

MEETING DATE: March 2, 2009

AGENDA ITEM: **1) Consideration of a Fee Waiver Request by the Culver City Exchange Club for the Sixth Annual Culver City Car Show; 2) Approval of a License Agreement for the Car Show; 3) Consideration of Designation of the Sixth Annual Culver City Car Show as a City-Sponsored Event; and 4) Determine the Level of Redevelopment Agency Support for the Car Show.**

ATTACHMENTS

	<u>Pages</u>
1. Staff report and attachments from February 23, 2009 Council Meeting	1-19
2. Original Budget from Exchange Club	20
3. Revised Budget from Exchange Club	21
4. Comparison of Exchange Club Budgets	22

ATTACHMENT 1

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 02/23/09		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM: 1) Consideration of a Fee Waiver Request by the Culver City Exchange Club for the Sixth Annual Culver City Car Show; 2) Approval of a License Agreement for the Car Show; 3) Consideration of Designation of the Sixth Annual Culver City Car Show as a City-Sponsored Event; and 4) Determine the Level of Redevelopment Agency Support for the Car Show.			
Contact Person/Dept.: Jeremy Green, Community Development		Phone Number: (310) 253-5764	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Culver City Exchange Club (01/20/09); Downtown Business Association (02/03/09); Chamber of Commerce 02/03/09); Master Notification List (2/18/09).			
Department Approval: Sol Blumenfeld (02/18/09)		City Attorney Approval: Carol Schwab (by H. Baker) (02/18/09)	
Fiscal Impact Approval: Jeff Muir (by N. Kimball) (02/18/09)		City Manager Approval: Jerry B. Fulwood (02/18/09)	
<u>RECOMMENDATION</u> Staff recommends the City Council: 1. Consider a fee waiver request made by the Culver City Exchange Club (the "Exchange Club") for the Sixth Annual Culver City Car Show (the "Car Show"); and, 2. Approve a license agreement for the Car Show; and, 3. Designate the Car Show as a City-sponsored event. 4. Authorize the use of the Parks, Recreation and Community Services ("PRCS") Global Electric Motor ("GEM") truck. Staff recommends the Redevelopment Agency: 1. Consider a fee waiver request for the cost of staff time. 2. Determine what level of support, if any, it wishes to provide to the Car Show in the form of a reimbursement to the City of its costs associated with the event.			

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

BACKGROUND

The Culver City Exchange Club is proposing to host the Sixth Annual Culver City Car Show on Saturday, May 9, 2009. As proposed, the Car Show will be presented in the same general area as in the prior four years: along Culver Boulevard between Duquesne Avenue and Ince Boulevard (Attachment 1). The original request was made by the Exchange Club on September 26, 2008 and a response was sent on October 30, 2008 to place the item on the schedule in January, 2009 (Attachments 2 and 3). This item has been rescheduled several times due to scheduling conflicts.

DISCUSSION

Fee Waiver Request

Last year, the Council approved a fee waiver requested by the Exchange Club, the promoter of the Car Show, in the amount of \$10,000. Tonight the Council and Agency are asked to consider the fee waiver for this year's event.

Staff met with representatives of the Exchange Club on December 17, 2008 to discuss successes and challenges of the 2008 event. The event elements remain essentially unchanged for 2009.

The Exchange Club finalized their Special Event Permit application, which was heard by the Committee on Permits and Licenses (the "Committee"). The Committee authorized a permit for this year's event on January 14, 2009.

Staff has compiled costs, in cooperation with other City staff, associated with the Car Show and is estimated to be approximately \$21,844. This is comprised of approximately \$21,022 in staff time for staff from various departments, \$554 in permit fees, and \$268 in hard costs for equipment (see detailed breakdown in Fiscal Analysis section). The Exchange Club has requested that the Council grant a waiver for this amount. The costs to the City would be incurred primarily by the Public Works, Police, and Parks, Recreation and Community Services Departments. The majority of the costs that have been projected by the Public Works and Police Departments are for staff time and reflect an increase in staff costs. The cost to the Agency is for a staff person who acts as a liaison and assists the Exchange Club with their requests.

In exchange for the City's permission to use City equipment, the Exchange Club shall provide the City with use of three booth spaces and one vehicle display space during the Car Show for purposes deemed appropriate by the City.

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During past events, the Exchange Club utilized a Parks, Recreation and Community Services ("PRCS") Global Electric Motor ("GEM") truck. The Exchange Club requests that Council consider its request to use the GEM truck again this year. The use of the GEM truck requires Council authorization. If the Council authorizes the use, the Exchange Club will provide a certificate of general liability insurance in an amount of \$1 million and a Special Endorsement Form naming the City as additionally insured, as well as automobile insurance covering the Exchange Club's volunteer driver.

License Agreement

For each of the past year's Car Show events, the City has entered into a License Agreement with the Exchange Club setting forth the duties and responsibilities of the Exchange Club relating to the operation of the Car Show, and any benefits conferred upon the Exchange Club by the City (i.e. use of City equipment; fee waiver, where applicable; etc.) Staff recommends that the Council approve a license agreement with the Exchange Club and direct the City Attorney's Office to prepare such agreement consistent with the Council's direction this evening.

Banner Request

The Exchange Club requests that Council allow the organization to advertise by posting banners in the public right-of-way. The banners would be produced at the Exchange Club's cost. The Exchange Club requests a waiver for the permit fees (\$237) and cost of staff time required to install the banners (\$464).

Section 17.330.040 of the Culver City Municipal Code (CCMC), relating to Signs in the Public Right-of-Way, provides for certain exceptions to posting signs in the public right-of-way (which is generally prohibited). One such exception is for signs relating to the "promotion of civic events and activities" where those events and activities are "organized or sponsored by the City or Redevelopment Agency." (CCMC Section 17.330.040.B.7.a)

To be "Sponsored" by the City or Redevelopment Agency, an event must comply with CCMC Section 17.330.040.B.7.b.ii. confirming that the following criteria have been met: The City and/or Redevelopment Agency 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 of the foregoing.

The CCMC clearly requires both (a) AND (b) to be met. In addition, the use of City staff resources, equipment, etc., for an event does not in and of itself constitute participation in the event by the City in an "official capacity" in the planning,

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preparation or promotion of the event. Further, in accordance with the adopted City Council Policy No. 2008-01, regarding Community Organizations, in addition to meeting the above-referenced criteria, in order for an event to be considered City-sponsored and/or Redevelopment Agency-sponsored, the City Council and/or Redevelopment Agency, must determine, by specific action, that the above criteria have been met.

In summary, in order to be eligible for a banner, the City and/or the Redevelopment Agency would need to take both of the following actions:

(1) determine that the Culver City Car Show is a City- or Agency- sponsored event AND (2) determine to support the event in an amount no less than \$1,000, which may take the form of a fee waiver.

Staff recommends the City Council and/or the Redevelopment Agency consider whether to designate the Sixth Annual Culver City Car Show as a City-sponsored and/or Redevelopment Agency-sponsored event, based upon the above criteria.

Should the Council and/or Agency take both of these actions, the City Attorney shall include appropriate language in the License Agreement to reflect these actions, thereby granting the request for banners.

FISCAL ANALYSIS

The City's and Agency's total cost associated with the Car Show, primarily staff time, are estimated to be approximately \$21,844. If a waiver is not granted by the City Council, staff would invoice the Exchange Club for the actual costs incurred. If a waiver is granted by the City Council, the costs will either be absorbed by the City's General Fund or reimbursed by the Agency.

If the Council decides to waive the fees and staff costs, the Agency may take up the question of whether to make up the City's loss. Agency funding of \$12,000 has been appropriated in the 2008-2009 budget (Account No. 55090200.516600 "Special Events & Meetings") to cover the estimated hard costs for the 2009 Car Show (i.e. permit fees, equipment rental, materials, etc.); staff costs would be reimbursed through the annual Cost Allocation Plan.

The City Council/Agency Board may decide to waive all, a portion of, or none of the costs requested by The Exchange Club.

For comparison purposes, the waiver of fees and staff costs requested for this event in 2008 was approximately \$14,000 and the Council approved \$10,000. Last year, the Agency reimbursed the City for staff costs.

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This year's costs have increased due to changes in departmental fees and charges, as well as staff time cost increases. A complete cost comparison between the 2008 and the 2009 event have been included for your review (Attachment 4).

The Public Works Department budget includes engineering and traffic staff costs for the planning of the event and for supervision on the day of the event, maintenance/operations and electrical costs. This will ensure specific overview for the event.

Last year, Public Works staff time was estimated based on regular hourly rates. This year, the rates supplied from Public Works includes fully burdened, double time rates per hour, to reflect the true costs of the work that will occur during the weekend event. These rates significantly increase the budget request from last year. Had matching types of rates been utilized, the 2009 budget would have remained closer to that of last year for staff costs.

Last year, the Police Department's budget had decreased due to the use of 16 non-paid Reserve Police Officers, resulting in a reduction in the number of paid Police Officers needed for the event. This year, there is a potential that fewer Reserve Police Officers will be available, resulting in the need for additional paid Police Officers. Last year, Agency staff time costs were not included in the request. For this year the costs are included.

The estimated costs are provided below for Agency and Council review:

City Costs:

Fire:	\$ 0	Radios
Police:	\$6,789	Staff time
PRCS:		
Equipment	\$ 268	Tables, 26 Chairs, Podium
	\$ 0	GEM Truck
Public Works:		
Maintenance Op.	\$1,700	2 staff
Engineering	\$9,879	3 staff
Sanitation	\$1,090	staff time, disposal
Transportation:	\$ 0	Staff time
Treasury:	\$ 317	Engineer permit fee, event permit

Total City costs: \$20,043

Banner Permit Fees:	\$ 237	Banner Permit Fee (\$79.04 per location)
Banner install staff time:	\$ 464	

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**Total City costs
including Banners: \$20,744**

Banners would be produced at the Exchange Club's cost.

Agency Costs:

Staff time \$ 1,100 (20 hours at \$55 for fully burdened
Management Analyst)

Total Agency Costs: \$ 1,100

Total Costs: \$21,844

ATTACHMENTS

1. Map of Downtown Culver City with Street Closures.
2. September 26, 2008 Letter and Attachments from the Exchange Club.
3. October 30, 2008 Letter of Response to Culver City Exchange Club.
4. Cost comparisons for 2008 and 2009.

MOTION

That the City Council:

- 1A. Approve the fee waiver request made for the Culver City Car Show and determine the amount of the fee waiver to be \$ _____;

OR

- 1B. Deny the fee waiver request made for the Culver City Car Show.

AND

- 2A. Designate the Sixth Annual Car Show as a City-sponsored event;

OR

- 2B. Determine that the Sixth Annual Car Show is **not** a City-sponsored event.

AND

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3. Approve a License Agreement with the Culver City Exchange Club; authorize the City Attorney to review/prepare necessary documents; and authorize the City Manager to execute such documents on behalf of the City.

AND

4. Authorize the use of the Parks, Recreation and Community Services ("PRCS") Global Electric Motor ("GEM") truck.

That the Redevelopment Agency:

- 1A. Determine the level of financial support the Redevelopment Agency wishes to provide for the Car Show to be \$12,000 as budgeted (staff recommends that any financial support be in the form of a reimbursement to the City of its costs associated with the event)

OR

- 1B. Authorize the financial support to be \$ _____;

AND

- 2A. Designate the Sixth Annual Car Show as a Redevelopment Agency-sponsored event;

OR

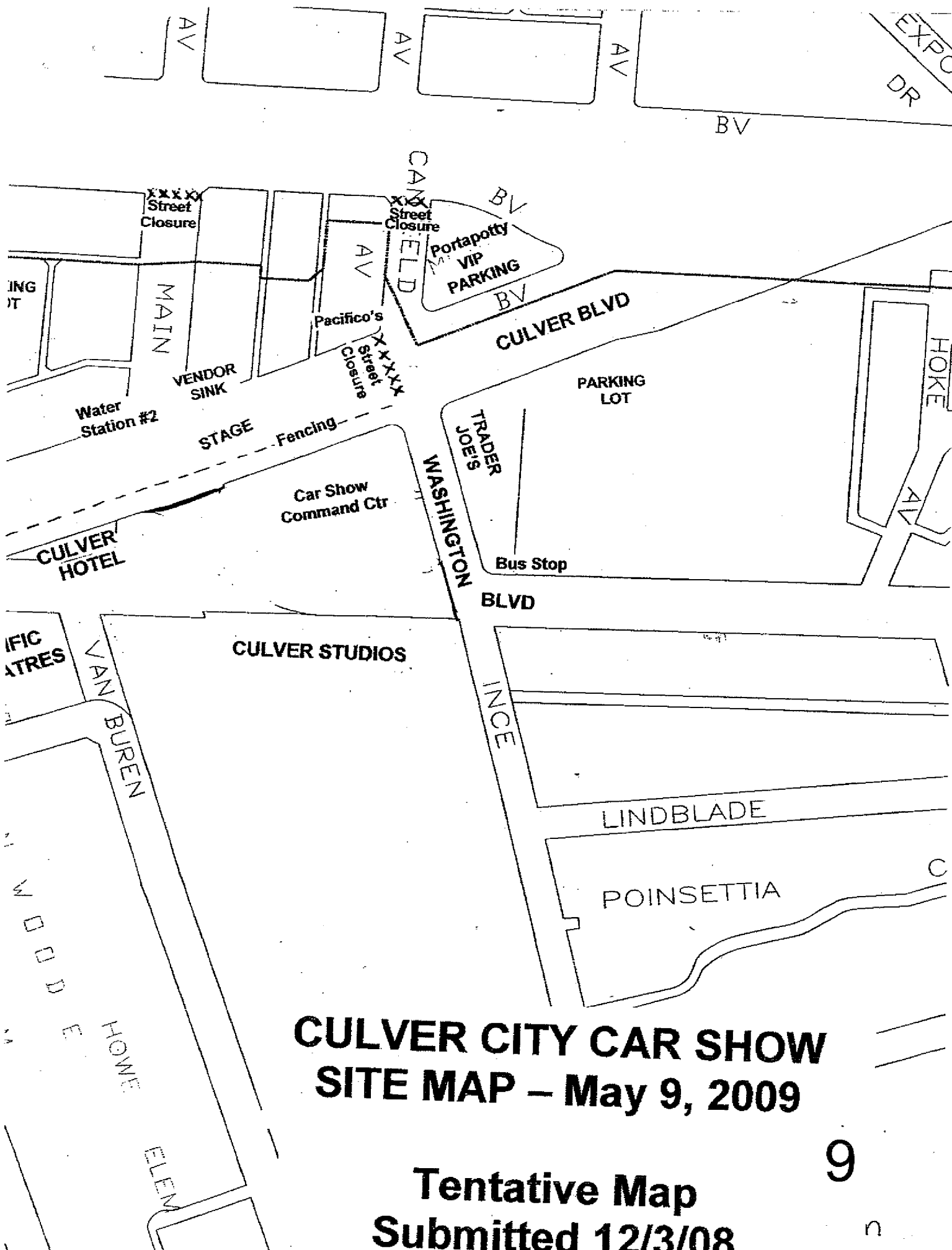
- 2B. Determine that the Sixth Annual Car Show is **not** a Redevelopment Agency-sponsored event.

MEETING DATE: February 23, 2009

AGENDA ITEM: 1) Consideration of a Fee Waiver Request by the Culver City Exchange Club for the Sixth Annual Culver City Car Show; 2) Approval of a License Agreement for the Car Show; 3) Consideration of Designation of the Sixth Annual Culver City Car Show as a City-Sponsored Event; and 4) Determine the Level of Redevelopment Agency Support for the Car Show.

ATTACHMENTS

	<u>Pages</u>
1. Map of Downtown Culver City Street Closures	1-2
2. September 16, 2008 Letter and Attachments from the Culver City Exchange Club	3-9
3. October 30, 2008 Letter of Response to Culver City Exchange Club	10
4. Cost Comparisons for 2008 and 2009	11



CULVER CITY CAR SHOW SITE MAP – May 9, 2009

**Tentative Map
Submitted 12/3/08**

<

PARKING
LOT

WATSEKA

Street
Closure
XXXXX

AV

Bank of
the West

DELMAS

Street
Closure
XXXXX

Washington
Mutual

Bus Stop

HUGHES AVENUE

DUNN

DR

WASHINGTON BLVD

Water
Station #1

DOUGLAS
THEATRE

Footpath

CULVER BLVD

FIRE
STATION

IRVING

Fencing

Fencing

Street
Closure
XXXX

Street
Closure
XXXXXX

CITY HALL

POST
OFFICE

LINCOLN

DUQUESNE

CIVIC

CENTER

LA FAYETTE

10

CC: Council
J. Full

Excd.

Memo

Culver City Exchange Club
P.O. Box 212, Culver City, CA 90231
"Unity in Service Through Daily Acts and Steadfast Purpose"

RECEIVED

2008 SEP 31 AM 11:22

CITY MANAGER'S OFFICE
CITY OF CULVER CITY

September 26, 2008

Honorable Mayor and
Members of the City Council
City of Culver City
9770 Culver Blvd
Culver City, CA 90232

Dear Mayor and Members of the City Council:

The Exchange Club of Culver City respectfully requests the City of Culver City Council agendize consideration of the 2009 Culver City "Cruisin' Back to the 50's" Car Show for sponsorship. This will be the 6th year for the Exchange Club to host the Culver City Car Show. We are looking forward to another wonderful community event. Of course, it would not be possible without the support of the City of Culver City.

In order to ensure that the City Council has ample time to consider its support we are requesting that you direct staff to agendize the item within the next two months. This will allow the Culver City Exchange Club to know whether the City's support is available. As I said, the Car Show is not possible without City support, therefore, your consideration and approval are vital to keeping this event going.

I have included the equipment needs and a draft of the License Agreement for the benefit of staff. Please contact me at 951-219-5230 if you have any questions or need additional information. Thank you for your attention to this request.

Sincerely,

Marty Nicholson

Marty Nicholson
President
Culver City Exchange Club

Enclosures

Culver City Exchange Club
"Unity in Service Through Daily Acts and Steadfast Purpose"
P.O. Box 212, Culver City, CA 90231

September 2008

Sanitation, Public Works, Fire, Parks & Police
City of Culver City
9770 Culver Blvd.
Culver City, CA 90232

Dear Department:

Here is the list of assistance needed for the 6th Annual Car Show. If you have any questions, please contact me at 951-219-5230.

Sanitation Division:

1. 34 pedestrian cans in the downtown area.
2. Drivers to staff scout vehicles to pick up trash from pedestrian cans and deliver to bins.
3. Provide recycle cans as necessary. 15
4. Service community compactors as necessary at the end of the event.

Public Works Department:

1. Provide one person to oversee electrical requirements for the day of the event.
2. Street barricades

Fire:

1. Provide 15 radios for the event.

Parks Division:

1. Provide GEM Truck for the event.
26 Chairs
1 podium

Police:

1. Staff street closures as appropriate.
2. Provide officers and reserve officers as deemed necessary.

~~Thanks for all your assistance in processing our requests and in helping to make the 6th~~
Annual Culver City Car Show a success.

Sincerely,

Marty Nicholson

Marty Nicholson
Culver City Exchange Club

LICENSE AGREEMENT

WITH: CULVER CITY EXCHANGE CLUB

FOR: CLOSURE OF SEVERAL STREETS IN THE DOWNTOWN AREA

The CITY OF CULVER CITY, hereinafter "City," hereby grants a license to the CULVER CITY EXCHANGE CLUB, a California non-profit corporation, hereinafter "Licensee", for permission to close and use certain streets to public vehicular vehicles for a car show. The area to be closed and used by Licensee is illustrated on Exhibit A and, hereinafter, referred to as the "Premises." This license shall be subject to all the following terms and conditions:

1. USE OF THE PREMISES AND TERM: Licensee may use the Premises only for the set up, operation and break down of the George Barris Car Show (the "Car Show") on May 9, 2009 from 5:00 a.m. through 5:00 p.m., provided that Licensee shall not begin set up until all street closures have been installed. The Car Show shall include and be limited to:
 - Full closure of the streets shown on Exhibit A;
 - Partial closure of the streets shown on Exhibit A;
 - Use of the Armory Building parking lot for early morning staging and all day parking of trailers used to transport the classic automobiles being displayed;
 - Use of Veteran's Auditorium parking areas along Culver Boulevard for early morning staging area overflow, provided, that such use shall be terminated no later than 9:00 a.m.
 - Display of classic automobiles on the vehicular rights-of-way portions of the Premises;
 - Operation of booths for vendors of food, retail and other items not in competition with the existing business in the Downtown area

In addition, Licensee shall be permitted to use the following City equipment (the "Equipment") for the Car Show during the term of this License:

- 15 recycle containers from Sanitation Division
- 34 pedestrian cans from Sanitation Division
- 15 radios from the Fire Department;
- 1 GEM cars from the Parks, Recreation and Community Services Department
- 16 eight-foot tables from the Parks, Recreation and Community Services Department
- 26 chairs from the Parks, Recreation and Community Services Department
- 1 podium from the Parks, Recreation and Community Services Department
- Street barricades as required by City.

In exchange for City's permission to use the Equipment, Licensee shall provide City with use of three (3) booth spaces and one (1) vehicle display space during the Car Show for purposes deemed appropriate by City. In addition, Licensee shall provide advertising for related City events occurring on the day of the Car Show, at no cost to City.

2. REPAIR OF PROPERTY AND EQUIPMENT: Licensee shall repair or replace, to the reasonable satisfaction of the Public Works Director/City Engineer, broken or damaged City owned or operated real or personal property or public right-of-way caused, directly or indirectly, by Licensee's activities related to the Car Show ("Damage").
3. ADHERENCE TO CITY REQUIREMENTS: During all times Licensee uses the Premises, Licensee shall comply with all the following:
 - a. The conditions of approval granted by City's Committee on Permits and Licenses at its meeting of pending and reflected in the approved minutes therefore and the permit issued by the Committee (collectively, attached hereto as Exhibit B);
 - b. Licensee shall notify both public and private emergency paramedic services that report to Brotman of the routing of vehicles;
 - c. All requirements of City, including, but not limited to, Fire, Police, Public Works, Parks, Recreation and Community Services, Community Development and Transportation Departments;
 - d. Signage (other than that described in e. and f., below) shall be limited only for the purposes listed below and only as specifically approved, in writing, by the City Manager or his/her designee:
 - 1) Safety and general information about the Car Show while the Car Show is open;
 - 2) Street closures;
 - 3) Directional signage for staging areas and visitor parking; and
 - 4) Various locations in various places for toilet facilities, the opportunity drawing tent, T-shirts sales, vendor sign on vendor tents, only one sponsorship banner over main stage, sponsorship signs on security fencing.
 - ~~e. At Licensee's sole cost and expense, changeable message signs shall be placed in various locations (as determined by the City's Traffic Engineering Manager);~~
 - f. Two (2) days prior to the Car Show, Licensee shall ensure "Parking for Residents Only" signs are properly and temporarily installed in the adjacent residential neighborhoods along Van Buren, Irving and Lafayette (the "Adjacent Residential

Areas”);

- g. Licensee shall ensure residents in the Adjacent Residential Areas are provided temporary parking passes for exemption to the no parking signs posted pursuant to d., above;
 - h. Coordinate with the Kirk Douglas Theatre (the “Theatre”) on the day of the Car Show, Licensee shall: 1) ensure that Car Show vehicles are not parked on either side of Culver or Washington Boulevards, next to the Theatre, if a performance is scheduled; 2) place a volunteer at the Culver City City Hall parking garage to ensure that only Theatre ticket holders and City employees have access to the parking garage; and 3) coordinate with City staff (Police and Traffic Engineering) a plan for departure of Car Show vehicles located near the Theatre to minimize noise levels.
4. **CONDITION OF PREMISES UPON END OF TERM OF LICENSE:** Upon the end to the term of this License, Licensee shall remove all trash and debris, and leave the Premises in the same condition in which the Premises were found upon commencement of Licensee’s use of the Premises.
5. **INSURANCE:** Without limiting any other obligation set forth in this Agreement, Licensee, prior to use of the Premises, shall provide City with a Certificate of Insurance in the amount of Two Million Dollars (\$2,000,000) for General Liability (the “Policy”). That amount may be provided by two separate One Million Dollar (\$1,000,000) policies. The Policy(ies) shall provide, or be endorsed, with an endorsement approved by the City Attorney’s Office, which shows City and its officers and employees are additional insureds under the Policy, the Policy is primary, the Policy has a severability provision and any other City-policy is non-contributing.
6. **INDEMNIFICATION:** By and on behalf of Licensee in consideration of the request for and the granting of this License, it is hereby agreed Licensee shall and does hereby indemnify, hold harmless and defend City and each of its officers, employees and representatives (“Indemnitees”) from any and all liability claims, damages, judgments, demands, including attorney fees and court costs, whatsoever, which may arise against any or all Indemnitees by reason of any real or personal property damage, personal injury or death arising or resulting directly or indirectly from Licensee’s activities related to the Car Show.
- ~~7. **GOVERNING LAW:** The terms of this License shall be interpreted according to the laws of the State of California. If litigation occurs, then venue shall be in the Superior Court of Los Angeles County.~~
8. **LITIGATION FEES:** If litigation arises out of this License for the performance thereof, then the court shall award costs and expenses, including attorney’s fees, to the prevailing

party. In awarding attorney's fees, the court shall not be bound by any court fee schedule, but shall award the full amount of costs, expenses and attorney's fees paid or incurred in good faith.

9. TRANSFERABILITY AND ASSIGNABILITY: This License is neither transferable nor assignable by Licensee.

10. NOTICES: All notices given or required to be given pursuant to this License shall be in writing and may be given by personal delivery or by mail. Notice sent by mail shall be addressed as follows:

To City: Sol Blumenfeld, Community Development Director
City of Culver City
9770 Culver Boulevard
Culver City, California 90232-0507

To Licensee: Culver City Exchange Club
Attention: Marty Nicholson, President
P.O. Box 212
Culver City, CA 90232

11. ENTIRE AGREEMENT: This License constitutes the entire agreement of the parties hereto relating to the Premises and Car Show and shall supersede prospectively from the date it is entered into any and all prior written or oral negotiations or agreements of the parties relating to the premises. This License shall not be modified in any particular manner except by a written amendment duly executed by the parties.

CULVER CITY EXCHANGE CLUB

Date: _____

By: _____

President

(Signatures continued on page 5)

(Signatures continued from page 4)

CITY:

Date: _____

By: _____
Jerry Fulwood
City Manager

APPROVED AS TO FINANCING:

APPROVED AS TO CONTENT:

Jeff Muir
Chief Financial Officer

Sal Blumenfeld,
Community Development Director

APPROVED AS TO FORM:

APPROVED AS TO TAX CERTIFICATE:

Carol A. Schwab
City Attorney

Nagam Rao
Treasury Division Manager

October 30, 2008

Ms. Marty Nicholson
President
Culver City Exchange Club
P.O. Box 212
Culver City, CA 90231

Culver CITY

Dear Marty:

Thank you for your letter dated September 26, 2008, addressed to the Mayor and Members of City Council, regarding the sixth annual Culver City "Cruisin' Back to the 50s" Car Show.

I am pleased to inform you that I am the staff person assigned to assist you with your event and I look forward to working on your request for support. As per your request, Staff plans to place your request on an agenda in early January, 2009, which will allow support to be determined four months prior to the May 9, 2009 event date. Please confirm that this is ample time for preparation of your event.

Thank you for the equipment needs and license agreement draft. Please confirm that you wish to include the twenty-six (26) chairs, podium, and street barricades request on the equipment list, as they are listed in the license agreement draft but do not appear on the equipment list that you provided. Please also confirm whether or not you are interested in requesting banners in the public right-of-way, as was requested last year, or any other additional needs that may have come up since your last correspondence.

Please feel free to contact me at 310.253.5764 or Jeremy.green@culvercity.org with any questions or concerns.

Best Regards,



Jeremy Green
Culver City Cultural Affairs
Management Analyst

CC: Culver City City Council
Jerry Fulwood
Sol Blumenfeld
Todd Tipton

Exchange Club's
Culver City Car Show
Request for Assistance
Comparison

Costs for 2008

Costs for 2009

City Costs:

Permits and Fees:

Special event fee	36.00	36.00
Business Tax Certificate*	60.00	n/a
street closure - eng. permit	\$284.00	281.00

Staff Time (In Kind Cost)

Police	4,200.00	6,789.00
Fire Department	0.00	0.00
Maintenance Op/Electrical	1,700.00	1,700.00
Engineering	6,460.00	9,879.00
Sanitation	1,000.00	1,090.00

PRCS Equipment Rental costs

16 8-foot Tables (\$8.00)	128.00	128.00
26 chairs (\$5.00 each)	130.00	130.00
podium	10.00	10.00
GEM truck	0.00	0.00
Total cost for City	\$14,008.00	\$20,043.00

Banner costs

banner installation costs	464.00	464.00
Banner permit	56.00	237.00
Total City Costs including Banners	14,528.00	20,744.00

Agency costs:

In Kind Costs

staff person	n/a	\$1,100.00
Total costs for Agency	0.00	1,100.00

TOTAL CITY AND AGENCY COSTS	14,528.00	21,844.00
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* Fee in 2008 was for a Business Tax Certificate and as a non-profit organization, it is a one-time only fee.
Fee in 2009 reflects a special event permit fee.

ATTACHMENT 2

2/25/2009 at 6:29 PM

CULVER CITY CAR SHOW BUDGET - May 9, 2009						
Budget Reflects Actual Revenues and Expenses.						
	DESCRIPTION					TOTAL
	REVENUE PROJECTIONS			Estimated	Actual	
	<i>Car Show Registration</i>	375	\$30.00	\$11,250.00		\$11,250.00
	<i>Vendor Booths</i>	20	\$200.00	\$4,000.00		\$4,000.00
	<i>Trophy Sponsors</i>	47	\$50.00	\$2,350.00	Not Sure??	\$2,350.00
	<i>Miscellaneous Sales</i>					\$500.00
	Water/Soda Booths	100	\$1.00	\$100.00	estimated	
	Raffle Ticket Sales	200	\$1.00	\$200.00	estimated	
	Poster Sales	50	\$4.00	\$200.00	estimated	
	<i>T-shirt Sales</i>	200	\$15.00	\$3,000.00	estimated	\$3,000.00
	<i>Sponsorships</i>					\$20,000.00
	City of Culver City	1	\$12,000.00	\$12,000.00	In Kind	
	Symantac	1	\$5,000.00	\$5,000.00		
	Wells Fargo	1	\$2,500.00	\$2,500.00		
	Galpin	1	\$500.00	\$500.00		
				\$0.00		
	TOTAL INCOME:					\$41,100.00
	EXPENSE PROJECTION	QUANTITY	RATE	HOURS	SUBTOTAL	TOTAL
	Police			Estimated		\$7,500.00
	Public Works - Electrical			Estimated		\$3,500.00
	Sanitation			Estimated		\$1,000.00
	Total Personnel Services					\$12,000.00
	Office Supplies					\$1,000.00
	Postage			Estimated	400.00	
	Copying			Estimated	600.00	
	Advertising					\$2,000.00
	Posters				700.00	
	Newspaper Ads				1,300.00	
	Contractual Services					\$10,580.87
	Zumar-No Parking Signs	200	\$1.35		\$201.35	
	Street Signage/Barricades	From 2007 Quote			\$4,300.00	
	Portapotties/Fencing	From 2007 Invoice			2,929.18	
	T Shirts -	From 2007 Invoice			\$3,150.34	
	Entertainment Expenses					\$8,845.00
	Stage Expense	From 2007 Invoice			2,045.00	
	Sound Expense	From 2007 Invoice			4,800.00	
	Band Expense				2,000.00	
	Other Expenses					\$4,269.00
	Special Event Permit Fee	1	\$312.00		312.00	
	LA Special Event Fee	1	\$312.00		312.00	
	Event Signage			Estimated	500.00	
	Trophies Expense	47	\$35.00		1,645.00	
	graphic artist				1,500.00	
	Total Operating Expenses					\$26,694.87
	TOTAL EXPENSE:					\$38,694.87
					NET:	\$2,405.13

ATTACHMENT 3

CULVER CITY CAR SHOW BUDGET - May 9, 2009

Budget Reflects Actual Revenues and Expenses.

	DESCRIPTION			Estimated	Actual	TOTAL
	REVENUE PROJECTIONS					
	<i>Car Show Registration</i>	200	\$30.00	\$6,000.00	before 4/1/09	\$6,000.00
		200	\$35.00	\$7,000.00	after 4/1/09	\$7,000.00
	<i>Vendor Booths</i>	20	\$200.00	\$4,000.00		\$4,000.00
		5	\$350.00	\$1,750.00		\$1,750.00
	<i>Trophy Sponsors</i>	47	\$100.00	\$4,700.00		\$4,700.00
	<i>Miscellaneous Sales</i>					
	Water/Soda Booths	400	\$1.00	\$400.00		\$400.00
	Raffle Ticket Sales	400	\$1.00	\$400.00		\$400.00
	Poster Sales	100	\$4.00	\$400.00		\$400.00
	<i>T-shirt Sales</i>	300	\$16.00	\$4,800.00		\$4,800.00
	<i>Sponsorships</i>					\$18,000.00
	City of Culver City	1	\$12,000.00	\$12,000.00	In Kind	
	Symantac	1	\$5,000.00	\$5,000.00		
	Culver City Volvo	1	\$500.00	\$500.00		
	Galpin	1	\$500.00	\$500.00		
	TOTAL INCOME:					\$47,450.00
	EXPENSE PROJECTION	QUANTITY	RATE	HOURS	SUBTOTAL	TOTAL
	Police					\$3,500.00
	Public Works - Electrical					\$9,000.00
	Sanitation					\$1,000.00
	Total Personnel Services					\$13,500.00
	Office Supplies	reduced expenses by online registration				\$700.00
	Postage			Estimated	300.00	
	Copying			Estimated	400.00	
	Advertising					\$1,450.00
	Posters				850.00	
	Newspaper Ads				600.00	
	Contractual Services					\$11,330.53
	Zumar-No Parking Signs	200	\$1.35		\$201.35	
	Street Signage/Barricades	from 2008 invoice			\$4,300.00	
	Portapotties/Fencing	from 2008 invoice			2,929.18	
	T Shirts (purchase)				\$2,400.00	
	graphic design				1,500.00	
	Entertainment Expenses					\$8,045.00
	Stage Expense	From 2008 Invoice			2,045.00	
	Sound Expense	From 2008 Invoice			4,800.00	
	Band Expense				1,200.00	
	Other Expenses					\$3,933.00
	Special Event Permit Fee	1	\$312.00		312.00	
	LA Special Event Fee	1	\$312.00		312.00	
	Trophies Expense	47	\$35.00		1,645.00	
	soda / water				200.00	
	planning meetings				1,000.00	
	street banner installation				464.00	
	Total Operating Expenses					\$25,458.53
	TOTAL EXPENSE:					\$38,958.53
					NET:	\$8,491.47

ATTACHMENT 4

CULVER CITY CAR SHOW BUDGETS - ADJUSTMENTS			
Provided by Exchange Club			
	2/23/2009	2/26/2009	change
DESCRIPTION	TOTAL	TOTAL	TOTAL
REVENUE PROJECTIONS			
<i>Car Show Registration</i>	\$11,250.00	\$13,000.00	\$1,750.00
<i>Vendor Booths</i>	\$4,000.00	\$5,750.00	\$1,750.00
<i>Trophy Sponsors</i>	\$2,350.00	\$4,700.00	\$2,350.00
<i>Miscellaneous Sales</i>			
Water/Soda Booths	\$100.00	\$400.00	\$300.00
Raffle Ticket Sales	\$200.00	\$400.00	\$200.00
Poster Sales	\$200.00	\$400.00	\$200.00
<i>T-shirt Sales</i>	\$3,000.00	\$4,800.00	\$1,800.00
<i>Sponsorships</i>	\$20,000.00	\$18,000.00	(\$2,000.00)
TOTAL INCOME:	\$41,100.00	\$47,450.00	\$6,350.00
EXPENSE PROJECTION	TOTAL	TOTAL	TOTAL
Police	\$7,500.00	\$3,500.00	
Public Works - Electrical	\$3,500.00	\$9,000.00	
Sanitation	\$1,000.00	\$1,000.00	
Total Personnel Services	\$12,000.00	\$13,500.00	\$1,500.00
Office Supplies	\$1,000.00	\$700.00	(\$300.00)
Postage			
Copying			
Advertising	\$2,000.00	\$1,450.00	(\$550.00)
Posters			
Newspaper Ads			
Contractual Services	\$10,580.87	\$11,330.53	\$749.66
Zumar-No Parking Signs			
Street Signage/Barricades			
Portapotties/Fencing			
T Shirts -			
Entertainment Expenses	\$8,845.00	\$8,045.00	(\$800.00)
Stage Expense			
Sound Expense			
Band Expense			
Other Expenses	\$4,269.00	\$3,933.00	(\$336.00)
Special Event Permit Fee			
LA Special Event Fee			
Event Signage			
Trophies Expense			
graphic artist			
Total Operating Expenses	\$26,694.87	\$25,458.53	(\$1,236.34)
TOTAL EXPENSE:	\$38,694.87	\$38,958.53	\$263.66
NET	\$2,405.13	\$8,491.47	\$6,086.34