

City of Culver City, California Agenda Item Report

Meeting Date: <u>08/25/2014</u>		Item Number: <u>A-1</u>	
CITY COUNCIL AGENDA ITEM: Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of the 2014 Halloween Treat Run/Walk Produced by the Culver City Rotary Club.			
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: ☒
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Culver City Rotary Club; Culver-Palms YMCA; Meetings and Agendas – City Council (08/19/14).			
Department Approval: Martin R. Cole (08/15/14)		City Attorney Approval: Carol Schwab (by H. Baker) (08/15/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (08/19/14)		City Manager Approval: John M. Nachbar (08/19/14)	
<u>RECOMMENDATION:</u> Staff recommends the City Council consider the potential City sponsorship of the 2014 Halloween Treat Run/Walk and, if determined that sponsorship is desired, determine the amount of in-kind assistance to be provided. <u>BACKGROUND/ DISCUSSION:</u> The Culver City Rotary Club, in partnership with the Culver-Palms YMCA, West Los Angeles College, and the Culver City Boy Scouts are planning their first ever Halloween Treat Run/Walk event on Sunday, October 12, 2014 from 8:00 AM-11:00AM at West Los Angeles College. The event will take place entirely on the West LA College campus and is set to benefit Culver City-Palms YMCA, Culver City Boy Scouts, the Culver City Teen Center, and the Culver City Rotary Foundation. Events include a 5K, Youth 5K, 5K Family Walk and Strollers, and a Toddler Trot. Costumes are welcomed. The event producer is requesting City sponsorship. To be categorized as a “sponsored” event by the City, an event must meet the criteria set forth in 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. If approved by the City Council, the City would be contributing at least \$1,000 in waivers to the event.			

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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.

Fees for "Over the Public Right-of Way" Banners (as established by City Council resolution) include an Application Fee of \$119 and installation/removal fees for three banners costing \$885, plus a 4% surcharge for all fees for a total of \$1,044.16. The event organizers request that the City contribute the costs for the installation and removal fees of the banners. The Event organizer will be responsible for the costs to produce the banners and will be required to prominently display Culver City's logo on the banners to indicate that the Halloween Treat Run/Walk is a City-sponsored event.

FISCAL ANALYSIS:

The costs to install the banners, which occurs through an outside contractor, would come from the General Fund (Account # 10160150.619800.)

ATTACHMENTS:

1. Event Information

MOTION:

That the City Council:

1. Determine the level of in-kind financial assistance to provide to Culver City Rotary Club as related to the 2014 Halloween Treat Run/Walk Event to be an amount of \$1,044.16 or \$ (some other amount determined by the City Council); and,
2. (In the case such in-kind financial assistance is determined to be at least \$1,000), consider designating the 2014 Halloween Treat Run/Walk as a City Sponsored Event.