sponsored event by the City Council. As part of such City-sponsorship, event producers would be eligible to post banners in the public right-of-way advertising the sponsored event. To be categorized as a "sponsored" event by the City, an event must comply with 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.

The CCMC requires both (a) AND (b) conditions be satisfied. Additionally, City Council Policy requires that in order for an event to be considered City-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

Should the City Council determine to provide support in an amount of at least \$1,000 (funds, staff time and/or fee waivers, etc.), then the event may be designated a City-sponsored event. For those who wish to post banners in the public right-of-way, the organizers will be required to include the City's logo on the banners as a sponsor.

For all five of the events, the financial request represents the costs of providing the requested venues/equipment or required/requested services or fees. Because all of the events are different in terms of size, locations, and length, the financial requests vary significantly. Please see attachments for detailed financial assistance requests for each of the five events.

Should an event receive City-sponsorship, the organizers will be required to list the City as a sponsor of the event in e-mails, on their website, in promotions, press releases and on printed materials, where applicable.

For those events that have occurred previously, the blueprint for the event remains essentially the same. Any changes or new requests will be noted in the appropriate section. The LA Modernism show will have a similar blueprint to the LAAA+D show that occurred in October 2013.

All events are also subject to the special event permit process.

The events are listed in chronological order.

LA MODERNISM SHOW: April 25-27, 2014.

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A new event to Culver City after being held for the last 20 years in Santa Monica, the LA Modernism Show is produced by Dolphin Promotions, Inc. and will take place at 3Labs space in the Hayden Tract at 8461 Warner Avenue. The event showcases up to 50 curated exhibitors of 20th century furniture and decorative and fine arts from across the U.S. and Europe. The event is open to the public and most items on display are available for sale. The event begins with an opening night event on Friday evening, April 25th, at which 500 high-end art/furniture collectors, experts, celebrities, and benefactors will enjoy a preview of the show. The opening event will benefit PS Arts, a non-profit organization whose mission is to improve the lives of children by providing arts education to underserved public schools and communities. The public days have attracted about 500 people per day in the past and expected attendance is approximately 3,000 over the length of the event.

Potential benefits to the City include sales tax from purchases made during the event, TOT from overnight stays in hotels, increased patronage of restaurants in downtown, publicity and press about the event taking place in Culver City, and increased awareness of the slowly growing furniture industry in Culver City.

Staff recommends that the Successor Agency Board approve the fee waiver request for use of Parcel B to park the overage of vehicles for the opening event, as well as for exhibitor parking throughout the event, and an additional \$1,280 for 25 vehicles at \$16/day for 4 days at the downtown parking structures for exhibitors/staff. The event producer also requests in-kind staff time valued at \$2,000. Should the Successor Agency and City Council approve the requests for in-kind support, then the event producer also requests City-sponsorship of the event.

GEORGE BARRIS CRUISIN' BACK TO THE 50S CULVER CITY CAR SHOW: May 10, 2014

The 11th annual car show will again be produced by the Culver City Exchange Club, a non-profit organization whose mission is to provide a better place to live by providing funding for community-based organizations. Taking place throughout downtown Culver City, the event typically draws about 10,000 participants throughout the day to view displays of hundreds of classic cars and hot rods, as well as exhibitors and vendors. The Exchange Club is requesting City-sponsorship and fee waivers in the amount of approximately \$7,750 to cover City property and equipment rental and in-kind staff costs.

New for this year:

- The Exchange Club is requesting City support in the amount of \$18,407.16 in permit fee waivers and staff overtime hard costs. Other events have received permit fee waivers in the past. Staff overtime costs for the event day would need to be paid through the General Fund.

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- The event producers wish to have food trucks as part of the event as well as other retail booths. In past years, food vendors or retail booths that competed with the Downtown businesses and restaurants have not been allowed as part of the Car Show.

Street Closures: The Car Show involves use of the public rights-of-way in the downtown area and requires complete closure of Washington and Culver Boulevards from Canfield Avenue at the east end of downtown to Duquesne/Hughes Avenue at the west end of downtown, as well as Main Street from Culver Boulevard to Venice Boulevard. In addition, there will be soft street closures of Delmas Terrace, Watseka Avenue, Cardiff Avenue, and Canfield Avenue at the north end, and hard closures at the south end at the northern perimeter of the Car Show; and hard street closures at the north end of Lafayette Place, Irving Place, and Van Buren Place at Culver Boulevard, and soft closures at the south end.

As occurs every year, staff from Public Works Department will be present at the event to provide supervision of the traffic control efforts, address event field dynamics, and provide refuse and recycling services. To further ensure a safe and secure event, Culver City Police Officers will be deployed as part of the event in a number to be determined by the Police Department.

Expected benefits to the City include potential increased patronage of restaurants/businesses in downtown and publicity and press about the event taking place in Culver City.

Staff recommends the City Council approve: (1) the street closures for the event from 5:00 AM – 5:00 PM on Saturday, May 10, 2014, , (2) the waiver of the same fees as in 2013 plus permit fee waivers (staff does not recommend the waiver of overtime staff costs for the event day), and (3) the request for City sponsorship. The Exchange Club is requesting the City Council consider the new request to allow food trucks in downtown Culver City as part of the event and provide direction as deemed appropriate.

TRAIN 4 AUTISM CULVER CITY 5K/10K RUN/WALK: June 15, 2014

The Train 4 Autism (T4A) Culver City Run/Walk is a fundraising event featuring a 5K, 10K and Kiddie Run along with pre- and post-race activities at Media Park, including an Expo that will occur from 7:00 AM - 11:00 AM.

While produced by different organizations over the last four years, this will be the fifth year that a Run/Walk event has occurred along the same route. The event coordinator, Tim Bomba, has been involved for all five years. The event is used as a

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fundraiser for the Culver City Education Foundation (CCEF) and T4A both charitable organizations. Last year, approximately 2,000 persons participated and, after costs, \$9,000 were raised to benefit CCEF and T4A raised \$14,000 for research and treatment for those living with Autism and their families.

Street Closures: The Culver City Run involves use of the public rights-of-way along Washington and Culver Boulevards. The following streets will be closed to all vehicular traffic from 5:00 AM to approximately 12:00 Noon to ensure the safety of all race participants and spectators: Culver Boulevard, from Venice Boulevard to Watseka Avenue. (all streets perpendicular to Culver Boulevard within this segment will be closed at Culver.); Washington Boulevard, from Watseka Avenue to Center Street (all streets perpendicular to Washington within this segment will be closed at Washington); and Overland Avenue at Washington Boulevard will be controlled by Police Officers who will give access to through traffic when runners are not in the vicinity of the intersection.

As occurs every year, staff from the Public Works Department will be present at the event to provide supervision of the traffic control efforts, address event field dynamics, and provide refuse and recycling services. To further ensure a safe and secure event, Culver City Police Officers will be deployed as part of the event in a number to be determined by the Police Department. Bus routes will be rerouted for the duration of the event and customers will be notified.

The Culver City Run/Walk will be responsible to pay fees costs to cover permit fees and the extensive staff time on the day of the event, when City Hall is normally closed.

Potential benefits to the City include increased patronage of restaurants/businesses in downtown and publicity and press about the event taking place in Culver City.

Staff recommends the City Council: (1) approve the street closures for the event from 5:00 AM –12:00 Noon, (2) waive the same fees as last year (see attachment), and (3) approve the request for City-sponsorship. which will allow the event to place banners in the public right-of-way, and the waiving of the same fees as last year (see attachment #.)

INDIECADE FESTIVAL 2014: October 10-12, 2014

The IndieCade Festival is a showcase and celebration of independent video and other independent games and game-makers. Last year's 5th annual event in Culver City brought more than 6,000 attendees who attended IndieXchange Summit, GameU, Professional Conference Tracks, signature NightGames, and ongoing hands-on gameplay at the IndieCade "Village" in Downtown Culver City and Fire Station #1. The weekend portion of the event is open to the general public.

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Most of the fee waiver requests are the same as last year and include requests for rental locations, equipment rental from the City and staff costs during regular business hours. IndieCade also requests marketing support through promotions on the City website, through email blasts, with advertisement of IndieCade on the inside of City buses and via directional bus signs, indicating those buses that travel from the Expo Line to downtown Culver City. IndieCade has also made requests that the City solicit donations of items (not in the City's inventory) from outside organizations such as additional crossovers and electrical setups.

The following are new or changed requests:

- Use of the Mike Balkman Council Chambers as a conference location: IndieCade was approved for use of the Council Chambers last year but ended up not using it. This year, IndieCade would like to use the Council Chambers as one of their main conference locations, instead of the Foshay Lodge. City Council Policy authorizes the City's use of the Chambers for City events. If the City Council determines to sponsor the IndieCade event, such use of the Chambers by IndieCade would qualify under the Policy. This would not affect the waiver request as there are no costs associated with use of the Council Chambers.
- Request for waiver for use of available meeting room at Veterans Memorial Building for a maximum of six (6) volunteer meetings.
- Request for use of available conference room for up to eight (8) meetings during normal business hours at City Hall. (There is no charge for use so this does not affect the waiver request.)
- Use of Parcel B / Downtown Plaza for an additional day beyond the normal weekly 7 day rental. In the past, the event could only load in on Tuesday so that load-out could occur on Monday. Staff recommends that the weekly rental rate be prorated to allow IndieCade an extra day for load-in purposes.
- IndieCade requests that permit fees be waived for this year's event.

Please note that the event producers have still not been able to identify a space that will work for their awards show and plan to hold it at MOCA in Downtown Los Angeles for the 2nd year in a row.

The Festival continues to generate increased pedestrian activity and increased sales for the area, and garner international awareness of Culver City as a media arts nexus. Benefits to the City can be viewed as part of the 2013 IndieCade Wrap-Up document (see Attachment.)

Staff recommends: (1) that the Successor Agency Board waive property rental fees, (2) the City Council waive equipment fees and authorize in-kind staff time during regular business hours,, and the City Council approve City sponsorship for this event. Staff also recommends that City Council once again waive the requirement

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for CCPD at the events held at Veterans Memorial Building where alcohol will be served.

CRUSH CANCER: October TBD, 2014

Crush Cancer is a charitable fitness event that has occurred annually for several years in Culver City. Over 100 individuals who workout at DogTown CrossFit, a Culver City-based fitness facility, participate in the event by working out on Parcel B. Through a partnership with 25 other fitness centers in Southern California, the Crush Cancer event collectively raises nearly \$500,000 annually. All proceeds are provided to Stand Up To Cancer (SU2C) a charitable organization whose focus is to provide funding for research to treat and cure cancer.

Potential benefits to the City include a minor increase in the amount of tax generated by businesses receiving additional sales from participants and those attending as supporters of the event. Crush Cancer will also promote Culver City on all of their marketing materials.

Staff recommends the Successor Agency Board approve the fee waiver for use of Parcel B and the City Council approve the waiver of in-kind staff service costs and the request for City-sponsorship.

FISCAL ANALYSIS:

Dedication of in-kind staff time to each of the events would mean a reduced availability of staff time for other City efforts but would not create an additional fiscal impact to the City. Some of the events are also asking for permit fees to be waived, which would result in less revenue than would otherwise be collected absent a fee waiver. As detailed in the attachments, it is proposed that staff time during regular business hours, property and equipment rental fees (and permit fees where requested for this year) be waived as follows:

LA Modernism Show:	\$ 1,900.00
Culver City Car Show:	\$ 8,500.00 (*plus additional request for hard costs below)
Culver City Run/Walk:	\$ 2,680.00
IndieCade Festival:	\$13,600.00
Crush Cancer Event:	<u>\$ 1,075.00</u>
	\$27,775.00

*The Culver City Car Show is also asking the City to pay for staff overtime that would negatively impact City's General Fund by approximately \$18,000 for a total request of \$26,500.00.

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ATTACHMENTS:

1. LA Modernism Show letter requesting financial assistance and City sponsorship and spreadsheet of City costs requested for fee waiver.
2. Exchange Club letter requesting financial assistance and City sponsorship and spreadsheet of City costs requested for fee waiver.
3. Culver City Run/Walk letter requesting financial assistance and City sponsorship, spreadsheet of City costs requested for fee waiver, and Post-Race Report.
4. IndieCade list of requests, spreadsheet of City costs requested for fee waiver, and IndieCade 2013 Wrap-Up document.
5. Crush Cancer Event letter requesting financial assistance and City sponsorship and spreadsheet of City costs requested for fee waiver.

MOTION:

That the City Council:

1. Determine what level of in-kind financial assistance to provide for the following 2014 events: LA Modernism Show, Culver City Car Show, Train 4 Autism Culver City Run/Walk, IndieCade Festival, and Crush Cancer; and,
2. (In the case such in-kind financial assistance is determined to be at least \$1,000), consider designating the following 2014 Events as a City Sponsored events: LA Modernism Show, Culver City Car Show, Train 4 Autism Culver City Run/Walk, IndieCade Festival, and Crush Cancer; and,
3. Approve License Agreements between the City and each of the following event organizers for the use of City public rights-of-way, property, equipment and in-kind staff time for their respective events: Dolphin Promotions, The Exchange Club, Train 4 Autism, Creative Media Collaborative, and CrossTown DogFit; and,
4. Authorize the City Attorney to review/prepare the necessary documents; and,
5. Authorize the City Manager to execute such documents on behalf of the City.

That the Successor Agency Board:

1. Waive the rental fees for Successor Agency-Owned properties for the following 2014 events: LA Modernism Show (\$500 for Parcel B), Culver City Car Show (\$500 for Parcel B), Train 4 Autism Culver City Run/Walk (\$100 for Media Park), IndieCade Festival (\$572 for Parcel B for one week plus one day), and Crush Cancer (\$500 for Parcel B).