

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

Meeting Date: 11/12/12		Item Number: <u>C-2</u>
CITY COUNCIL AGENDA ITEM: Approval of a Memorandum of Understanding with 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.: Todd Tipton, CDD		Phone Number: 310.253.5783
Fiscal Impact: Yes ☒ No ☐ General Fund: Yes ☒ No ☐		
Public Hearing: ☐		Action Item: ☐ Attachments: ☒
Commission Action Required: Yes ☐ No ☒ Date: _____		
Public Notification: Chamber of Commerce (10/25/12); (E-Mail) Meetings and Agendas – City Council (11/08/12); (E-Mail).		
Department Approval: Sol Blumenfeld: (11/06/12)	City Attorney Approval: Carol Schwab (by H. Baker) (11/06/12)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (11/07/12)	City Manager: John M. Nachbar (11/08/12)	

RECOMMENDATION:

Staff recommends the City Council approve a Memorandum of Understanding (MOU) with the Culver City Chamber of Commerce (Chamber) for the purpose of defining the Chamber's organizational relationship with the City 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.

BACKGROUND:

The City and Chamber 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 former Culver City Redevelopment Agency ("Former CCRA") have expended significant resources toward events and projects that serve to benefit the community and the economic development of the City.

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 community. The Chamber has provided a letter to the City summarizing its experience and history regarding its cooperative relationship with the City (Attachment 1). For the past several years, the City and Former CCRA 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 continue to carry out these objectives.

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On February 19, 2008, the City Council adopted Resolution 2008-R011 approving Policy 2008-01 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 works closely to organize civic events and/or activities sponsored by the, 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 City Council's direction, staff negotiated an MOU between the City, the Former CCRA and the Chamber, which was approved by the City Council and former CCRA Board on May 15, 2009 for a one-year term. On November 10, 2010 the City Council and former CCRA Board renewed the MOU with the Chamber for a two year term, which expires on December 31, 2012.

DISCUSSION:

Staff recommends a new MOU be executed between the City and Chamber (as the Former CCRA is now dissolved), which will serve to supplement the City's economic development and public safety, health, and welfare efforts. By participating in this MOU, the City is effectively sharing costs with the Chamber to provide services that the City may not have the funds or staff resources to otherwise provide. The MOU clearly defines the level of participation and costs borne by the City and the Chamber.

The proposed MOU will provide for the following annual events to be designated as City-sponsored events and set forth the respective duties and responsibilities of the parties in the production of such events:

- Mayor's Luncheon
- Public Safety Luncheon (at the request of the City)
- Business Expo (to be held at Veteran's Memorial Complex Auditorium)
- Health Expo (at the discretion of the Chamber)
- Up to two additional events to be held at Veteran's Memorial Complex Auditorium (such events must benefit the general economic development of Culver City)

For each of these events, City staff time may be allocated for the planning, preparation and/or promotion of the events and the Chamber will be eligible for fee waivers for facility rental and the installation of banners.* Such staff time and fee waivers, if requested, would represent the City's minimum financial contribution to qualify the events as City-sponsored. (*Under the terms of the MOU, the Chamber would be responsible for 50% of the rental fee for the use of Veteran's Memorial Complex Auditorium.)

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Also, 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 Chamber's City Map.

The term of the proposed MOU would be for a two-year period expiring on December 31, 2014, with the option of renewing the MOU for an additional two years upon 60-days' notice and mutual agreement of the parties. Staff recommends the MOU provide the City Manager with the authority to approve the additional two-year extension administratively.

FISCAL ANALYSIS:

For each designated Chamber event, 18 hours of staff time will be available for preparation and promotional work, representing a City contribution equivalent to \$1,000 of in-kind staff cost (using total costing for a Management Analyst position). The Chamber will be responsible for all hard costs for the subject events but will be eligible for fee waivers as denoted in Policy 2008-01. Such fee waivers 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 approving the proposed MOU.

ATTACHMENTS:

1. Letter from Culver City Chamber of Commerce

MOTION:

That the City Council:

1. Approve the two-year Memorandum of Understanding with 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 Manager to approve the additional two-year extension of the MOU administratively; and
3. Authorize the City Attorney to review/prepare the necessary documents; and
4. Authorize the City Manager execute such documents on behalf of the City.