

City of Culver City, California
Joint City Council and Redevelopment Agency Agenda Item Report

Meeting Date: 04/13/09		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM - Approval of a Memorandum of Understanding among the City, the Redevelopment Agency and the Culver City Chamber of Commerce Regarding the Parties Cooperation in Community Events, Projects and the General Economic Development of the City.			
Contact Person/Dept.: Glenn Heald Redevelopment		Phone Number: 310-253-5752	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Public Notification: Chamber of Commerce (03/26/09); Master E-Mail Notification List (04/08/09).			
Department Approval: Sol Blumenfeld (04/08/09)		City Attorney Approval: Carol Schwab (by H. Baker) (04/08/09)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (04/08/09)		City Manager/ Executive Director Approval: Jerry B. Fulwood (04/08/09)	
<u>RECOMMENDATION:</u> Staff recommends City Council and the Redevelopment Agency approve a Memorandum of Understanding (“MOU”) (Attachment 1) among the City, the Agency and the Culver City Chamber of Commerce (the “Chamber”) (and collectively the Parties) for the purpose of defining the Chamber’s organizational relationship with the City and the Agency; and delineating the functions, duties and responsibilities of the Parties with respect to their partnership in community events and the general economic development of the City. <u>BACKGROUND:</u> The City and the Agency have a significant and long-standing interest in enhancing the City’s economy and business environment by attracting business and investment to the community. In cooperation with the Chamber, the City and Agency have expended and continue to expend significant resources toward events and projects that serve to benefit the community and the economic development of the City. In addition, the services provided by the Chamber assist, and are directly related to, the implementation of the Redevelopment Plan for the Culver City Redevelopment Project Area. The Chamber has the expertise and ability to produce events and projects that attract businesses to the City and improve the overall quality of life within the			

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community. For the past several years the City and Agency have sponsored and supported various Chamber events, which have benefited the community and the economic development of the City. The purpose of the proposed MOU is to carry out these objectives.

DISCUSSION:

On February 19, 2008, Council approved Resolution 2008-R011 adopting Policy 2008-01 (Attachment 2) relating to Community Organizations (the "Policy") and establishing objective criteria by which the City's relationship with various organizations is defined. At the time of the adoption of the Policy, City Council directed staff to begin negotiations with various organizations, with which the City and/or Agency work closely to organize civic events and/or activities sponsored by the City or Agency, for the purpose of entering into MOUs. In accordance with the intent of the Policy, the MOUs should set forth the relationship between the parties and identify each party's respective duties and responsibilities with regard to such events and/or activities. Per Council's direction, staff has negotiated the proposed MOU with the Chamber for Council and Agency consideration.

Certain annual Chamber events have been traditionally designated as City- and/or Agency-sponsored events (such as the Mayor's Luncheon and Business Expo). The sponsorship of these events, as well as other Chamber events, has occurred on a case-by-case basis. Council's stated purpose in approving Policy 2008-01 was to provide a mechanism by which staff and authorized community organizations may plan and stage events, waive predetermined fees, and/or utilize staff time with City and Agency approval through contractually specified standards and terms. Although the Chamber currently conducts certain City- and/or Agency-sponsored events, the organization itself currently does not fall into the category of a Cooperative Community Group (Category 2), pursuant to the provisions of the Policy, for lack of an MOU.

To this end, the proposed MOU has been prepared, which provides for the following events to be designated as City- and/or Agency-sponsored events and sets forth the respective duties and responsibilities of the Parties in the production of such events:

- Mayor's Luncheon
- Public Safety Luncheon
- Business Expo
- Health Expo
- E-waste Roundup

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Additional events may be added from time to time through amendment of the MOU as authorized by the Council and Agency. For each of these events, 18 hours of staff time will be allocated for the planning, preparation and/or promotion of the events. Such staff time represents the City's and/or Agency's financial contribution of at least \$1,000, thus qualifying the events as City- and/or Agency-sponsored. The Chamber will be responsible for all hard costs for the subject events, but will be eligible for fee waivers available to Cooperative Community Groups as defined by the Policy. In addition, these events will be eligible for the placement of banners in the City's three banner locations to advertise the events.

In addition to the events described above, the MOU sets forth the terms of certain other joint projects that promote and maintain Culver City as a healthy and growing area for commerce and business, including the business directory and City map.

FISCAL ANALYSIS:

The proposed MOU with the Chamber will help provide consistency and clearly define the level of participation and, consequently, costs borne by the City and Agency. Staff time of up to 18 hours per event for planning and promotional assistance equates to approximately \$1,000 of in-kind staff cost (using total costing for a Management Analyst position). Fee waivers available to the Chamber will vary according to resources used. As the City Council has historically provided these in-kind services and approved fee waivers/reductions, no additional fiscal impact will be realized by entering into this MOU.

The events covered by the proposed MOU serve to supplement the City's and Agency's own economic development and public safety, health, and welfare efforts. By participating in this MOU, the City and Agency are effectively sharing costs with the Chamber of Commerce to provide services that the City and Agency may not have the funds or staff resources to otherwise provide.

ATTACHMENTS:

1. Draft Memorandum of Understanding between and among the City, the Agency and the Chamber.
2. Resolution 2008-R011, including Policy 2008-01.

MOTION:

That the City:

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1. Approve the Memorandum of Understanding by and among the City of Culver City, the Culver City Redevelopment Agency and the Culver City Chamber of Commerce regarding the Parties cooperation in community events, projects and the general economic development of the City; and
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.

That the Redevelopment Agency:

1. Approve the Memorandum of Understanding by and among the City of Culver City, the Culver City Redevelopment Agency and the Culver City Chamber of Commerce regarding the Parties cooperation in community events, projects and the general economic development of the City.
2. Authorize Agency General Counsel to review/prepare the necessary documents; and,
3. Authorize the Executive Director to execute such documents on behalf of the Agency.