

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

Meeting Date: 03/26/2012		Item Number: A-2	
CITY COUNCIL AGENDA ITEM: Consideration of Sponsorship and Assistance for the Culver City Exchange Club Car Show and IndieCade Events.			
Contact Person/Dept.: Jeremy Green/CDD Todd Tipton/CDD		Phone Number: (310) 253-5764 (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Public Notification: The Exchange Club (03/13/12); Share our Strength (03/07/12); Creative Collaborative Media, Inc. (03/13/12); Meetings and Agendas – City Council (03/22/12).			
Department Approval: Sol Blumenfeld (03/22/12)		City Attorney Approval: Carol Schwab (by H. Baker) (03/22/12)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (03/22/12)		City Manager Approval: John Nachbar (03/22/12)	
<u>RECOMMENDATION:</u> Staff recommends the City Council consider in-kind financial assistance and sponsorship designation for: a) The Culver City Exchange Club (Exchange Club) Car Show; and b) IndieCade produced by Creative Media Collaborative, Inc. (CMC). <u>BACKGROUND:</u> On April 11, 2011 the former Culver City Redevelopment Agency (CCRA) Board and the City Council approved a Special Event Sponsorship program and policy, and a Notice of Funding Availability (NOFA) application for financial support of City- and Agency-sponsored special events that benefit the community and the economic development of the City. Due to the CCRA's dissolution on February 1, 2012, pursuant to AB 1 X 26, the funding source for the Special Event Sponsorship program and NOFA was eliminated. During the February 13, 2012 City Council meeting, the Council determined that there were no alternative funding sources that could be used to fund this year's events. The City Manager recommended that staff investigate how the events could be assisted without adversely affecting the General Fund and return to the Council with recommendations. The Council expressed their desire for there to be			

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consistency for any type of assistance and encouraged staff to meet with the event organizers to determine their ability to conduct the event with limited assistance.

DISCUSSION:

Staff determined two methods of assistance that could be provided to events, with limited impacts on the General Fund:

- Waiver of property rental fees
- Provision of in-kind equipment rental

In addition, staff proposes to continue to provide in-kind staff services during regular business hours. Staff time incurred at times other than regular business hours would be paid by the event producer. Attachment 1 describes the assistance to be provided in more detail.

The Exchange Club has agreed that it will be able to move forward with the Car Show event this year if the waiver of property rental fees and the provision of in-kind equipment rental are approved. Additionally, the Exchange Club has agreed to pay for staff costs during the event (Saturday, May 12, 2012), and to pay all permit fees.

IndieCade has not yet committed to paying permit fees associated with the event. In addition, IndieCade has provided an itemized request for assistance (Attachment 2) and also requests that the City solicit donations of items (not in the City's inventory) from outside organizations. Of the items requested, the City is able to waive costs for location rentals (Parcel B, Town Plaza, Media Park, Fire Station No. 1), and provide electrical equipment, directional signage and any other requested equipment that is already in the City's inventory.

Share our Strength has provided a letter of thanks to Council for all of the City's support during the past 8 years (Attachment 3.) Due to their need to finalize their location by March, they signed a contract to have this year's *Taste of the Nation* event occur on private property in Los Angeles.

Staff recommends that Council consider waiving property rental fees and provide in-kind staff time and equipment to both the Car Show and IndieCade, which would constitute a City sponsorship.

Staff requests that Council provide direction regarding IndieCade's request to obtain items not in the City's inventory from outside organizations, with the understanding that there can be no guarantee of procuring donations and that IndieCade would be responsible for purchasing or renting items that could not be acquired by the City, as well as paying for outside organizations' staff time. Further, damage to any

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equipment obtained would need to be the responsibility of IndieCade. The items requested include dedicated hard-wired internet, audio/visual equipment and other miscellaneous equipment. If staff were to request these items on behalf of an event producer, it would be a first time occurrence.

City Sponsorship

In the past, the two events were annually designated specifically as City-sponsored events, which allowed the organizations to post banners in the public right-of-way. To be categorized as a “sponsored” event by the City, an event must comply with 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 each in waivers to both the Car Show and IndieCade.

The CCMC requires both (a) AND (b) conditions be satisfied. Additionally, in order for an event to be considered City-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

FISCAL ANALYSIS:

Dedication of in-kind staff time to each of the events would mean a reduced availability of staff time for other City efforts but would otherwise not cause an impact to the general fund. As detailed in Attachment 1, it is proposed that property and equipment rental fees be waived as follows¹:

CAR SHOW

In-Kind Staff Costs:	\$4,651
Fees Waived:	<u>\$2,660</u>
Total	\$7,311

INDIECADE

In-Kind Staff Costs:	\$2,416
Fees Waived:	<u>\$2,294</u>
Total	\$4,710

Hard Costs Paid by Producer: \$9,836

Hard Costs Paid by Producer: \$1,638

ATTACHMENTS:

1. Past costs for the Culver City Car Show and IndieCade.
2. IndieCade Assistance Request Document
3. Letter from Share our Strength

¹ Costs provided are estimates based on staff and equipment costs in prior years.

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MOTION:

That the City Council:

1. Designate the Culver City Car Show as a City-sponsored event; approve a license agreement by and between the Exchange Club and the City and determine the amount of in-kind financial assistance and fee waivers provided to the event to be \$7,311;
2. Staff recommends the City Council designate IndieCade as a City-sponsored event; approve a license agreement by and between Creative Media Collaborative, Inc. and the City; and determine the amount of in-kind financial assistance and fee waivers provided to the event to be \$4,710;
3. Eliminate the NOFA program due to a lack of funding;
4. Authorize the City Attorney to review/prepare the necessary documents; and
5. Authorize the City Manager to execute such documents on behalf of the City.