

City of Culver City, California Agenda Item Report

Meeting Date: 08/26/2013		Item Number: J-1	
JOINT CITY COUNCIL/SUCCESSOR AGENCY BOARD AGENDA ITEM: (1) Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of the Los Angeles Antiques Art + Design Show Event; and (2) (If Desired) Approval of a Related License Agreement for the Event.			
Contact Person/Dept.: Jeremy Green/City Clerk's Office		Phone Number: (310) 253-5859	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: LA Antiques Art + Design Show Producers (08/20/13); Meetings and Agendas – City Council (08/20/13).			
Department Approval: Martin R. Cole (08/19/13)		City Attorney Approval: Carol Schwab (by H. Baker) (08/19/13)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (08/20/13)		City Manager Approval: John M. Nachbar (08/20/13)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and Successor Agency Board (1) consider the amount of in-kind financial assistance for and potential City sponsorship of the Los Angeles Antiques Art + Design Show; and (2) approve a related license agreement. <u>BACKGROUND:</u> The Los Angeles Antiques Art + Design Show (“Event”) is an annual event founded and organized by the Antiques Dealers Association of California (ADAC) and produced by Rosemary Krieger and Gordon Merkle of Dolphin Promotions. The Event provides a forum for up to 50 curated exhibitors from across the world to showcase to the public rare and collectible furniture, decorative, and fine arts. Many of the items on display are offered for sale. After being held for the last 17 years in Santa Monica, the Event has found a new home with logistical upgrades at the 3Labs space in the Hayden Tract at 8461 Warner Avenue. The Event begins with an opening night party on Wednesday, October 9, 2013 to benefit the Los Angeles County Museum of Art (LACMA), where up to 750 guests, including high-end art/furniture collectors, experts, celebrities, and benefactors will enjoy a preview of the show. From October 10-13, 2013, the Event will be open to the public during the day with an entry fee of \$20, and there will be additional ancillary events on certain evenings. The public days have attracted about 500 people per day in the past and expected attendance is approximately 3,000 attendees throughout the entire event (See Attachment 1 for the event details.).			

City of Culver City, California Agenda Item Report

DISCUSSION:

Having worked successfully with the City of Palm Springs for over 14 years on their Modernism show and Santa Monica for 17 years for prior Antiques Art + Design Shows, Dolphin Promotions is aware of how important it is to develop mutually beneficial partnerships. They plan to work with Culver City staff, as well as Cultural Affairs Commission and Cultural Affairs Foundation Board Members, to promote Culver City as a Cultural City and to help contribute to that moniker.

The event planners will partner in many ways with the City of Culver City and have agreed to provide:

- A special offer for free entry to Culver City Residents, when they show their I.D. (and a method to track how many residents and non-residents attend.)
- A donation of \$1 for every paid entry to the Cultural Affairs Foundation to help provide funding for cultural affairs programs. (Average paid attendance in past years reached approximately 2,000.)
- Invitation to the Culver City arts community (Architects, Designers, Art Gallery Owners, Design Students, City Council, Cultural Affairs Commission, and Cultural Affairs Foundation Board members) to the Friday night 1st Dibs Panel discussion and networking reception.

They have also reached out to private Culver City organizations (with plans for more partnerships to come) as follows:

- Creating at least one event with the Willows School at the Event's location.
- Culver Hotel is the official hotel of the Event and already has reservations confirmed for many of the international exhibitors that will stay in Culver City for the entire week.

The Event planners are aware of the need to find sufficient parking and are working on several solutions, including potential use of the parking lot immediately adjacent to the 3Labs building at 8461 Warner Avenue for the opening fundraiser, use of Culver City-owned parking areas (the downtown structures as well as at Parcel B on the 3 days that it is available) and utilizing a private shuttle service for exhibitors and/or attendees. This will all be finalized through the special event permit process.

Financial Assistance

On March 26, 2012, the City Council approved methods of assistance that could be provided to events, with limited impacts on the General Fund:

City of Culver City, California Agenda Item Report

- Waiver of property rental fees
- Provision of in-kind equipment rental
- In-kind staff services during regular business hours

Staff recommends that the Successor Agency Board consider waiving property rental fees in the amount of \$500.00 for use of Parcel B on October 10, 11, 13 (October 12th is potentially unavailable because of the proposed Dogtown Crossfit Crush Cancer event) and \$150 for 25 vehicles at \$6/vehicle at the Ince Parking Structure for one day and provide in-kind staff time valued at \$1,250 to the event.

Dolphin Promotions will be required to pay any hard costs for City staff for hours outside of normal business hours, as well as for permit fees for the event. (Please see Attachment 2 for expected City costs for the Event.)

City Sponsorship

If the Event were to be specifically designated as a City-sponsored event, the organization would be allowed to post banners in the public right-of-way. The Event will also place banners in the City of Los Angeles and other locations to promote the Culver City event.

To be categorized as a “sponsored” event by the City, an event must meet with criteria set forth in 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 in waivers to the event.

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.

Should the Event be designated a sponsored event and the organizers elected to have banners installed, Dolphin Promotions will be responsible for the costs of production of any banners and for the installation and removal fees by The Amgraph Group, the City’s approved contractor. In addition, the Event organizer will be required to prominently display Culver City’s logo and indicate that it is a City-sponsored event.

The 50 light pole banner trial locations, approved by City Council in 2010 are located in Downtown Culver City. IndieCade occurs the week before this event and Dogtown Crossfit’s Crush Cancer event is proposed to occur at the same time. All three

City of Culver City, California Agenda Item Report

events want to be approved to place banners in Downtown. City staff will work to determine the best layout of those banner locations, but final decisions are based upon whoever submits their applications and payments first. Staff recommends that, because the event takes place in the Hayden Tract, that the City Council also allow the Event to place banners along Washington Boulevard to Helms Avenue, east of downtown toward La Cienega Boulevard and/or along National Boulevards (for a total of 80 banners throughout the City). There are past precedents for use of those banner locations for City and City-sponsored events and programs, including Pacific Standard Time, along east Washington Boulevard locations and the recently approved Arts District Banner locations. Placement of these banners would not interfere with the Culver City Arts District banners recently approved by the City Council as part of the City's official recognition of the Arts District.

FISCAL ANALYSIS:

Dedication of in-kind staff time to the event would mean a reduced availability of staff time for other City efforts but would otherwise not cause an impact to the General Fund.

ATTACHMENTS:

1. Event Information
2. City Fees and costs for the event

MOTION:

That the City Council:

1. Determine what level of in-kind financial assistance to provide to Dolphin Promotions related to the 2013 Los Angeles Antiques Art + Design Show Event in an amount of \$ or \$ (some other amount determined by the City Council); and,
2. (In the case such in-kind financial assistance is determined to be at least \$1,000), consider designating the 2013 Los Angeles Antiques Art + Design Show Event as a City Sponsored Event; and,

That the Successor Agency Board:

3. Approve a License Agreement between the Successor Agency and Dolphin Promotions for the use of Successor Agency properties including the waiver of the customary rental fees (if desired); and,

City of Culver City, California
Agenda Item Report

4. Authorize the Successor Agency General Counsel to review/prepare the necessary documents; and
5. Authorize the Executive Director to execute such documents on behalf of the Successor Agency.