

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

Meeting Date: <u>04/03/12</u>		Item Number: <u>A-1</u>	
PRCS COMMISSION AGENDA ITEM: Informational Item Regarding the Adopted Licensing Policies and Procedures for Special Events in Media Park.			
Contact Person/Dept.: Dan Hernandez, PRCS Director		Phone Number: (310) 253-6655	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: (Email) Meetings and Agendas – Parks, Recreation and Community Services Commission (03/30/12).			
Department Approval: Dan Hernandez (03/28/12).		City Attorney Approval: N/A	
Chief Financial Officer Approval: N/A		City Manager Approval: N/A	
<u>RECOMMENDATION:</u> Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission receive information regarding the Adopted Licensing Policies and Procedures for Special Events in Media Park. <u>BACKGROUND:</u> The members of the Parks, Recreation and Community Services (PRCS) Commission have expressed an interest in learning more about the Adopted Licensing Policies and Procedures for Special Events in Media Park. Media Park and the Ivy Substation are owned by and located within the City of Los Angeles, adjacent to the City of Culver City's (the "City") easternmost border. The Culver City Redevelopment Agency (the "Agency") obtained control of Media Park and the Ivy Substation in 1987, through a 40-year lease, which was subsequently extended another 10 years through 2037. On January 9, 2012, the City Council adopted a proposed Resolution designating the City of Culver City as the Successor Agency to the Culver City Redevelopment Agency, which was dissolved on February 1, 2012, pursuant to AB 1 X 26. Therefore, any Agency policies still in place are now more appropriately referred to as City policies. <u>DISCUSSION:</u> <u><i>Adopted Licensing Policies and Procedures</i></u> This Agenda Item has been prepared to give the PRCS Commission an opportunity to receive information and ask questions regarding the Adopted Licensing Policies			

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and Procedures for Special Events in Media Park. Resolution Number 2012-A008 (Attachment) was approved and adopted on December 6, 2010. Exhibit A of the Resolution sets forth the Licensing Policies and Procedures for Special Events in Media Park. As stated in Section 103.1 and as detailed in subsequent sections of the attached Policy, all Media Park License Applications shall contain:

- An approved Event Permit issued by the City's Committee on Permits and Licenses
- \$3,000 deposit
- \$100 rental per day fee for non-profit applicants and \$500 rental per day fee for for-profit applicants, up to three (3) days maximum
- Event Coordination Fee
- Proof of insurance
- Proof of required government permits
- Proof of any required Sign Permits
- Map or plan of Special Event location within Media Park, highlighting any areas proposed for exclusive use

Also enumerated in the Attachment is the following Procedure for obtaining a Media Park License Agreement:

- Step 1. Applicant files an Event Permit Application with the Secretary to the Committee on Permits and Licenses.
- Step 2. Applicant places the request for Event Permit Application on the meeting agenda for the Committee on Permits and Licenses.
- Step 3. Applicant obtains an Event Permit from the Committee on Permits and Licenses and satisfies all conditions therein.
- Step 4. Applicant obtains insurance certificates, endorsements, and required government permits.
- Step 5. Applicant submits a Media Park License Application to the Special Events Coordinator, including all required documentation and Map.
- Step 6. Applicant and Agency execute a Media Park License Agreement, evidencing issuance of the Media License.

Events in Media Park

Ms. Jeremy Green, Management Analyst in the Community Development Department, coordinates Media Park Special Events for the City of Culver City. Ms. Green has provided the Commission with the following list of events that were held

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in Media Park over the past two years. Please note that Media Park has very few amenities: no toilets, very few lights and only two outlets for electricity. Therefore, usually only large events find the Park attractive and/or cost effective as a venue.

- Taste of the Nation (annual)
- IndieCade Festival (annual)
- The Actors' Gang Summer Family Theatre Series (annual 4-8 weekends in July and/or August)
- Car Show - Use of separate parking spaces, south of Media Park (annual – Park cannot be reserved, due to street closures)
- Chamber Business Expo (annual)
- West Coast Artists Art Show
- USC Alumni Sample Sale
- American Diabetes 5k Run/Walk and Health Fair
- Culver City 10K Run/Walk and Expo
- John Lyon's Homegrown Festival
- A wedding ceremony

FISCAL ANALYSIS:

There is no fiscal impact associated with the discussion of this Agenda Item.

ATTACHMENT:

Resolution Number 2012-A008 Adopting Licensing Policies and Procedures for Special Events in Media Park

MOTIONS:

That the Parks, Recreation and Community Services Commission:

Receive information regarding the Adopted Licensing Policies and Procedures for Special Events in Media Park.