

City of Culver City, California
Joint City Council/Redevelopment Agency Agenda Item Report

Meeting Date: 09/24/07		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM - Discussion of and Comment on the Taste of the Nation Event; Consideration of Authorization to Provide Staff Services and to Waive Agency and City Fees.			
Contact Person/Dept.: Todd Tipton		Phone Number: (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Share Our Strength (08/24/07); Master Notification List (09/19/07).			
Department Approval: Sol Blumenfeld (09/05/07)		City Attorney Approval Carol Schwab (by H. Iker) (09/18/07)	
City Controller Approval: Marlee Chang (09/18/07)		City Manager/Exec. Director Approval: Jerry B. Fulwood, (09/19/07)	

RECOMMENDATION:

Staff recommends the City Council and the Culver City Redevelopment Agency discuss and provide comment on the Taste of the Nation event; and authorize the use of City/Agency staff to assist the Share Our Strength organization in the production of the event. Staff further recommends the Agency authorize the expenditure of approximately \$1,956 from the Economic Development budget (Account No. 55090200.610200 "Marketing Services") in reimbursement to the City for staff time and other related expenses.

BACKGROUND/DISCUSSION:

Taste of the Nation

For the past two years the Taste of the Nation event has been conducted in Media Park near downtown Culver City. The event is managed and promoted by Share Our Strength in order to raise money to end childhood hunger throughout the United States. Over the prior years Agency/City staff has worked with Share Our Strength to conduct the event due to the positive marketing impacts and positive public exposure it creates for downtown and Culver City as a whole.

Some of the marketing opportunities include City recognition in all Taste of the Nation marketing materials, and inclusion in local and national broadcast/print media channels. Staff believes these to be highly effective in improving awareness of downtown amongst a desirable demographic.

As the event has matured and become more popular, staff's involvement has increased. Tonight's discussion is intended to allow the Council and Agency an

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opportunity to discuss staff's efforts and provide input. Some of staff's efforts are defined in Share Our Strength's letter dated August 16, 2007. Although staff's efforts seem extensive, staff believes the benefits realized by providing the assistance is far less than the costs incurred by the City/Agency. Costs incurred by the City/Agency are further described below.

Use of Media Park

The Ivy Substation and Media Park are located at the easternmost portion of downtown Culver City. The Ivy Substation and Media Park are technically located in the City of Los Angeles, but are overseen by the Agency pursuant to a long-term lease with the City of Los Angeles. Occasionally, like with Taste of the Nation, staff receives requests to use Media Park. Staff has attached the criteria used to evaluate those requests.

It should be noted that staff will be returning to the Council/Agency within the next 60-90 days to discuss and receive comment on the current policies regarding the use of Media Park and whether those policies should be modified.

FISCAL ANALYSIS:

In addition to those items identified in Share Our Strength's August 16th letter, staff has prepared a memorandum identifying additional tasks performed (attached). Staff believes that it will be necessary to utilize one staff member for approximately 80 hours to complete all of the tasks. This equates to Agency costs of approximately \$4,240 (assuming an average fully burdened hourly rate of \$53 for a Management Analyst). In addition to personnel costs, the cost to clean up Media Park after the event is \$1,700.

As well, approximately \$560 in City fees for work by the City Treasurer's Office and Fire Prevention will be forgiven and approximately \$1,396 will be incurred in additional costs (street closures, sanitation bins). This equates to a total of \$1,956.

The total expenditure, including staff time, will be approximately \$8,896 (\$4,940 Agency, \$1,956 City), which is similar to other events sponsored by the City or Redevelopment Agency. Agency funds to reimburse the City in the amount of \$1,956 are available in the Economic Development budget Account No. 55090200.610200 "Marketing Services".

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Joint City Council/Redevelopment Agency Agenda Item Report

ATTACHMENTS:

1. Share Our Strength's letter dated August 16, 2007.
2. Staff memorandum dated August 20, 2007.
3. Background information related to the Taste of the Nation event.

MOTION:

That the City Council:

1. Discuss and provide comment on the Taste of the Nation event; and
2. Authorize the use of City staff to assist the Share Our Strength Foundation in the organization, marketing, and production of the Taste of the Nation event in Media Park, provided that the Culver City Redevelopment Agency reimburses the City in the amount of \$1,956 for such services.

That the Culver City Redevelopment Agency:

1. Discuss and provide comment on the Taste of the Nation event;
2. Authorize the expenditure of staff time to conduct the Taste of the Nation event;
3. Authorize reimbursement to the City in the amount of \$1,956 for anticipated expenditures related to the Taste of the Nation Event from the Economic Development budget, Account No. 55090200.610200 "Marketing Services"; and