

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

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                                                                                                   |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------|--|
| Meeting Date: 06/13/11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  | Item Number: J-3                                                                                  |  |
| <b>JOINT CITY COUNCIL AND AGENCY BOARD AGENDA ITEM: 1) Approval of Memoranda of Understanding Among the City of Culver City, the Culver City Redevelopment Agency and a) the Culver City Exchange Club (for the Car Show); b) Share Our Strength (for the Taste of the Nation Event); and c) Creative Media Collaborative (for IndieCade); and 2) Direction to the City Manager/Executive Director Regarding Release of the Notice of Funding Availability for Fiscal Year 2011/2012.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                                                                                   |  |
| Contact Person/Dept.:<br>Jeremy Green/CDD<br>Todd Tipton/CDD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  | Phone Number:<br>(310)253-5764<br>(310) 253-5783                                                  |  |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  | General Fund: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>                 |  |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |  |
| Public Notification: The Exchange Club (); Share our Strength (05/27/11); Creative Collaborative Media, Inc. (05/27/11); Meetings and Agendas – City Council (06/08/11); Meetings and Agendas – Redevelopment Agency (06/08/11).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                                                                                                   |  |
| Department Approval:<br>Sol Blumenfeld: (05/31/11)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  | City Attorney Approval:<br>Carol Schwab (by H. Baker) (06/08/11)                                  |  |
| Chief Financial Officer Approval:<br>Jeff Muir (06/08/11)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  | City Manager Approval:<br>John Nachbar (06/08/11)                                                 |  |
| <p><b><u>RECOMMENDATION:</u></b></p> <p>Staff recommends the City Council and the Culver City Redevelopment Agency Board (Agency Board):</p> <ol style="list-style-type: none"> <li>1. Approve a Memorandum of Understanding (MOU) with each of the following community organizations to establish their relationship with the City of Culver City (City) and the Culver City Redevelopment Agency (Agency); delineate the functions, duties and responsibilities of the parties with respect to their partnership in community events and the general economic development of the City; and designate these activities as City- and/or Agency-sponsored events:             <ol style="list-style-type: none"> <li>a) The Culver City Exchange Club (Exchange Club) for the Car Show event;</li> <li>b) Share our Strength (SOS) for the Taste of the Nation event; and</li> <li>c) Creative Media Collaborative, Inc., (CMC) for the IndieCade event.</li> </ol> </li> <li>2. Provide direction to the City Manager/Executive Director regarding the release of the Notice of Funding Availability for Fiscal Year 2011/2012.</li> </ol> |  |                                                                                                   |  |

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

### **BACKGROUND:**

The City and the Agency 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 various community organizations, the City and Agency have expended and continue to expend significant resources toward events and projects that serve to benefit the community and the economic development of the City. In addition, the events produced by these organizations are considered "redevelopment activity" within the meaning of the California Community Redevelopment Law (Health and Safety Code sections 33000 et seq.).

These organizations have 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. For the past several years the City and Agency have sponsored and supported various events, including the Car Show, Taste of the Nation and Indie Cade, which have benefited the community and the economic development of the City. The purpose of the proposed MOUs is to carry out these objectives.

### **DISCUSSION:**

City Council Policy 2008-01, relating to Community Organizations (the "Policy"), establishes objective criteria by which the City's relationship with various organizations is defined (Attachment 1). At the time of the adoption of the Policy, City Council directed staff to begin negotiations with various organizations, with which the City and/or Agency work closely to organize events and/or activities sponsored by the City or Agency, 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.

Consistent with the intent of the Policy, on April 11, 2011 the Agency 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 (Attachment 2). During the meeting, the City Council and Agency Board expressed concern about ongoing funding for three specific events (Taste of the Nation, The Car Show and IndieCade) and recommended that the organizers of these events submit a request for an MOU with the City and Agency to secure event sponsorship funds for future year(s), without having to go through the NOFA process. It was agreed that any funds awarded through the MOU process for these events would reduce the amount available in the NOFA.

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

All three organizations have provided letters requesting that the City Council and Agency Board consider approving an MOU to ensure that their events receive future funding (Attachments 3, 4, and 5). Each of the events has proven to satisfy the criteria necessary to constitute “redevelopment activity” within the meaning of the California Community Redevelopment Law (Health and Safety Code sections 33000 et seq.) thereby allowing the Agency Board to authorize financial assistance.

### **City/Agency Sponsorship**

The Taste of the Nation, Car Show and IndieCade events traditionally have been designated as City- and/or Agency-sponsored events. The sponsorship of these events has occurred on a case-by-case basis. Council's stated purpose in approving the Policy was to provide a mechanism by which staff and authorized community organizations may plan and stage events, waive predetermined fees, and/or utilize staff time with City and Agency approval through contractually specified standards and terms. Although the three organizations (SOS, the Exchange Club and CMC) currently conduct City- and/or Agency-sponsored events, these organizations currently do not fall into the category of a Cooperative Community Group (Category 2), pursuant to the provisions of the Policy, for lack of an MOU.

To this end, the proposed MOUs have been prepared, which provide for the Taste of the Nation, Car Show and IndieCade events to be designated as City- and/or Agency-sponsored events and set forth the respective duties and responsibilities of the parties in the production of such events.

For each of these events, sponsorship fees have been allocated, as well as 18 hours of staff time for the planning, preparation and/or promotion of the events. The sponsorship fees and/or staff time represent the City's and/or Agency's financial contribution of at least \$1,000, thus qualifying the events as City- and/or Agency-sponsored. The organizations will be responsible for all hard costs for the subject events. In addition, these events will be eligible for the placement of banners in the City's banner locations to advertise the events.

### ***Culver City Car Show***

For eight years the City and Agency have designated the Car Show as a City- and Agency-sponsored event on an annual basis and provided financial assistance, most recently at the March 28, 2011 City Council Meeting (Attachment 6).

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

The draft MOU with the Exchange Club (Attachment 7) sets forth the responsibilities of the Exchange Club, as organizer of the Culver City Car Show for 2012 and 2013, as well as the responsibilities of the City and the Agency in relation to the event. The request for financial assistance in the form of a sponsorship fee for 2012 and 2013, as set forth in the MOU, is the same as requested and approved by the City Council for the 2011 event (\$12,000). Staff recommends the City Council and Agency Board approve an MOU by and amongst the Exchange Club, the City and the Agency.

### ***Taste of the Nation***

For five years the City and Agency have designated Taste of the Nation as a City- and Agency-sponsored event on an annual basis and provided financial assistance, most recently at the March 7, 2011 Council Meeting (Attachment 8.)

The draft MOU with SOS (Attachment 9) sets forth the responsibilities of Share our Strength, as organizer of Taste of the Nation for 2012 and 2013, as well those responsibilities of the City and Agency in relation to the event. The request for financial assistance in the form of a sponsorship fee for 2012 and 2013, as set forth in the MOU, is the same as requested and approved by the City Council for the 2011 event (\$15,000). Staff recommends the City Council and Agency Board approve an MOU by and amongst Share our Strength, the City and the Agency.

### ***IndieCade***

For three years the City and Agency have designated IndieCade as a City- and Agency-sponsored event on an annual basis and provided financial assistance, most recently at the April 11, 2011 City Council Meeting (Attachment 10.)

The draft MOU with CMC (Attachment 11) sets forth the responsibilities of CMC, as organizers of IndieCade for 2012 and 2013, as well as the responsibilities of the City and Agency in relation to the event. The request for financial assistance in the form of a sponsorship fee for 2012 and 2013, as set forth in the MOU, is the same as requested and approved by the City Council for the 2011 event (\$10,000). Staff recommends the City Council and Agency Board approve an MOU by and amongst CMC, the City and the Agency.

### **FISCAL ANALYSIS:**

## City of Culver City, California Agency Agenda Item Report

The proposed MOUs will help provide consistency and clearly define the level of participation and, consequently, costs to the City and Agency. Staff time of up to 18 hours per event for planning and promotional assistance equates to approximately \$1,000 of costs (using total costing for a Management Analyst position).

The events covered by the proposed MOUs serve to supplement the City's and Agency's own economic development and public safety, health, and welfare efforts. By participating in this MOU, the City and Agency are effectively sharing costs with the three organizations to provide services that the City and Agency may not have the funds or staff resources to otherwise provide.

The Agency Board appropriated \$40,000 in the Fiscal Year 2010/2011 budget (Program 90200, Economic Development - Special Events and Meetings) for the following special events: *Culver City Car Show*, with funding assistance of up to \$12,000; *Taste of the Nation*, with funding assistance total of up to \$15,000; and *IndieCade* with funding assistance of \$10,000, with the remaining \$3,000 of funds available to cover additional requests by those organizations to meet any cost increases or to cover additional requests from separate entities. The City Manager's/Executive Director's Proposed Budget for Fiscal Year 2011/2012 Agency budget includes a \$40,000 request in the same program (90200, Economic Development - Special Events and Meetings.)

### Notice of Funding Availability

If all three MOUs are approved for 2012, it is estimated that there will be only \$3,000 remaining in the funding source from which the Special Event Sponsorship Notice of Funding Availability (NOFA) is supposed to be funded. Staff feels this is too small an amount to release the NOFA. Should one or more of the MOUs be declined, then staff requests guidance from the City Council regarding the release of the NOFA.

### **ATTACHMENTS:**

1. Resolution 2008-R011, including City Council Policy 2008-01.
2. Special Event Sponsorship policy and a Notice of Funding Availability (NOFA) application.
3. MOU Request letter from the Exchange Club for the Culver City Car Show.
4. MOU Request letter from Share our Strength for Taste of the Nation.
5. MOU request letter from Creative Media Collaborative for IndieCade.
6. Excerpt of the Minutes from the March 14, 2011 Council Meeting regarding the Culver City Car Show.

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

7. Draft Memorandum of Understanding between and among the City, the Agency and the Exchange Club for the Culver City Car Show.
8. Excerpt of the Minutes from the March 7, 2011 Council Meeting regarding Taste of the Nation.
9. Draft Memorandum of Understanding between and among the City, the Agency and Share our Strength for Taste of the Nation.
10. Excerpt of the Minutes from the April 11, 2011 Council Meeting regarding IndieCade.
11. Draft Memorandum of Understanding between and among the City, the Agency and Creative Media Collaborative, Inc. for IndieCade.

**MOTION:**

That the City Council and Agency Board:

1. Approve a two-year Memorandum of Understanding between and among the City of Culver City, the Culver City Redevelopment Agency and the Culver City Exchange Club delineating the functions, duties and responsibilities of the parties with respect to their partnership in the Culver City Car Show; authorizing the purchase of a sponsorship package in the amount of \$12,000, as budgeted for fiscal years 2011-2012 and 2012-2013; and designating the Car Show as a City- and Agency-sponsored event;
2. Approve a two-year Memorandum of Understanding between and among the City of Culver City, the Culver City Redevelopment Agency and Share our Strength delineating the functions, duties and responsibilities of the parties with respect to their partnership in the Taste of the Nation event; authorizing the purchase of a sponsorship package in the amount of \$15,000, as budgeted for 2012 and 2013; and designating Taste of the Nation as a City- and Agency-sponsored event.
3. Approve a two-year Memorandum of Understanding between and among the City of Culver City, the Culver City Redevelopment Agency and Creative Media Collaborative delineating the functions, duties and responsibilities of the parties with respect to their partnership in the IndieCade event; authorizing the purchase of a sponsorship package in the amount of \$15,000 as budgeted for 2012 and 2013; and designating IndieCade as a City- and Agency-sponsored event.;
4. Authorize the City Attorney and Agency General Counsel to review/prepare the necessary documents; and,
5. Authorize the City Manager to execute such documents on behalf of the City and Agency; and

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

6. Provide direction regarding release of the Notice of Funding Availability for Fiscal Year 2011/2012 given the low amount of funds remaining for such NOFA (\$3,000).