

City of Culver City, California Agenda Item Report

Meeting Date: 06/23/14		Item Number: <u>A-2</u>	
CITY COUNCIL AGENDA ITEM: Consideration of (1) A Request for Waivers of the Permit Application Fee, Technology Surcharge, and Installation Fee for Banners to be Displayed in the Public Right-of-Way for Culver City's Boulevard Music Summer Festival-2014; and 2) Extension of the Time Period Allowed for the Banners to be Displayed.			
Contact Person/Dept.: Shelly Wolfberg, City Manager's Office		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: Gary Mandell and Meetings and Agendas – City Council (06/17/14)			
Department Approval: Martin R. Cole ()		City Attorney Approval: Carol Schwab (by H. Baker) (06/16/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (06/17/14)		City Manager Approval: John M. Nachbar (06/17/14)	
<u>RECOMMENDATION:</u> Staff recommends the City Council consider a request from Boulevard Music to 1) waive the Permit Application Fee (\$119), Technology Surcharge (\$40.16), and Banner Installation Fee (\$885) for the banners proposed to be displayed in the public right-of-way as part of a City-Sponsored Event for Culver City's Boulevard Music Summer Festival-2014 (Summer Concert Series); and, 2) approve the display of the 2014 Summer Concert Series banners beyond one month in order to promote the six week 2014 Summer Concert Series. <u>BACKGROUND:</u> For the past two decades, the City has held its free, annual summer concert series (Concert Series) providing accessible, quality cultural programming for the enjoyment of its residents as well as to attract visitors to Downtown Culver City. Over the last 13 years, the City has hired Gary Mandell of Boulevard Music to produce the Summer Concert Series and, for 18 years, the Summer Concert Series was funded by the former Culver City Redevelopment Agency (former CCRA). With the dissolution of the former CCRA by operation of state law on February 1, 2012,			

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there was discussion of discontinuing the Summer Concert Series due to lack of funding. Rather than discontinuing the Summer Concert Series, it was determined that it be funded through City sponsorship, outside sponsorship, and in-kind contributions from the City.

On November 25, 2013, the City Council directed staff to enter into negotiations with Boulevard Music to produce the 2014 Summer Concert Series within the available funding provided in the City Council Adopted Budget for Fiscal Year 2013/2014. There was also City Council consensus to direct the Cultural Affairs Commission to review a Request for Proposals process to be potentially used for the selection of a producer for the 2015 Summer Concert Series and to report any recommendations thereon to the City Council.

DISCUSSION

The 2014 is year's Summer Concert Series will take place on Thursday nights from 7 pm to 9 pm in the City Hall Courtyard from July 10-August 14. Staff has recently been made aware of a request from Boulevard Music to hang banners across Overland Avenue, Jefferson Boulevard, and Washington Boulevard in order to advertise the 2014 Summer Concert Series (Attachment). Because the 2014 Summer Concert Series is a City Sponsored Event, in that the City is contributing in excess of \$1,000 toward the 2014 Summer Concert Series, it would be permissible for Mr. Mandell to have banners displayed. Because the City's banner application provides for display of banners for up to one month only, and the 2014 Summer Concert Series is six weeks long, staff is requesting the City Council consider waiving this requirement, in order for the banners to be displayed up to 60 days (including prior to and throughout the 2014 Summer Concert Series).

Additionally, Boulevard Music is requesting the City Council approve a fee waiver for the \$119 City Banner Permit Application fee; the \$40.16 Technology Surcharge (Public Works staff time); and the banner installation cost of \$885, for three banners. The banner installation and removal is handled by the City's contractor, The AmGraph Group. If the City Council determines it would like to waive the installation costs, the City would pay The AmGraph Group directly for its services.

FISCAL ANALYSIS:

\$885 is available in Account Number 10160150.619800 for The AmGraph Group's services. The waiver of the Banner Permit Application fee of \$119 and Technology Surcharge of \$40.16 would result in lost revenue to the General Fund.

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ATTACHMENTS:

June 12, 2014 Letter from Gary Mandell received RE: Banner Hanging Fees for Culver City's Boulevard Music Summer Festival

MOTION:

That the City Council:

1. Approve the waivers for the \$119 Banner Permit Application fee; the \$40.16 Technology Fee; and the \$885 banner installation cost; and,
2. Extend the one month allowable time to display the 2014 Summer Concert Series banners to allow the three banners to be displayed up to 60 days to allow for display prior to the first Concert and removal following the sixth and final concert.