

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

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| Meeting Date: 4/21/14                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | Item Number: <u>A-2</u>                                                                           |
| <b>CITY COUNCIL AGENDA ITEM: Consideration of City Sponsorship for the First Annual Culver City Arts District Summer Solstice Event in Culver City.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                                                                                                   |
| Contact Person/Dept.:<br>Todd Tipton<br>Elaine Warner                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | Phone Number:<br>(310) 253-5783<br>(310) 253-5777                                                 |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  | General Fund: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>                 |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |
| Commission Action Required: Yes <input type="checkbox"/> No <input type="checkbox"/> Date: _____                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                                                                                                   |
| Public Notification: (E-Mail) Meetings and Agendas – City Council (04/16/14)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                                                                                                   |
| Department Approval:<br>Sol Blumenfeld (04/14/14)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | City Attorney Approval:<br>Carol Schwab (by H. Baker) (04/15/14)                                  |
| Chief Financial Officer Approval:<br>Jeff Muir (by M. Noller) (04/15/14)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  | City Manager Approval:<br>John M. Nachbar (04/16/14)                                              |
| <br><b><u>RECOMMENDATION</u></b><br><br>Staff recommends the City Council approve sponsorship of the first annual Culver City Arts District Summer Solstice Event proposed to be held on Saturday, June 21, 2014 in the Culver City Arts District on Washington Boulevard between Helms Avenue and Fairfax Boulevard.<br><br><b><u>BACKGROUND</u></b><br><br>The Culver City Arts District is comprised of numerous art galleries, architecture firms, creative businesses, specialty retail establishments and restaurants. In August 2013, the City Council formally recognized the organization of property and business owners as the Culver City Arts District (CCAD) (Attachment 1). Since that time, the CCAD has developed a webpage promoting the CCAD, developed a comprehensive business map, created Twitter and Facebook pages and designed/funded/installed streets banners along Washington Boulevard. These efforts reflect a \$9,000 investment of private funds in promoting and identifying the area. Economic Development Division staff has met with members of the CCAD on a regular basis since July 2013 to help facilitate the CCAD's goals and advance their work plans for the area.<br><br><b><u>DISCUSSION</u></b><br><br>The CCAD would like to host a community event in coordination with Make Music LA (MMLA) on June 21, 2014 (Attachment 2). MMLA is a LA-based non-profit that produces an annual participatory musical celebration on June 21st, the Summer |  |                                                                                                   |

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Solstice. Now in its fourth year, MMLA is a unique festival of hundreds of free concerts in public spaces throughout the city and county of Los Angeles. MMLA takes place simultaneously with similar festivities in more than 700 cities around the world and is a global celebration of making music.

With free musical performances as an additional draw throughout the CCAD, the Summer Solstice event is expected to attract a broad range of people to the area such as young professionals, families, students etc. The goal of the event is to increase general public awareness of all the businesses in the CCAD, leverage cross promotion with MMLA, and promote Culver City at large.

As this is a first time event, the CCAD leaders would like to keep the event simple. To this end, all the musical performances will take place on private property and no events are proposed in the public right-of-way (sidewalks/streets). Those attending the event will be encouraged to use Culver CityBus, the Exposition Light Rail Line or other forms of multi-mobility transit (train, bicycling and walking). For those who choose to drive, they will be directed to park in the Ince Parking Structure, Metro's lot at Washington/National, or utilize street parking along commercial corridors and the ride share lot near Fairfax Boulevard (all marketing materials will request that visitors not park in the residential neighborhood).

To implement the event, CCAD is requesting a waiver of Special Event Permit fees as well as the City providing in-kind staff time. The CCAD would manage and fund all other event production, promotion, and marketing costs. Staff has spoken with the Los Angeles County Metropolitan Transportation Authority (LACMTA) to include this event in their "Destination Discount" programming. The Culver City Chamber of Commerce has also agreed to partner with the CCAD on marketing efforts. In addition, members of the CCAD have already been in contact with KCRW, LA Weekly, Curbed LA, and Eater as many of them already have existing relationships with these publications.

A City sponsorship will allow the CCAD to successfully produce the first annual Summer Solstice event for the community while also promoting its unique business district and Culver City as a whole. In exchange for City sponsorship, the CCAD will prominently display the City's name as a sponsor of the event via logo placement on-line, in print, and in social media marketing and publications.

To be categorized as a "sponsored" event by the City, an event must comply with City Council Policy and Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii., confirming that the City 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. If approved by the City Council, the City would be contributing at least \$1,000 in waivers to the event. The CCMC requires both (a) AND (b) conditions be satisfied. Additionally, in order for an

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event to be considered city-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

**FISCAL ANALYSIS**

In the City Council's formal recognition of the CCAD, it directed the City Manager to consider future cooperative economic development and marketing activities for the area through in-kind services in the form of staff time subject to availability of such time (Attachment 1). The City Council's direction to the City Manager did not include fee waivers and, as a result, this item is being presented to the City Council for consideration. The costs associated with the City's proposed sponsorship are as follows:

*1. Special Event Permit Fee Waivers*

Event permits will be required only for businesses that are featuring an event element beyond their regular business operation (i.e. music performance). At this time, staff anticipates approximately 10 businesses/property owners hosting musical performances or other event elements. The estimated cost of the related Special Event Permit fees is \$750, for which the CCAD is seeking a waiver.

*2. In-kind Staff Time*

Staff has met with representatives from the City Manager's Office, Planning Division, Fire Department, Building and Safety Division, Public Works Department (Sanitation/Engineering), Information Technology and Police Departments to discuss the proposed event, assess impacts, and determine the cost of in-kind staff time dedicated to the proposed event. The value of the in-kind staff time is estimated to be \$1,340 and is outlined below:

- *Public Works* - Sanitation anticipates requiring one staff person on site to periodically empty existing trash receptacles along Washington Boulevard. In addition, Sanitation will provide an extra trash pick-up for up to 20 businesses as well as provide recycling receptacles to individual businesses. The event will not feature food trucks, and visitors are encouraged to patronize existing restaurants/eateries. The estimated in-kind staffing cost is \$1,140. Public Works staff will also be providing barricades for those properties that will be utilizing their parking lots as event space during the events. There are no in-kind costs for this service.
- *Fire and Police* - All businesses in the area, regardless of whether they will be hosting a musical performance or event element, will be required to adhere to approved occupancy levels for their buildings and may not serve alcohol during the event. A memorandum outlining these requirements will be distributed to all businesses and will require a signature indicating receipt. To this end, Fire

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Safety Officers will not be required at the event, and there is no in-kind staffing cost anticipated. Police Officers will be present in the area throughout the event as part of their regular patrol and, as such, no in-kind staffing costs for these services are anticipated.

- *Information Technology* - As with previous events in the Culver Village District, Economic Development staff will assist the CCAD with event promotion and marketing on the City's website and with other organizations. Costs for staff time related to promoting the event, posting on the website, and conducting electronic notification on the E-Gov Delivery system are estimated at \$200.

The in-kind sponsorship costs can be absorbed within the existing budget and will not directly impact the General Fund.

**ATTACHMENTS**

1. August 12, 2013 Culver City Arts District Staff Report
2. Make Music LA Information

**MOTION**

That the City Council:

1. Approve a) special event permit fee waivers in an amount not-to-exceed \$750 and b) \$1,340 of in-kind staff time for assistance in producing the first annual Culver City Arts District Summer Solstice Event, and;
2. Designate the Culver City Arts District Summer Solstice as a City-sponsored event.