

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

Meeting Date: 04/11/11		Item Number: <u> J-1 </u>	
JOINT CITY COUNCIL AND REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Discussion of Proposed Special Event Sponsorship Policies, Application and Program; and Adoption of Respective Resolutions Establishing Policies and Procedures for Participation in and Implementation of Special Event Sponsorship Program.			
Contact Person/Dept.: Jeremy Green / Community Development Todd Tipton / Community Development		Phone Number: (310) 253-5764 (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (e-mail) Meetings and Agendas – City Council (04/07/11); Meetings and Agendas – Redevelopment Agency (04/07/11); Downtown Business Association (04/05/11); Chamber of Commerce (04/05/11); IndieCade (04/05/11); Share our Strength (04/05/11); Culver City Exchange Club (04/05/11)			
Department Approval: Sol Blumenfeld: (04/05/11)		City Attorney Approval: Carol Schwab (by H. Baker) (04/07/11) Agency Counsel: Murray Kane: (04/05/11)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (04/07/11)		City Manager/Executive Director Approval: John M. Nachbar: (04/07/11)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and Culver City Redevelopment Agency Board (Agency Board) approve the policies, program and NOFA application for financial support of City- and Agency-sponsored special events and adopt respective resolutions related thereto. <u>BACKGROUND:</u> On September 13, 2010, the City Council and Agency Board discussed a process and criteria for sponsoring economically beneficial special events, creating a competitive environment (in order to render the greatest benefit to the City and Agency), and streamlining the administrative process. On December 6, 2010, the City Council and Agency Board provided additional guidance and directed staff to prepare and present a policy related to special event sponsorship of City- and Agency-sponsored events (Attachment 1).			

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The City Council and Agency Board also expressed concern about currently funded events being provided funding in the future. Eligible organizations, who function as a cooperative community group, can request an MOU with the City and/or Agency in accordance with the City's policy relating to community organizations. If an MOU is authorized, funds would be appropriated by the City or Agency from the existing \$40,000 available in the Special Events budget. For example, should the Exchange Club request an MOU for Fiscal Year 2011/2012 for funding in the amount of \$12,000, which is then approved by the City Council and/or Agency Board, then there would only be \$28,000 available to the remaining events seeking sponsorship.

DISCUSSION:

The draft policies, including the NOFA (Attachments 2 and 3), outlines the process for organizations to request sponsorship and financial support from the City and/or Agency. The Notification of Funding Availability (NOFA) application includes all the components approved by the City Council and Agency Board at the December 6, 2010 meeting including 1) eligibility and funding criteria, requiring the organization to address how the event would provide economic benefits thereby qualifying it for sponsorship; 2) a timeline initiating the NOFA in July/August of Fiscal Year 2011/2012, with awards being made and/or encumbered for events that occur in calendar year 2012; 3) a panel review and approval process, including approval criteria; and 4) distribution of funds process which would occur after the event has concluded.

At this time, only Redevelopment Agency funds have been allocated to this program. With the uncertainty created by the Governor's proposal to eliminate redevelopment agencies statewide, in the future the City Council may determine to allocate City funding for this program. It should be noted that the City Council would not be limited to sponsoring only those special events that have an economic benefit and are located in the Redevelopment Project Area, as long as those funds are allocated to organizers of special events in an objective manner and the special events serve a public purpose.

Should the policy and NOFA be approved, the program will go into effect July 1, 2011 as part of Fiscal Year 2011/2012.

FISCAL ANALYSIS:

There are \$40,000 appropriated in the Agency Board Adopted Budget for Fiscal Year 2010/2011 (Program 90200, Economic Development - Special Events and Meetings) for the following special events: *Culver City Car Show*, with funding assistance of up to \$12,000; *Taste of the Nation*, with funding assistance total of up to \$15,000; and *IndieCade* with funding assistance of \$10,000, with the

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remaining \$3,000 of funds available to cover requests for additional funding by those organizations or for meeting any cost increases.

The City Council did not budget funds in Fiscal Year 2010/2011 as all funding was provided by the Agency.

Upon approval of the policy, staff will include \$40,000 in the Executive Director's Proposed Budget for Fiscal Year 2011/2012 in the same program (90200, Economic Development - Special Events and Meetings).

In the event the State eliminates redevelopment agencies pursuant to the governor's proposal, Agency funds used to support special events would no longer be available. If that occurs, the funding process will be suspended until such time that replacement funds are identified.

ATTACHMENTS:

1. December 6, 2011 Staff Report and meeting minutes
2. Draft Notification of Funding Availability for Special Event Sponsorship
3. Proposed Special Event Sponsorship Policies and Resolutions Related Thereto

MOTION:

That the City Council and Redevelopment Agency Board:

- 1A. Adopt respective resolutions establishing policies and procedures for participation in and implementation of the Special Event Sponsorship Program;

OR

- 1B. Adopt respective resolution establishing policies and procedures for participation in and implementation of the Special Event Sponsorship Program as revised by the Council/Board this evening;

AND

- 2A. Approve the Notification of Funding Availability for release on July 1, 2011 contingent upon the availability of Redevelopment funds;

OR

- 2B. Approve the Notification of Funding Availability with changes for release on a date to be determined by the Council/Board.