

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

Meeting Date: 11/01/10		Item Number: <u>J-2</u>	
JOINT CITY COUNCIL/REDEVELOPMENT AGENCY BOARD AGENDA ITEM:			
Approval of a Memorandum of Understanding Among the City, Redevelopment Agency, and the Culver City Downtown Business Association (DBA) Renewing the DBA's Organizational Relationship with the City and the Agency for an Additional Two-Year Period for Calendar Years 2011 and 2012; 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.			
Contact Person/Dept.: Glenn Heald and Todd Tipton, Community Development Dept.		Phone Number: (310) 253-5752 and (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Culver City Downtown Business Association (09/07/10); (E-Mail) Meetings and Agendas – City Council (10/27/10), Redevelopment Agency (10/27/10).			
Department Approval: Sol Blumenfeld (10/25/10)		City Attorney Approval: Carol A. Schwab (by H. Baker) (10/27/10) Agency General Counsel Approval: Murray Kane (10/21/10)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (10/27/10)		City Manager/Executive Director Approval: John M. Nachbar (10/27/10)	
<u>RECOMMENDATION:</u> Staff recommends both the City Council and Redevelopment Agency Board (Agency Board) approve a Memorandum of Understanding for Events (MOU for Events) among the City, Agency, and the Culver City Downtown Business Association (DBA) renewing the DBA's organizational relationship with the City and the Agency for an additional two-year period for calendar years 2011 and 2012; 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. <u>BACKGROUND:</u> 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 the DBA, 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 services provided by the DBA assist, and are directly related to, the implementation of the Redevelopment Plan for the Culver City Redevelopment Project Area.			

City of Culver City, California
Agenda Item Report

The DBA 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. For the past several years the City and Agency have sponsored and supported various DBA events, which have benefited the community and the economic development of the City. On August 17, 2009 the City Council and the Agency Board approved an MOU for Events with the DBA for the purpose of carrying out these objectives. The parties desire to continue this relationship by executing a new MOU for Events for an additional two-year period for the calendar years 2011 and 2012.

DISCUSSION:

On February 19, 2008, Council approved Resolution 2008-R011 adopting 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 and/or Agency work closely to organize civic 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. Staff has renegotiated the proposed MOU for Events with the DBA for Council and Agency consideration.

The event(s) covered by the MOU for Events serve to supplement the City's and Agency's own economic development and public safety, health, and welfare efforts. Participation in this MOU for Events allows the City and Agency to effectively share costs with the DBA to provide services that the City and Agency may not have the funds or staff resources to otherwise provide.

The DBA's annual holiday tree lighting event in downtown has been designated a City- and Agency-sponsored event for each of the past several years. The proposed MOU for Events for 2011 and 2012 does not include any new events.

FISCAL ANALYSIS:

The MOU for Events with the DBA provides consistency and clearly defines the level of participation and, consequently, costs borne by all parties. One noteworthy item is in-kind staff costs, which equate to 18 hours or \$1,000 per event for planning and promotional assistance (using total costing for a Management Analyst position). The DBA is responsible for all hard costs for the subject events, but may seek fee waivers denoted in City Council Policy 2008-01. Fee waivers available to the DBA vary according to the request. As the City Council has historically provided in-kind staff services and approved fee waivers/reductions, no additional fiscal impact will be realized by approving the renewal of the MOU for Events.

City of Culver City, California
Agenda Item Report

ATTACHMENT:

1. Draft Memorandum of Understanding for Events between and among the City, the Agency and the Downtown Business Association for 2011-2012.

MOTION:

That the City Council:

1. Approve a Memorandum of Understanding among the City of Culver City, the Culver City Redevelopment Agency, and the Culver City Downtown Business Association renewing the DBA's organizational relationship with the City and the Agency for an additional two-year period for calendar years 2011 and 2012; 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.; and,
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.

That the Redevelopment Agency Board:

1. Approve a Memorandum of Understanding among the City of Culver City, the Culver City Redevelopment Agency, and the Culver City Downtown Business Association renewing the DBA's organizational relationship with the City and the Agency for an additional two-year period for calendar years 2011 and 2012; 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; and,
2. Authorize the Agency General Counsel to review/prepare the necessary documents; and,
3. Authorize the Executive Director to execute such documents on behalf of the Agency.