

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

Meeting Date: 03/17/08		Item Number: <u>A1</u>	
AGENDA ITEM: Consideration of Policies related to the Management of Media Park.			
Contact Person/Dept.: Todd Tipton		Phone Number: (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Downtown Business Association (03/13/08); Chamber of Commerce (03/13/08); Master Notification List (03/13/08).			
Department Approval: Sol Blumenfeld (03/06/08)		Executive Director Approval: Jerry B. Fulwood by Marlee Chang (03/13/08)	
Fiscal Impact Review: Jeff Muir (by N. Kimball)			

RECOMMENDATION:

That the Culver City Redevelopment Agency (the "Agency") consider policies related to the management of Media Park.

BACKGROUND/ DISCUSSION:

Media Park (the "Park") and the Ivy Substation (the "Substation") are owned by and located in the City of Los Angeles. The Agency obtained control of the park and substation in 1987, through a 40 year lease that allowed the Agency to rehabilitate the facilities for its use.

Early in the lease term the Park and Substation were managed by Parks, Recreation and Leisure Services Department staff. Approximately five years ago those responsibilities were transferred to the Community Development Department as a result of a staff reorganization.

In 2002, the Substation was subleased to the Centre Theater Group while the Culver Theater (now the Kirk Douglas Theatre) was being renovated. Due to the sublease, staff was no longer responsible for managing the Substation.

In 2005, the Substation was subsequently subleased to The Actor's Gang once renovations to the theatre were complete and the Centre Theater Group moved into the Kirk Douglas Theatre.

When the substation was no longer available for special event or film rentals, staff observed a decline in park rental.

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As downtown's popularity has increased, staff has observed a resurgence in park rental interest for independent special events (Taste of the Nation, Wendy's, Indy 103 Recycling event, etc.) and activities ancillary to filming in the area (catering).

Based on the resurgence in interest regarding the use of the Park, staff is requesting that the Agency consider management policies if it desires to make the Park available to special events and activities ancillary to filming ("Interested Users"). If the Agency is interested in making the Park available, staff is proposing the following management policies:

1. Interested Users must obtain a permit from Culver City's Committee on Permits and Licenses and abide by resulting conditions of approval;
2. Interested Users must obtain necessary permits/approvals from the City of Los Angeles;
3. Interested Users must execute and abide by requirements in the attached Media Park License Agreement;
4. Interested Users (for profit and non-profit) must pay a \$3,000 deposit, designated to pay for clean up and for any repairs associated with the use of the park. Any unused portion of the deposit would be returned to the user; and
5. Interested Users must pay a \$100 rental fee for general maintenance associated with the use of the park, for each 24 hour period of use.

FISCAL ANALYSIS:

Staff does not believe rental of the Park will generate significant revenues for the Agency; however, use of the Park will increase downtown's exposure to new visitors, possibly result in additional patronizing of downtown businesses and assist the studios when filming in downtown. Because Park rental revenues will be minimal and staff time will be consumed, management efforts related to rental of the Park will likely have an adverse fiscal effect on the Agency.

A special event (similar to Taste of the Nation) generally consumes approximately 80 hours of one staff member's time. This equates to an Agency costs of approximately \$4,240 per event (assuming the average fully burdened hourly rate of \$53 for a Management Analyst.) Of course, this amount would vary depending on the scope of the special event and the corresponding duties related to the event (interdepartmental organization, street closures, arranging for permits, acting as liaison of any related governmental organizations, etc.). The Agency could decide

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to recover all or a portion of the direct costs related to the management of Media Park if desired.

ATTACHMENTS:

1. Minutes from September 24, 2007;
2. Media Park License Agreement.

MOTION:

That the Redevelopment Agency:

1. Consider policies related to the management of Media Park.