

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

Meeting Date: 3/17/2008		Item Number: <u>A-9</u>	
AGENDA ITEM: Discussion of the “Big Sunday” Event and Consideration of the City’s Participation in the Event.			
Contact Person/Dept.: Armando Abrego Parks, Recreation & Community Services Manager		Phone Number: 310-253-6724	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List (03/12/08)			
Department Approval: Bill La Pointe, Parks, Recreation & Community Services Director (3/10/08)		City Attorney Approval: Carol Schwab (by H. Baker) (03/12/08)	
Fiscal Impact Review: Jeff Muir (by M. Noller) (03/13/08)		City Manager Approval: Jerry B. Fulwood by Marlee Chang (03/13/08)	
<u>RECOMMENDATION:</u> Staff recommends the City Council discuss the information provided on the “Big Sunday” event and provide staff with further direction as deemed necessary. <u>BACKGROUND:</u> “Big Sunday” volunteer come from neighborhoods all over the greater Los Angeles area - now including Orange County, Ventura County and the Inland Empire—and volunteer in neighborhoods all over the greater Los Angeles area, too. The volunteer event takes place over a single weekend. The idea behind the event is to provide volunteer opportunities of all kinds for anyone who wants to serve and contribute to their community. A Big Sunday “fact sheet” is provided as Attachment 1. Beginning in 2006 Big Sunday became an official event of the City of Los Angeles’ Mayor’s Office. The City of Los Angeles and especially Mayor Villaraigosa strongly support the event through staff time and press coverage. The City is considered a major sponsor of the event. Non-profits and schools post volunteer opportunities on the Big Sunday website for volunteers to select the way that they would like to participate. An example would be: “We need 30 volunteers to repaint the mural on the side of our school.” A sample of examples of Big Sunday projects from previous years is provided as Attachment 2. In addition, community venues such as schools, recreation centers, and others can serve as sites for events such as clothing or canned food drives designed to benefit several local non-profits at once.			

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Big Sunday will be celebrating its 10th year in 2008. Its Executive Director David Levinson spoke to the City Council on Monday, March 3rd and a consensus was reached to agendize a report providing more information about Big Sunday, including the various means of participation, any related fiscal impact, and allow the City Council an opportunity to determine if this is a program in which the City Council wishes the City to participate.

DISCUSSION:

For the 2008 Big Sunday event, the deadlines have passed for both submitting an event and for becoming a monetary sponsor whose name and contribution would appear in printed materials. In future years, the City's involvement with and support of Big Sunday could take place in several different forms, with varying levels of cost and staff time involved. Following are some examples of these levels:

Participating without Creating a City-Sponsored Volunteer Site

Level One

The City could demonstrate support for the existing Big Sunday event by publishing a link to the Big Sunday website and publicizing the event on both the City's homepage and internal website (SWAMI). This would increase community knowledge of the event and likely direct more potential volunteers to local non-profits and volunteer sites which are already listing their volunteer event with Big Sunday.

Level Two

The City could support the Big Sunday event by becoming a sponsor. Levels of Big Sunday sponsorship range from \$1,000 to \$100,000. As with most event sponsorships, press exposure, logo exposure, t-shirt exposure, etc. fluctuates depending on sponsorship level (Attachment 3).

Participating by Creating a City-Sponsored Volunteer Site

Big Sunday provides all of its volunteer sites with snacks and refreshments, along with t-shirts and some supplies (depending on the project needs). However, any City-sponsored event would require lead time, both to coordinate site rentals and to publicize the event. Time would be needed to recruit staff and volunteers to create, coordinate and participate in the event. It would also be necessary to research and contact local non-profit partners. For example, if the City decides to have a food drive on Big Sunday, then staff would need to select and contact local food banks for participation, recruit volunteers, and coordinate the pick-up and delivery of the donated goods. The following are some examples of different levels and types of events:

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Level One: Small Scale Event

Canned food drive at the Culver City Senior Center

Estimate of pre-event staff involvement: 1 or 2 staff @ 2 hours a week for month

Estimate of staff involvement on the day of the event: 5 staff members

Estimated minimum number of volunteers needed: 15

Level Two: Medium Scale Event

Clothing drive, book drive, assembling plant holders for seniors at Veterans Auditorium

Estimate of pre-event staff involvement: 5 staff @ 5 hours a week for two months

Estimate of staff involvement on the day of the event: 20 staff members

Estimated minimum number of volunteers needed: 30

Level Three: Large Scale Event

Various volunteer projects in each room of the Vets complex

Estimate of pre-event staff involvement: 20 staff @ 10 hours a week, for six months (to form a community committee, do local business outreach, etc.)

Estimate of staff involvement on the day of the event: 40 staff members

Estimated minimum number of volunteers needed: 80

It should be noted that the City is in the process of developing a Volunteer Management Program Policy, the guideline of the new policy should be followed if the City Council approved this event as City-sponsored activity,

FISCAL ANALYSIS:

If the City chose to have a City-sponsored event that involved staff time as in the examples above, the main expense would most likely be in staff salaries. Staff salaries vary according to the classification of the staff member. The following are some estimates of the cost of salaries (without taking the cost of benefits into account) in the examples above. All salaries have been computed at the highest classification level.

All levels of events would require flyers. The cost for flyers (black and white on colored paper) is \$6.00 per 100 flyers. Event levels 2 and 3 would benefit from banners for advertising. Three banners are approximately \$1,600. News paper advertisements in the local newspapers range anywhere from \$240.00 for a quarter page ad to \$710.00 for a full page ad (prices vary depending upon the "specials" being offered by the newspapers at the time of publication).

The following are estimates of the expense to the City for serving as a City-sponsored Big Sunday volunteer site at Levels 1, 2, and 3:

Level One: Small Scale Event

Pre-event staff involvement: 1 or 2 staff @ 2 hours a week for month:

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1 - Senior & Social Services Supervisor: \$316.32
1 -Senior & Social Services Specialist: \$231.04

Day of the event: 5 staff members for 8 hours

1- Senior & Social Services Supervisor: \$316.32
3 -Senior & Social Services Specialists: \$693.12
1 - Administrative Clerk RPT: \$153.76

Estimated total salary expenditure: \$1,710.56

Estimated cost of printed materials and publicity: \$500.00

Estimated event total cost – Level One: \$2,210.56

Level Two: Medium Scale Event

Pre-event staff involvement: 5 staff @ 5 hours a week for two months

1- Senior & Social Services Supervisor: \$1,581.60
3 -Senior & Social Services Specialists: \$3,465.60
1 - Administrative Clerk RPT: \$768.80

Day of the event: 19 staff members for 8 hours; 1 for 4 hours

3-Recreation Leader I – Step HC: \$236.40
3-Recreation Leader II – Step HC: \$303.36
3-Senior Recreation Leader – Step E: \$342.00
2-Parks Maintenance Crew Leader – Step E: \$431.04
1-Parks Maintenance Supervisor – Step E: \$287.76
1-Senior & Social Services Manager – Step E: \$213.28

Estimated total salary expenditure: \$7,629.84

Estimated cost of printed materials, publicity and banners: \$2,500.00

Estimated event total cost – Level Two: \$10,129.84

Level Three: Large Scale Event

Pre-event staff involvement: 20 staff @ 10 hours a week, for six months

3-Recreation Leader I – Step HC: \$7,092.00
3-Recreation Leader II – Step HC: \$9,100.80
3-Senior Recreation Leader – Step E: \$10,260.00
2-Parks Maintenance Crew Leader – Step E: \$12,931.20
1-Parks Maintenance Supervisor – Step E: \$8,632.80
1-Senior & Social Services Manager – Step E: \$1,279.68
SUBTOTAL: \$49,296.48

*Day of the event: 40 staff members for 8 hours**

1-Senior & Social Services Supervisor: \$316.32
4-Senior & Social Services Specialist: \$924.16
3-Administrative Clerk RPT – Step RC: \$461.28
2-Secretary – Step E: \$371.68
6-Recreation Leader I – Step HC: \$472.80

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6-Recreation Leader II – Step HC: \$606.72
6-Senior Recreation Leader – Step E: \$684.00
4-Recreation Coordinator RPT – Step RC: \$816.00
1-Recreation Supervisor – Step E: \$289.20
4-Parks Maintenance Crew Leader – Step E: \$862.08
2-Parks Maintenance Supervisor – Step E: \$575.52
1-Senior & Social Services Manager – Step E: \$426.56
SUBTOTAL: \$6,806.32

* *Please note that the Parks, Recreation and Community Services Department may not have staff available at all of the levels detailed above to work at the event. If this is the case, the City would need to draw staff at similar levels from other departments to staff a Level 3 event.*

Estimated total salary expenditure: \$56,102.80

Estimated cost of printed materials, publicity, banners and newspaper advertisement: \$3,500.00

Estimated event total cost – Level Three: \$59,602.80

In addition to the estimated expenses above, if the City plans on using rooms in the Senior Center or at the Veterans Memorial Building, there is a potential loss of revenue from renters. For example, the Veterans Memorial Building Auditorium rents for \$3,960.00 for a full day.

Should the City Council choose one of the options above to become a City-sponsored volunteer site next year, the cost of the event, would need to be taken into consideration during the current budget process, since funds are currently not available in the Parks, Recreation and Community Services Department budget for such an event.

ATTACHMENTS:

1. Big Sunday Fact Sheet
2. Samples of Big Sunday Projects
3. Big Sunday Sponsorship Levels

MOTION:

That the City Council:

Discuss the information provided on the “Big Sunday” event and provide staff with further direction as deemed necessary.