

City of Culver City, California

Agenda Item Report

Meeting Date: 06/22/15		Item Number: <u>C-11</u>	
CITY COUNCIL AGENDA ITEM: Approval of City Sponsorship for the 2015 CicLAvia Event, Produced by CicLAvia, a Non-Profit Organization, to be Partially Held in Culver City.			
Contact Person/Dept.: Rudolph Galindo		Phone Number: (310) 253-5618	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☐	Attachments: ☒
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: CicLAvia Producers () and Meetings and Agendas – City Council (06/18/15)			
Department Approval: Charles D. Herbertson (06/16/15)		City Attorney Approval: Carol Schwab (by H. Baker) (06/17/15)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (06/17/15)		City Manager Approval: John M. Nachbar (06/17/15)	

RECOMMENDATION:

Staff recommends the City Council approve a request from the producers of CicLAvia for City sponsorship of the event on August 9, 2015.

BACKGROUND/DISCUSSION:

On March 10, 2014 the City Council adopted a resolution approving a joint application with the City of Los Angeles and CicLAvia for grant funds through Los Angeles County Metropolitan Transportation Authority's Open Streets Program for the CicLAvia Culver City 2015 event.

The City was awarded the grant in an amount of \$452,463 to pay for the hard costs for Culver City's services on the day of the event. CicLAvia has been working closely with the City in partnership to create a strategic plan and develop all program elements. At a meeting with the producers and staff, marketing of the event was discussed. Discussion elements included the City's ability to send out emails, publicize the event on the City's website, and placement of materials at locations within City Hall. Signage in the public right-of-way was brought up, which is not usually allowed, with an exception for City-sponsored events.

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

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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. As part of the action taken by the City Council on March 10, 2015, the City Council has already approved contributing at least \$1,000 to the event through the grant. 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.

Should CicLAvia receive City-sponsorship, the event producers will be required to include the City's logo on the banners as a sponsor and list the City as a sponsor of the event in e-mails, on their website, in promotions, press releases and on printed materials, where applicable.

FISCAL ANALYSIS:

On March 10, 2014 the City Council adopted a resolution for the City to submit a grant application for the Metro Open Streets Grant with a matching amount of 20%. The matching amount will be satisfied through contribution of in-kind administrative costs such as regular staff hours expended in planning and preparing for the event as well as a hard match in the form of a contribution of some overtime personnel costs.

ATTACHMENT:

Staff Report and Attachments form March 10, 2014.

MOTION:

That the City Council:

1. Determine that the City participating in an official capacity in the planning, preparation or promotion of the CicLAvia Culver City 2015 event; and,
2. Determine that the City is contributing 25% of the total estimated costs of the civic event or activity or at least \$1,000, whichever is less; and,
3. Designate the CicLAvia Culver City 2015 event as a City Sponsored Event.