

City of Culver City, California

Agenda Item Report

Meeting Date: 03/25/2013		Item Number: A-3	
CITY COUNCIL AGENDA ITEM: (1) Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of the Culver City Exchange Club 2013 Car Show; (2) (If Desired) Approval of Street Closures Related Thereto; and (3) Approval of a Related License Agreement.			
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: The Exchange Club (03/20/13); Meetings and Agendas – City Council (03/20/13).			
Department Approval: Martin Cole (03/20/13)		City Attorney Approval: Carol Schwab (by H. Baker) (03/20/13)	
Chief Financial Officer Approval: Jeff Muir (03/20/13)		City Manager Approval: John Nachbar (03/20/13)	
<u>RECOMMENDATION:</u> Staff recommends the City Council (1) consider the amount of in-kind financial assistance for and potential City sponsorship of the Culver City Exchange Club (Exchange Club) 2013 Car Show; (2) (if desired) approve street closures for the event; and (3) approve a related license agreement. <u>BACKGROUND:</u> Due to the dissolution of the former Culver City Redevelopment Agency (former CCRA) on February 1, 2012, the traditional funding source for special event sponsorship was eliminated. Included in those special events sponsored with former CCRA funds is the annual Car Show produced by the Exchange Club. <u>2012 Car Show</u> During the February 13, 2012 City Council meeting, the City Council determined that there were no alternative funding sources that could be used to fund special events. The City Manager recommended that staff investigate how events could be assisted without adversely affecting the General Fund and return to the City Council with recommendations. The City Council expressed their desire for there to be consistency for any type of assistance and encouraged staff to meet with the various event organizers to determine their ability to conduct the event with limited assistance.			

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

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

The City Council specifically approved in kind staff costs for the 2012 Culver City Car Show in the amount of \$4,651, and fee waivers of \$2,660. The Exchange Club also paid \$10,425.16 in City costs for the 2012 event. Please see Attachment 1 for more details of both the 2012 and 2013 costs.

Representatives from each Department have been asked to attend this evening's meeting in case the City Council has questions related to the costs from each Department.

DISCUSSION:

2013 Car Show

Staff held an "all hands" meeting with The Exchange Club on March 4, 2013 to discuss the results from last year's event and any changes for 2013. Discussion points included the Exchange Club's agreement to adhere to all conditions imposed as part of the special event permit issued for the 2013 Car Show by the Committee on Permits and Licenses (COPL) and the need to submit the 2013 special event permit application at least 6 weeks prior to event (no later than March 29, 2013) for consideration by the COPL and subsequent presentation of this item to the City Council for consideration.

On March 20, 2013, the COPL considered and approved the special event permit, with almost identical conditions to the prior year. However, the following additional conditions were added:

- 1) The Exchange Club shall provide a timeline with deadline dates for all tasks required to fulfill the conditions of approval beginning six weeks from the date of the event (which is April 1, 2013).
- 2) Proof of Insurance shall be provided to the Secretary of the COPL, in addition to being provided for inclusion as part of any license agreement for use of City property.
- 3) Parking issues shall be addressed.

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The Exchange Club has agreed that it will be able to move forward with the 2013 Car Show this year if the waiver of property rental fees and the provision of in-kind equipment rental are approved as proposed in Attachment 1. Additionally, the Exchange Club has agreed to pay for staff costs during the event (on Saturday, May 11, 2013), and to pay all permit fees.

Staff recommends that City Council consider waiving property rental fees and provide in-kind staff time and equipment (as outlined in Attachment 1) to the Car Show.

City Sponsorship

The Car Show has been annually designated specifically as a City-sponsored event, which allows the organization to post banners in the public right-of-way. To be categorized as a "sponsored" event by the City, an event must comply with 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.

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 City Council determine to provide support for at least \$1,000, then the Car Show may be designated a City-sponsored event. In that case, the Exchange Club would be allowed to have banners installed. The Exchange Club would be responsible for the costs of production of any banners and for the installation and removal fees charged by The Amgraph Group, the City's approved contractor.

Street Closures

The Car Show involves use of the public rights-of-way in the downtown area and requires complete closure of Washington and Culver Boulevards from Canfield Avenue at the east end of downtown to Duquesne/Hughes Avenue at the west end of downtown, as well as Main Street from Culver Boulevard to Venice Boulevard. In addition, there will be soft street closures of Delmas Terrace, Watseka Avenue, Cardiff Avenue, and Canfield Avenue at the north end, and hard closures at the south end, at the northern perimeter of the Car Show; and hard street closures at the north end of Lafayette Place, Irving Place, and Van Buren Place at Culver Boulevard, and soft closures at the south end.

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Should the City Council approve this request, for the safety of participants and spectators, the streets will be closed to through traffic with standard traffic control equipment. The event organizer will implement the street closures based on a City-approved traffic control plan through an outside contractor utilizing traffic control equipment, such as barricades, cones, and signs.

The downtown businesses will be notified prior to the event, and the Exchange Club will publish a notice and a map in the local paper, to notify the public and provide directions to the public parking structures. To provide additional notification, should the City Council determine to sponsor this event, the City Clerk's Office will deliver notice of the event via the City's e-mail notification system.

In previous years, as a condition of approval on the event, the residential neighborhood to the south was notified of the event, and special signage was placed throughout the neighborhood. Last year, the City Council directed staff not to make this a condition of approval because the neighborhood had the availability of permit parking to prevent event parking intrusion. Since then, the residential neighborhood, for the most part, has implemented the City Council-approved restricted parking district that limits parking on such streets, to cars that display a City-issued parking permit. Vehicles that do not display a parking permit are subject to citation by Culver City Police Department.

As occurs every year, staff from Public Works Department will be present at the event to provide supervision of the traffic control efforts, address event field dynamics, and provide refuse and recycling services. To further ensure a safe and secure event, Culver City Police Officers will be deployed as part of the event in a number to be determined by the Police Department.

Staff recommends the City Council approve the street closures for the event from 5:00 AM – 5:00 PM on Saturday, May 11, 2013.

FISCAL ANALYSIS:

Dedication of in-kind staff time to the 2013 Car Show would mean a reduced availability of staff time for other City efforts but would otherwise not cause an impact to the General Fund. As detailed in Attachment 1, it is proposed that property and equipment rental fees be waived and hard costs be paid by the Exchange Club.

ATTACHMENTS:

Estimated Costs for the 2013 Culver City Car Show (Attachment 1)

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MOTION:

That the City Council:

1. Determine what level of in-kind financial assistance to provide to the Exchange Club related to the 2013 Car Show in an amount of \$7,711 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 Car Show as a City Sponsored event; and,
3. Approve the full street closures of Main Street from Culver Boulevard to Venice Boulevard, Culver Boulevard and Washington Boulevard between Canfield Avenue and Duquesne/Hughes Avenue; partial street closures of Delmas Terrace, Watseka Avenue, Cardiff Avenue and Canfield Avenue; and street closures at the north end of Lafayette Place, Irving Place, and Van Buren Place at Culver Boulevard; and,
4. Approve a License Agreement between the City and the Exchange Club for the use of City public rights-of-way, property, and equipment as part of the 2013 Car Show; and,
5. Authorize the City Attorney to review/prepare the necessary documents; and,
6. Authorize the City Manager to execute such documents on behalf of the City.