

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

Meeting Date: <u>10/22/12</u>		Item Number: <u>A-4</u>	
CITY COUNCIL AGENDA ITEM: Consideration of 1) Financial Assistance for Taste of the Nation 2013; 2) Designation of the Event as City-Sponsored; and 3) Approval of a License Agreement with Share Our Strength Related to the Event.			
Contact Person/Dept.: Jeremy Green		Phone Number: (310) 253-5859	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
(E-Mail) Agenda and Meetings – City Council (10/18/12); Share Our Strength (10/11/12).			
Department Approval: Martin Cole (10/09/12)		City Attorney Approval: Carol Schwab (by H. Baker) (10/17/12)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (10/17/12)		City Manager Approval: John Nachbar: (10/17/12)	

RECOMMENDATION:

Staff recommends the City Council consider: 1) in-kind financial assistance for the proposed *Taste of the Nation Los Angeles* 2013 event on City-Leased Property located at 9070 Venice Boulevard (Media Park) in Downtown Culver City; 2) designating the event as City-sponsored; and 3) approval of a license agreement with Share Our Strength related to the event.

BACKGROUND:

The *Taste of the Nation* event, a one-day fundraising event bringing together gourmet chefs for a food and alcohol tasting, occurred at 9070 Venice Blvd (Media Park) for seven years, until this past June, when a combination of timing and unknown financial assistance from the City of Culver City (City), caused the producers to move the event to a location outside of the City. The event's goal is to raise money to end childhood hunger throughout the United States and the Los Angeles event benefits local recipients.

In 2010 support of the event by the City and former Culver City Redevelopment Agency (the "Former CCRA") included designation of Taste of the Nation as a City- and Agency-sponsored event and authorization of up to \$19,500 in expenditures and waivers for out of pocket costs. Costs included payment for outside services and equipment such as portable toilets; two three-compartment sinks; the production/installation of street banners; security, fencing, and valet parking

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services; as well as City staff and other fees. These costs were previously paid by the Former CCRA to the outside organizations on behalf of Share Our Strength.

On March 7, 2011, City Council and the Former CCRA designated Taste of the Nation Los Angeles a City- and Agency-sponsored event and approved the provision of a cash sponsorship of \$15,000 to the producers, from which all City costs and outside costs were paid by Share Our Strength directly.

With the elimination of California redevelopment agencies in February 2012, the funds that had provided past support are no longer available. Staff informed SOS of the loss of funding and that the request for assistance would be considered in March, at which time SOS decided to commit to another location.

The *IndieCade Festival* and the *Culver City Car Show* events were considered on March 26, 2012 and the City Council waived the costs for City-owned property rental fees, provision of in-kind equipment rental, and in-kind staff costs (for work done during regular business hours). Any other costs were to be paid for by the event producers and/or procured as a donation directly from the outside vendors/service suppliers.

As part of that staff report, a thank you letter was provided by Share our Strength to Council was included that further explained why the event was moved from Media Park (Attachment 1.)

DISCUSSION:

Staff received an email on September 4, 2012 from Judy Walker, Western Regional Director of Share our Strength, the producing organization for *Taste of the Nation*, to see if sponsorship and/or in-kind financial assistance could be provided by the City if the event returned to Media Park in May or June 2013. Ms. Walker wrote that it "became pretty clear during the event in West Hollywood that folks missed the park atmosphere" of Media Park.

Taste of the Nation Los Angeles takes place typically from 1-4pm on a Sunday, when up to 2000 attendees and volunteer staff convene at Media Park to enjoy tastings from the top chefs in Los Angeles County, usually including several from Culver City, who have contributed product, staff for their tables and a participation fee as a donation to Share Our Strength. The event is open to the public and tickets typically range from \$110 - \$160 per person.

The event has become almost zero percent waste free, using biodegradable plates and utensils and volunteer waste monitors who guide patrons to the correct recycle bins. The cost for refuse disposal is quite high because approximately eight (8) 3-cubic yard bins are filled within the 3 hour event.

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When the Former CCRA paid for the services, Modern Parking provided free valet parking for approximately 200 VIP attendee cars. With the inability for the City to pay for valet parking services, Share Our Strength will no longer provide VIP valet parking and all attendees (approximately 600 cars) would be directed to park at the downtown parking structures.

The event would follow the Media Park Policies and Procedures that were approved on December 6, 2010 (Attachment 2.)

In the past, the event was specifically designated a City-sponsored event, which allowed for banners to be placed in the public right-of-way. Although the event producers have confirmed that they will not place banners in the public right-of-way, the event would nevertheless qualify for City sponsorship if the City Council approves a minimum of \$1,000 in financial assistance, in funding and/or in-kind services.

Share Our Strength is asking for whatever assistance that the City can provide so that less money is spent on expenses, providing a larger sum to go to ending childhood hunger in America. The City benefits because the event is advertised extensively as taking place in Culver City (marketing for the City) and because it attracts the County's finest chefs, who may consider Culver City for their next restaurant location.

If it is determined that the event will be held at Media Park, staff recommends the City Council approve a license agreement with Share Our Strength related to the use of Media Park for the event.

FISCAL ANALYSIS:

Share our Strength has received approximately \$60,000 in assistance from the Former CCRA and City between 2008 and 2011.

A table of costs is included as Attachment 3. It is broken down by expenditures that that had been paid for by the Former CCRA in 2010 that would be assumed by Share our Strength in 2013 (approximately \$9,000). This year, based on the criteria used to identify the waiver approvals for IndieCade and the Culver City Car Show, the total amount of assistance requested is \$5,900 in staff time, permit and property rental fees that the Council could consider waiving. Ms. Walker indicated that they would not put up banners nor have VIP parking for the 2013 event as they have in the past, which is why those costs are not included in the table.

With two hours free parking and a three hour event, the City's potential income would be approximately \$600, assuming 600 non-valet cars staying 3 hours at the various parking structures.

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ATTACHMENTS:

1. Thank You Letter from Western Regional Director of Share Our Strength.
2. Media Park Policies
3. Costs for event

MOTION:

That the City Council:

1. Designate Taste of the Nation as a City-sponsored event and determine the amount of in-kind financial assistance to provide for the event to be \$ _____;

AND

2. Approve a license agreement with Share Our Strength related to the use of Media Park for the event;

AND

3. Authorize the City Attorney to review/prepare the necessary documents;

AND

4. Authorize the City Manager to execute such documents on behalf of the City.