

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

Meeting Date: 03/07/11		Item Number: <u>J-2</u>	
JOINT CITY COUNCIL AND REDEVELOPMENT AGENCY AGENDA ITEM: Consideration of (1) Designating the 2011 Taste of the Nation Los Angeles Event as a City- and Agency-Sponsored Event; and (2) Agency Purchase of a \$15,000 Marketing Sponsorship Package.			
Contact Person/Dept.: Jeremy Green, Management Analyst/ Todd Tipton, Redevelopment Administrator		Phone Number: (310) 253-5764/5783	
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 – Redevelopment Agency and City Council (03/04/11); Share Our Strength (02/24/11); The Downtown Business Association (02/24/11); The Culver City Chamber of Commerce (02/24/11)			
Department Approval: Sol Blumenfeld (03/02/11)		Agency General Counsel Approval: Murray Kane (03/01/11) City Attorney Approval: Carol Schwab (by H. Baker) (03/03/11)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (03/03/11)		City Manager/Executive Director Approval: John M. Nachbar (03/04/11)	

RECOMMENDATION:

Staff recommends the City Council and the Culver City Redevelopment Agency Board (Agency Board) (1) designate the 2011 Taste of the Nation Los Angeles event a City and Agency-sponsored event and (2) approve an Agency-funded sponsorship of the event in the amount of \$15,000.

BACKGROUND:

For the past six years, the Taste of the Nation Los Angeles event (TOTN) has been conducted in downtown's Media Park. The TOTN event brings together the finest chefs for a food and wine tasting charitable event.¹ The event is managed and promoted by Share Our Strength (SOS), a non-profit charitable organization, whose goal is to raise money to end childhood hunger throughout the United States.

In prior years, staff worked with SOS to conduct the event, which resulted in positive marketing impacts, economic benefits, and positive public exposure for downtown and Culver City as a whole. The event continues to grow in popularity becoming synonymous with Culver City and reinforces the City's reputation as a culinary destination.

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Last year, the City Council and Agency Board approved nearly \$19,500 in sponsorship of the TOTN event (\$4,500 above what had been appropriated in the budget) in permit fee waivers, event production and marketing expenditures, and reimbursements to the City for staff in-kind services and presence at the event.

During their meeting of December 6, 2010, the Agency Board and City Council indicated their desire to support special events through cash sponsorships rather than fee waivers or in-kind services.

DISCUSSION:

In a letter dated January 25, 2011, SOS's California Director Judy Walker announced that this year's TOTN event is proposed to take place on Sunday, June 12, 2011. The letter also stated that SOS is prepared to take over the responsibilities that were previously handled by City/Agency staff, including (but not limited to): i) procuring valet parking and street closure services; ii) providing banner hanging and sanitation services; and iii) providing liaison services with outside agencies such as the City of Los Angeles and the Los Angeles County Department of Health Services.

In prior years, the Agency funded and procured portable toilets, two three-compartment sinks, the production/installation of street banners, security, fencing, valet parking, and traffic control services. This year, the sponsorship package request is to provide \$15,000 in cash to SOS to be used to reimburse expenses related to the TOTN event. SOS will also be responsible for costs and procurement of all services and products that were previously funded or waived by the City/Agency. Staff time to assist (an in-kind fee) will, therefore, be greatly reduced.

Tonight's discussion is intended to allow the City Council and Agency Board the opportunity to provide staff input and direction on SOS's proposal for this year's TOTN event.

City/Agency Sponsorship

SOS requests that the City allow the organization to post banners in the public right-of-way to advertise the event. Unlike last year, SOS will fund the cost of the banners and City permit fees.

To be categorized as a "sponsored" event by the City or Agency, an event must comply with Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii. confirming that the City and/or Agency 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.

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The CCMC requires both (a) AND (b) conditions be satisfied. In addition, the use of staff resources, equipment, etc., for an event does not in and of itself constitute participation in the event such as the planning, preparation or promotion of the event. Further, in accordance with the City Council Policy regarding Community Organizations, in addition to meeting the above-referenced criteria, in order for an event to be considered City or Agency sponsored, the City Council or Agency Board must determine, by specific action, that the above criteria have been met.

In summary, in order to be eligible to install banners in the public right-of-way, the City Council and/or Agency Board would need to take the following actions²:

1. Determine that the TOTN is a City and/or Agency sponsored event; and
2. Support the event in an amount no less than \$1,000, which may take the form of a fee waiver.

SOS requests that the City Council and Agency Board designate the TOTN 2011 a sponsored event, based upon the above criteria. If so designated, the License Agreement will reflect these actions thereby making SOS eligible to place banners in the public right-of-way.

FISCAL ANALYSIS:

Including this year's request, if approved, SOS will have received approximately \$60,000 in assistance from the Agency and City from 2008 through the 2011 TOTN event.

The SOS January 25, 2011 letter requests almost exactly the same monetary level of assistance from the Agency for this year's event, minus the in-kind cost for a staff person to perform the work, most of which is not necessary this year.

A complete table of the costs assumed by the Agency for last year's event, which will be assumed by SOS for their TOTN 2011 event, is included as Attachment No. 3.

The Agency Board Approved Budget for Fiscal Year 2010/2011 includes a \$15,000 appropriation in the Economic Development Account (No. 55090200.610200 "Marketing Services.") for the TOTN 2011 event.

ATTACHMENTS:

1. Share Our Strength's letter dated January 25, 2011
2. Taste of the Nation 2011 Sponsorship Opportunities Information
3. Costs table for 2010

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4. Minutes from the December 7, 2009 joint City Council and Agency Board meeting.

MOTION:

That the City Council:

1. Discuss and provide comment on the proposed Taste of the Nation event; and
2. Designate Taste of the Nation a City-sponsored event;

That the Culver City Redevelopment Agency:

1. Discuss and provide comment on the proposed Taste of the Nation event;
2. Designate Taste of the Nation an Agency-sponsored event;
- 3A. Authorize the purchase of a sponsorship package for \$15,000 as budgeted;

OR

- 3B. Authorize the purchase of a sponsorship package for \$_____.

NOTES:

¹The Ivy Substation and adjacent Media Park are located at the easternmost portion of Downtown Culver City. While the Ivy Substation and Media Park are located in the City of Los Angeles, their use is managed by the Agency pursuant to a long-term lease between the Agency and the City of Los Angeles. Pursuant to the Lease, the TOTN event is allowed to serve alcoholic beverages through the Agency's Media Park use policies (Resolution #2010-A008) and through the City of Los Angeles' permit process for special events.

²Section 17.330.040 of the Culver City Municipal Code (CCMC), relating to Signs in the Public Right-of-Way, provides for certain exceptions to posting signs in the public right-of-way (which is generally prohibited). One such exception is for signs relating to the "promotion of civic events and activities" where those events and activities are "organized or sponsored by the City or Redevelopment Agency." (CCMC Section 17.330.040.B.7.a)