

City of Culver City, California Agenda Item Report

Meeting Date: 05/26/15		Item Number: <u>C-8</u>	
CITY COUNCIL AGENDA ITEM: Consideration of City Sponsorship for the 49th Annual 4th of July Fireworks Show Charitable Fundraising Event Produced by the Exchange Club of Culver City, a Non-Profit Organization, to be Held on the Campus of West Los Angeles College.			
Contact Person/Dept.: Shelly Wolfberg, Assistant to the City Manager		Phone Number: (310) 253-6000	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Jay Shery (Culver City Exchange Club) and Meetings and Agendas – City Council (05/06/15)			
Department Approval: Martin R. Cole (05/21/15)		City Attorney Approval: Carol Schwab (by H. Baker) (05/21/15)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (05/21/15)		City Manager Approval: John M. Nachbar (05/21/15)	
<u>RECOMMENDATION:</u> Staff recommends the City Council consider a request from the Exchange Club of Culver City (Exchange Club) for City Sponsorship of the 49th Annual 4th of July Fireworks Show (2015 Event). <u>BACKGROUND/DISCUSSION:</u> Note: This item was originally presented to the City Council at the Regular Meeting of May 11, 2015. At the request of the Producer, the City Council did not take action on this item at that time. The item is re-presented for the City Council's consideration this evening. On July 4, 2014, the Exchange Club conducted a Fireworks Show at West Los Angeles College (WLAC). City staffing services were provided at the event. The Public Works Department indicated that its costs were minimal and had no concerns if the event was held at WLAC again this year. The Fire Department indicated that a paramedic unit was on hand last year and the expense to have it on standby was approximately \$1,500. The cost would be the same to have it available at this year's event. The Police Department indicates that police services totaled \$5,500 last year, and it is anticipated that the cost to provide a similar level of service this year would be approximately \$7,000 due to increases in hourly rates for staff time.			

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As the City Council may recall, in 2014, the Independence Day Celebration was held on the WLAC campus for the first time. On April 21, 2014, the City Council took the following action:

MOVED BY COUNCILMEMBER O'LEARY, SECONDED BY COUNCILMEMBER WEISSMAN AND UNANIMOUSLY CARRIED, THAT THE CITY COUNCIL:

1. DETERMINE TO PROVIDE \$24,000 IN DIRECT FINANCIAL ASSISTANCE AND AN UNSPECIFIED AMOUNT OF IN-KIND STAFF SUPPORT TO THE EXCHANGE CLUB OF CULVER CITY CHARITABLE FOUNDATION, INC. FOR ITS 4TH OF JULY EVENT ON FRIDAY, JULY 4, 2014 AT WLAC; AND,
2. (IF AT LEAST \$1,000 IN SUPPORT IS PROVIDED) DESIGNATE THE 4TH OF JULY FIREWORKS SHOW AS A CITY-SPONSORED EVENT.

On May 27, 2014, the City Council considered a second request for support from the Exchange Club for the 2014 Event. At that time the City Council took the following action:

MOVED BY COUNCILMEMBER WEISSMAN AND SECONDED BY COUNCILMEMBER CLARKE THAT THE CITY COUNCIL SPLIT ANY NET LOSS WITH THE CULVER CITY EXCHANGE CLUB 50/50 UP TO A MAXIMUM OF \$10,000 ON THE CITY'S PART UPON FULL ACCOUNTING OF INCOME AND EXPENSES. THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES:	CLARKE, O'LEARY, SAHLI-WELLS, WEISSMAN
NOES:	NONE
ABSENT:	NONE
RECUSED:	COOPER

Also, at the City Council meeting of April 13, 2015, the City Council (during consideration of a request for sponsorship) provided the following direction:

"that future requests for City sponsorship be accompanied by financial data from the requesting group."

Staff has provided the Exchange Club with a reminder of the above direction.

If the event is proposed to be produced in the same manner as last year and that is our understanding, staff estimates that the Fire Department and Police Department costs are expected to be the same amount as the 2014 event: \$1,500 from the Fire Department for the standby paramedic unit and \$7,000 from the Police Department. The Police Department indicates that police services totaled \$5,500 last year, and it

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is anticipated that the cost to provide a similar level of service this year would be approximately \$7,000 due to increases in hourly rates for staff time.

In the attached letter, the Exchange Club requests the City Council consider its request for support of the 2015 Event. The City has traditionally provided a \$24,000 cash contribution to this event, and this amount is currently budgeted for the 2015 Event. Unless the City Council should provide alternative direction, staff will release this budgeted amount to the Exchange Club. Providing this amount to the Exchange Club for the 2015 Event would meet the \$1,000 minimum amount required for City-sponsorship (as outlined in more detail below).

To be categorized as a “sponsored” event by the City, an event must comply with City Council Policy and 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. If approved by the City Council, the City would be contributing at least \$1,000 in waivers to the event. The CCMC requires both (a) AND (b) conditions be satisfied. Additionally, in order for an event to be considered city-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

FISCAL ANALYSIS:

The \$24,000 City contribution is already appropriated in the City Council Adopted Budget for Fiscal Year 2014/2015. Should the City Council determine to maintain the same arrangement as approved by the City Council in 2014 for the fireworks show, in-kind costs for staff would continue to be absorbed by the City.

ATTACHMENT:

1. Letter dated March 26, 2015 from the Exchange Club
2. 2015 Exchange Club 4th of July Fireworks Show: Projected Profit/Loss Statement

MOTION:

That the City Council:

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1. Provide \$24,000 in direct financial assistance and in-kind staff support, (approximately \$8,500), to the Exchange Club of Culver City Charitable Foundation, Inc. for its 4th of July event on Friday, July 4, 2015 at WLAC; and,
2. Designate the 4th of July Fireworks Show as a City-sponsored event.