

MEETING DATE: March 14, 2011

AGENDA ITEM: 1) Consideration of Agency Purchase of a \$12,000 Sponsorship Package for the Eighth Annual Culver City Car Show; 2) Approval of a License Agreement for the Car Show; 3) Consideration of Designation of the Eighth Annual Culver City Car Show as a City-Sponsored and/or Agency-Sponsored Event; and 5) Determination of the Appropriate Level of Staffing for Public Works Traffic and Engineering for the Car Show.

ATTACHMENTS

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ATTACHMENT 1

Culver City Exchange Club
P.O. Box 212, Culver City, CA 90231
"Unity in Service Through Daily Acts and Steadfast Purpose"

February 9, 2011

Honorable Mayor and
Members of the City Council
City of Culver City
9770 Culver Blvd
Culver City, CA 90232

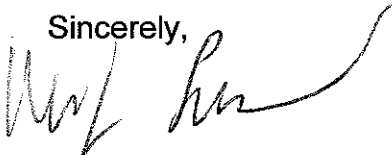
Dear Mayor and Members of the City Council:

The Exchange Club of Culver City respectfully requests the City of Culver City Council agendize consideration of the 2011 Culver City "Cruisin' Back to the 50's" Car Show for sponsorship. This will be the 8th year for the Exchange Club to host the Culver City Car Show. We are looking forward to another wonderful community event. Of course, it would not be possible without the support of the City of Culver City.

In order to ensure that the City Council has ample time to consider its support we are requesting that you direct staff to agendize the item within the next 4-6 weeks. This will allow the Culver City Exchange Club to know whether the City's support is available. As I said, the Car Show is not possible without City support, therefore, your consideration and approval are vital to keeping this event going.

Please contact me at 310-344-8033 if you have any questions or need additional information. Thank you for your attention to this request.

Sincerely,



MIKE SHELL
President
Culver City Exchange Club

Enclosures

ESTIMATE OF COSTS FROM ENGINEERING

2011 CAR SHOW

2

SCENARIO 3: ONE PERSON

HOURS

	HOURS BY PERSON			TOTAL
	RICHARD	RANDY	GABE	
Meetings	5.0	2.0	2.0	9.0
Mtg Prep Time	3.0	1.0	1.0	5.0
Follow-up time	3.0	1.0	1.0	5.0
Pub Notif Signage	1.0	1.0	0.5	2.5
Pub Notif Signage Install	1.0	1.0	0.0	2.0
Traffic Control Review	4.0	0.0	1.0	5.0
On-Site on date of event (DBL Rate)	12.0	0.0	0.0	12.0
Total Hours	29.0	6.0	5.5	40.5

HOURLY RATES

Regular Rate \$ 115 \$ 125 \$ 172

ENGINEERING CAR SHOW COSTS

At regular rate \$ 3,335 \$ 750 \$ 946 \$ 5,031

PERMIT

Street User Permit \$ 250
 Permit Issuance Fee \$ 50
 Subtotal \$ 300
 4% Tech Surcharge \$ 12

Permit \$ 312

TOTAL \$ 5,343.00

TOTAL*

\$ 5,343 minus \$ 3,651 = \$ 1,692

Soft Costs Not Being Charged				
	Richard	Randy	Gabe	
Hrs	17.0	6.0	5.5	
Rate	\$ 115	\$ 125	\$ 172	
Soft Costs	\$ 1,955	\$ 750	\$ 946	\$ 3,651

"Public Notif Signage" and "Pub Notif Signage Install" ACTIVITIES TO BE DONE BY THE EXCHANGE CLUB, INSTEAD OF CITY STAFF, IN ORDER TO REALIZE A FURTHER REDUCTION. THE CALCULATIONS ABOVE REFLECTS THIS REDUCTION.

ATTACHMENT 2

* The TOTAL for the permit does not include any charges for lane closures/street closure, since our fees are staff-time based. Additionally, this is our best estimate based on current fees; fees may change due to new process/timeline for special events that may be defined in the future.

ESTIMATE OF COSTS FROM ENGINEERING

2011 CAR SHOW

3

SCENARIO 1: FULL STAFFING

HOURS

	HOURS BY PERSON			TOTAL
	RICHARD	RANDY	GABE	
Meetings	5.0	2.0	2.0	9.0
Mtg Prep Time	3.0	1.0	1.0	5.0
Follow-up time	3.0	1.0	1.0	5.0
Pub Notif Signage	1.0	1.0	0.5	2.5
Pub Notif Signage Install	1.0	1.0	0.0	2.0
Traffic Control Review	4.0	0.0	1.0	5.0
On-Site on date of event (DBL Rate)	12.0	12.0	12.0	36.0
Total Hours	29.0	18.0	17.5	64.5

Soft Costs Not Being Charged				
	Richard	Randy	Gabe	
Hrs	17.0	6.0	5.5	
Rate	\$ 115	\$ 125	\$ 172	
Soft Costs	\$ 1,955	\$ 750	\$ 946	\$ 3,651

"Public Notif Signage" and "Pub Notif Signage Install" ACTIVITIES TO BE DONE BY THE EXCHANGE CLUB, INSTEAD OF CITY STAFF, IN ORDER TO REALIZE A FURTHER REDUCTION. THE CALCULATIONS ABOVE REFLECTS THIS REDUCTION.

HOURLY RATES

Regular Rate \$ 115 \$ 125 \$ 172

ENGINEERING CAR SHOW COSTS

At regular rate \$ 3,335 \$ 2,250 \$ 3,010

\$ 8,595

PERMIT

Street User Permit
Permit Issuance Fee
Subtotal
4% Tech Surcharge

\$ 250
\$ 50
\$ 300
\$ 12

\$ 312

TOTAL

\$ 8,907.00

TOTAL*

\$ 8,907 minus \$ 3,651 = \$ 5,256

* The TOTAL for the permit does not include any charges for lane closures/street closure, since our fees are staff-time based. Additionally, this is our best estimate based on current fees; fees may change due to new process/timeline for special events that may be defined in the future.

ESTIMATE OF COSTS FROM ENGINEERING

2011 CAR SHOW

4

SCENARIO 2: TWO STAFF

HOURS

	HOURS BY PERSON			TOTAL
	RICHARD	RANDY	GABE	
Meetings	5.0	2.0	2.0	9.0
Mtg Prep Time	3.0	1.0	1.0	5.0
Follow-up time	3.0	1.0	1.0	5.0

Soft Costs Not Being Charged				
	Richard	Randy	Gabe	
Hrs	17.0	6.0	5.5	
Rate	\$ 115	\$ 125	\$ 172	
Soft Costs	\$ 1,955	\$ 750	\$ 946	\$ 3,651

Pub Notif Signage	1.0	1.0	0.5	2.5
Pub Notif Signage Install	1.0	1.0	0.0	2.0
Traffic Control Review	4.0	0.0	1.0	5.0
On-Site on date of event (DBL Rate)	12.0	12.0	0.0	24.0

"Public Notif Signage" and "Pub Notif Signage Install" ACTIVITIES TO BE DONE BY THE EXCHANGE CLUB, INSTEAD OF CITY STAFF, IN ORDER TO REALIZE A FURTHER REDUCTION. THE CALCULATIONS ABOVE REFLECTS THIS REDUCTION.

HOURLY RATES

Regular Rate	\$ 115	\$ 125	\$ 172
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ENGINEERING CAR SHOW COSTS

At regular rate	\$ 3,335	\$ 2,250	\$ 946	\$ 6,531
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PERMIT

Street User Permit	\$ 250
Permit Issuance Fee	\$ 50
Subtotal	\$ 300
4% Tech Surcharge	\$ 12

Permit	\$ 312
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TOTAL	\$ 6,843.00
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TOTAL *

\$ 6,843	minus	\$ 3,651	=	\$ 3,192
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* The TOTAL for the permit does not include any charges for lane closures/street closure, since our fees are staff-time based. Additionally, this is our best estimate based on current fees; fees may change due to new process/timeline for special events that may be defined in the future.