

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

Meeting Date: 04/13/15		Item Number: <u>A-4</u>	
CITY COUNCIL AGENDA ITEM: Consideration (and Approval if Deemed Appropriate) of the Culver City Centennial Celebration Committee Inc.'s Quarterly Report Including: Presentation of the Centennial Logo, the Participant Application, the Draft Budget for 2014-2017, Approval of Future Meetings and Agendas to be Posted on the City's Website, a Request for \$25,000 in Funding for Fiscal Year 2015/2016, and Additional Direction to the City Manager as Deemed Appropriate.			
Contact Person/Dept.: Shelly Wolfberg		Phone Number: (310) 253-6008	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒ Date: _____			
Public Notification: (E-Mail) Agenda and Meetings – City Council (04/08/15); CCCCC (04/08/15)			
Department Approval: Martin R. Cole (04/08/15)		City Attorney Approval: Carol Schwab (by H. Baker) (04/08/15)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (04/08/15)		City Manager Approval: John M. Nachbar (04/08/15)	
<u>RECOMMENDATION:</u> Staff recommends the City Council receive a Quarterly Report including the following requests from the Culver City Centennial Celebration Committee (CCCCC): the Centennial logo, the Participant Application, the Draft Budget for 2014-2017, authorization for future CCCCC meetings and agendas to be posted on the City's website; \$25,000 in funding for Fiscal Year 2015/2016; and provide additional direction to the City Manager as appropriate. <u>BACKGROUND:</u> On June 13, 2014, the CCCCC filed its Articles of Incorporation as a Non-profit Public Benefit Corporation. On December 8, 2014, the City Council approved an MOU between the CCCCC and the City of Culver City. Over the past several months, the CCCCC has conducted regular committee and subcommittee meetings. Staff from the City Manager's Office attends all committee meetings. The CCCCC Board of Directors is comprised of Culver City residents who plan, promote, organize, and coordinate the celebration of the City's Centennial. Most of the events will be planned and implemented by local community organizations, individuals, and businesses. The CCCCC will ensure that each event that is branded as an official			

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CCCCC event will support and promote the spirit and the mission of Culver City's Centennial Celebration. All Centennial Celebration events will take place between September 20, 2016 and September 20, 2017, which marks the Centennial Celebration period.

DISCUSSION:

Pursuant to the MOU, the CCCCC has agreed to be responsible for several activities, including:

- 1) Developing an official logo for the Centennial Celebration and determining the authorized procedures for the display and use of such items, subject to the timely approval of the City Council.
- 2) Providing quarterly reports to City staff and City Council on the progress of planning for the Centennial Celebration and the finances of the Committee.

At tonight's City Council meeting, the CCCCC is requesting the City Council's consideration and approval of the following:

- a. Centennial logo, which will be presented tonight; and
- b. Quarterly Report of Centennial Activities; and
- c. "Participant Application" form, which includes guidelines for the use of the logo (Attachment 2); and
- d. Authorization for future Committee meetings and agendas to be posted on the City's website; and
- e. Assistance to fund the marketing of the Centennial for the upcoming fiscal year in an amount not to exceed \$25,000; and
- f. The Culver City Centennial Celebration Committee Draft Budget 2014-2017 (Attachment 3)

FISCAL ANALYSIS:

The CCCCC is requesting an amount not to exceed \$25,000 for FY 2015/2016 (Account No. 10116100.516600). City staff has provided, and will continue to provide, in-kind support to the CCCCC through the completion of the Centennial Celebration period and any post-event evaluation of the Centennial events.

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ATTACHMENTS:

1. Quarterly Report of Centennial Activities
2. Culver City Centennial Participant Application
3. Culver City Centennial Celebration Committee Draft Budget 2014-2017

MOTIONS:

That the City Council:

Provide direction to the CCCCC and the City Manager regarding the following:

1. The Centennial logo; and
2. Quarterly Report of Centennial Activities; and
3. Culver City Centennial Participant Application; and
4. Authorization for future Committee meetings and agendas to be posted on the City's website; and
5. \$25,000 in funding for Fiscal Year 2015-2016; and
6. Culver City Centennial Celebration Committee Draft Budget 2014-2017; and
7. Provide additional direction to the City Manager as deemed appropriate.