

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

Meeting Date: 12/09/2013

Item Number: J-1

**JOINT CITY COUNCIL AND SUCCESSOR AGENCY BOARD AGENDA ITEM:
Consideration of a Financial Assistance Sponsorship of the "Taste of the Nation"
Charitable Fundraising Event Produced by the Non-Profit Organization Share our
Strength.**

Contact Person / Department:

Jeremy Green, City Clerk 's Office

Phone Number:

(310) 253-5859

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 (12/03/13); The Culver City Chamber of Commerce (12/03/13); the Downtown Business Association (12/03/13); Share Our Strength (12/03/13).

Department Approval:

Martin Cole (12/02/13)

City Attorney Approval:

Carol Schwab (by H. Baker) (12/02/13)

Chief Financial Officer Approval:

Jeff Muir (by M. Noller) (12/03/13)

City Manager Approval:

John M. Nachbar (12/03/13)

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 from Share our Strength to sponsor its annual "Taste of the Nation" charitable fundraising event in the form of waiving rental fees, permit fees, and providing staff in-kind services.¹

BACKGROUND:

The *Taste of the Nation* event is a one-day fundraising event that has been bringing together gourmet chefs for a food and alcohol tasting and auction at 9070 Venice Blvd (Media Park) for eight years. The goal of the event is to raise money to end childhood hunger throughout the United States, and the event benefits local recipients including: L.A. Campaign, California Food Policy Advocates LA Campaign, Los Angeles Regional Food Bank, St. Joseph Center, California Food Policy Advocates, California Association of Food Banks.

At last year's event, approximately 1,800 attendees raised a total of almost \$270,000.

City of Culver City, California
Agenda Item Report

DISCUSSION:

Taste of the Nation Los Angeles 2014 will take place from 1:00-4:00 PM on Sunday, June 1, 2014. Up to 2,000 attendees and volunteer staff will 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 waste free, using biodegradable plates and utensils and volunteer waste monitors who guide patrons to the correct recycle bins. The cost for sanitation represents City sanitation staff time to collect and remove the large quantities of recyclable waste throughout the event.

Traffic patterns and parking will be similar to last year's event, which went quite smoothly due to volunteer carpooling arrangements made by event organizers and permission from Metro to use the Expo line parking lot for volunteers and Parcel B for oversized restaurant vehicles.

This sponsorship request does not include a request to post banners in the public right-of-way but is a request to reduce financial expenses of the event so that a higher financial contribution may be made to end childhood hunger.

The proposed sponsorship includes:

- Waiving the Successor Agency's \$500 rental fee for use of Parcel B, \$450 rental fee for Old Washington Boulevard for use by valet parking company to park vehicles for VIPs attending the event, and potentially \$300 for up to 50 parking spaces for volunteers at the Ince Parking Structure, although last year no spaces were required.
- Waiving the City's \$200 rental fee for use of Media Park and \$800 for the Parking spaces south of Media Park.
- Waiving of approximately \$1,277 in fees for Finance Department, Fire Prevention, Recycle/Waste, Valet Parking, and Street Closure permits.
- Costs for in-kind City staff services during regular business hours.
- Waiving of fees for use of a meeting space from 6:00 PM to 8:30 PM, once a month (on flexible dates) between January and May.
- As a condition of the financial sponsorship, the organizers would be required to list the City as a sponsor and include the City's logo, where applicable, on their website, printed materials, signs, and in emails and press releases.

City of Culver City, California
Agenda Item Report

All other City costs will be paid for by Share Our Strength, inclusive of staff time for work occurring outside of regular business hours.

FISCAL ANALYSIS:

If sponsorship is approved, the Successor Agency and City will forego standard fees for space rentals and permits.

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. Share Our Strength Letter Requesting a Financial Assistance Sponsorship
2. Costs for Event

MOTIONS:

That the City Council:

1. Determine whether to provide in-kind financial assistance to Share our Strength for its Taste of the Nation event on Sunday, June 1, 2014 at Media Park; and,
2. (In the case such in-kind financial assistance is determined to be at least \$1,000), consider designating the Taste of the Nation Event as a City-sponsored event.

That the Successor Agency Board:

Waive the \$950 rental fees for use of the 9300 Culver Boulevard property and Old Washington Boulevard for the Taste of the Nation event and the \$300 parking rate fees at the Ince Parking Structure.

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.