

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

Meeting Date: 11/01/10		Item Number: J-1	
JOINT CITY COUNCIL/REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Approval of a Memorandum of Understanding Among the City, the Redevelopment Agency, and the Culver City Chamber of Commerce Renewing the Chamber'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		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: Chamber of Commerce (08/25/10); (E-Mail) Meetings and Agendas – City Council (10/27/10); (E-Mail) Meetings and Agendas – Redevelopment Agency (10/27/10).			
Department Approval: Sol Blumenfeld: (10/25/10)		City Attorney Approval: Agency General Counsel Approval: (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 Culver City Redevelopment Agency Board (Agency Board) approve a Memorandum of Understanding (MOU) among the City, the Redevelopment Agency, and the Culver City Chamber of Commerce (Chamber), renewing the Chamber'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 Chamber, 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 Chamber assist, and are directly related to,			

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the implementation of the Redevelopment Plan for the Culver City Redevelopment Project Area.

The Chamber 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 Chamber events, which have benefited the community and the economic development of the City. On April 13, 2009 the City Council and the Agency Board approved an MOU with the Chamber for the purpose of carrying out these objectives. The parties desire to continue this relationship by executing a new MOU for an additional two-year period for the calendar years 2011 and 2012.

DISCUSSION:

On February 19, 2008, Council approved Resolution 2008-R011 adopting City Council 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 with the Chamber for Council and Agency consideration.

The events covered by the MOU serve to supplement the City's and Agency's own economic development, and public safety, health, and welfare efforts. By participating in this MOU, the City and Agency are effectively sharing costs with the Chamber to provide services that the City and Agency may not have the funds or staff resources to provide.

The proposed Chamber MOU designates the following events as City- and Agency-sponsored:

- The Mayor's Luncheon
- The Chamber's Annual Public Safety Luncheon
- The Chamber's Annual Business Expo
- The Chamber's Annual Health Fair
- The E-Waste Roundup

Additional events may be added from time to time as authorized by the City Council and Agency Board. The proposed MOU for 2011-2012 contains no change in events or obligations from the previous MOU except as listed below:

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- The term of the MOU is from January 1, 2011 through December 31, 2012;
- The Chamber may produce Chamber Maps and/or printed copies of the Business Directory, but is not required to do so. The Agency retains specified rights for design and advertising if they are produced.

FISCAL ANALYSIS:

The MOU for Chamber events 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 Chamber will be responsible for all hard costs for the subject events but may be eligible for fee waivers as denoted in the Policy. Such fee waivers will vary according to resources used. As the City Council has historically provided these in-kind services and approved fee waivers/reductions, no additional fiscal impact will be realized by renewing the MOU.

ATTACHMENT:

1. Proposed Memorandum of Understanding among the City, the Redevelopment Agency and the Chamber of Commerce for Calendar Years 2011 and 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 Chamber of Commerce renewing the Chamber'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.
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:

4. Approve an Amendment to the existing Memorandum of Understanding among the City of Culver City, the Culver City Redevelopment Agency and the Culver City Chamber of Commerce renewing the Chamber's organizational relationship with the City and the Agency for an additional two-year period for calendar years

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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.

5. Authorize the Agency General Counsel to review/prepare the necessary documents; and,
6. Authorize the Executive Director to execute such documents on behalf of the City