

MEETING DATE: May 11, 2009

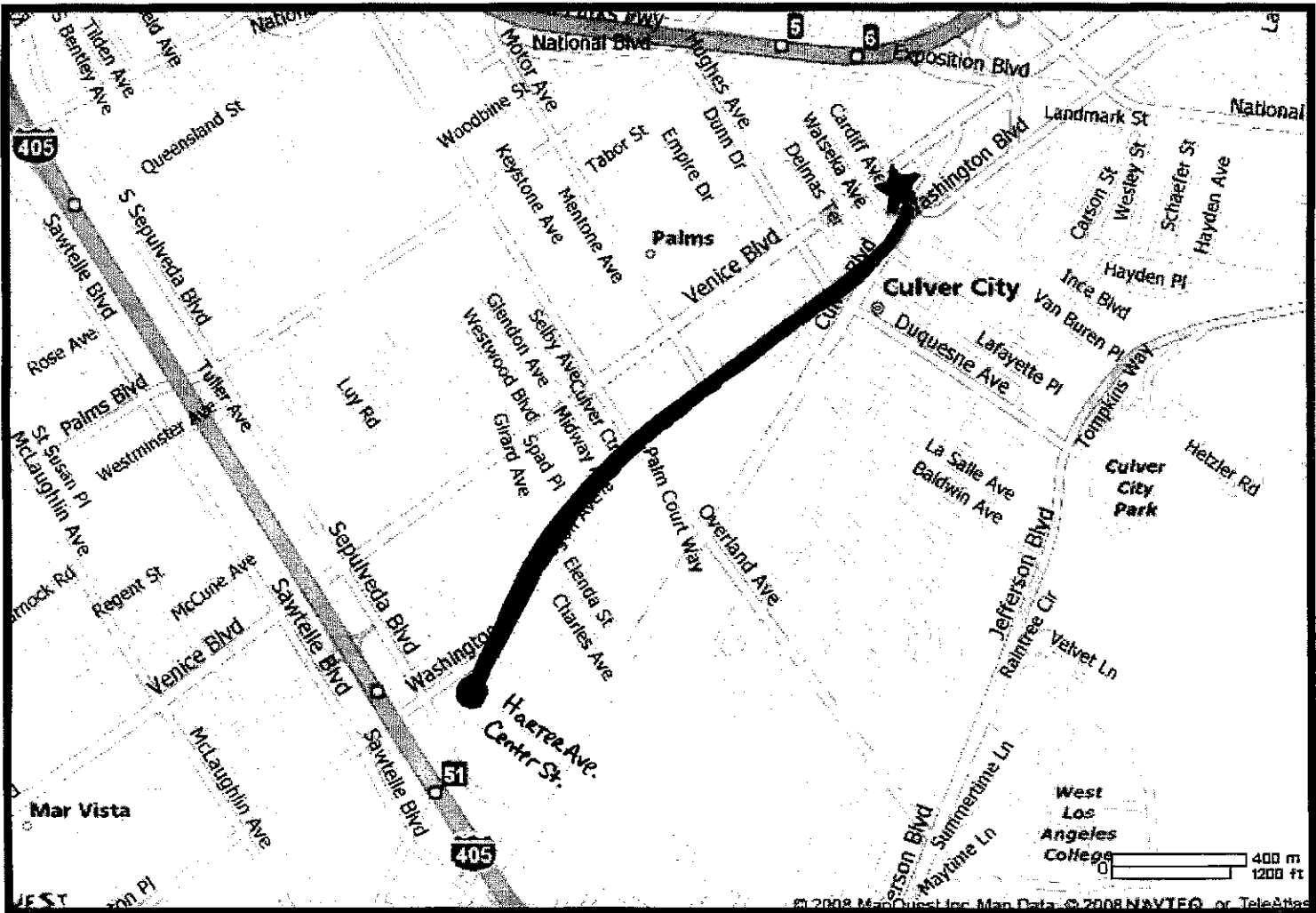
AGENDA ITEM: Consideration of a Fee Waiver Request by The Wellness Community West Los Angeles for a 5K Run/Walk & Kiddie Run Event.

ATTACHMENTS

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ATTACHMENT 1

5 K Run/Walk Route



ATTACHMENT 2

The Wellness Community-West Los Angeles (TWC-WLA) Background, Mission, Purpose, Involvement

ORGANIZATIONAL BACKGROUND: Founded in 1982, The Wellness Community-West Los Angeles (TWC-WLA) was the first nonprofit organization to provide psychological support and education to people with cancer and their loved ones. The philosophy upon which our programs are created is called the Patient Active Concept™, which states, “If you participate in your fight for recovery along with your medical team, you will improve the quality of your life and may enhance the possibility of your recovery.”

MISSION and PROGRAM DELIVERY: Our mission is “to help people affected by cancer, enhance their health and well-being through participation in a professional program of emotional support, education, and hope.” Through participation in diagnosis-specific support groups (breast, brain, pancreas and prostate), mixed-diagnosis support groups, and caregiver support groups, people affected by cancer learn vital skills that enable them to regain control, reduce isolation, and restore hope regardless of the stage of their disease.

TWC-WLA’s comprehensive Stress Reduction, & Exercise program of eleven weekly classes, helps people with cancer address the side effects of treatment such as depression and fatigue, as well as to help caregivers cope with the increased physical and emotional stress of caring for a loved one with cancer.

Education is another foundation of the services we provide for people with cancer and their families and friends. Each month prominent oncologists and other professionals present educational seminars on disease specific treatments and topics to help people better manage their physical and emotional care and improve their quality of life. TWC-WLA also hosts a variety of events for people with cancer and their support networks to reduce the isolation commonly felt by offering a safe place to converse and socialize with others who understand how they feel.

ORGANIZATIONAL GOALS: Per our 2009-2011 Strategic Plan

1. Deliver the highest quality support services to cancer participants and their families in Los Angeles. *(Programs)*
2. Become known as the preeminent source of cancer support services and the authoritative voice for the Patient Active approach to cancer support in Los Angeles. *(Marketing & Outreach)*
3. Identify and build meaningful relationships and support them organizationally. *(External Relations)*
4. Develop a diverse, balanced, high-impact fund development strategy. *(Fund Development)*
5. Ensure financial systems and operations support planned programmatic growth and organizational development. *(Finance & Operations)*
6. Implement a governance structure that ensures our board reflects the community we serve and leverages individual board member strengths. *(Board Development)*
7. Find and retain top talent, implement optimal staff structure and succession planning for key staff, and create internal systems to demonstrate best practices organizationally. *(Organization Building)*

PURPOSE of the Culver City Run/Walk: There are several focuses of the event.

1. To promote health and wellness to the people of Culver City and the surrounding environs.
2. To drive foot traffic, media and local buzz to the thriving downtown business area of Culver City.
3. To raise funding for and awareness of the FREE programs and services for people touched by cancer at TWC-WLA.

HOW DOES THE CULVER CITY RUN/WALK BENEFIT TWC-WLA:

In 2008, TWC-WLA served nearly 1,500 individuals. **Close to one fifth of those we serve come from Culver City addresses.** The best way to describe the impact our services have on those we serve is to hear their personal stories. These are two stories from participants of Culver City.

Participant C -- He knows about cancer survival since he has had three separate primary cancers: kidney (1993), colon (1997), and prostate (1998).

Participant C's father had kidney cancer 40 years before him and went on to a long life without incident following surgery in 1953. So when **Participant C** got a cancer diagnosis and, like his dad, had his own right kidney removed, he felt his fate could be the same. It wasn't until he was diagnosed with a second primary cancer that **Participant C** began to develop what he calls "a cancer consciousness". With his first cancer, **Participant C** made no major lifestyle changes – he even continued to smoke occasionally – but now, he quit smoking, radically changed his diet, and found sustained emotional support at The Wellness Community-West Los Angeles where he came to terms with how his attitudes, behavior, and diet, all played a role in his quality of life. He couldn't do anything about genetics – his brother had colon cancer two years before him – and he couldn't leave Los Angeles and its infamous unhealthy air quality, but there were many things he could control. **Participant C** has an activist background so the idea of being in charge of his own healthcare made total sense. He feels fortunate to have incorporated into his own healthcare the "Patient Active Concept" of Dr. Harold Benjamin, which states, "People with cancer who participate in their fight for recovery from cancer will improve the quality of their life and may enhance the possibility of their recovery."

One of the many TWC activities he took part in was art therapy, and in a class on September 12, 2001, **Participant C** drew a cartoon to illustrate how much of the nation, in the wake of terrorist attacks, was experiencing what all cancer patients feel when they first hear the words, "It's cancer." The cartoon showed a nightclub named "Club Vulnerability" with a sign that read, "Welcome 9/11 Survivors." **Participant C** feels despite the vulnerabilities we each face, a community of people with common and shared concerns can provide assurance and hope so essential to survival. He feels blessed that all three cancers were discovered in early stages and were treatable. It's true that the list of consequences from this treatment is long: the chemotherapy for the second cancer nearly led to his death from a raging fever; he has suffered "chemobrain" -- when cancer treatment disrupts thinking and memory skills; he has given up a kidney and a foot of his colon; and, he has had four separate prostate biopsies. There's more -- but **Participant C** considers it all to have been "life-altering" in a healthy way. "I am one who believes cancer is the best thing that ever

happened to me.” Participant C has come away from his treatment and his years at TWC-WLA feeling more centered than at the onset of the disease.

We are all part of “Club Vulnerability”, but it is examples like Participant C, who has battled three cancers on many levels -- emotional, physical, and financial -- that help us see that the human spirit can be stronger than any illness or threat from the outside. Participant C thanks both his family and TWC-WLA support groups for being at his side in more than a decade of active cancer treatment. “I may yet be vulnerable to cancer, but I’ll never be alone should another diagnosis come.”

Participant B: On September 5, 2006, my life was forever altered by the heavy words that dripped from the nurse’s lips: “We found cancerous cells,” she spewed in the softest way I could have never expected. I was diagnosed with Stage II breast cancer at the age of 22. Needless to say, “devastated” was an understatement. I was rocketed into a new world, which I knew would house me for the rest of my life: The World of Cancer. I began chemotherapy. However, I knew that, for me, chemo would not be enough. I needed to change everything if I was going to survive. But first, I cried for a week straight. I cried myself dizzy. I cried until all I knew about my world and life simply vanished; I knew nothing and had to start over. I quit smoking and made dietary and lifestyle changes. I quit my job and began to sink into a grueling chemo regime. I was trying desperately to stay positive but was failing miserably. I was slipping into a deep depression.

It was then that I heard about The Wellness Community – West Los Angeles. I started attending the free yoga and meditation classes. After a warm and welcoming interview, I was placed in a support group with other people fighting the same battle. I’ll never forget my first group at TWC-WLA: For the first time since my diagnosis, I felt safe, protected and understood. I cried a lot. I talked a lot. And most of all, I knew I was in the right place. The meditation I learned has turned into a daily private practice; it has been hugely instrumental in my recovery. When I quiet my mind, I re-connect with my spirit. And the yoga got me into my body. I felt beautiful – baldhead and all – knowing that my sore and beaten body was healing. My group has supported me entirely through this experience. They were there for me as I quickly jumped ahead to Stage III and a painful Stage IV with metastasis to a handful of places in my skeletal system. And they have also been there to hear the good news. I had the painful task of telling them that things were worsening, but I likewise had the overwhelming joy of sharing my miraculous recovery.

After getting involved with a number of alternative treatments, my once excruciating pain has disappeared and the tumor markers in my blood have returned to 100% normal! The once HER2-positive, mango-sized tumor in my breast has nearly vanished. It is now the size of a blueberry and is shrinking daily. And that’s without surgery! I am on my way to an incredible healing from an “incurable, extremely fast growing, terminal” cancer. And if I hadn’t found TWC-WLA, I know I would still be curled up in a ball, on the couch, planning my funeral. I am so thankful for all the free services at TWC-WLA. Money has definitely been an issue everywhere but there. At TWC-WLA, I have never once been asked for a single dime.

I attribute a large part of my recovery to TWC-WLA. Regardless of how long I choose to utilize its services, I will always hold a special place in my heart for the memories that were created there at the most difficult time in my life. In a scary world, I had a heaven that was

open to me whenever I needed it. Thank you to the angels that run the place, and the beautiful people that choose to use it for recovery as well. I know that regardless of what happens with my situation in the future, be it good or bad, TWC-WLA will always be willing to cradle me the way it did in those early days of diagnosis. *** We are sad to report that Participant B. died of complications related to her disease. Her funeral was well attended by the people from TWC-WLA who supported her and came to love her.*

VOLUNTEER CORP:

This year in an effort to be cost effective all management of the event is being conducted in house and with the support of local volunteers – many of whom are TWC-WLA cancer participants. Cost savings is approximately \$6,000.00

SPONSORSHIPS to DATE:

While recruitment is ongoing, there are four local businesses supporting the event including Supervisor Mark Ridley-Thomas' office. The support is both financial and generous in-kind support. Nine local businesses are providing gift certificates to be used as prizes for the racers/runners. There will be 25 local businesses and vendors of these businesses present at the expo.

DAY OF:

Building upon the success of last year's event, it is anticipated that there will be 650 active racers – walking and/or running the 5K course. In addition, spectators numbering 350 are anticipated.

COLLATERAL MATERIALS:

Current information about programs can be found on our website at www.twc-wla.org
Annual Report for FY 07-08 is attached.

Annual Report 2007-2008 Fiscal Year

For Our Participants Who Give Voice to Our Mission

The mission of **The Wellness Community-West Los Angeles** is to help people affected by cancer enhance their health and well-being through participation in a professional program of emotional support, education and hope.

The Figures

Total Revenue
\$1,413,000

Total Expenses
\$1,371,466

Net Assets
\$5,754,691

People Served
1,442

Total Visits
10,320

Outreach
14,000



"I discovered the Wellness Community a few months ago, and the staff and the participants have become my comfort and a means of getting through this ordeal without the feelings of isolation and dread that can be devastating." ~ Irene, metastatic breast cancer survivor

Ongoing Support Groups

Ongoing, professionally-facilitated support groups for people affected by cancer. To deal with the distress of a cancer diagnosis, people come together to find support, education and hope. Groups are for the person with cancer and their family.

Networking Sessions

These groups meet to discuss issues and information specific to certain types of cancer and/or issues arising from a cancer diagnosis. It is a time to share experiences and feelings with others who have similar issues and concerns. **New this year:** *Living with Cancer as a Chronic Condition.*

Education & Social Events

Educational programs are conducted by experts in oncology and other professionals who provide information useful for people affected by cancer. With increased knowledge, participants can make thoughtful and informed decisions about treatment, as well as create strategies to enhance quality of life. Workshop topics vary from disease-specific issues to pain and symptom management to cooking classes, to name a few. Social activities are offered to add joy and hope.

Mind, Body and Soul

A wide range of exercise and mindfulness programs are offered to help people gain strength, increase flexibility, release tension and enhance physical recovery.



New this year: *Walking Chi Gong*, taught by TWC-WLA participant, Michael Sieverts.

Offsite Programs

With numerous hospital partners, TWC-WLA offers networking groups, art therapy, and educational workshops at several hospitals in downtown Los Angeles, the Westside, and Orange County.

Our programs make an immediate difference in the lives of those we serve!

When surveyed in January 2008, our impact was revealed:

- 93% ~ Feel Less Alone
- 89% ~ Stress Level Improved
- 87% ~ Gain Hope
- 83% ~ Are Better Able to Handle Their Disease
- 78% ~ Believe that the Relationship with Their Loved One Has Improved
- 77% ~ Believe They Have Improved Quality of Life

***The Wellness Community-West Los Angeles
relies on the generosity of its donors and we are grateful
to all who contributed in the last year.***

Our donors support us in a variety of ways.



This year, individuals responded to our mid-year and end of the year appeal letters in record numbers. Together, these two campaigns raised more than \$135,500.

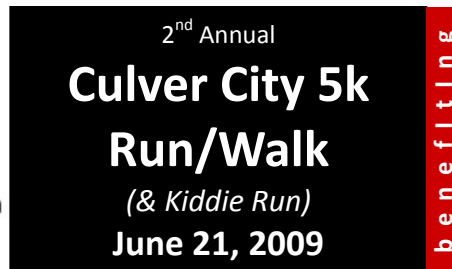
Our events not only raise necessary funds but are fun-filled, meaningful and remind us why we believe so strongly in the mission of TWC-WLA. During this year, we hosted a luncheon, a dinner gala, a bingo event, and coordinated a marathon team.



Foundation support is another important revenue stream. TWC-WLA thanks the following foundations that funded programs in the past year:

Advanced Health Media
The Ahmanson Foundation
The Albert Parvin Foundation
The Angell Foundation
Catholic Healthcare West
Cedars Sinai Medical Center
Employees Community Fund of Boeing CA
Entertainment Industry Foundation
Hollywood Presbyterian Medical Center
Joseph Drown Foundation
Kaiser Permanente

Kiwanis Charities of Santa Monica
Mission Hospital
Pacific Palisades Junior Women's Club
St. Matthew's Church Organizations
St. Vincent Medical Center
Susan G Komen For The Cure, LA Affiliate
Symonds Foundation
Taxol Settlement Funds
Tim & Tom Gullikson Foundation
White Memorial Medical Center



ATTACHMENT 3

January 2009

Dear Friends:

On Sunday, June 21st *sporteve* will be celebrating its second annual Culver City Run/Walk in its hometown of Culver City to promote a healthy lifestyle and a coming together as a community. All proceeds from the walk/run will benefit a very worthy nonprofit organization, Culver City's place for cancer support, The Wellness Community-West Los Angeles (TWC-WLA).

The Wellness Community-West Los Angeles (TWC-WLA) is the first of what has become the largest nonprofit organization in the world dedicated to providing educational seminars, support groups and stress reducing mind/body classes to people affected by cancer. To learn more about our high quality, free programs visit: www.twc-wla.org.

We invite you to participate by becoming a Sponsor.

Marketing/Sponsorship Opportunity levels range from \$10,000 to \$250 so there is something for all budgets and marketing plans. Sponsorship benefits include: on-site, print and online marketing and branding opportunities; merchandising opportunities; the opportunity to showcase your company/place of business and/or products to new customers; press/publicity opportunities; receive good will for participating in this event that helps people affected by cancer. Your participation would be greatly appreciated.

Beyond sponsorship, we encourage your company to form a team and to run/walk and fundraise together – or at the very least, inform your employees and clients about the event and to help promote participation in what will surely be a fun Culver City event for years to come! To register for the race go to www.active.com and type in Culver City Run/Walk!_ For more details about these Marketing Opportunities please contact Allyn Cioban, TWC-WLA Director of Development, at 310/314-2565 or acioban@twc-wla.org.

Thank you in advance for your generous support.

Sincerely,

Ellen Silver, Executive Director, TWC-WLA



2nd Annual
**Culver City
 Run/Walk**
 (& Kiddie Run)
June 21, 2009



MARKETING SPONSORSHIP OPPORTUNITIES

☐	Presenting Sponsor.....\$10,000 <i>(448,500 Marketing Impressions)</i> <u>Impressions:</u> - T-shirts (500+) - Event Website (1,000+ hits/month...x4) - TWC-WLA website (130,000 hits/month...x3) - Banner (1000+) 500 runners + 500 spectators - Packet Pickup (500) - PR (50,000) - PA Announcements (1000+) - Booth at Expo (1000+) - Goody Bag Insert (500) TOTAL IMPRESSIONS= 448,500 (+)	● Category exclusivity ● Presenting sponsor's logo will be "prominently" displayed on event T-shirts ● Company name/logo on the Event website for 4 months and TWC-WLA website for 3 months. ● Sponsor banner "prominently" displayed in start/finish area. ● Host pre-race packet pickup ● 4 FREE race entries ● Company name/logo included in all marketing, PR and advertising (when possible) ● Company message included in event PA announcements ● Prominent Booth Space at Event Expo Area (including table and two chairs) ● Goody Bag Insert
☐	Gold Sponsor.....\$5,000 <i>(267,000 Marketing Impressions)</i> <u>Impressions:</u> - T-shirts (500+) - Event Website (1,000+ hits/month...x3) - TWC-WLA website (130,000 hits/month...x2) - Banner (1000+) 500 runners + 500 spectators - PA Announcements (1000+) - Booth at Expo (1000+) - Goody Bag Insert (500) TOTAL IMPRESSIONS= 267,000 (+)	● Gold sponsor's logo will be displayed on event T-shirts ● Company name/logo on the Event website for 3 months and TWC-WLA website for 2 months. ● Sponsor banner displayed in start/finish area. ● 2 FREE race entries ● Company message included in event PA announcements ● Booth Space at Event Expo Area (including table and two chairs) ● Goody Bag Insert
☐	Silver Sponsor.....\$2,500 <i>(136,000 Marketing Impressions)</i> <u>Impressions:</u> - T-shirts (500+) - Event Website (1,000+ hits/month...x2) - TWC-WLA website (130,000 hits/month...x1) - Booth at Expo (1000+) - Goody Bag Insert (500) TOTAL IMPRESSIONS= 136,000 (+)	● Silver sponsor's logo will be displayed on event T-shirts ● Company name/logo on the Event website for 2 months and TWC-WLA website for 1 month. ● Booth Space at Event Expo Area (including table and two chairs) ● Goody Bag Insert
☐	Bronze Sponsor.....\$1,000 <i>(3,000 Marketing Impressions)</i> <u>Impressions:</u> - T-shirts (500+) - Event Website (1,000+ hits/month...x1) - Booth at Expo (1000+) - Goody Bag Insert (500) TOTAL IMPRESSIONS= 3,000 (+)	● Bronze sponsor's logo will be displayed on T-shirts ● Company name/logo on the Event website for 1 month ● Booth Space at Event Expo Area (including table and two chairs) ● Goody Bag Insert
☐	Exhibitor.....\$250 <i>(1000 Marketing Impressions)</i>	● Booth Space at Event Expo Area (including table and two chairs) ● Goody Bag Insert

For more details about the **Sponsorship Opportunities** contact: **TWC-WLA at 310/314-2555 or events@twc-wla.org**
 For more details about the **Event** contact: **sporteve at 310.838.6588 or events@sporteve.com**



2nd Annual
**Culver City
Run/Walk**
(& Kiddie Run)
June 21, 2009



SPONSOR AGREEMENT

Company Name:

Contact Name:

Company Address:

City, State, Zip:

Telephone (day):

Telephone (cell):

Email:

Product Name:

Product Description:

I understand that all product and equipment brought to the event will be under my responsibility and care. Tents must not be larger than 10'x10' and must be secured for safety. External power is not available.

Checks made payable to: **The Wellness Community-West Los Angeles.**

Agreed upon on this date _____.

Please print your name _____

Please sign your name _____

Signature of exhibitor or product distributor

Please send your payment prior to **May 22, 2009** to:

The Wellness Community-West Los Angeles
2716 Ocean Park Blvd., Suite 1040
Santa Monica, CA 90405
310.314.2555 phone ~ 310.314.7586 fax

The location of the **Culver City Run/Walk** is Media Park in Culver City (9070 Venice Blvd, Culver City, CA 90232). Parking is available in the Trader Joe's parking structure next to Media Park. Parking is Free for 2 hours and \$1 per hour. Set up begins at 6:00 AM. The Event begins at 8:30 AM. Thank you for joining us!

ATTACHMENT 4
City of Culver City, California
Redevelopment Agency Agenda Item Report

Meeting Date: 6/9/08		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM: Consideration of a Fee Waiver Request by Sporteve for its Inaugural 5K Run/Walk & Kiddie Run Event and the Use of Agency Property (Chairs).			
Contact Person/Dept.: Todd Tipton & Kriss Casanova /Community Development		Phone Number: (310) 253-5783 & 5769	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Downtown Business Association; Chamber of Commerce; Master E-Mail Notification List (06/04/08).			
Department Approval: Sol Blumenfeld (06/03/08)		City Attorney Approval: Carol Schwab (by H. Baker) (06/04/08)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (06/04/08)		City Manager Approval: Jerry Fulwood (06/04/08)	
<u>RECOMMENDATION:</u> Staff recommends the City Council deny Sporteve's request for a fee waiver for its inaugural 5K Run/Walk & Kiddie Run event; and that the Redevelopment Agency deny Sporteve's request to use Agency-owned property (chairs) for the Race Expo portion of the Event to be held at Media Park. <u>BACKGROUND:</u> Sporteve, located at 3849 Main Street, is proposing a 5K Run/Walk & Kiddie Run event (the "Event") at 8:30 a.m. on Sunday, June 29, 2008. The run/walk portion of the Event will occur on Washington Boulevard from Canfield Avenue to Center Street (see Attachment No. 2). Sporteve also plans to include a short Kid Fun Run at 9:30 a.m. from Media Park to the corner of Culver Boulevard and Main Street, as well as a Race Expo in Media Park from 7:30 a.m. to Noon. Sporteve believes this to be an economic development opportunity that will bring the businesses and the community together in a fun and rewarding way. They are encouraging local restaurants, businesses and City Hall employees to establish teams. They will also invite race sponsors to participate to introduce local businesses to community members within Culver City and beyond. Sporteve anticipates a total of 800 -1,000 participants in this inaugural event. They have hired Walt Walston and W2Promotions to provide event management services.			

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

Fee Waiver Request

Sporteve is partnering with the Culver-Palms Family YMCA in this endeavor and any net profits from the event will be donated for their use. Their total budget for the event is approximately \$24,000. They will be approaching local businesses and corporations, primarily along the run/walk route for sponsorships and contributions. Sporteve is requesting the City and Agency to be a sponsor as well. The City's sponsorship as requested would include:

- Waiver of City fees associated with permits, and equipment related to traffic control from the Public Works/Engineering Department (approximately \$3,373);
- Waiver of City cost associated with providing nine police officers during the Event (\$2,700);
- Provide trash disposal (approximately \$40); and
- Donate the use of the twenty available metered parking spaces south of Media Park, parallel to Culver Boulevard (approximately \$300).

The total commitment by the City would be \$6,413.

The Agency's sponsorship as requested would include:

- The use of Agency property (chairs).

Sporteve would be required to pay the Agency \$100 for the use of Media Park and \$75 to fund Modern Parking's staff cost associated with opening the Ince Parking Structure early. Therefore, Sporteve is only requesting that the Agency allow the use of Agency property (chairs) during the event.

Agency Tenant Participation Agreement Loan

In November 2006, the Agency entered into a Tenant Participation Agreement Loan (the "Loan") with Sporteve to provide tenant improvements in the amount of \$200,000. A provision of the Loan requires Sporteve to sponsor one community outreach event per year for the life of the Loan. The Event would satisfy the community outreach event requirement and publicize Sporteve as a Culver City retailer.

Please note that Agency General Counsel believes it would be inappropriate for the Agency to provide any financial support for the Event as it has already provided support in the form of the Loan.

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

Agency License Agreement

During the March 17, 2008 Agency meeting, the Agency adopted policies related to the management of Media Park. As adopted, the policies require exclusive users of Media Park to obtain a Special Events Permit from the City's Committee on Permits and Licenses, obtain any permits required from the City of Los Angeles, execute and abide by requirements of a Media Park License Agreement, pay a \$3,000 refundable deposit and a \$100 rental fee for general maintenance for each twenty-four hour period of use.

Sporteve is requesting exclusive use of Media Park and will enter into a License Agreement with the Agency and pay the associated fees. Pursuant to the City Council Policy, the license agreement will be handled as an administrative act.

DISCUSSION:

In the past, a number of events have been sponsored by the Agency. These events include Fashion Week at Smashbox Studios, Taste of the Nation, George Barris' Cruisin' Back to Culver City Car Show, and the Chamber Expo. The Agency participated in these events financially due to their positive economic impact. In addition, none of the businesses conducting these events had a financial agreement with the Agency.

Staff is recommending that Sporteve's request for a fee waiver by the City be denied due to the negative fiscal impacts and past practice whereby the City has not waived fees but that the Agency has reimbursed fees. Since the Agency cannot legally reimburse fees, it would not be in the best interest of the City to set precedent for waiving fees. Additionally, it may not be appropriate for the City to sponsor events by private, commercial, for profit businesses, which may lead to future requests from other City businesses.

The Event takes place early on a Sunday morning when businesses will not be open and stretches across Sony Studios for a majority of the route. Staff believes that Sporteve was required to conduct one community event annually in exchange for Agency financial assistance and that Sporteve should satisfy this requirement without additional financial assistance from the City.

Staff is also recommending that the Agency deny the request for use of its property until appropriate policies are developed.

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

FISCAL ANALYSIS:

Staff has compiled the City costs associated with the 5K Run/Walk, which are estimated to be approximately \$6,413. The costs are calculated as follows:

Media Park parking lot (20 spaces)	\$ 300
Police (9 officers at \$75/hr with 4 hr. min.)	\$2,700
Staff assistance with the event (25 hours)	
Public Works Fees	
Sanitation (equipment)	\$ 40
Traffic Control (staff & permit)	\$3,373
Total City Costs	\$6,413

ATTACHMENTS:

1. Request Letter from Sporteve, dated 3/26/08;
2. 5K Run/Walk route; and
3. 5K Run/Walk & Kiddie Run Event Flyer.

MOTION:

That the City Council:

1. Deny Sporteve's request for a fee waiver.

AND

That the Redevelopment Agency:

1. Deny Sporteve's request for the use of Agency property (chairs) for the Race Expo at Media Park.

EXCERPT OF MEETING MINUTES

REGULAR MEETING OF THE
CITY COUNCIL, CITY OF CULVER CITY,
CALIFORNIA

June 9, 2008

Joint Item

Item J-1

Consideration of a Fee Waiver Request by Sporteve for its Inaugural 5K Run/Walk & Kiddie Run Event and the Use of Agency Property (Chairs)

Councilmember Weissman recused himself from discussion of this item. Councilmember Weissman left the dais at 9:49 p.m.

Todd Tipton, Redevelopment Administrator, provided a brief staff report.

The following members of the audience addressed the City Council:

D'Lynda Fischer, representing Sporteve
Denise Mazan
Darlene Kiyon, Culver Palms Family YMCA
Cy Pierce, Culver Palms Family YMCA

The City Council received clarification that profits from the event would benefit the YMCA.

Discussion ensued between the City Council and staff regarding how much was being charged for the event; monthly events at the store; the City's fees versus fees of other jurisdictions; other publicity methods for the store; loose criteria for City sponsorships; costs involved; potential earnings for the event; 501c3 status; reapplying next year; and the appearance of the event as a Sporteve event.

The City Council took no action, resulting in the denial of Sporteve's request for a fee waiver.