

City of Culver City, California

Agenda Item Report

Meeting Date: <u>03/23/2015</u>		Item Number: <u>J-2</u>	
JOINT CITY COUNCIL AND SUCCESSOR AGENCY BOARD AGENDA ITEM: (1) Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of The Culver City Car Show, The Los Angeles Modernism Show, and IndieCade: International Festival of Independent Games; (2) Approval of Street Closures Where Applicable; and (3) Approval of Related License Agreements.			
Contact Person/Dept.: Jeremy Green/ City Clerk's Office		Phone Number: (310) 253-5859	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Dolphin Promotions, Inc. (03/18/15); The Exchange Club (03/18/15); Creative Collaborative Media, Inc.(03/18/15); Meetings and Agendas – City Council (03/18/15), DBA (03/18/15); Culver City Chamber of Commerce (03/18/15).			
Department Approval: Martin R. Cole (03/18/15)		City Attorney/Successor Agency General Counsel Attorney Approval: Carol Schwab (by H. Baker) (03/18/15)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (03/18/15)		City Manager/Executive Director Approval: John M. Nachbar (03/18/15)	
<u>RECOMMENDATION:</u> Staff recommends the City Council (1) consider the amount of in-kind financial assistance for and potential City sponsorship of The Culver City Car Show (Car Show), Los Angeles Modernism Show (L.A. Modernism Show), and the International Festival of Independent Games (IndieCade Festival); (2) approve related street closures; and (3) approve related license agreements. <u>BACKGROUND:</u> During the February 13, 2012 City Council meeting, the City Council expressed their desire for there to be consistency for assistance of special events and encouraged staff to meet with the event organizers to determine their ability to conduct the event with limited assistance. Staff determined three types of assistance that could be provided to events with limited impacts on the General Fund: • Waiver of property rental fees • Provision of in-kind equipment rental • Waiver of in-kind staff costs for services during regular business hours.			

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The 2014 Car Show, IndieCade Festival, and L.A. Modernism Show were provided at least the above three types of assistance, and all were responsible to pay for staff time incurred at times other than regular business hours and for some permit fees. The City Council also specifically designated all three as City-Sponsored events.

Consistent with an expressed desire of the City Council, staff is presenting these event sponsorship requests at one time this evening. Regarding other previously sponsored events, the Culver City 5K/10K Run will not take place this year and Taste of the Nation has already received City-Sponsorship approval for their 2015 event and in-kind assistance in the amount of \$5,150.00 (\$3,700 from the City Council and an additional \$1,450 of assistance from the Successor Agency.)

DISCUSSION:

City Sponsorship

For those events requesting City-sponsorship, such events will each need to be specifically designated as a City-sponsored event by the City Council. As part of such City-sponsorship, event producers would be eligible to post banners in the public right-of-way advertising the sponsored event. To be categorized as a "sponsored" event by the City, an event must comply with 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, City Council Policy requires that 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 the City Council determine to provide support in an amount of at least \$1,000 (funds, staff time and/or fee waivers, etc.), then the event may be designated a City-sponsored event. For those who wish to post banners in the public right-of-way, the organizers will be required to include the City's logo on the banners as a sponsor.

For all three of the events, the financial request represents the costs of providing the requested venues/equipment or required/requested services or fees. Because all of the events are different in terms of size, locations, and length, the financial requests

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vary significantly. Please see attachments for detailed financial assistance requests for each of the three events.

Should an event receive City-sponsorship, the organizers will be required to 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.

The blueprint for all three events remain essentially the same as in past years. Any changes or new requests will be noted in the appropriate section. All events are also subject to the special event permit process. The events are listed in chronological order.

LA MODERNISM SHOW: April 24-26, 2015

The LA Modernism Show is produced by Dolphin Promotions, Inc. and will take place at 3Labs space in the Hayden Tract at 8461 Warner Avenue once again this year. The event showcases up to 50 curated exhibitors of 20th century furniture and decorative and fine arts from across the U.S. and Europe. The event is open to the public and most items on display are available for sale. The event begins with an opening night event on Friday evening, April 24th, at which 500 high-end art/furniture collectors, experts, celebrities, and benefactors will enjoy a preview of the show. The opening event will benefit PS Arts, a non-profit organization whose mission is to improve the lives of children by providing arts education to underserved public schools and communities. The public days have attracted about 500 people per day in the past, and expected attendance is approximately 3,000 over the length of the event.

Last year's event brought Transient Occupancy Tax (TOT – the Hotel Tax) from overnight stays in hotels, increased patronage of restaurants in downtown, publicity and press about the event taking place in Culver City, and increased awareness of the slowly growing furniture industry in Culver City.

Last year, the City Council approved a fee waiver for the in-kind costs in an amount of \$1,900. This year the producers request the same: that the Successor Agency Board approve the fee waiver request for use of Parcel B (\$500/week) to park the overage of vehicles for the opening event, as well as for exhibitor parking throughout the event, and \$600 for 25 vehicles at \$6/day for 4 days at the downtown parking structures for exhibitors/staff. The event producer also requests in-kind staff time valued at \$800 for marketing and pre-event/special event permit assistance. Should the Successor Agency and City Council approve the requests for in-kind support, then the event producer also requests City-sponsorship of the event. They are not requesting banners.

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GEORGE BARRIS CRUISIN' BACK TO THE 50S CULVER CITY CAR SHOW: May 9, 2015

The 12th annual car show will again be produced by the Culver City Exchange Club, a non-profit organization whose mission is to provide a better place to live by providing funding for community-based organizations. Taking place throughout downtown Culver City, the event typically draws about 10,000 participants throughout the day to view displays of hundreds of classic cars and hot rods, as well as exhibitors and vendors.

Last year, the Exchange Club requested financial assistance for both hard and in-kind costs of approximately \$22,000. City Council approved a fee waiver for the in-kind costs in an amount of \$8,464 plus up to a \$3,000 credit toward hard costs for a total sponsorship value of \$11,500. This year the Club is requesting City-sponsorship and financial assistance for both hard and soft City costs of \$24,660.

Street Closures: The Car Show involves use of the public rights-of-way in the downtown area and requires complete closure of Washington and Culver Boulevards from Canfield Avenue at the east end of downtown to Duquesne/Hughes Avenue at the west end of downtown, as well as Main Street from Culver Boulevard to Venice Boulevard. In addition, there will be soft street closures of Delmas Terrace, Watseka Avenue, Cardiff Avenue, and Canfield Avenue at the north end, and hard closures at the south end at the northern perimeter of the Car Show; and hard street closures at the north end of Lafayette Place, Irving Place, and Van Buren Place at Culver Boulevard, and soft closures at the south end.

As occurs every year, staff from Public Works Department will be present at the event to provide supervision of the traffic control efforts, address event field dynamics, and provide refuse and recycling services. To further ensure a safe and secure event, Culver City Police Officers will be deployed as part of the event in a number to be determined by the Police Department.

Expected benefits to the City include potential increased patronage of restaurants/businesses in downtown and publicity and press about the event taking place in Culver City.

The City Council is requested to determine the amount of financial assistance to provide to the Club and consider approval of: (1) the street closures for the event from 4:30 AM – 5:00 PM on Saturday, May 9, 2015 and (2) the request for City sponsorship.

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INDIECADE FESTIVAL 2015: October 22-25, 2015

The IndieCade Festival is a showcase and celebration of independent video and other independent games and game-makers. Last year's 6th annual event in Culver City brought more than 6,000 attendees who attended IndieXchange Summit, GameU, Professional Conference Tracks, signature NightGames, and ongoing hands-on gameplay at the IndieCade "Village" in Downtown Culver City and Fire Station #1. The weekend portion of the event is open to the general public.

Most of the fee waiver requests are the same as last year and include requests for rental locations, equipment rental from the City, and staff costs during regular business hours. IndieCade also requests marketing support through promotions on the City website, through e-mail blasts, with advertisement of IndieCade on the inside of City buses and via directional bus signs, indicating those buses that travel from the Expo Line to downtown Culver City. IndieCade has also made requests that the City solicit donations of items (not in the City's inventory) from outside organizations such as additional crossovers and electrical setups.

The following are new or changed requests:

- Use of the City Hall Courtyard for the outdoor IndieCade Night Games. In past years, it was held at Parcel B but Ms. Barish indicated the changeover from the day portion of the event in that space to the Night Games was difficult. Approval of use would need to be conditional upon the ability to close off the courtyard, lack of conflict with Kirk Douglas Theatre performances and safety measures. (There is no special event fee for the use of the Courtyard.)
- Use of Council Chambers for the Friday portion of the conference, heretofore held at the Foshay Lodge located across the street in Los Angeles. IndieCade expressed great satisfaction with last year's use of the Chambers on Saturday and Sunday. (There is no special event fee for use of the Council Chambers.)
- Use of additional rooms for IndieXchange and rooms for Volunteer meetings at Veterans Memorial Building prior to the event (Increase in cost and correction of costs for lobby rental increase the waiver request for this year by approximately \$2,100.)
- Beer Garden open throughout entire event, instead of only on Friday Night for 4 hours. (Increase in hard costs to be paid to Police Department. Does not affect financial assistance request.)

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Last year, City Council approved a fee waiver for the in-kind costs in an amount of \$13,360. This year IndieCade is requesting a value of \$15,923.

Please note that the event producers have still not been able to identify a space that will work for their awards show but continue to look for a space inside Culver City limits.

The Festival continues to generate increased pedestrian activity and increased sales for the area and garner international awareness of Culver City as a media arts nexus. Benefits to the City can be viewed as part of the 2014 IndieCade Wrap-Up document (see Attachment.)

The producers request: (1) that the Successor Agency Board waive property rental fees, (2) the City Council waive equipment and rental fees and authorize in-kind staff time during regular business hours, and the City Council approve City sponsorship for this event. The producers also request that City Council again waive the requirement for CCPD at the events held at Veterans Memorial Building where alcohol will be served.

FISCAL ANALYSIS:

Dedication of in-kind staff time to each of the events would mean a reduced availability of staff time for other City efforts but would not create an additional fiscal impact to the City. Some of the events are also asking for permit fees to be waived, which would result in less revenue than would otherwise be collected absent a fee waiver. As detailed in the attachments, it is proposed that staff time during regular business hours, property and equipment rental fees (and permit fees where requested for this year) be waived (by City Council and Successor Agency combined) as follows:

LA Modernism Show:	\$ 1,900.00
Culver City Car Show:	\$ 8,720.00 (*plus additional request for hard costs below)
IndieCade Festival:	<u>\$15,923.00</u>
	\$26,320.00

*The Culver City Car Show is also asking the City to pay for staff overtime that would impact the City's General Fund by approximately \$15,940 for a total request of \$24,660.00.

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ATTACHMENTS:

1. LA Modernism Show letter requesting financial assistance and City sponsorship and spreadsheet of City costs requested for fee waiver.
2. Exchange Club letter requesting financial assistance and City sponsorship and spreadsheet of City costs requested for fee waivers and additional hard costs.
3. IndieCade list of requests and spreadsheet of City costs requested for fee waiver.

MOTION:

That the City Council:

1. Determine what level of in-kind financial assistance to provide for the following 2015 events: LA Modernism Show, Culver City Car Show, and IndieCade Festival; and,
2. (In the case such in-kind financial assistance is determined to be at least \$1,000), consider designating the following 2015 Events as a City Sponsored events: LA Modernism Show, Culver City Car Show, and IndieCade Festival; and,
3. Approve License Agreements between the City and each of the following event organizers for the use of City public rights-of-way, property, equipment and in-kind staff time for their respective events: Dolphin Promotions, The Exchange Club, and Creative Media Collaborative; and,
4. Authorize the City Attorney to review/prepare the necessary documents; and,
5. Authorize the City Manager to execute such documents on behalf of the City.

That the Successor Agency Board:

1. Waive the rental fees for Successor Agency-Owned properties for the following 2015 events: LA Modernism Show (\$500 for Parcel B), Culver City Car Show (\$500 for Parcel B), and the IndieCade Festival (\$572 for Parcel B for one week plus one day).