

MEETING DATE: December 15, 2008

AGENDA ITEM: Discussion of and Comment on 2009 Taste of the Nation Event; Consideration of Authorization to Provide Staff Services, Waiver of Redevelopment Agency and City Fees; Designation as a City- and/or Agency-Sponsored Event; and Authorization of up to a \$18,435 in Expenditures and Waivers.

ATTACHMENTS

Pages

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| 1. Share Our Strength's letter dated October 31, 2008. | 1-3 |
| 2. Costs table for 2008 and 2009. | 4 |
| 3. Minutes from March 17, 2008 Redevelopment Agency meeting. | 5 |

ATTACHMENT 1

October 31, 2008

SOL BLUMENFELD
DIRECTOR OF COMMUNITY DEVELOPMENT
CULVER CITY
CULVER CITY, CA

Dear Sol,

We truly believe that Taste of the Nation, Los Angeles has become synonymous with Culver City and are excited to return again this year.

We have all of the resources in place to begin planning Share Our Strength®'s Taste of the Nation® Los Angeles 2009. As we enter the 21st year, we know that this year will once again bring the finest chefs together to help end childhood hunger. The event will be held on a Sunday, June 7, 2009. We are hopeful that this year will mark our fifth successful year in Culver City.

As a host sponsor you will set the industry standard for community engagement while attracting attention and recognition from current and potential clients, business leaders, community groups, and your own employees. Taste of the Nation Los Angeles will not only engage these constituencies for a common cause, it will

- Position Culver City as the leader in the local component of a nationwide fight to end childhood hunger;
- Communicate the city's marketing message to a key audience: high-income earners who are well-educated, enjoy comfort and style, and care about the community;
- Serve as a positive public relations opportunity through local and national broadcast and print media channels;
- Strengthen and reinforce customer relationships in your market through a turnkey national/local campaign; and
- Demonstrate your exemplary corporate citizenship, and your dedication to improving the lives of children and working families in Culver City and the greater Los Angeles area.

Share our Strength to provide:

- Category exclusivity
- Recognition in all marketing materials
- Local and national broadcast and print media channels
- Opportunity for representative of Culver City to judge the celebrity chef cook-off
- Recognition during opening remarks
- One full-page ad in event program
- Logo and link on event Web site
- 10 volunteers to help with clean up throughout and after the event.
- Procurement of all required Los Angeles paperwork, signatures and permits will be secured by Share our Strength

Culver City to provide:

- Meeting Room for 10-12 monthly volunteer committee meetings.
- A Culver City liaison at meetings and on site all day the Saturday before the event and day of the event.
- A license agreement allowing for use of Media Park and Canfield Redevelopment Agency parking lot on June 6 and 7 for event and event set up.
- Notification to parking lot users of lot closure.
- 4 crew members for 8 hours to empty trash during and after the event.
- Recycling receptacles, normal trash cans in the park and dumpsters for both recycling and regular trash
- Garbage collection services for the event
- Assistance in securing all Culver City permits and fees and provide and information for LA permits process.
- Valet parking service at City/Agency costs for 250 - 300 cars.
- Parking or parking passes for 80-100 volunteer cars on day of the event and for 15-40 volunteers on the day before. Parking for volunteers for day of event to be in a separate lot from event guest parking.
- Storage for items delivered, as available, in the Ince parking structure.
- Power and phone lines to the stage and auction area from Ivy Sub Station.
- Costs for one of two three compartment sinks, secured by Share Our Strength, as required by County Health.
- Written confirmation that The Actors' Gang will eliminate two performances from their regular schedule and provide full access to Actors' Gang reserved parking spaces on June 6 and 7, 2009 and allow limited access to Ivy Sub Station for electrical/phone/green room. Culver City liaison to develop agreement between the parties.
- Approve plans for and execute street closures from day prior until the evening day of the event. To include processing all permits, procuring and submitting all paperwork and required signatures for Culver City. All LA paperwork, signatures and permits will be secured by TON.
- Communicate side street closures to tenants of businesses along Canfield Blvd. prior to day of the event.
- Costs for security services approved by Agency and secured by Share our Strength. Services to occur from 5pm day prior to 9am day of the event morning.
- Costs for Port-a-pottys and fencing, engaged by Share our Strength, to be placed around the park by Share our Strength.
- Costs for Traffic Control Services to close off Streets for event.
- Approve, produce, and install Taste of the Nation Banners in downtown Culver City in the three designated locations across the public right-of-way.
- Promote Share Our Strengths' Taste of the Nation to customers and in local community through posting on community calendar and other spaces on the city website, through e-gov. notification two weeks prior to event.

Thank you for your assistance. We look forward to working together again this year.

ELISSA PHILLIPS



DARYL ANSEL
MARY SUE MILLIKEN



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ATTACHMENT 2

Taste of the Nation Request for Assistance Comparison

Agency/City Approved costs for 2008

Share our Strength Requests for 2009

Agency costs:

In Kind Costs		
staff person	\$4,240.00	\$4,400.00
Expenditures:		
Portable toilets	700.00	1,428.00
Banners (3) production	0.00	2,000.00
Security	1,500.00	300.00
Fencing	1,000.00	2,965.00
Valet Parking	1,600.00	2,060.00
Three compartment sink	0.00	500.00
Traffic Control	not requested	525.00
Miscellaneous Contingency	n/a	1,000.00
Total costs for Agency	9,040.00	10,778.00

City Costs:

Fees:		
Treasury permits*	60.00	36.00
Fire Prevention permit	500.00	520.00
Banner permit	n/a	237.00
street closure	525.00	500.00
Staff Time (In Kind Cost)		
sanitation	871.00	1,500.00
banner installation costs	n/a	464.00
Total cost for City	1,956.00	3,257.00
TOTAL COSTS	\$15,236	\$18,435

* Fee in 2008 was for a Business Tax Certificate and as a non-profit organization, it is a one-time only fee.

Fee in 2009 reflects a special event permit fee.

ATTACHMENT 3

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Agency Minutes
March 17, 2008

Agency; the need to balance the needs of the public and developers; and the deterioration of Globe Properties.

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Item A-2

Authorize a \$1,700 Expenditure Related to "Taste of the Nation" Event Items Previously Considered and Authorize a \$6,800 Expenditure for Assistance not Previously Considered

Cary Anderson spoke about park cleanup after last year's event, and played a video showing the mess, asserting that cleanup last year took two days.

Staff provided a brief summary of the material of record.

Council and staff discussion included the following topics: lack of policy on City funding for non-profit events; the event as part of the economic development strategy; and an assertion that the event is a benefit to the City and an important charity fundraiser.

Moved by Member Silbiger and seconded by Member Gross to adopt the staff recommendation.

Discussion of the motion included a request to remove the \$2,000 banner expenditure and a suggestion to split that part of the motion.

Moved by Member Silbiger and seconded by Member Gross that the Redevelopment Agency: 1). Authorize the expenditure of approximately \$1,700 from the Economic Development budget (Account No. 55090200.610200 "Marketing Services.") for Taste of the Nation Event items previously considered; and 2). Authorize an additional expenditure of \$6,800 from the Economic Development budget (Account No. 55090200.610200 "Marketing Services.") for additional items requested, except the \$2,000 for banners.

The motion carried on the following roll call vote:

AYES: Corlin, Gross, Malsin, and Silbiger
NOES: Rose

A motion was made by Member Silbiger that the Redevelopment Agency: expend \$2,000 on banners to promote the event. The motion failed on the following roll call vote:

AYES: Silbiger,
NOES: Corlin, Gross, Malsin, Rose