

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

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| Meeting Date: 03/22/10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | Item Number: J-1                                                                                  |  |
| <b>CITY COUNCIL / REDEVELOPMENT AGENCY JOINT AGENDA ITEM: 1) Consideration of a Fee Waiver Request by the Culver City Exchange Club for the Seventh Annual Culver City Car Show; 2) Approval of a License Agreement for the Car Show; 3) Consideration of Designation of the Seventh Annual Culver City Car Show as a City-Sponsored and Agency-Sponsored Event; and 4) Determine the Level of Redevelopment Agency Support for the Car Show.</b>                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                                                                                                   |  |
| Contact Person/Dept.: Jeremy Green                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  | Phone Number: 310-253-5764                                                                        |  |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  | General Fund: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                 |  |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |  |
| Commission Action Required: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  | Dates:                                                                                            |  |
| Public Notification: (Email) Meetings and Agendas – Redevelopment Agency (03/17/10); (Email) Culver City Exchange Club (03/01/10); (Email) Downtown Business Association (03/02/10); (Email) Chamber of Commerce (03/02/10).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                                                                                                   |  |
| Department Approval:<br>Sol Blumenfeld: (03/05/10)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  | City Attorney Approval:<br>Carol Schwab (03/17/10)<br>Agency Counsel:<br>Murray Kane: (03/09/10)  |  |
| Fiscal Impact Approval:<br>Mark Scott (by N. Kimball) (03/17/10)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  | City Manger/Executive Director Approval:<br>Mark Scott (03/17/10)                                 |  |
| <p><b><u>RECOMMENDATION:</u></b></p> <p>Staff recommends that the City Council:</p> <ol style="list-style-type: none"> <li>1. Approve a fee waiver request in the amount of \$12,000 for the Seventh Annual Culver City Car Show (the “Car Show”); and,</li> <li>2. Approve a license agreement for the Car Show; and,</li> <li>3. Designate the Car Show as a City-sponsored event; and,</li> <li>4. Authorize the Culver City Exchange Club (the “Exchange Club”) to use the Parks, Recreation and Community Services (“PRCS”) Global Electric Motor (“GEM”) truck.</li> </ol> <p>Staff recommends that the Redevelopment Agency Board:</p> <ol style="list-style-type: none"> <li>1. Determine that the City should be reimbursed \$12,000 for costs associated with the Car Show; and</li> <li>2. Designate the Car Show as an Agency-sponsored event.</li> </ol> |  |                                                                                                   |  |

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**BACKGROUND:**

On February 23, 2009, the City Council and Board were asked to consider a \$24,850 fee waiver request for the 2009 Car Show. The amount was comprised of approximately \$23,100 in staff time for various departments, \$550 in permit fees, and \$1,200 in hard costs for equipment (see detailed breakdown in Fiscal Analysis section). The City Council and Board continued their discussion and directed staff to work with the Exchange Club to reduce the costs to \$12,000.

Staff was able to reduce the amount of the waiver request to \$14,600 through reductions in Public Works, Police Department and Community Development Department staff time. The Exchange Club determined it could further reduce the amount of the waiver request by an additional \$1,800 through increased car registrations, an increase in vendor booth sales, and reductions in expenses for the entertainment provided during the event.

On March 2, 2009, the City Council and Board approved a fee waiver request in the amount of \$12,000.

**DISCUSSION:**

The Exchange Club is proposing to host the Car Show on Saturday, May 8, 2010. As proposed, the Car Show will be presented in the same general area as in prior years: along Culver Boulevard between Duquesne Avenue and Ince Boulevard (see attachment).

**Fee Waiver Request**

Staff has compiled costs associated with the Car Show which are estimated to be \$12,000. This is comprised of approximately \$11,039 in staff time, \$434 in permit fees, \$383 in hard costs for equipment and \$144 for the use of the vacated portion of Washington Boulevard (see detailed breakdown in Fiscal Analysis section).

The Exchange Club has requested that the City 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 cost to the Agency is for a staff person who acts as a liaison and assists the Exchange Club with their requests during business hours. 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 the City Council consider its request to use the GEM truck again this year. The use of the GEM truck requires City Council authorization. If the City Council authorizes the use, the Exchange Club will provide a certificate of general liability insurance in an amount of \$1 million and an endorsement to the policy naming the City as additional insured, as well as automobile insurance covering the Exchange Club's volunteer driver.

License Agreement

For each of the past years' 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 City Council approve a license agreement with the Exchange Club (regardless of the amount of the fee waiver) and authorize the City Attorney's Office to prepare such an agreement consistent with the City Council's direction this evening.

Banner Request

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

In order to be eligible for a banner, the City Council and/or the Redevelopment Agency would need to take both of the following actions: (1) determine the Car Show is a City and/or Agency sponsored event **AND** (2) determine to support the event in an amount not less than \$1,000, which may take the form of a fee waiver. Should the City Council and/or Board 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:**

If a waiver is granted by the City Council, the costs are recommended to be reimbursed by the Redevelopment Agency. Agency funding of \$12,000 has been appropriated in the Fiscal Year 2009-2010 budget (Program 90200, Economic Development) to fund the \$12,000 reimbursement to the City. In the event the

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actual costs exceed the \$12,000 amount after reconciliation, the Exchange Club will be invoiced. The estimated costs are provided below for Council review:

**City Costs:**

|                            |                     |                                              |
|----------------------------|---------------------|----------------------------------------------|
| Police:                    | \$ 3,777            | 5 Officers                                   |
| PRCS:                      |                     |                                              |
| Equipment                  | \$ 268              | Tables, 26 Chairs, Podium                    |
|                            | \$ 115              | GEM Truck                                    |
| Public Works:              |                     |                                              |
| Maintenance Op.            | \$ 1,700            | 2 traffic, 1 electrical, 3 maintenance staff |
| Engineering                | \$ 4,008            | 3 staff                                      |
| Sanitation                 | \$ 1,090            | Additional bins, Scout vehicle, staff time   |
| Street Rental              | \$ 144 <sup>1</sup> | Vacated Washington Boulevard                 |
| Finance Department         | \$ 317              | Engineer permit fee, event permit            |
| Banner Permit Fees:        | \$ 117              | Banner Permit Fee (\$79.04 per location)     |
| Banner install staff time: | \$ 464              |                                              |
| Total City costs:          | \$12,000            |                                              |

**ATTACHMENTS:**

1. Map of downtown Culver City with street closures
2. Cost comparisons for 2008, 2009, 2010

**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 \$12,000;

**OR**

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

**AND**

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

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<sup>1</sup> The rental fee for the vacated portion of Washington Boulevard is \$255. The exchange club will pay the remaining \$111.

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**OR**

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

**AND**

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 Exchange Club to use of the Parks, Recreation and Community Services ("PRCS") Global Electric Motor ("GEM") truck.

That the Redevelopment Agency Board:

- 1A. Determine the level of financial support the Redevelopment Agency wishes to provide for the Car Show to be \$12,000 (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 \$12,000.

**AND**

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

**OR**

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