

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

Meeting Date: 09/09/2013

Item Number: J-1

**JOINT CITY COUNCIL AND SUCCESSOR AGENCY BOARD AGENDA ITEM:
Consideration of Sponsorship of the “Crush Cancer” Charitable Fundraising
Event Produced by DogTown CrossFit in Partnership with Stand Up To Cancer.**

Contact Person / Department:

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Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Public Hearing: ☐

Action Item: ☒

Attachments: ☒

Commission Action Required: Yes ☐ No ☒

Date: _____

Public Notification: (E-Mail) Meetings and Agendas – City Council (09/03/13); The Culver City Chamber of Commerce (09/03/13); the Downtown Business Association (09/03/13); Stand Up to Cancer (08/28/13); DogTown CrossFit (08/28/13).

Department Approval:

Sol Blumenfeld (09/04/13)

City Attorney Approval:

Carol Schwab (by H. Baker) (09/03/13)

Chief Financial Officer Approval:

Jeff Muir (by M. Noller) (09/04/13)

City Manager Approval:

John M. Nachbar (09/04/13)

RECOMMENDATION:

Staff recommends the Board of Directors of the Successor Agency to the Culver City Redevelopment Agency (Successor Agency Board) and the City Council approve a request received from DogTown CrossFit in partnership with Stand Up To Cancer to sponsor their “Crush Cancer” charitable fundraising event in the form of waiving rental fees and providing staff in-kind services.¹

BACKGROUND:

DogTown CrossFit is a Culver City based fitness facility that specializes in boot camp style workouts. In the prior two years, DogTown CrossFit’s annual “Crush Cancer” charitable fundraising event has been held at the 9300 Culver Boulevard parking lot in downtown (Parcel B). All proceeds raised by the event are returned to Stand Up To Cancer (SU2C). SU2C is a charitable services fund administered by the Entertainment Industry Foundation whose focus is to provide funding for research to treat and cure cancer.

In previous two years, 100 individuals participated in the Crush Cancer events, raising a total of \$165,000.

DISCUSSION:

This year, the organizers anticipate raising approximately \$500,000 as a result of DogTown CrossFit’s decision to partner directly with SU2C and their combined ability

City of Culver City, California
Agenda Item Report

to secure the participation of 42 additional fitness centers. Participants in the Crush Cancer event are required to raise a minimum of \$150 and will perform a 15-minute workout either on Parcel B or at their own fitness center. The Crush Cancer event will occur on Saturday, October 12, 2013. More details of the event are outlined in the attached PowerPoint presentation.

The proposed sponsorship includes:

- Waiving the Successor Agency's \$500 rental fee for use of Parcel B.
- Providing City staff in-kind services.
- In the case the value of City/Successor Agency support meets the \$1,000 criteria and the City Council determines to sponsor the event, DogTown Crossfit requests banners be strung across the public right-of-way at the following locations (at the organizers expense):
 - o Washington Boulevard at Walgrove Avenue
 - o Overland Avenue near Veteran's Memorial Building
 - o Sepulveda Boulevard near Berryman Avenue
- As a condition of sponsorship, the organizers would be required to include the City's logo on the banners and to list the City as a sponsor of the event in e-mails, on their website, on signs, t-shirts, in press releases and on printed materials.

FISCAL ANALYSIS:

If sponsorship is approved, the Successor Agency will forego the standard \$500 rental fee.

Dedication of in-kind City 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.

ATTACHMENTS:

1. August 7, 2013 SU2C Letter Requesting Sponsorship
2. SU2C PowerPoint Slide Presentation

MOTIONS:

That the City Council:

1. Determine whether to provide in-kind financial assistance to DogTown CrossFit for its Crush Cancer Event on Saturday, October 12, 2013 at the 9300 Culver Boulevard property; and,

City of Culver City, California
Agenda Item Report

2. (In the case such in-kind financial assistance is determined to be at least \$1,000), consider designating the Crush Cancer Event as a City-sponsored event.

That the Successor Agency Board:

Waive the \$500 rental fee for use of the 9300 Culver Boulevard property for the Crush Cancer event.

NOTES:

¹To be categorized as a “sponsored” event by the City, an event must meet the criteria set forth in 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. The CCMC requires both (a) AND (b) conditions be satisfied. Additionally, in order for an event to be considered sponsored, the City Council must determine, by specific action, that the above criteria have been met.