

MEETING DATE: April 11, 2011

AGENDA ITEM: **Consideration of Special Event Sponsorship Policies,
Application, and Program**

ATTACHMENTS

	<u>Pages</u>
1. December 6, 2011 Staff Report and Meeting Minutes	1-7
2. Draft Notification of Funding Availability for Special Event Sponsorship	8-15
3. Proposed Special Event Sponsorship Policies and Resolutions Related Thereto	16-26

ATTACHMENT 1

City of Culver City, California
Agenda Item Report

Meeting Date: 12/06/10		Item Number: <u> J-1 </u>	
JOINT CITY COUNCIL AND REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Further Discussion Regarding a Policy Related to Special Event Sponsorship and Financial Support of City- and Agency-Sponsored Events.			
Contact Person/Dept.:		Phone Number:	
Jeremy Green / Community Development		(310) 253-5764	
Todd Tipton / Community Development		(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 (12/02/10); Meetings and Agendas – Redevelopment Agency (12/02/10); Downtown Business Association (11/18/10); Chamber of Commerce (11/18/10); IndieCade (11/18/10); Share our Strength (11/18/10); Culver City Exchange Club (11/18/10).			
Department Approval: Sol Blumenfeld: (11/24/10)		City Attorney Approval: Carol Schwab (by H. Baker) (12/01/10) Agency Counsel: Murray Kane: (11/19/10)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (12/01/10)		City Manager/Executive Director Approval: John M. Nachbar: (12/02/10)	

RECOMMENDATION:

Staff recommends the City Council and Culver City Redevelopment Agency Board (Agency Board) discuss and provide additional input on a proposed policy related to special event sponsorship and financial support of City- and Agency-sponsored events.

BACKGROUND:

On September 13, 2010, the City Council and Agency Board discussed criteria and the components of a policy for approving support of special events. During the meeting, the City Council and Agency Board voiced initial support of the concept that events would be supported through cash sponsorships rather than fee waivers or in-kind services. Such funds could pay for any City/Agency fees and staff/facility costs.

There was basic support for the proposed process and policy. The City Council and Agency Board agreed that:

- A policy is necessary
- The number of requests for assistance are increasing

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- The current budget should be maintained
- Currently supported events (Car Show, IndieCade and Taste of the Nation) should continue to receive funding of some kind
- Enhancing economic activity should be the focus for events assisted by the Agency
- The process will provide a complete picture of all events requesting funding.

During the discussions the City Council and Agency Board expressed concerns about specific aspects of the plan, including placing limitations on the amount of funding per event and the development of criteria used to determine that funds are used for economic development purposes.

DISCUSSION:

Staff has worked to include the suggestions and address City Council and Agency Board concerns expressed during the meeting. The concerns were as follows:

Current Funding:

City Council and Agency Board Members expressed concern about discontinuing funding for existing events. To ensure that the three currently funded events are provided funding in the future, staff recommends that eligible organizations, currently considered Category 6 (Other) organizations per Resolution 2008-01 may want to consider completing an MOU with the City and/or Agency. This would make them eligible to become Category 2 organizations (Cooperative Community Groups), which will allow them to request fee waivers and in-kind services (which special events would not be allowed to request) based on the proposed new policy for cash sponsorships.

If an MOU is completed, funds would need to be appropriated from either the existing \$40,000 available in the Special Events budget or another funding source. If the entire \$40,000 were appropriated for MOUs with existing events, then additional funds would be necessary to assist events not covered by an MOU and any new events that complete an application and are approved for funding.

Economic Development:

The City Council and Agency Board expressed concern about ensuring that the process be based on an economic development model.

To address this concern, staff has added additional eligibility criteria (as recommended by the City Council and Agency Board during the last meeting) as well as including members of the Economic Development Subcommittee on the review panel described below.

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Process:

The City Council and Agency Board expressed concern about the process. To address this concern, staff is proposing the process below, which would assess all events using criteria in order to determine which events should receive annual funding.

Step 1 - Notification of Funding Availability (NOFA):

Staff recommends that a NOFA be sent out requesting organizations to complete an application. The application form would include the eligibility and funding criteria and require the organization to address how the event would qualify for sponsorship. The applicant would also need to provide specific event details and an event budget.

Step 2 - Panel Review Process:

Staff recommends that a panel¹ be convened annually to review the applications received as a result of the NOFA, in order to make recommendations to the city Council and/or Agency Board as to which special events should receive financial support based on eligibility criteria and funding criteria.

Staff recommends that the panel use the following criteria when developing its recommendations:

- Amount of potential economic benefit for Culver City as measured by
 - Quantifiable Value of Media Exposure
 - Expected amount of sales tax to be produced
 - Potential for new business attraction
 - Visibility of the event
 - Exposure of Culver City to new audiences/foot traffic
 - Amount of sponsorship already secured
 - Established marketing package and or plan
 - Geographic diversity of event location within Culver City
 - Location within a Redevelopment Agency Project Area
- Amount of community benefit for Culver City as measured by
 - Unique quality for Culver City

Staff recommends the panel use the criteria below when determining the amount and type of funding an event should receive. Staff further recommends that the minimum funding amount be \$1,000² with no maximum (with ultimate maximum funding subject to the approval of the City Council and/or the Agency Board).

- Cost of event;
- Cost for City/Agency Services deemed necessary by City departments;

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- Cost to attract each attendee (cost of event divided by the number of attendees);
- Amount expended on marketing of the event; and
- Number of years that event has received sponsorship

Step 3 - Approval of Sponsorships:

Staff recommends that the City Council and Agency Board annually review and consider recommendations made by the panel (including the amount of sponsorship) and specifically designate those events as sponsored². Those events that do not receive funding assistance are able to seek funding during the next fiscal year. If an event organizer seeks funding after the process has concluded, the applicant would have to seek City Council and/or Agency Board approval to have his or her funding request agendaized for consideration through the budget amendment process.

Step 4 – Distribution of Funds:

Staff recommends that cash sponsorships not be provided until after an event has concluded. For those events that incur City/Agency costs during the period when the sponsorship money is pending, staff will work with Finance Department to determine how to track those costs and the best way to minimize the burden to the event organizers.

Implementation of process

Staff recommends that the total amount of sponsorship dollars be identified during the annual budget process for Fiscal Year 2011/2012. Following this, the NOFA process would be initiated in July/August of Fiscal Year 2011/2012, with awards being made and/or encumbered for events that occur in calendar year 2012.

FISCAL ANALYSIS:

The Agency Board appropriated \$40,000 in the Fiscal Year 2010/2011 budget (Program 90200, Economic Development - Special Events and Meetings) for the following special events: *Culver City Car Show*, with fee waivers of up to \$12,000; *Taste of the Nation*, with a fee waiver and funding assistance total of up to \$15,000; and *IndieCade* with funding assistance of \$10,000, with the 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 fee waivers were reimbursed by the Agency as a component of the event.

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ATTACHMENTS:

1. Definition of “Sponsored” event as outlined in City Council Policy Statement 2008-01.
2. Event Sponsorship Staff Report from September 13, 2010 with an Excerpt from the Minutes of the Meeting of September 13, 2010.

MOTION:

That the City Council and Redevelopment Agency Board:

1. Discuss and provide direction on a proposed policy related to special event sponsorship and financial support of City- and Agency-sponsored events; and if necessary,
2. Direct the City Manager/Executive Director to prepare and present an Event Sponsorship Policy to the City Council and Agency Board for consideration during an upcoming City Council/Agency Board joint meeting.

¹ The panel would be comprised of the two (2) Council Members who comprise the Economic Development Subcommittee; one (1) representative of the Culver City Chamber of Commerce; one (1) LA County-based events specialist, who understands the costs/requirements to produce an event; and one (1) designee of the City Manager.

² Per Culver City Municipal Code § 17.330.040.B.7.b.ii, in order for an event to be eligible to place banners promoting the event in the public right-of-way, it must be specifically designated as a sponsored event. Sponsored means that the City and/or Redevelopment 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 of the foregoing.

December 6, 2010

Joint Item

Item J-1

Further Discussion Regarding a Policy Related to Special Event Sponsorship and Financial Support of City- and Agency-Sponsored Events.

Jeremy Green, Cultural Affairs Administration and Special Projects Coordinator, provided a summary of the material of record.

Vice Mayor O'Leary invited public participation.

The following member of the audience addressed the City Council:

Dr. Jay Shery, Culver City Exchange Club, thanked staff and the City Council for their work on this item.

Discussion ensued between staff and the City Council regarding proposed Memorandums of Understanding (MOU) with organizations; the ability of the City to evaluate the economic benefit of any enterprise; fee waivers; appreciation for the work of staff providing structure and criteria; the panel review process; measuring community benefit; 501(c)(3) organizations; timing of the Notice of Funding Assistance (NOFA); composition of the committee; the county advisor; honorariums; and City Council discretion regarding the way funds are awarded.

Discussion continued regarding staff time involved with the MOUs; implied ongoing commitment and ability to reevaluate support; the ability to audit; clarifications that the Downtown Business Association and Chamber of Commerce MOUs are for two years; requested dollar amounts; ability to accommodate a large event; increasing the money available; adding a discussion of potential negative impacts; residential and business concerns; concern with using the NOFA process; the benefits of keeping funding low; the competitive process; a fixed sponsorship structure; locking in MOUs for a specific period of time; forms of staff assistance; distinctions between fee waivers and staff time; setting an hour allocation to the event; fees waived as soft costs; a cash funding grant process; reimbursement to the City from the Redevelopment Agency for services; and quantifying staff time.

December 6, 2010

Item J-1
(continued)

Vice Mayor O'Leary suggested that, in the future, funding assistance would be that the Redevelopment Agency would give cash to the event and any incurred fees or staff time would be the responsibility of the entity holding the event.

Further discussion ensued between the City Council and staff regarding previous car show repayment of staff hours leading up to and including the day of the show; setting dollar amounts for new events; a suggestion that charges for staff time be reduced after the first year of a recurring event; and a request for information on whether other cities charge for staff coordination time.

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Action Items

Item A-1

Approval of an Agreement with Athens Services to Transport Refuse and Recyclable Material from the City's Transfer Station.

This item was pulled from the agenda.

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Public Comment for Items Not On the Agenda (continued).

Vice Mayor O'Leary invited public participation.

There was no response.

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Receipt of Correspondence

MOVED BY COUNCILMEMBER MALSIN, SECONDED BY COUNCILMEMBER WEISSMAN AND UNANIMOUSLY CARRIED, THAT THE CITY COUNCIL RECEIVE AND FILE CORRESPONDENCE.

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ATTACHMENT 2



REDEVELOPMENT AGENCY

NOTICE OF FUNDING AVAILABILITY (NOFA)

July 1, 2011

2012 Culver City Special Event Sponsorship Program

Submittal Deadline: 5:00 pm., August 19, 2011

1. INTRODUCTION

The Culver City Redevelopment Agency encourages organizations that produce special events providing economic benefit to the City of Culver City to apply for its first annual Special Event Sponsorship Program.

The Culver City Redevelopment Agency has allocated \$40,000 for the 2012 Special Event Sponsorship Grant Program. This amount has been appropriated from the Redevelopment Agency's Economic Development account and includes administrative costs associated with implementing the program. As per common practice, organizations should consider requesting no more than 50% of total costs for the event.

Culver City has become a desirable location, in which many events occur without support from the Culver City Redevelopment Agency. To be considered for this competitive sponsorship, the applicant will need quantify how the event provides economic benefits, as well as community benefits to Culver City for review and determination of sponsorship awards.

The Culver City Municipal Code (Section§ 17.700.010) defines a "Special Event" as a duly licensed and approved activity of limited duration that is not directly related to an established business on the premises where the event is held.

2. ELIGIBILITY CRITERIA

Non-profit organizations, including Culver City charitable and community organizations and, for-profit organizations, whose events will 1) provide tangible economic benefits directly to Culver City and 2) take place at least partially in a Redevelopment Agency project area would be eligible to apply.

Events must occur between January 1, 2012 and December 31, 2012. The event must be available to the general public in a building, facility, or other area that is ADA accessible, and that is wholly or partially located in Culver City or under the control of the City of Culver City or the Culver City Redevelopment Agency.

3. FUNDING GUIDELINES

Funding may only be used for direct expenses related to the event in Culver City

All grant recipients shall be required to obtain a Culver City Business License before the event occurs, as well as complete a special event permit application. For more information on Business Licenses and permit applications, visit www.culvercity.org or call the City Treasurer's Office at 310.253.5870.

Compliance with any additional licensing, permitting conditions, and/or insurance requirements, established by the City or by the venue at which the event will be held, is required.

To ensure that acknowledgment is given to the Culver City Redevelopment Agency, grant recipients shall be required to include a credit line and the Culver City Redevelopment Agency logo in all marketing materials and event program, as well as provide a draft of the marketing materials and event program to Redevelopment Agency staff prior to their event.

The credit line should read as follows (unless otherwise approved by Redevelopment Agency staff): **“Sponsored in part by the Culver City Redevelopment Agency”**

Sponsorship recipients will be required to sign a contract, defining elements to be fulfilled, including provision of credit and logo in marketing materials and programs and notification of changes to event details. Should the requirements not be followed, the grant award is subject to withdrawal.

Also, sponsorship recipients shall be required to contact Redevelopment Agency staff three months prior to their event date(s) to review plans for event in Culver City and to confirm receipt of a Culver City Special Event Permit and the CCRA logo.

Grant recipients shall be paid their grant award **after** their event date(s) and submission of an invoice and final budget report to the Agency. Processing of invoices takes approximately 30 business days but may take as long as 45 days from receipt of invoice.

4. EVALUATION CRITERIA

Consideration will be given to the following criteria:

REQUIRED FOR CONSIDERATION:

- Potential Economic Benefit for Culver City as measured by
 - Quantifiable Value of Media Exposure/Visibility of the event
 - Expected Sales Tax Produced
 - Potential for new business attraction from the event
 - Exposure of Culver City to new foot traffic at event
 - Amount of Sponsorship sset
 - Event marketing plan
 - Geographic diversity within a Redevelopment Agency Project Area
 -

ADDITIONAL CRITERIA:

- Potential Community Benefit For Culver City
 - Uniqueness of event for Culver City
 - What will the event provide to the community
- Realistic budget
 - Event Costs
 - Required City department costs
 - Event marketing expenses
 - Cost of event attraction (marketing expenses / expected attendees)

5. SUBMITTAL CONTENT REQUIREMENTS

Submit a completed the application form, followed by responses B-L on separate pages. Responses must be typed in font 11 point or larger and follow the margins established in this format.

A. SIGNED APPLICATION FORM (page 8)

- B. Detailed Description of the Event.** Describe the event you wish funded. Please be specific, describing the type of event and components, location, planned date and time, expected attendance/participation. Include any special aspects of the event (such as the need to close a street or space needed beyond the location of the event to facilitate the event.) Please describe how Redevelopment Agency funding will be used in connection with the project. Has your organization produced this event in the past or is this a new event for your organization? Is this a recurring event or is it a one-time occurrence?
- C. Mission/Purpose of the Organization/Applicant.** Briefly describe the organization and/or applicant. Describe the history of and connection between the organization and the event (if it is established) or the reason for choosing to produce the event for the first time. Emphasize how this event matches the mission and goals of the organization.
- D. Location Details:** Explain why Culver City was selected for the event location. Please list the name, address, and phone number for the venue(s) where your event will occur, Include a signed letter from a representative of the venue(s), confirming acknowledgement of use of location on event date.
- E. Economic Benefits:** Quantify how the event will provide economic benefits to Culver City. Do you expect that sales tax will be produced from your event or as an indirect result of your event? What is the expected attendance and what types of businesses or industries will be attracted to your event? Indicate how many people would attend from Culver City and how many would come from outside of Culver City to attend? What sponsors are already in place or being approached? After attending your event, do you expect that attendees will return to Culver City? How visible will your event be?
- F. Marketing/Publicity:** Describe the marketing plan. Is there a dedicated person/group that will focus specifically on the marketing? Please detail the types of publicity planned (or has occurred in the past) for this event.
- G. Audience Development:** Who is the target attendee/participant and how do you intend to reach them? How many people do you expect to attend? How will you attract Culver City residents to the performance(s)?
- H. Community Benefits:** Describe what the event will provide to the community before, during and after the event is complete. Describe what makes this event unique for Culver City and the community.

- I. **Funding Details:** Describe how you will attain the funding necessary to ensure the execution of this event (identify additional funding sources by name and whether or not funds are secured or pending). Are you prepared to go forward with the event should your organization receive a smaller grant than requested or are denied sponsorship? How would you adjust your planning for the event?
- J. **Financial Health:** Please provide a **Year End Financial statement** signed by a certified accountant from within the last two years. Provide an **event budget**, showing income and expenses, including the expected income from the Agency, should sponsorship be received.
- K. **Event Samples/Designs:** Please submit a maximum of three of the following: jpeg photographs (may be part of a power point presentation of no more than 10 photographs), short video presentation of past event (up to 3 minutes), layout plans, presentation of design elements are acceptable.
- L. **Supplementary materials (if available):** Submit a maximum of four pieces of printed collateral material such as newspaper articles, programs, reviews, etc. with your application. All printed materials may be photocopied. If providing a program or other promotional material, one original plus an electronic copy will be acceptable.

6. SELECTION PROCESS

Responses will be evaluated based upon the evaluation criteria outlined in Section 4 of this NOFA.

Grant applications will be reviewed by Agency staff to ensure that the application is complete. The applications will be forwarded to a review panel for evaluation and consideration. The recommendations of the review panel will be presented to the Agency Board for review, who will make the final determination concerning sponsorship awards. **All applicants are required to have a representative at the Redevelopment Agency Board meeting to answer any questions that should arise.** Each applicant will receive notification of the specific dates for the Agency Board meeting at least seven (7) days in advance.

7. NOTICE REGARDING DISCLOSURE OF CONTENTS OF DOCUMENT

ALL RESPONSES SUBMITTED ARE THE PROPERTY OF THE CULVER CITY REDEVELOPMENT AGENCY AND ARE PART OF THE PUBLIC RECORD, WITH THE EXCEPTION OF THOSE ELEMENTS OF EACH SUBMITTAL WHICH ARE IDENTIFIED BY THE APPLICANT AS BUSINESS OR TRADE SECRETS AND PLAINLY MARKED AS "TRADE SECRET," "CONFIDENTIAL," OR "PROPRIETARY." EACH ELEMENT OF A SUBMITTAL WHICH THE APPLICANT DESIRES NOT TO BE CONSIDERED A PUBLIC RECORD MUST BE CLEARLY MARKED AS SET FORTH ABOVE, AND ANY BLANKET

STATEMENT (I.E. REGARDING ENTIRE PAGES, DOCUMENTS, OR OTHER NON-SPECIFIC DESIGNATIONS) SHALL NOT BE SUFFICIENT AND SHALL NOT BE CONSIDERED BINDING IN ANY WAY WHATSOEVER. IF DISCLOSURE IS REQUIRED UNDER THE CALIFORNIA PUBLIC RECORDS ACT OR OTHERWISE BY LAW (DESPITE THE DEVELOPER'S REQUEST FOR CONFIDENTIALITY), THE AGENCY SHALL NOT BE LIABLE OR RESPONSIBLE FOR THE DISCLOSURE OF ANY SUCH RECORDS OR PART THEREOF.

8. SUBMISSION REQUIREMENTS

All applicants must **strictly** adhere to the procedures specified in this Notice of Funding Availability. Incomplete applications shall not be considered. It is the responsibility of the applicant to ensure that the proposal packages are complete. City staff is not obligated to contact applicants for missing information and applications deemed incomplete will be disqualified. All applications deemed complete by staff will be forwarded to a review panel for consideration

The application must be submitted in the legal name of the organization responsible for the event and signed by an authorized representative of the organization, who has legal authority to bind the applicant in contract with the Agency. Submission of an application shall constitute acknowledgement and acceptance of all terms and conditions stated herein.

Provide one printed and unbound application comprised of the "Submittal Content Requirements" (Section 5) and one electronic copy on either a cd or usb flash drive. The following file types are acceptable: word documents, excel spreadsheets, pdfs, jpegs, power point or other documents that can be viewed on a computer using a Windows system. The original and electronic version must be identical to one another (i.e., do not include information in the original that is not included on the cd/usb flash drive). Faxed or e-mailed applications will **not** be accepted. Please note that no submitted materials will be returned to the applicant.

To be considered for evaluation, a complete application as defined herein, including all necessary documentation and attachments must be delivered to the following address:

**Culver City Redevelopment Agency
9770 Culver Blvd., 3rd Floor
Culver City, CA 90232
Attention: Sol Blumenfeld
Assistant Executive Director**

All hand-delivered proposals must be received by 5:00 p.m. on August 19, 2011. Hand-delivered proposals received after 5:00 p.m. will not be accepted. Proposals sent via U.S. Postal Service, commercial carrier, or self-metered mail must be postmarked no later than 5:00 p.m. on August 19, 2011. If the U.S. Postal Service is used, proposals should be sent by certified mail and the developer should retain a receipt

showing a legible postmark date. If commercial carrier is used, the developer should retain a receipt showing legible shipping date. Applications with proper postmarks may still be deemed ineligible 14 days after deadline.

9. TENTATIVE SCHEDULE AND PROCESS FOR SPONSORSHIP SELECTION

Applications will be reviewed by staff to ensure that the application is complete. The applications will be forwarded to a review panel for evaluation and consideration. The recommendations of the review panel will be presented to the Culver City Redevelopment Agency Board for review, who will make the final determination concerning grant awards. **All applicants are required to have a representative at the Redevelopment Agency Board meeting to answer any questions that should arise.** Each applicant will receive notification of the specific dates for the Redevelopment Agency Board meeting at least seven (7) days in advance.

The tentative schedule is as follows:

Application Released	Week of July 5, 2011
Applications Due	August 19, 2011
Applications Sent to Review Panel	September 1, 2011
Review Panel Meets to Make Recommendations	October, 2011
Redevelopment Agency Makes Final Awards	November 2011

Though the above describes the anticipated review process, the Agency reserves the right to vary from or modify the process if deemed to be in the best interest of the Agency.

CONTRACT

Agreements shall be sent to approved applicants specifying the grant amount, the event specifications the benefits associated with the event and the event date(s). The agreement will include provisions requiring all recipients to expend funds within 12 months of the grant cycle. Reimbursement requests are required to be submitted within 60 days of the last event date. No grant award shall be deemed final until an agreement has been properly executed and signed by the applicant and the City. The agreement shall also include, among other items, a hold harmless provision. Any change from the original proposal must be submitted in writing to Redevelopment Agency staff for approval 60 days before the event date

FOR ADDITIONAL INFORMATION, CONTACT:

Jeremy Green, Culver City redevelopment Agency, at (310) 253-5764.
Email: jeremy.green@culvercity.org.

APPLICATION FORM

APPLICANT ORGANIZATION

Name of Organization:

Mailing Address (please provide street address):

Telephone:

Fax:

E-Mail:

Contact Name/Title:

Contact Phone (if different from above):

Website:

Title of Event:

Brief Description of Event:

Proposed Date(s) of Event:

Proposed Event Venue(s):

Estimated number of people to participate/attend

TOTAL EVENT COST:

Cash Grant Amount Requested from the Redevelopment Agency:

Has your organization ever received financial assistance from Culver City? Yes No

If yes, please describe the source and amount of assistance, the year it was received, and how it was used.

ATTACHMENT 3

Exhibit "A" to Resolution Nos. 2011-R____ and 2011-A____

SPECIAL EVENT SPONSORSHIP POLICY

Background

The City of Culver City (the "City") has become a desirable location for the production of special events, which provide economic and community benefits to the City, including, without limitation, the elimination of blight within a redevelopment project area. To further encourage organizations to produce such events in the City, the Culver City Redevelopment Agency (the "Agency") has determined to establish and allocate funding to a Special Event Sponsorship Program (the "Program") and any event receiving funding under the Program, may be considered a City- and/or Agency-sponsored event.

General Policies

SECTION 101 PURPOSE

The purpose of this document is to establish policies and procedures for participation in and implementation of the Program (the "Policy").

SECTION 102 DEFINITIONS

Terms defined herein shall have the following meanings when used in this Policy:

Agency Board. The Board of Directors of the Culver City Redevelopment Agency.

Qualified Expenses. For Agency funded Special Events, expenses which directly relate to a "redevelopment activity" as defined in Health and Safety Code Section 33678(b)(1), which provides as follows:

"Redevelopment activity" means either of the following:

(1) Redevelopment meeting all of the following criteria:

- (A) Is redevelopment as prescribed in Sections 33020 and 33021.
- (B) Primarily benefits the project area.

(C) None of the funds are used for the purpose of paying for employee or contractual services of any local governmental agency unless these services are directly related to the purpose of Sections 33020 and 33021 and the powers established in other sections of the Community Redevelopment Law.

Special Events funded using City sources may have different Qualified Expenses. Any such differences shall be outlined in the NOFA.

Grant Recipient. The Special Event Organizer to which a Program Sponsorship is awarded.

Sponsorship. Award of Funding to the Organizer of a Special Event in accordance with the provisions of this Policy.

Executive Director. The Executive Director of the Culver City Redevelopment Agency or his/her designee.

Funding. City and/or Agency funds awarded to the Grantee in accordance with Program requirements and this Policy.

Notice of Funding Availability (NOFA). The notice of availability of and application to receive Funding through the Program, to be submitted to the Special Projects Coordinator. The contents of the application shall be in accordance with Section 105.1 of this Policy.

Organizer or Applicant. Any individual, corporation, firm, partnership, association, organization, or other group acting as a unit, that is responsible for the Special Event and submitted an application for Program Sponsorship.

Special Event. The event for which an Organizer/Applicant is seeking Program Sponsorship in accordance with Program requirements and this Policy.

Special Projects Coordinator. The individual or individuals designated by the Agency's Executive Director to administer, coordinate and supervise the NOFA process and Sponsorship Agreement.

Sponsorship Agreement. The document executed by the Grant Recipient, City Manager and Agency Executive Director, as applicable, setting forth the terms and conditions pursuant to which a Sponsorship has been awarded and Funding will be allocated.

SECTION 103 ELIGIBILITY CRITERIA

Non-profit organizations, including Culver City charitable and community organizations, and for-profit organizations, whose events will 1) provide tangible economic benefits directly to the City and 2) take place at least partially in a Redevelopment Agency project area are eligible to apply for a Program Sponsorship. Should the City Council determine to allocate funding for the Program from non-Redevelopment sources, different eligibility criteria may apply and will be noted on the NOFA.

The Special Event must occur on a date(s) within the time period set forth in the NOFA. The Special Event must be available to the general public in a building, facility, or other area that is ADA accessible, and is wholly or partially located in the City or under the City's or Agency's control. The Special Event must comply with all Culver City Municipal Code requirements, including the Zoning Code, and all other provisions of local, state and federal law.

SECTION 104 FUNDING GUIDELINES

Section 104.1 Use of Funds. Funding shall only be used for direct expenses related to the Special Event. Agency funds shall only be used to pay for Qualified Expenses. City funds may have different use criteria.

Section 104.2 Permits & Licenses. The Grant Recipient shall be required to obtain a Culver City business tax certificate before the Special Event occurs, as well as complete a special event permit application. Compliance with any additional licensing/permitting conditions, and/or insurance requirements, established by the City and/or Agency, or by the venue at which the Special Event will be held, is required.

Section 104.3 Credits. To ensure that acknowledgment of Sponsorship is given to the City and/or Agency, as applicable, the Grant Recipient shall include a credit line and the City and/or Agency logo, as applicable, in all marketing materials and Special Event program information, as well as provide a draft of the marketing materials and Special Event program information to the Special Projects Coordinator for review and approval prior to the Special Event. The credit line should read as follows (unless otherwise approved by the Special Projects Coordinator): "Sponsored in part by the City of Culver City and Culver City Redevelopment Agency" as applicable.

Section 104.4 Consultation with Special Projects Coordinator. The Grant Recipient shall be required to meet with the Special Projects Coordinator at least three months prior to the Special Event date(s) to review plans for the Special Event and confirm completion of the requirements set forth in Sections 104.2 and 104.3 of this Policy.

Section 104.5 Receipt and Forfeiture of Funding. The Grant Recipient shall receive Funding after the conclusion of the Special Event and submission of an invoice evidencing Qualified Expenses and final budget report to the Special Projects Coordinator. Processing of invoices takes approximately 30 business days but may take as long as 45 days from receipt of invoice. Failure to comply with any of the requirements for participation in the Program including, but not limited to, the provisions of this Policy shall subject the Grant Recipient to forfeiture of Funding.

Section 104.6 Sponsorship Agreement. Grant Recipients will be required to sign a Sponsorship Agreement defining terms and conditions for receipt of Funding, as set forth in Section 107 of this Policy.

SECTION 105 SUBMITTAL OF NOFA APPLICATION AND APPROVAL OF SPONSORSHIP AGREEMENT

Section 105.1 Contents of NOFA Application

All applications shall contain a completed and signed NOFA Application Form accompanied by the following information in accordance with the requirements and consistent with the format set forth in the NOFA:

- A. Detailed description of the Special Event
- B. Mission/purpose of the Organizer/Applicant
- C. Location details
- D. Economic benefits to the City
- E. Marketing and publicity
- F. Audience development
- G. Community benefits
- H. Funding details
- I. Financial statement
- J. Special Event samples/designs
- K. Supplementary materials

Section 105.2 Evaluation Criteria

NOFA applications will be evaluated based on the following criteria:

Required for Consideration: Potential economic benefit to the City as measured by:

- A. A quantifiable value of media exposure/visibility of the Special Event
- B. Expected sales tax produced
- C. Potential for new business attraction generated from the Special Event
- D. Exposure of the City to new foot traffic at the Special Event
- E. Amount of funding already obtained by the Organizer in support of the Special Event from other sources and/or sponsorships
- F. Event marketing plan
- G. Geographic diversity within a Redevelopment Agency Project Area

Additional Criteria:

- A. Potential community benefit to the City as measured by:
 - 1. Uniqueness of event for the City
 - 2. Benefits to the community
 - 3. Elimination of blight within a Redevelopment Agency Project Area
- B. Realistic budget as measured by:
 - 1. Event costs
 - 2. Required City staff/department costs
 - 3. Special Event marketing expenses
 - 4. Cost of Special Event attraction (marketing expenses and expected attendees)

Section 105.3 Selection Process

NOFA applications will be evaluated based upon the evaluation criteria outlined in the NOFA and Section 105.2 of this Policy. Applications will be reviewed by the Special Projects Coordinator to ensure the application is complete. Those applications that are deemed complete shall be forwarded to a review panel for evaluation and consideration. The recommendations of the review panel will be presented for review to the City Council and/or the Agency Board, which will make the final determination concerning Program Sponsorship awards. All Applicants are required to have a representative at the City Council and/or Agency Board meeting at which the review panel's recommendations are considered in order to answer any questions that should arise. Each Applicant will receive notification of the City Council and/or Agency Board's consideration of the recommendations at least seven days prior to the City Council/ and/or Agency Board meeting. The selection process may be modified at any time at the discretion of the City Manager and/or Executive Director.

Section 105.4 Submission Requirements

All Applicants must strictly adhere to the procedures specified in the NOFA and this Policy. Incomplete applications shall not be considered and shall be disqualified from the selection process. It is the responsibility of the Applicant to ensure that the proposal packages are complete and City staff is not obligated to contact Applicants for missing information.

The application must be submitted in the legal name of the Organizer/Applicant and signed by an authorized representative of the Organizer/Applicant, who has legal authority to bind the Organizer in contract with the City and Agency. Submission of an application shall constitute acknowledgement and acceptance of all terms and conditions stated in the NOFA and this Policy.

SECTION 106 DISCLOSURE OF NOFA CONTENT

All NOFA applications submitted are the property of the City/Agency and are part of the public record, with the exception of those elements of each submittal that are identified by the Organizer/Applicant as business or trade secrets and plainly marked as "trade secret," "confidential," or "proprietary." Each element of a submittal that the Organizer/Applicant considers to meet one of the listed categories must be clearly marked as set forth above, and any blanket statement (i.e. regarding entire pages, documents, or other non-specific designations) shall not be sufficient to maintain non-disclosure and shall not be considered binding on the City or Agency in any manner whatsoever. If disclosure of any part of the NOFA application is required under the California Public Records Act or

otherwise required by law (despite the Organizer's request for confidentiality), neither the City nor the Agency shall be liable or responsible for the disclosure of any such records or part thereof.

SECTION 107 SPONSORSHIP AGREEMENT

Upon award of Funding, each Grant Recipient shall be required to enter into a Sponsorship Agreement. The Sponsorship Agreement shall set forth the terms and conditions of the Grant Recipient's receipt of Funding and participation in the Program, including, but not limited to, the following:

- A. Requirements set forth in the NOFA and this Policy
- B. Funding amount
- C. Special Event specifications, including event date(s)
- D. Benefits associated with the Special Event
- E. Provisions requiring the Grant Recipient to expend funds within 12 months of the grant cycle.
- F. Procedures and requirements for reimbursement requests
- G. Requirement of signed Sponsorship Agreement prior to receipt of Funding
- H. Indemnification and insurance requirements

RESOLUTION No. 2011- R_____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
CULVER CITY ADOPTING A CITY COUNCIL POLICY
STATEMENT RELATED TO SPECIAL EVENT SPONSORSHIP

WHEREAS, the City of Culver City (the "City") has become a desirable location for the production of special events, when such events further a public purpose by providing economic and community benefits to the City; and,

WHEREAS, to further encourage organizations to produce such events in the City, the City Council may determine to allocate funding to a Special Event Sponsorship Program (the "Program"), and an event receiving funding under the Program may be considered a City-sponsored event; and,

WHEREAS, the City Council desires to establish policies and procedures for participation in and implementation of the Program in case such funding is allocated.

NOW, THEREFORE, the City Council of the City of Culver City, DOES HEREBY RESOLVE, as follows:

1. The City Council Policy Statement related to Special Event Sponsorship, which City Council Policy Statement is attached hereto as Exhibit "A" to this Resolution is hereby approved; and,

2. This City Council Policy Statement shall become effective immediately upon adoption of this resolution; and

3. The City Manager is hereby authorized to format this Policy Statement in a format consistent with other City Council Policy Statements and shall

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1 include the final version of this City Council Policy Statement with other adopted City
2 Council Policy Statements.

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APPROVED and ADOPTED this ____ day of _____, 2011.

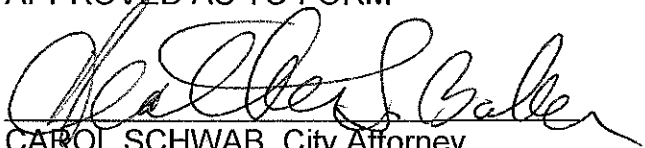
CHRISTOPHER ARMENTA, MAYOR
City of Culver City

ATTEST

APPROVED AS TO FORM

MARTIN R. COLE, City Clerk

A11-00186

for 
CAROL SCHWAB, City Attorney

1 RESOLUTION No. 2011- A _____

2 A RESOLUTION OF THE AGENCY BOARD OF THE CULVER
3 CITY REDEVELOPMENT AGENCY ADOPTING POLICIES AND
4 PROCEDURES RELATED TO A SPECIAL EVENT
5 SPONSORSHIP PROGRAM.

6 WHEREAS, the City of Culver City (the "City") has become a desirable
7 location for the production of special events, which provide economic and community
8 benefits to the City and, specifically, to the redevelopment project areas within
9 jurisdiction of the Culver City Redevelopment Agency (the "Agency"); and

10 WHEREAS, to further encourage organizations to produce such events in
11 the City, and provided that such events constitute "redevelopment activity" within the
12 meaning of the California Community Redevelopment Law (Health and Safety Code
13 sections 33000 et seq.), the Agency has determined to establish and allocate funding
14 to a Special Event Sponsorship Program (the "Program") and any event receiving
15 funding under the Program, would be considered to be a City- and/or Agency-
16 sponsored event; and

17 WHEREAS, the Agency desires to establish policies and procedures for
18 participation in and implementation of the Program.

19 NOW, THEREFORE, the Culver City Redevelopment Agency
20 Board, DOES HEREBY RESOLVE, as follows:

21 1. The Agency Board Policy Statement related to Special Event
22 Sponsorship, which Agency Board Policy Statement is attached hereto as Exhibit
23 "A" to this Resolution is hereby approved; and,

24 2. This Agency Board Policy Statement shall become effective
25 immediately upon adoption of this resolution; and

26 3. The Executive Director is hereby authorized to format this Policy
27 Statement in a format consistent with other Agency Board Policy Statements and shall
28

1 include the final version of this Agency Board Policy Statement with other adopted
2 Agency Board Policy Statements.

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4 APPROVED and ADOPTED this ____ day of _____, 2011.

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10 ATTEST

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MICHEÁL O' LEARY, CHAIR
Culver City Redevelopment Agency

APPROVED AS TO FORM

ALICE PRASAD, Secretary

MURRAY KANE, Agency General Counsel

A11-00187