

City of Culver City, California Agenda Item Report

Meeting Date: 03/25/2013		Item Number: A-6	
CITY COUNCIL AGENDA ITEM: (1) Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of the Event; (2) (If Desired) Approval of Street Closures Related to the Train 4 Autism Culver City 5K/10K Run Walk Event; (3) (If Desired) Approval of a Related License Agreement; and (4) Provide General Direction Related to the Number of Annual Large Scale Events Requiring Street Closures.			
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: Train 4 Autism (3/26/2013); Meetings and Agendas – City Council (04/02/13).			
Department Approval: Martin R. Cole (04/02/13)		City Attorney Approval: Carol Schwab (by H. Baker) (04/02/13)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (04/02/13)		City Manager Approval: John Nachbar (04/02/13)	
<u>RECOMMENDATION:</u> Staff recommends the City Council (1) consider the amount of in-kind financial assistance for and potential City sponsorship of the Train 4 Autism Culver City 5K/10K Running Race Event (Train 4 Autism Race); (2) (if desired) approve street closures for the event; and (3) approve a related license agreement; and (4) general policy direction regarding future large scale events requiring street closures. <u>BACKGROUND:</u> In June, 2008, Sporteve held the first Annual Culver City Run/Walk along Culver and Washington Boulevards. Hundreds of runners and walkers participated. The event did not raise enough money to cover the costs to hold the event. In June 2009, Sporteve (through The Wellness Community West Los Angeles organization) requested and was denied financial assistance on the 2nd 5K/10K Run/Walk event, which was to benefit the Wellness Community. This was due to a requirement by Sporteve to provide and pay for community events as part of an agreement with the former Culver City Redevelopment Agency. While participation increased, the event did not recover the costs to produce the event. In 2010, Sporteve conducted their 3rd Annual Culver City Run/Walk as a fundraiser for the Culver City Education Foundation (CCEF) and successfully covered the event costs, as well as raised \$10,000 to benefit CCEF. Throughout the 3 years that the event occurred, Tim Bomba participated in the event production, first as the event announcer and then as the event coordinator.			

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With the pending closure of Sporteve, there was no event in 2011. Mr. Bomba was approached by Train 4 Autism, through members with connections to the Culver City Education Foundation, to resurrect the event in 2013, which will benefit both parties.

DISCUSSION:

The Train 4 Autism Race is proposed to occur on Sunday, June 16, 2013 at Media Park beginning with street closures at 5:00 AM, and ending by 12:00 NOON and include approximately 1100-1500 participants. Pre- and post-race activities, including check-in and an Expo will occur at Media Park beginning at 7:00 AM and ending at 11:00 AM.

The route will be exactly the same as the previous three years (2008, 2009, and 2010). (Attachment 1.)

Street Closures

The Train 4 Autism Race will take place on Culver and Washington Boulevards.

Should the City Council approve this request, for the safety of participants and spectators, the streets forming the route for the event will be “hard closed” to through traffic with standard traffic control equipment – that is, no vehicular access will be permitted into the event route from the commencement of setup prior to the start of the event, and through the completion of the event. In addition, the first block of streets that abut and are perpendicular to the event route will be “soft closed” – that is, these streets will be closed to through traffic using standard traffic control equipment, but vehicles driven by those who reside or have business on such streets, will be permitted access to such streets, but only up to the perimeter of the event (where hard closures will be implemented, preventing access to all, for the safety of participants and spectators).

For example, all the streets between Venice Boulevard and Culver Boulevard or Washington Boulevard will be soft closed on the south side of Venice Boulevard, and will be hard closed on the north side of Culver Boulevard or Washington Boulevard. Similarly, the first block of those streets south of Culver Boulevard or Washington Boulevard will be hard closed and soft closed at their respective ends.

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.

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About two weeks prior to the event, all residences, businesses, and property owners along the route and on the segments of streets with soft closures, will be notified by mail, by the event applicant, or if the City carries out the notification, it will be at the applicant's cost.

As has occurred in the past, staff from the Public Works Department will be present at the event to provide supervision of the traffic control, to address field dynamics on the day of the event, and provide other Public Works services, as necessary for the event. Culver City Police Officers will be deployed to the event perimeter in a number to be determined by the Police Department. Bus routes will be rerouted for the duration of the event and customers will be notified.

Staff recommends the City Council approve the street closures for the event from 5:00 AM – 12:00 NOON on Sunday, June 16, 2013.

The event organizers would also be required to sign a license agreement for use of Media Park, which agreement would include a requirement to indemnify the City for liability arising out of event activities and to obtain the required insurance coverage, naming the City an additional insured.

City Council Direction Sought

As a related topic, City staff has been contacted by a different organization proposing a second 5K/10K event, on the same route, in early July or early August, 2013, three weeks or eight weeks after the subject Train 4 Autism 5K/10K. Staff would like the City Council's direction on two points:

1. Frequency: How many times during the calendar year, should staff consider street closures for special events having large-scale impacts, such as the subject 5K/10K, or the Car Show, on the same route/area; and
2. Proximity in time: How long a period of time, between one large-scale special event and the next, should pass before staff considers a special event on the same route/area.

This direction from the City Council will assist staff to provide guidance to event promoters seeking to organize large-scale special events in the City's public right-of-way.

Financial Assistance

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

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

Staff recommends that Council consider waiving property and equipment rental fees in the amount of \$635.00 and provide in-kind staff time valued at \$2,044 to the event.

Train 4 Autism will be required to pay the hard costs for event staff on the day of the race, as well as for permit fees for the 2013 event in the amount of \$5,868.96 (assuming two Traffic and Engineering staff work on the day of the event) or up to \$6,398.38 (assuming three Traffic and Engineering staff working.) Please see Attachment 2 for more details on 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. 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. 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, Train 4 Autism 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 the City name as a sponsor of the event.

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.

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ATTACHMENTS:

1. Map of Event Route
2. Costs for the Train 4 Autism Race

MOTION:

That the City Council:

1. Determine what level of in-kind financial assistance to provide to Train 4 Autism related to the 2013 Train 4 Autism Culver City 5K/10K Running Race Event in an amount of \$2,679 or \$ (some other amount determined by the City Council); and,
2. Approve the street closures Culver Boulevard and Washington Blvd from Venice Boulevard to Center Street and street closures for all north/south running streets at Culver and Washington Boulevards; and,
3. (In the case such in-kind financial assistance is determined to be at least \$1,000), consider designating the 2013 Train 4 Autism Culver City 5K/10K Running Race Event as a City Sponsored event; and,
4. Approve a License Agreement between the City and Train 4 Autism for the use of Media Park and City public rights-of-way; 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; and,
7. Provide direction to staff in regards to the frequency during the calendar year and proximity in time between events, to permit large-scale special events in the same route/area.