

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

Meeting Date: 6/2/08		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM: 1) Consideration of a Fee Waiver Request by the Culver City Chamber of Commerce for the “CulverExpo ‘08” Event; 2) Consideration of Designation of the CulverExpo ‘08 as a City-Sponsored or Redevelopment Agency-Sponsored Event; and 3) Determination of the Level of Redevelopment Agency Support for the CulverExpo ‘08; and 4) Approval of a License Agreement for the Use of Media Park.			
Contact Person/Dept.: Jeremy Green		Phone Number: (310) 253-5764	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Downtown Business Association (/ 08); Chamber of Commerce; Master Notification List.			
Department Approval: Sol Blumenfeld (5/20/08)		City Attorney Approval: Carol Schwab (by H. Baker) (05/28/08)	
Fiscal Impact Review: Jeff Muir (by M. Noller) (05/28/08)		City Manager Approval: Jerry Fulwood (05/28/08)	
<u>RECOMMENDATION:</u> Staff recommends the City Council: 1. Consider a fee waiver request made by the Culver City Chamber of Commerce (the “Chamber”) for the CulverExpo ‘08 (the “Expo”); and 2. Designate the Expo as a City-sponsored event. Staff recommends the Redevelopment Agency (“Agency”): 1. Determine what level of support, if any, it wishes to provide to the Chamber in the form of a reimbursement to the City of its costs associated with the Expo; and 2. Consider a fee waiver request for Agency costs; and 3. Designate the Expo as an Agency-sponsored event; and 4. Approve a license agreement for the use of Media Park. <u>BACKGROUND:</u> The Chamber proposes to host its Annual CulverExpo ‘08 on Wednesday, June 25, 2008 from 3:30pm to 7:00pm, with set-up beginning at 8:00am and final clean-up			

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ending at 9:00pm. As proposed, the Expo will be presented at Media Park, which is leased to the Culver City Redevelopment Agency by the City of Los Angeles.

The Expo is a yearly event that facilitates networking between businesses and consumers, and stimulates the economic vitality of Culver City. Once again, the Chamber will provide the City with a booth for Economic Development messaging at the Expo, offering a prime opportunity to promote the various programs and new developments within the City of Culver City. Agency staff will act as a liaison to the Chamber in the planning and execution of the Expo and promote the event through the City's website and via email, encouraging businesses to participate and the public to attend.

DISCUSSION:

Fee Waiver Request

At the March 17, 2008 Agency meeting, the Agency approved Policies related to the Management of Media Park. As approved, interested exclusive users of Media Park must obtain a Special Events Permit from Culver City's Committee on Permits and Licenses, obtain any permits required from the City of Los Angeles, execute and abide by requirements of a Media Park License Agreement, pay a \$3,000 deposit and a \$100 rental fee for general maintenance for each twenty-four hour period of use.

The Chamber is requesting a fee waiver for 1) the use of the twenty available metered parking spaces south of Media Park, parallel to Culver Blvd.; 2) the use of 200 parking spaces in the Ince Parking Structure for up to twelve (12) hours; 3) costs for the installation of three banners across the right-of-way in the following locations: across Washington Boulevard at Walgrove Avenue; across Overland Avenue in the front of the Veterans Memorial Building; and across Sepulveda Boulevard near Berryman Avenue; and 4) electrical and sanitation costs.

License Agreement

The Chamber is requesting exclusive use of Media Park for the Expo event. Per Agency policy, such use requires the Chamber to enter into a license agreement with the Agency and pay the fees associated with exclusive use of Media Park. The Chamber is **not** requesting a fee waiver with regard to these costs. The license agreement will further set forth the duties and responsibilities of the Chamber relating to the operation of the Expo, and any benefits conferred upon the Chamber by the Agency and/or City (i.e. use of parking spaces, fee waiver, where applicable, etc.). Staff recommends the Agency approve a license agreement with the Chamber and direct staff, in consultation with Agency counsel or the City Attorney's Office, to prepare such agreement consistent with the Agency's and Council's direction this evening.

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Banner Request

The Chamber requests that Council allow the organization to post banners in the public right-of-way to advertise the Expo event. The Chamber is **not** requesting a fee waiver with regard to these costs. Currently, Section 17.330.040 of the Culver City Municipal Code (CCMC), relating to Signs in the Public Right-of-Way, provides for certain exceptions to posting signs in the public right-of-way (which is generally prohibited). One such exception is for signs relating to the “promotion of civic events and activities” where those events and activities are “organized or sponsored by the City or Redevelopment Agency.” (CCMC Section 17.330.040.B.7.a) For purposes of this Section, the City has adopted certain standards/definitions to determine whether an event or activity qualifies for this exception. Those standards and definitions are embodied in the CCMC, as well as in City Council Policy No. 2008-01 regarding Community Organization, which was adopted by the City Council on February 19, 2008. **The Policy provides a process for determining if an event is considered “Sponsored” by the City and/or the Redevelopment Agency. Following is the section of the Policy related to City Sponsored Events:**

Category 3: City Sponsored Events

This category is for **events** which are produced by City Organizations that are not Official City Committees (Category 1) or Cooperative Community Groups (Category 2). To be considered a City Sponsored Event, the event must:

- (1) be a civic event or activity organized or sponsored by the City or Redevelopment Agency (CCMC Section 17.330.040.B.7.a); **and**,
- (2) To determine whether the civic event or activity is “sponsored” by the City or Redevelopment Agency, the following criteria must be met: The City and/or Redevelopment Agency is (a) participating in an **official capacity** in the planning, preparation, or promotion of the event or activity; **and** (b) contributes 25% of the total estimated cost of the event or activity or at least \$1,000, whichever is less. (Note: this contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination of the foregoing); **and**,
- (3) By specific action, the City Council has determined that the above criteria have been met

The Chamber requests that the Council designate the Expo a City-sponsored and/or Agency-sponsored event, based upon the above criteria as contained in the CCMC and the Policy:

It should also be noted that City/Agency staff will be bringing back a future agenda item to consider whether to enter into a memorandum of Understanding or similar document with the Chamber relating to the City's/Agency's relationship with the

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Chamber, including issues relating to future Expo and other events organized by the Chamber (i.e. Mayor's Luncheon, Public Safety Awards Luncheon) in accordance with the provisions of City Council Policy No. 2008-01 relating to Community Organizations.

FISCAL ANALYSIS:

Staff has compiled costs associated with the Expo, which are estimated to be approximately \$4,900. The Chamber of Commerce has requested a fee waiver for this amount. It will take one staff member approximately 25 hours to complete the tasks. This equates to City costs of approximately \$1,325 (assuming the average fully burdened hourly rate of \$53 for a Management Analyst.) In addition to Agency staff costs, the cost for Public Works is estimated to be approximately \$1,774.

The total costs to both the City and the Agency for the request, including staff time, are estimated to be:

Ince Parking Lot (200 cars @ \$6/day)	\$1,200 (Agency)
<u>Staff time (25 hours)</u>	<u>\$1,325 (Agency)</u>
Total Agency Costs	\$2,525
Media Park parking lot (20 spaces)	\$ 300 (City)
Banner installation costs	\$ 300 (City)
Public Works Fees	
Sanitation (staff, equipment)	\$ 574 (City)
<u>Electrical (staff, equipment)</u>	<u>\$1,200 (City)</u>
Total City Costs	\$2,374
TOTAL AGENCY AND CITY COSTS	\$ 4,899

If the Council decides to waive the fees, the Agency may consider whether to make up the loss of revenue to the City. There are sufficient funds in the Economic Development budget (Account No. 55090200.610200 "Marketing Services") to fund the costs associated with the event.

ATTACHMENTS:

1. City Council Policy Statement 2008-01 (Community Organizations)
2. Staff Report "Consideration of Policies related to the Management of Media Park", dated 3/17/08.
3. Media Park Lease between the Redevelopment Agency and the City of Los Angeles.
4. Media Park Exclusive Use License Agreement template.
5. Request Letter from Chamber of Commerce, dated 4/10/08.

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MOTION:

That the City Council:

- 1A. Approve the fee waiver request made by the Chamber of Commerce for the CulverExpo '08 and determine the amount to be \$-_____;

OR

- 1B. Deny the fee waiver and expenditures request made by the Chamber of Commerce for the CulverExpo '08.

AND

- 2A. Determine the criteria of City Council Policy Statement 2008-01 have been met and designate the CulverExpo '08 as a City-sponsored event;

OR

- 2B. Determine that the CulverExpo '08 is not a City-sponsored event.

That the Redevelopment Agency:

- 1A. Approve the Agency fee waiver request made by the Chamber of Commerce for the CulverExpo '08 and determine the level of support, if any, it wishes to provide to the CulverExpo '08 in the form of a reimbursement to the City of its costs associated with the event to be \$_____;

OR

- 1B. Deny the fee waiver and expenditures request made by the Chamber of Commerce for the CulverExpo '08. Determine what level of support, if any, it wishes to provide to the CulverExpo '08 in the form of a reimbursement to the City of its costs associated with the event.

AND

- 2A. Determine the criteria of City Council Policy Statement 2008-01 have been met and determine that the CulverExpo '08 is an Agency-sponsored event;

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OR

- 2B. Determine that the CulverExpo '08 is not an Agency-sponsored event.

AND

3. Approve a license agreement between the Redevelopment Agency and the Culver City Chamber of Commerce; and,
4. Authorize the Agency General Counsel to review/prepare the necessary license agreement; and,
5. Authorize the Executive Director to execute such documents on behalf of the Agency.