

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

Meeting Date: 07/27/15	Item Number: <u>A-1</u>
CITY COUNCIL AGENDA ITEM: Consideration of the Culver City Centennial Celebration Committee Inc.'s Quarterly Status Report, Including a Budget for the Centennial Event and Other Related Activities.	
Contact Person/Dept.: Shelly Wolfberg	Phone Number: (310) 253-6008
Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	General Fund: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Public Hearing: <input type="checkbox"/>	Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/>
Commission Action Required: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Date: _____
Public Notification: (E-Mail) Agenda and Meetings – City Council (07/22/15); CCCCC (07/22/15)	
Department Approval: Martin R. Cole (07/20/15)	City Attorney Approval: Carol Schwab (by H. Baker) (07/20/15)
Chief Financial Officer Approval: Jeff Muir (07/21/15)	City Manager Approval: John M. Nachbar (07/22/15)
<p><u>RECOMMENDATION:</u></p> <p>Staff recommends the City Council receive and file the Culver City Centennial Celebration Committee's (CCCCC) Quarterly Status Report, including a Budget for the Centennial Event and Other Related Activities.</p> <p><u>BACKGROUND/DISCUSSION:</u></p> <p>On June 13, 2014, the CCCCC filed its Articles of Incorporation as a Non-profit Public Benefit Corporation. On December 8, 2014, the City Council approved a Memorandum of Understanding (MOU) between the CCCCC and the City of Culver City. Over the past several months, the CCCCC has conducted regular committee and subcommittee meetings. Staff from the City Manager's Office attends all committee meetings.</p> <p>The CCCCC Board of Directors is comprised of Culver City residents who plan, promote, organize, and coordinate the celebration of the City's Centennial. Most of the events will be planned and implemented by local community organizations, individuals, and businesses. The CCCCC will ensure that each event that is branded as an official CCCCC event will support and promote the spirit and the mission of Culver City's Centennial Celebration. All Centennial Celebration events will take place between September 20, 2016 and September 20, 2017, which marks the Centennial Celebration period.</p> <p>At the April 13, 2015 City Council meeting, the City Council and CCCCC representatives discussed the desire for a clarified marketing plan; a list of potential Centennial activities; a proposed calendar; a breakdown of how the City contributed funds are going to be spent; the Quarterly Report on Centennial activities; which organizations to include</p>	

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in the list of participants; language of the MOU; and clarification that City funds would not be used for the opening and closing activities. Ultimately, the City Council voted 4-0 (Council Member Clarke recused) to 1) approve the Centennial logo; 2) approve the Culver City Centennial Participant Application; and 3) authorize future committee meeting agendas to be posted on the City's website.

Pursuant to the MOU with the CCCCC, during Fiscal Year 2014/2015, the City agreed to allocate \$25,000 to CCCCC for the purpose of CCCCC's commencement of its responsibilities under the MOU. To date, the CCCCC has received \$12,500 of the \$25,000 for its expenses during Fiscal Year 2014/2015 (\$5,000 as working capital and \$7,500 in reimbursements). Additionally, on July 20, 2015, the CCCCC submitted a \$3,000 reimbursement request, which met the July 23, 2015 deadline for submitting Fiscal Year 2014/2015 reimbursement requests.

The MOU also provides, "...The City agrees to give due consideration to funding requests by CCCCC for fiscal years 2015-2016 and 2016-2017. The annual amount is subject to the approval of the City Council through City's budget process, at the City Council's sole discretion." The City Council's Adopted Budget for Fiscal Year 2015/2016 includes \$25,000 for the CCCCC. Tonight, the CCCCC will present its budget for the entire centennial celebration (costs for which span several fiscal years). The budget includes a request for \$15,000 from the City for Fiscal Year 2015/2016 (attached). Should the City Council receive and file this report, staff will process reimbursement requests subject to a \$15,000 maximum for Fiscal Year 2015/2016.

At tonight's City Council meeting, the CCCCC will also provide a report to the City Council on its initial requests and discussion items that were raised at the April 13th City Council meeting.

FISCAL ANALYSIS:

The City Council Adopted Budget for Fiscal Year 2015/2016 includes \$25,000 for the CCCCC. The City Manager's Office has provided, and will continue to provide, a liaison to the CCCCC through the completion of the Centennial Celebration period and any post-event evaluation of the Centennial events.

ATTACHMENTS:

Supporting Documents from the CCCCC.

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MOTIONS:

That the City Council:

- (1) Receive and file the CCCCC's Quarterly Status Report; and,
- (2) Authorize reimbursement of CCCCC eligible expenses in an amount not-to-exceed \$15,000 for Fiscal Year 2015/2016.