

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

Meeting Date: <u>05/28/13</u>		Item Number: <u>A-4</u>	
CITY COUNCIL AGENDA ITEM: Consideration of Providing Additional Financial Assistance Related to Valet Parking Permit Fees for Taste of the Nation 2013.			
Contact Person/Dept.: Jeremy Green		Phone Number: (310) 253-5859	
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 (05/21/13); Share Our Strength (05/16/13).			
Department Approval: Martin Cole (05/21/13)		City Attorney Approval: Carol Schwab (by H. Baker) (05/21/13)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (05/21/13)		City Manager Approval: John Nachbar (05/21/13)	

RECOMMENDATION:

Staff recommends the City Council consider additional in-kind financial assistance for the proposed *Taste of the Nation Los Angeles* 2013 event.

BACKGROUND AND DISCUSSION:

At the October 22, 2012 City Council meeting, the City Council approved a license agreement with the non-profit organization Share Our Strength, whose mission is to end childhood hunger, for its *Taste of the Nation* event (Event), a one-day fundraising event bringing together gourmet chefs for a food and wine/spirits tasting. The Event is tentatively scheduled to take place on Sunday June 9, 2013. The City Council designated the event as City-sponsored and also approved a portion of the requested in-kind fee waivers for permits, staff time and Media Park rental totaling \$1,977. Staff was asked to bring back additional information regarding three fee waiver requests related to parking and City Council approved an additional \$2,500 for those fee waivers at the December 12, 2012 meeting.

At that time, Share our Strength had decided not to have valet parking for their patrons. However, at a meeting with Public Work's Traffic and Engineering on May 16, 2013 to discuss the final logistics of the event prior to submitting their special event permit application, it became apparent that they had decided to provide valet parking for their VIP attendees, for which there is a permit required and also an associated permit fee.

Judy Walker, Western Regional Director of Share our Strength, has asked that City Council consider waiving the costs for the valet parking permit fee, in the amount of \$318.24, which will make the total fee waiver request for this year's event \$4,795.24.

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FISCAL ANALYSIS:

Approval of this request would result in the waiver of \$318.24 in revenue to the General Fund, which otherwise would have been collected.

ATTACHMENTS:

None.

MOTION:

That the City Council:

Determine the amount of additional in-kind financial support for the valet parking permit to be \$ _____ for a total in-kind financial support of the event to be \$ _____.