

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

Meeting Date: 5/13/2013		Item Number: <u>A-4</u>	
CITY COUNCIL AGENDA ITEM: Consideration of City Sponsorship for the First Annual TEDx Event in Culver City.			
Contact Person/Dept.: Elaine Warner/CDD Todd Tipton/CDD		Phone Number: (310) 253-5777 (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (E-Mail) Meetings and Agendas – City Council (05/07/13)			
Department Approval: Sol Blumenfeld (05/02/13)		City Attorney Approval: Carol Schwab (by H. Baker) (05/07/13)	
Chief Financial Officer Approval: Jeff Muir (05/07/13)		City Manager Approval: John M. Nachbar (05/07/13)	

RECOMMENDATION

Staff recommends the City Council approve sponsorship of the first annual TEDx Culver City event proposed to be held on Sunday, June 23, 2013 at the Kirk Douglas Theatre.

BACKGROUND

In March 2013, staff was contacted by representatives from TEDx Culver City regarding production of a TED (Technology, Entertainment and Design) event in the Culver City area. Staff met with the event producer to discuss the option of utilizing the Kirk Douglas Theatre.

TEDx Culver City, licensed by TED, is part of the TED conference series that has been gaining in popularity both nationally and internationally since 1990. The focus of the TED program is to share “ideas worth spreading” and present a wide range of topics within the research and practice of science and culture. Previous presenters include former President Bill Clinton, Jane Goodall, Bill Gates and many Nobel Prize recipients. The talks happen live and are streamed remotely throughout the world. In addition, the talks have also been made available for free viewing online. In July 2012, a total of 1,300 TED talks had been posted with more than 500 million views to date.

The TEDx programs are designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level. TEDx events are revenue neutral events and utilize similar event formats which include carefully prepared talks, demonstrations, and performances.

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

DISCUSSION

TEDx Culver City is currently planning to present their first event on June 23, 2013 with the intent of producing an annual event thereafter. The confirmed speakers to date include:

Ms. Sylvana Barrett, Lecturer and Art Historian - Medieval Renaissance Painting Techniques

- Mr. Terry McCarthy, President and CEO of the Los Angeles World Affairs Council
- Mrs. Clara-Lisa Kabbaz, President of the Lycee Francais High School
- Mr. Loni Peristere, Founder of Zoic Studios
- Mr. & Mrs. Samitaur-Smith, Philanthropists & Owners of Samitaur Constructs

Given the size and scope of the event, the Kirk Douglas Theater is the preferred location. TEDx would like to utilize a community access date that is made available to the City through Section XIV.C of the Development and Disposition Agreement between Center Theatre Group and the City (Agreement). The Agreement requires that the theatre be made available for 10 days to "Culver City sponsored organizations." To this end, TEDx has requested that the City consider an in-kind sponsorship of their event so that they may utilize the space as part of the community access program (thereby making the venue available at significantly reduced costs compared to a market-rate rental). As noted in their letter to the City, the event will feature mostly Culver City speakers and be open to the community on a first come-first serve basis. In addition, the event producer will reach out to Culver City High School as well as West Los Angeles College to offer some free and discounted student admission to some of the sessions. Tickets are estimated to be approximately \$60 (\$45 for students). The event will also be streamed live on the TEDx Livestream channel (which is an advertisement-free channel). Viewers will be able to watch the event in real-time from any computer or mobile device, free of charge.

Additionally, TEDx is requesting the use of parking spaces at City Hall and a waiver of the customary \$16/space/day fee applied to such a rental. If this request is approved, staff will require TEDx to execute an indemnity agreement and provide proof of insurance evidencing the City is named as an additional insured.

City Sponsorship

If the event were to be specifically designated as a City-sponsored event, TEDx would be considered a city sponsored organization and allowed to utilize the Kirk Douglas Theatre on one of the 10 community access days. 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

City of Culver City, California
Agenda Item Report

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. 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.

Staff recommends that if the City Council is inclined to sponsor the event, it consider either or both: (1) the value of the Community Access Day at the “normal” rental rate of Kirk Douglas Theater as the in-kind contribution given the designation as a city sponsored organization (approximately \$2,000) and/or (2) value and waive parking fees relative to the City Hall parking garage in the amount of \$1,600 (\$16 per space x 100 spaces) as the required method of assistance (The City Manager’s Office applied the Parks, Recreation and Community Services Department parking space rate of \$16/space/day for a recent use of the P-1 parking spaces). TEDx will be responsible for funding the required security at the parking location through the Kirk Douglas Theatre as well as all other event costs.

In exchange for City sponsorship, TEDx will prominently display the City’s name as a sponsor of the event through various logo placements online, in print, as well as mention the City during the opening remarks at the event.

FISCAL ANALYSIS

A city sponsorship will allow TEDx to utilize one of the available community access days at the Kirk Douglas Theatre. The in-kind sponsorship does not require the use of City staff time and does not cause a fiscal impact to the General Fund. Waiver of parking fees would forego approximately \$1,600 in revenue.

ATTACHMENTS

Attachment 1: Letter from TEDx Culver City – April 2013

MOTION

That the City Council:

1. Approve (a) a waiver of parking space rental fees for event parking at City Hall in an amount of at least \$1,000 (given a \$6/space/day rate previously applied for a similar rental), and/or (b) value the community access day at the “normal” rental rate of Kirk Douglas Theater (\$2,000) as the City’s in-kind contribution to the event; and,

City of Culver City, California
Agenda Item Report

2. Consider designating the TEDx Culver City Event a city sponsored event and thus allowing the organization to be eligible to utilize the Kirk Douglas Theatre on a Community Access Day as provided in the Development and Disposition Agreement between the City and the Center Theatre Group; and,
3. Authorize the City Attorney to review/prepare the necessary documents; and,
4. Authorize the City Manager to execute such documents on behalf of the City.