

MEETING DATE: **3.10.14**

AGENDA ITEM: Discussion of Event Sponsorship Policy and Direction to the City Manager.

ATTACHMENTS

Pages

1. September 13 and December 6, 2010 staff reports, attachments and minutes

1 - 29

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

Meeting Date: 09/13/10	Item Number: <u>J-1</u>
CITY COUNCIL AND REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Discussion of a Policy Related to Special Event Sponsorship and Financial Support of City- and Agency-Sponsored Events and Direction to Staff.	
Contact Person/Dept.: Jeremy Green, Phone Number: (310) 253-5764/5783 Management Analyst; Todd Tipton, Redevelopment Administrator	
Fiscal Impact: Yes ☒ No ☐	General Fund: Yes ☐ No ☒
Public Hearing: ☐	Action Item: ☒ Attachments: ☒
Commission Action Required: Yes ☐ No ☒ Date: _____	
Public Notification: (Email) Meetings and Agendas – City Council (09/08/10); (EMAIL) Meetings and Agendas – Redevelopment Agency (09/08/10); (Email) Downtown Business Association (09/08/10); (Email) Chamber of Commerce (09/08/10); (Email) IndieCade (09/08/10); (Email) Share our Strength (09/08/10); (Email) Culver City Exchange Club (09/08/10);	
Department Approval: Sol Blumenfeld: (08/04/10)	City Attorney Approval: Carol Schwab (by H. Baker) (09/07/10) Agency Counsel: Murray Kane: (07/26/10)
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (09/08/10)	City Manager/Executive Director Approval: John M. Nachbar: (09/08/10)

RECOMMENDATION:

Staff recommends the City Council and Culver City Redevelopment Agency Board (Agency Board) discuss and provide input on a policy related to special event sponsorship and financial support of City- and Agency-sponsored events.

BACKGROUND:

The City Council and Agency Board frequently receive funding assistance and sponsorship requests for special events, to be produced by outside organizations, throughout the year (Attachment No. 1). Past requests were approved on a case-by-case basis, mostly in the form of fee waivers for City permits and staffing costs, but also as cash sponsorships or financial reimbursements.

On March 22, 2010 the City Council and Agency Board requested that staff develop criteria and a policy for approving support of special events. During the meeting, the City Council and Agency Board discussed supporting events by providing cash sponsorships only, rather than fee waivers or in-kind services. Such funds could pay for any City/Agency fees and staff/facility costs.

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DISCUSSION:

Generally, the Redevelopment Agency supports events that likely provide economic benefit to the City or Agency. With economic benefit to the Redevelopment Project Areas, specifically, and the City generally, as the primary objective of the Agency, staff proposes the following process and criteria for determining event sponsorship.¹

For purposes of this discussion, staff recommends that the following definitions be used in connection with event sponsorship:

- **In-Kind Services:** Costs for use of staff time that will not be paid for by the outside organization. Note: In-kind services have a cost to the City/Agency because the assignment of staff time to an unpaid event either takes time away from regular, planned City staff activities or incurs overtime for which the departments may not have sufficient budgeted resources.
- **Fee Waivers:** Waiver of an established fee or charge for costs associated with permits, equipment use, facility rental, staff time or any other administrative, non staff fees.
- **Cash Sponsorships:** provision of a grant, not associated with any fees, waivers or in-kind services that can be used to in any manner that the grantee chooses.

As an example of the significance of funding assistance provided to some of the larger sponsored events, the Culver City Car Show, Taste of the Nation and IndieCade received funding assistance during Fiscal Year (FY) 2010/11 in the amount of approximately \$40,000 in the form of in-kind services, fee waivers and cash sponsorships.

For future funding requests, staff recommends the City Council and Agency Board consider the following process and criteria:

Notification of Funding Availability (NOFA)

- Staff would send out a NOFA (similar to the process used for notification of Culver City Performing Arts Grant availability), which would define eligibility criteria, funding guidelines, application guidelines, permit requirements², evaluation and selection process, contract requirements, submittal guidelines and a timeline. This process is anticipated to be initiated in December 2010.

Application Process

- Applicants would submit an application describing the event, duration, use of Culver City equipment and/or facilities, economic benefits, budgetary

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information and sponsorship request. This process is anticipated to conclude in February, 2011.

- A Panel (with panel member expertise to be determined) would meet to discuss the events. Eligible events would be recommended to the City Council and/or Agency Board for funding. Staff recommends that financial support not exceed \$15,000 per event. This process is anticipated to conclude in March-April 2011.
- The City Council and/or Agency Board would be asked to consider recommendations by the evaluating panel prior to the budget being finalized for the following fiscal year and specifically designate those events to be sponsored events. This process is anticipated to conclude in early May, 2011.
- Upon conclusion of an event, organizers will be required to provide a report describing how City and Agency funds were used.

Criteria for Eligibility:

Staff recommends that the following criteria be used when determining whether or not an event will be eligible to receive funding:

- Amount of potential economic benefit for Culver City
- Visibility of the event
- Exposure to foot traffic
- Promotional/ cross-promotional plan with Culver City
- Potential for business attraction
- Uniqueness for Culver City

Amount of Funding:

Staff recommends the amount of sponsorships range from a minimum of \$1,000³ to a maximum of \$15,000 per event as determined by:

- Cost of event: Each event would be provided a maximum of 10% of the total cost of the event, including in-kind donations, up to \$15,000. For example, an event that costs \$10,000 would be eligible to receive a \$1,000 sponsorship, while an event with costs of \$150,000 and above would be eligible to receive \$15,000);
- Cost for City/Agency Services deemed necessary by City departments;
- Cost of attendee attraction (cost of event divided by the number of attendees); and
- Amount expended on marketing of the event.

For events that previously received sponsorship, staff recommends that the amount of the sponsorship be reduced by 20% annually over a period of 5 years in order to

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encourage those events to become self-sufficient and to allow other events the opportunity to be provided a cash sponsorship. For example, if an event received \$15,000 in Fiscal Year 2011/2012, they would receive a maximum of: \$12,000 in Fiscal Year 2012/2013, \$9,000 in Fiscal Year 2013/2014, \$6,000 in Fiscal Year 2014/2015, \$3,000 in Fiscal Year 2015/2016, and \$1,000 in Fiscal Year 2016/2017 and for as long as the City Council and/or Agency Board determines to sponsor the event.

After the City Council and Agency Board determine the events they will sponsor and the amount of support has been appropriated, the events that do not receive assistance will be directed to seek funding during the next fiscal year. If an event seeks funding after the process has concluded, the City Council and/or Agency Board would have to authorize additional funds through the budget amendment process.

Staff also recommends that cash sponsorships not be provided until after an event has concluded. For those events that incur City costs, it may be burdensome to pay City fees and staff costs (that will no longer be “in-kind” and will need to be paid for) that will be incurred prior to the event date and during the period when the sponsorship money is pending. For those situations, staff will work with Finance Department to determine how to track those costs and the best way to minimize the burden.

Implementation

Staff recommends that the proposed policy be implemented consistent with the above-described time schedule so that the sponsorship awards can be provided for events that occur in Fiscal Year 2011/2012. This will also allow time for the criteria to be fully developed and for the public to be made aware of the policy.

Optimally, after the first year of implementation, the City Council and Agency Board would determine the amount of available sponsorship dollars available during the annual budget process. Then the timing for the NOFA process described above could reference the amount available so that applicants would be aware of this amount as they formulate their requests. Ultimately, this could result in the NOFA process being initiated in July/August of a new fiscal year with awards being made and/or encumbered for events in the subsequent calendar year.

FISCAL ANALYSIS:

For the Redevelopment Agency, funding of \$40,000 was appropriated in the Fiscal Year 2010/2011 budget (Program 90200, Economic Development - Special Events and Meetings) to fund the following special events: *Culver City Car Show*, with fee waivers of up to \$12,000; *Taste of the Nation*, with a fee waiver and funding assistance total of up to \$15,000; and *IndieCade* with funding assistance of

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\$10,000, with the remaining \$4,000 of funds available to cover requests for additional funding by those organizations or for meeting any cost increases. There were no City funds budgeted in Fiscal Year 2010/2011 as all fee waivers are to be reimbursed from the Agency for these special events.

For Fiscal Year 2011/2012, staff recommends the Agency Board budget \$40,000 to fund the Car Show, Taste of the Nation and IndieCade (assuming that they apply for a cash sponsorship.) If the Agency Board desires, additional funds could be added to budget for new requests for sponsorships. In addition, staff recommends the City Council consider whether it wants to budget a specific amount to use toward cash sponsorships during Fiscal Year 2011/2012. With more competitive requests, it is possible that some of the events currently receiving funds may receive lesser amounts than in the past and some may not receive assistance at all, while new events may receive assistance that was not provided in the past.

ATTACHMENTS:

1. Definition of "Sponsored event" as outlined in City Council Policy Statement 2008-01

MOTION:

That the City Council and Redevelopment Agency Board:

1. Discuss and provide input on a policy related to special event sponsorship and financial support of City- and Agency-sponsored events; and if necessary.
2. Direct the City Manager/Executive Director to prepare and present an Event Sponsorship Policy to the City Council and Agency Board for consideration during an upcoming City Council/Agency Board joint meeting.

¹ Events that are subject to a Memorandum of Understanding (MOU) were not considered, as financial support for those events is administered pursuant to the terms of the specific MOU. The events administered by MOUs may be subject to any future policies as the MOUs are updated, or the City/Agency Board could direct staff to bring forward amendments to those MOUs, so they are consistent with any adopted policy.

² All events will still be required to procure a special event permit from the Committee on Permits and Licenses and follow all conditions imposed therewith, as well as other permits that may be required, depending upon the nature of the event.

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ATTACHMENT 1

³ Per Culver City Municipal Code § 17.330.040.B.7.b.ii, in order for a sponsored event to be eligible to place banners promoting the event in the public right-of-way, a minimum contribution of \$1,000 is required.

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Meeting Date: 12/06/10		Item Number: <u>J-1</u>	
JOINT CITY COUNCIL AND REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Further Discussion Regarding a Policy Related to Special Event Sponsorship and Financial Support of City- and Agency-Sponsored Events.			
Contact Person/Dept.:		Phone Number:	
Jeremy Green / Community Development		(310) 253-5764	
Todd Tipton / Community Development		(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 (12/02/10); Meetings and Agendas – Redevelopment Agency (12/02/10); Downtown Business Association (11/18/10); Chamber of Commerce (11/18/10); IndieCade (11/18/10); Share our Strength (11/18/10); Culver City Exchange Club (11/18/10).			
Department Approval: Sol Blumenfeld: (11/24/10)		City Attorney Approval: Carol Schwab (by H. Baker) (12/01/10) Agency Counsel: Murray Kane: (11/19/10)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (12/01/10)		City Manager/Executive Director Approval: John M. Nachbar: (12/02/10)	

RECOMMENDATION:

Staff recommends the City Council and Culver City Redevelopment Agency Board (Agency Board) discuss and provide additional input on a proposed policy related to special event sponsorship and financial support of City- and Agency-sponsored events.

BACKGROUND:

On September 13, 2010, the City Council and Agency Board discussed criteria and the components of a policy for approving support of special events. During the meeting, the City Council and Agency Board voiced initial support of the concept that events would be supported through cash sponsorships rather than fee waivers or in-kind services. Such funds could pay for any City/Agency fees and staff/facility costs.

There was basic support for the proposed process and policy. The City Council and Agency Board agreed that:

- A policy is necessary
- The number of requests for assistance are increasing

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- The current budget should be maintained
- Currently supported events (Car Show, IndieCade and Taste of the Nation) should continue to receive funding of some kind
- Enhancing economic activity should be the focus for events assisted by the Agency
- The process will provide a complete picture of all events requesting funding.

During the discussions the City Council and Agency Board expressed concerns about specific aspects of the plan, including placing limitations on the amount of funding per event and the development of criteria used to determine that funds are used for economic development purposes.

DISCUSSION:

Staff has worked to include the suggestions and address City Council and Agency Board concerns expressed during the meeting. The concerns were as follows:

Current Funding:

City Council and Agency Board Members expressed concern about discontinuing funding for existing events. To ensure that the three currently funded events are provided funding in the future, staff recommends that eligible organizations, currently considered Category 6 (Other) organizations per Resolution 2008-01 may want to consider completing an MOU with the City and/or Agency. This would make them eligible to become Category 2 organizations (Cooperative Community Groups), which will allow them to request fee waivers and in-kind services (which special events would not be allowed to request) based on the proposed new policy for cash sponsorships.

If an MOU is completed, funds would need to be appropriated from either the existing \$40,000 available in the Special Events budget or another funding source. If the entire \$40,000 were appropriated for MOUs with existing events, then additional funds would be necessary to assist events not covered by an MOU and any new events that complete an application and are approved for funding.

Economic Development:

The City Council and Agency Board expressed concern about ensuring that the process be based on an economic development model.

To address this concern, staff has added additional eligibility criteria (as recommended by the City Council and Agency Board during the last meeting) as well as including members of the Economic Development Subcommittee on the review panel described below.

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Process:

The City Council and Agency Board expressed concern about the process. To address this concern, staff is proposing the process below, which would assess all events using criteria in order to determine which events should receive annual funding.

Step 1 - Notification of Funding Availability (NOFA):

Staff recommends that a NOFA be sent out requesting organizations to complete an application. The application form would include the eligibility and funding criteria and require the organization to address how the event would qualify for sponsorship. The applicant would also need to provide specific event details and an event budget.

Step 2 - Panel Review Process:

Staff recommends that a panel¹ be convened annually to review the applications received as a result of the NOFA, in order to make recommendations to the city Council and/or Agency Board as to which special events should receive financial support based on eligibility criteria and funding criteria.

Staff recommends that the panel use the following criteria when developing its recommendations:

- Amount of potential economic benefit for Culver City as measured by
 - Quantifiable Value of Media Exposure
 - Expected amount of sales tax to be produced
 - Potential for new business attraction
 - Visibility of the event
 - Exposure of Culver City to new audiences/foot traffic
 - Amount of sponsorship already secured
 - Established marketing package and or plan
 - Geographic diversity of event location within Culver City
 - Location within a Redevelopment Agency Project Area
- Amount of community benefit for Culver City as measured by
 - Unique quality for Culver City

Staff recommends the panel use the criteria below when determining the amount and type of funding an event should receive. Staff further recommends that the minimum funding amount be \$1,000² with no maximum (with ultimate maximum funding subject to the approval of the City Council and/or the Agency Board).

- Cost of event;
- Cost for City/Agency Services deemed necessary by City departments;

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- Cost to attract each attendee (cost of event divided by the number of attendees);
- Amount expended on marketing of the event; and
- Number of years that event has received sponsorship

Step 3 - Approval of Sponsorships:

Staff recommends that the City Council and Agency Board annually review and consider recommendations made by the panel (including the amount of sponsorship) and specifically designate those events as sponsored². Those events that do not receive funding assistance are able to seek funding during the next fiscal year. If an event organizer seeks funding after the process has concluded, the applicant would have to seek City Council and/or Agency Board approval to have his or her funding request agendaized for consideration through the budget amendment process.

Step 4 – Distribution of Funds:

Staff recommends that cash sponsorships not be provided until after an event has concluded. For those events that incur City/Agency costs during the period when the sponsorship money is pending, staff will work with Finance Department to determine how to track those costs and the best way to minimize the burden to the event organizers.

Implementation of process

Staff recommends that the total amount of sponsorship dollars be identified during the annual budget process for Fiscal Year 2011/2012. Following this, the NOFA process would be initiated in July/August of Fiscal Year 2011/2012, with awards being made and/or encumbered for events that occur in calendar year 2012.

FISCAL ANALYSIS:

The Agency Board appropriated \$40,000 in the Fiscal Year 2010/2011 budget (Program 90200, Economic Development - Special Events and Meetings) for the following special events: *Culver City Car Show*, with fee waivers of up to \$12,000; *Taste of the Nation*, with a fee waiver and funding assistance total of up to \$15,000; and *IndieCade* with funding assistance of \$10,000, with the remaining \$3,000 of funds available to cover requests for additional funding by those organizations or for meeting any cost increases.

The City Council did not budget funds in Fiscal Year 2010/2011 as all fee waivers were reimbursed by the Agency as a component of the event.

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ATTACHMENTS:

1. Definition of “Sponsored” event as outlined in City Council Policy Statement 2008-01.
2. Event Sponsorship Staff Report from September 13, 2010 with an Excerpt from the Minutes of the Meeting of September 13, 2010.

MOTION:

That the City Council and Redevelopment Agency Board:

1. Discuss and provide direction on a proposed policy related to special event sponsorship and financial support of City- and Agency-sponsored events; and if necessary,
2. Direct the City Manager/Executive Director to prepare and present an Event Sponsorship Policy to the City Council and Agency Board for consideration during an upcoming City Council/Agency Board joint meeting.

¹ The panel would be comprised of the two (2) Council Members who comprise the Economic Development Subcommittee; one (1) representative of the Culver City Chamber of Commerce; one (1) LA County-based events specialist, who understands the costs/requirements to produce an event; and one (1) designee of the City Manager.

² Per Culver City Municipal Code § 17.330.040.B.7.b.ii, in order for an event to be eligible to place banners promoting the event in the public right-of-way, it must be specifically designated as a sponsored event. Sponsored means that 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) 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 of the foregoing.

Excerpt From Minutes

REGULAR MEETING OF THE
CITY COUNCIL, CITY OF CULVER CITY,
CALIFORNIA

September 13, 2010

Joint Item

Item J-1

Discussion of a Policy Related to Special Event Sponsorship and Financial Support of City- and Agency-Sponsored Events and Direction to Staff.

Jeremy Green, Cultural Affairs Administration and Special Projects Coordinator, provided a summary of the material of record.

Mayor Armenta invited public comment.

The following members of the audience addressed the City Council:

Jay Shery, speaking on behalf of the Culver City Car Show, urged the City Council to support the continuation of the funding for the Culver City Car Show in-kind services; he discussed timing of the Notice of Funding Availability (NOFA) proposal; expressed concern with the mandatory annual 20% reduction in costs; discussed the benefits the Car Show provides to the City; and he asked that funding be continued.

Mike Snell, Culver City Exchange Club President, discussed benefits of the Car Show; stated that the Car Show was put on by local volunteers; discussed the Pancake Breakfast sponsored by the Fire Department which is held the same day as the Car Show; noted that success could not be measured in dollars and cents; and he pointed out that the event raises money that is donated back to the City.

Steve Rose, Culver City Chamber of Commerce President, praised the proposal; discussed criteria for eligibility; felt that the proposal posed a complete change to the system; and he suggested looking at other events being funded in support of economic development.

Ela Valladares, Deputy City Clerk, read written comments

Item J-1
(continued)

submitted by:

Karlo Silbiger

Discussion ensued between the City Council and staff regarding the need for structure; consideration of what each event brings to the City; in-kind costs, actual costs and labor costs; reductions to services provided by staff; the difficulty of quantifying in-kind services; whether the non-profit donates money back to the City; non-profits vs. for-profits; criteria for eligibility; providing sponsorship dollars to as many worthy groups as possible; the reduction of sponsorship dollars over time to those groups who receive it year after year; and motivation for the groups to become self-sufficient.

Further discussion continued regarding payments and the timing of City billing; the NOFA panel; staff time required; the value of the volunteer time; the budgetary analysis; Agency sponsored events versus other events in the City; concern that the policy proposal is based too much on an arts model rather than an economic development model; the importance of spurring economic activity in the City; the difference between arts events and economic development events; how efficient a group may be at doing something balanced with which events are valuable to the City; the 10% limit; annual consideration; the performing arts grant program; promotional ties-ins with the City; the value of media exposure and publicity; and developing new audiences.

Discussion continued regarding looking at events from an economic development standpoint; quantification; budgeting a certain dollar amount; feasibility of grandfathering organizations; total cost of each event and percentages of the total; concern with damaging already successful events; comparing guidelines with current practices; a desire for guidelines; staff agreement to provide additional information; events that become Culver City events; and other events requesting assistance.

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REGULAR MEETING OF THE
REDEVELOPMENT AGENCY
CITY OF CULVER CITY,
CALIFORNIA

December 6, 2010
5:00 p.m.

Call to Order & Roll Call

The meeting of the Redevelopment Agency was called to order at 5:00 p.m.

Present: Micheál O'Leary, Agency Chair
D. Scott Malsin, Agency Vice Chair
Christopher Armenta, Agency Member
Jeffrey Cooper, Agency Member
Andrew Weissman, Agency Member

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Closed Session

The Redevelopment Agency will immediately adjourn to Closed Session to discuss the following item:

CS-1 Conference with Real Property Negotiators

Re: 8930 Venice Boulevard

Agency Negotiator: John Nachbar, Executive Director; Sol Blumenfeld, Assistant Executive Director; Todd Tipton, Redevelopment Administrator; and Murray Kane, Agency General Counsel

Other Parties Negotiators: Bob and Ben Kalmuk

Under Negotiation: Both Price and Terms, including interests in real property, use restrictions, development obligations and other monetary related considerations.

Pursuant to Government Code Section 54956.8

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Recess

The Redevelopment Agency recessed to Closed Session at 5:00 p.m.

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Reconvene

The Redevelopment Agency reconvened its meeting at 7:04 p.m. with all Members present.

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Closed Session Report

Chair O'Leary indicated nothing to report out of closed session.

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Invocation/Pledge of Allegiance

The Invocation was given by John Nachbar, Executive Director, and the Pledge of Allegiance was led by Richard Ochoa.

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Public Comment for Items NOT On the Agenda

Chair O'Leary invited public comment.

The following members of the audience addressed the Agency Board:

Fred Iglesias announced the anniversary of World War II and discussed his experiences during the war and veterans coming home from Iraq and Afghanistan.

Neil Rubenstein invited everyone to attend a dedication on December 8, 2010 to Julian Dixon at the County Library on Overland and he thanked Mark Ridley Thomas and Julie Lugo Cerra for their efforts.

Mark Olsen, Southern California Edison, provided an update on upgrades in the area and he discussed plug-in electric vehicles and the new Smart Meter.

Rich Waters reported that the 9900 Culver building was a source of consternation for the neighborhood; discussed promises made regarding usage of the building vs. current uses; and he expressed concern with parking issues, broken promises and enforcement.

A discussion ensued between the Agency and staff regarding the various operational aspects of the business; a comparison of what was presented and what is currently onsite; misunderstandings with the community; by-right uses vs. discretionary uses; and support for the business.

Bill Reid discussed Culver City's status as to The Heart of Screenland and announced an exhibit at the Academy in Beverly Hills entitled 85 Years of Treasures from the Warner Bros. Photo Labs.

Public Comment for Items NOT On the Agenda (Continued)

Tony Pappas presented a public records request and a 1986 newspaper article regarding a lawsuit; asked for an update on a code appeals committee hearing in October where there was a request to investigate selective enforcement; and he expressed concern with transparency and costs involved with Peace Officers Standard Training and the Police Retirement System.

Martin Cole, Assistant City Manager/City Clerk, clarified that Code Enforcement officers are required to go through specific training, and he agreed to verify whether that made them safety retirees under the City retirement as he did not believe that to be the case.

Catherine Yanda discussed concern among neighbors regarding 9900 Culver; the benefits of having a market to walk to in the area; communication with the owners; she praised the Planning Department's response to her concerns; and she felt that the business was a benefit and could coexist with the neighborhoods.

Alice Prasad, Associate Analyst, read written comments submitted by:

Carlos Gutierrez
Usma Marda

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Adjourn in Memory

MOVED BY MEMBER MALSIN, SECONDED BY MEMBER WEISSMAN, AND UNANIMOUSLY CARRIED THAT WHEN THE MEETING IS ADJOURNED, IT BE ADJOURNED IN MEMORY OF JACK KAISER OF THE LOS ANGELES ECONOMIC DEVELOPMENT CORPORATION.

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Public Comment for Items NOT On the Agenda (Continued)

Referencing the written comment from Usma Marda, Member Cooper noted that Friday afternoon parking was not only an issue for the Mosque but also for the neighborhood, and he noted traffic and safety issues in the area, requesting that the matter be agendaized.

Public Comment for Items NOT On the Agenda (Continued)

A discussion ensued between staff and the Agency regarding previous consideration of the Tilden Terrace project; the street sweeping contractor; a City-wide review of street sweeping procedures and trash pick up days as part of the work program; coordination between schools, businesses, and churches; trash pick up days and street sweeping days; specific issues with regard to Tilden Terrace; the importance of addressing the matter in a timely fashion; and public input.

The Agency Board agreed to agendize a discussion of coordination between schools, businesses, churches, trash pick up days and street sweeping days during the first quarter of 2011.

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JOINT CONSENT ITEM

Item JC-1

Acceptance of the Sony Pictures Entertainment Contribution toward Cultural and City Programs in the Amount of \$25,000 (\$21,500 to the City and \$3,500 to the Redevelopment Agency) for Fiscal Year 2010/2011 and Approval of Proposed Program Allocation

MOVED BY MEMBER MALSIN, SECONDED BY MEMBER WEISSMAN AND UNANIMOUSLY CARRIED THAT THE REDEVELOPMENT AGENCY ACCEPT THE SONY CONTRIBUTION OF \$3,500 AND APPROVE A BUDGET AMENDMENT RECOGNIZING THE REVENUE AND ALLOCATING THE AWARD TO CURRENT REDEVELOPMENT AGENCY SPONSORED CULTURAL EVENTS FOR PROGRAM ENHANCEMENT FOR FISCAL YEAR 2010/2011.

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JOINT PUBLIC HEARING

Item JPH-1

(1) Approval of a Disposition and Development Agreement Between the Culver City Redevelopment Agency and Exceptional Children's Foundation for Property Located on Machado Road and (2) City Council Approval of the Sale of the Property

MOVED BY MEMBER WEISSMAN, SECONDED BY MEMBER COOPER, AND UNANIMOUSLY CARRIED TO RECEIVE AND FILE THE AFFIDAVITS OF PUBLICATION AND POSTING OF NOTICES AND CORRESPONDENCE RECEIVED IN RESPONSE TO THE PUBLIC HEARING NOTICES.

Item JPH-1
(Continued)

Staff provided a summary of the material of record.

A discussion between staff and the Agency ensued regarding whether modifications to the CUP or other documents were required; issues with the REA and entitlements; necessary City processes to resolve the issue of spillover parking; modifications to the CUP granted by the Planning Commission; responsibility for the costs to make the minor modification of the reciprocal easement agreement; the maximum fee amount; responsibility for City permit fees; a suggestion to make an amendment to clarify the language regarding fees; language regarding vehicular and pedestrian ingress and egress; and concern with a possible conflict between provisions.

MOVED BY MEMBER WEISSMAN, SECONDED BY MEMBER MALSIN, AND UNANIMOUSLY CARRIED TO OPEN THE PUBLIC HEARING.

Chair O'Leary invited public participation.

The following members of the audience addressed the Agency Board:

Richard Ochoa expressed thanks to the Agency and staff for efforts on the matter.

Bobbi Abud thanked all of those who helped the community address the parking situation.

Alice Prasad, Associate Analyst, read a written comment from:

Linda Shahinian

Sol Blumenfeld, Assistant Executive Director, responded to the written comment noting that the Machado Road property would be used for secondary parking thereby minimizing pedestrian circulation issues.

MOVED BY MEMBER WEISSMAN, SECONDED BY MEMBER COOPER, AND UNANIMOUSLY CARRIED TO CLOSE THE PUBLIC HEARING.

A discussion ensued between the Agency Board and staff regarding accessibility; overflow parking; appreciation for resolution of the issue; language regarding developer duties to cover certain fees; modification to the REA; and praise to Bobbi Abud and staff for their work on the matter.

Item JPH-1
(Continued)

MOVED BY MEMBER MALSIN, SECONDED BY MEMBER WEISSMAN, AND UNANIMOUSLY CARRIED THAT THE REDEVELOPMENT AGENCY ADOPT RESOLUTION NO. 2010-A APPROVING A DISPOSITION AND DEVELOPMENT AGREEMENT BETWEEN THE CULVER CITY REDEVELOPMENT AGENCY AND EXCEPTIONAL CHILDREN'S FOUNDATION FOR THE SALE AND SUBSEQUENT DEVELOPMENT OF PROPERTY LOCATED AT THE CORNER OF SEPULVEDA BOULEVARD AND MACHADO ROAD (THE STUDIO DRIVE-IN REMNANT PROPERTY).

Member Malsin indicated that items 7 and 8 were to be embodied in the motion.

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JOINT ITEM

Item J-1

Further Discussion Regarding a Policy Related to Special Event Sponsorship and Financial Support of City- and Agency-Sponsored Events

Jeremy Green, Cultural Affairs Administration and Special Projects Coordinator, provided a summary of the material of record.

Chair O'Leary invited public participation.

The following member of the audience addressed the Agency:

Jay Sherry, Exchange Club, thanked staff and the Agency for their work on the item.

A discussion ensued between staff and the Agency regarding proposed MOUs with organizations; the ability of the City to evaluate the economic benefit of any enterprise; fee waivers; appreciation for the work of staff providing structure and criteria; the panel review process; measuring community benefit; 501(c)(3's); timing of the Notice of Funding Assistance (NOFA); composition of the committee; the county advisor; honorariums; Council discretion regarding the way funds are awarded; the decision as an economic one; staff time involved with the MOUs; implied ongoing commitment and ability to re-evaluate support; the ability to audit; clarification that the DBA and Chamber MOUs are for two years; requested dollar amounts; ability to accommodate a large event; increasing the money available; adding a discussion of potential negative impacts; residential and business concerns; concern with using the NOFA process; the benefits of keeping funding low; the competitive process; a fixed sponsorship structure; locking in MOUs for a specific period of time; forms of staff

Item J-1
(Continued)

assistance; distinctions between fee waivers and staff time; setting an hour allocation to the event; fees waived as soft costs; a cash funding grant process; reimbursement to the City from the Redevelopment Agency for services; quantifying staff time; and whether repayment is necessary for someone who's job is to help people.

Chair O'Leary suggested that in the future funding, assistance entail the Redevelopment Agency providing cash to the event and any incurred fees or staff time would be the responsibility of the entity holding the event.

Additional discussion ensued between staff and the Agency regarding previous car show repayment of staff hours leading up to and including the day of the show; setting dollar amounts for new events; a suggestion that charges for staff time be reduced after the first year of a recurring event; and a request for information on whether other cities charge for staff coordination time.

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ACTION ITEMS

Item A-1

Adoption of a Resolution Approving Policies and Procedures for the Use of Media Park

A discussion ensued between staff and the Agency Board regarding City of Los Angeles rules for alcohol at special events; information provided by Culver City; a suggestion to have the user contact Los Angeles for any special required permits; and liability with ficus tree roots and general liability insurance.

Chair O'Leary moved that the Redevelopment Agency pursue annexation of the area to Culver City.

Additional discussion ensued between the staff and the Agency Board regarding the complexity of the issue; staff agreement to provide information to the Agency on the matter; fees to rent the location; larger events vs. birthday parties; the lack of park amenities; the ability of larger events to bring in related facilities; the number of requests for smaller users; license applications; event permits; events of more than 100 people; accounting for staff time; and consensus to look into hosting smaller events.

Item J-1
(Continued)

MOVED BY MEMBER WEISSMAN, SECONDED BY MEMBER MALSIN, AND
UNANIMOUSLY CARRIED THAT THE AGENCY BOARD:

1. ADOPT A RESOLUTION APPROVING POLICIES AND PROCEDURES
FOR USE OF MEDIA PARK;

AND

2. DIRECT STAFF TO RESEARCH OPTIONS TO PURCHASE, INSTALL, AND
MAINTAIN PERMANENT SIGN FIXTURES FOR THE IVY SUBSTATION
AND MEDIA PARK.

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Public Comment for Items NOT on the Agenda

Chair O'Leary invited public participation.

No speakers came forward.

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Receipt of Correspondence

MOVED BY MEMBER MALSIN, SECONDED BY MEMBER WEISSMAN, AND
UNANIMOUSLY CARRIED THAT THE REDEVELOPMENT AGENCY RECEIVE
AND FILE CORRESPONDENCE.

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Items from Staff

None.

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Items from the Agency

Items Presented by Member Malsin

- Enjoyed the tree lighting at Town Plaza.

Items from the Agency (Continued)

Items Presented by Member Armenta

- Also appreciated the tree lighting.
- Announced an event to honor the life of Congressman Julian Dixon on December 8, 2010 at the Julian Dixon Library.
- Wanted to make sure that the City was not losing a position on the LAX Advisory Committee.

Martin Cole, Assistant City Manager/City Clerk, acknowledged the unique situation with Culver City sending an elected official to meetings, noted that one of the two appointed community members had been removed for lack of attendance, and he received consensus that an item be brought forward in January to appoint another member to fill the vacant position.

Items Presented by Member Cooper

- Thanked staff for their work on the tree lighting ceremony.
- Asked that short-term plans for Parcel B be expedited so the lot can be utilized while it is vacant.

A discussion ensued between staff and the Agency regarding proposed uses for the lot; costs to grade the lot and do landscaping; interest in holding a crafts fair on the site; short term, temporary, and long term uses; reluctance to invest in a temporary use; support for short term uses without City expenditure of funds; support for a month-by-month crafts fair; and a reminder of a previously adopted City policy to allow short defined term uses with little preparation.

Items Presented by Chair O'Leary

- Reported attending a press conference in Sacramento for the single use plastic bag ordinance.

Items Presented by Member Malsin

- Clarified that Culver City could adopt the Los Angeles County plastic bag ordinance by reference and could enter into an agreement with the County for enforcement pending further research by the City Attorney's office

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Adjournment

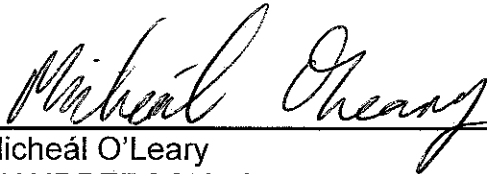
There being no further business, at 10:04 p.m., the Agency adjourned its meeting in memory of Jack Kaiser of the Economic Development Corporation, to Monday, December 13, 2010.

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Alice Prasad
SECRETARY of the City of Culver City Redevelopment Agency, California

APPROVED



Micheál O'Leary
CHAIRPERSON of the Redevelopment Agency, City of Culver City, California

MEETING DATE: September 13, 2010

AGENDA ITEM: **Discussion of a Policy Related to Special Event Sponsorship and Financial Support of City- and Agency-Sponsored Events and Direction to Staff.**

ATTACHMENTS

Pages

- | | |
|---|-----|
| 1. Definition of "Sponsored event" as outlined in City Council Policy Statement 2008-01 | 1-5 |
|---|-----|

City Council Policy Statement No. 2008-01
Subject Matter: Community Organizations
Adopted by Resolution No. 2008-R 011

PURPOSE

The purpose of this policy is to provide objective criteria for application in determining the status of a Community Organization with respect to three areas:

- City Sponsorship
- Eligibility for use of the City's Banner Poles
- the Official Relationship between the City and the Community Organization

This Policy shall apply to all Community Organizations that are provided financial support by the City and/or the Redevelopment Agency. Additionally, this Policy shall provide additional clarification when determining if a Community Organization qualifies as "City Sponsored" for purposes of determining applicability of rental rates at the Veterans Memorial Complex and other City facilities and other purposes.

GENERAL DEFINITION OF CITY SPONSORED AND CIVIC EVENT OR ACTIVITY

"Sponsored" means that the City and/or Redevelopment Agency is (a) participating in an official capacity in the planning, preparation or promotion of the **Civic 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 of the foregoing. (this definition is taken from Culver City Municipal Code Section 17.330.040.B.7.b.ii)

"Civic event or activity" means any event or activity organized or sponsored by the City or Redevelopment Agency including, but not limited to, (a) any public program or educational activity; and (b) the commemoration or celebration of any historical date, event or person, holiday or persons or events of local, state or national significance. (this definition is taken from Culver City Municipal Code Section 17.330.040.B.7.b.i)

COMMUNITY ORGNAIZATION CATEGORIES

Category 1: Official City Committees

To be eligible for this category, the Community Organization must meet the following criteria:

- (1) All members of the Community Organization are either appointed (a) directly by the City Council or (b) by any City Council/Agency created body upon direction of the City Council; **OR**
- (2) The Community Organization's members are approved and/or ratified by the City Council/Agency.

For clarification, the City Council, Redevelopment Agency, and City Staff (in the conduct of Official City Business) are also included in Category 1.

Summary Table

City and/or Agency Sponsored?	Banner ?	Lease/MOU Needed?
Yes	Yes	No

Category 2: Cooperative Community Groups

This category includes Community Organizations that meet **all** of the following criteria:

- (1) Members are **not** appointed by the City Council or a City Council created body
- (2) The Community Organization works closely with the City Council/Staff to organize civic events and/or activities organized or sponsored by the City or Redevelopment Agency (as those terms are defined in Section 17.330.040.B.7.b of the Municipal Code – Attachment 2)
- (3) Directly receives or provides City or Agency funds (**as opposed to a waiver of fees**) approved by the City Council;
- (4) The Community Group is a legally recognizable group (for example, a corporation, a 501(c)(3) organization, etc.)
- (5) The Community Group has negotiated and executed a Memorandum of Understanding (MOU)* with the City.

Summary Table

City and/or Agency Sponsored?	Banner ?	Lease/MOU Needed?
No	Maybe**	Yes

*The terms Lease/MOU refer to any written agreement approved by both the City/Agency and the Organization.

**Subject to the terms of the MOU and compliance with CCMC Section 17.330.040.

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

Summary Table

City and/or Agency Sponsored?	Banner ?	Lease/MOU Needed?
Yes	Yes	No*

Category 4: City Facility Lessees

These are Community Organizations which are parties to a lease agreement with the City and/or the Redevelopment Agency. The lease agreement is subject to the legal review and approval of the City Attorney's Office and approval by the City Council.

The lease agreements embody the responsibilities of both the City/Agency and the lessee (Community Organization). Additionally, leases can only be executed between the City/Agency and a legally recognizable group.

Summary Table

City and/or Agency Sponsored?	Banner ?	Lease/MOU Needed?
No	No	Yes

Category 5: Volunteer Organizations and Individuals

No specific privileges are granted to volunteer organizations or individuals, in general. However, Volunteer Organizations may request the City Council enter into a MOU or similar agreement which would require the City Council's approval (so long as the Volunteer Organization is a Legally Recognized Entity).

Summary Table

City and/or Agency Sponsored?	Banner ?	Lease/MOU Needed?
No	No	Maybe

Category 6: Other Organizations

This category captures those Community Organizations which do not qualify for the other 5 categories. Community Organizations which petition the City for benefits are required to enter into either a lease agreement (in which case they would qualify for Category 4) or enter into an MOU with the City. Additionally, the number of Organizations which qualify for Category 6 should be small in number.

Summary Table

City and/or Agency Sponsored?	Banner ?	Lease/MOU Needed?
No	No	Maybe

LEGALLY RECOGNIZED STATUS

Community Organizations who wish to receive support from the City shall be organized in a legally recognizable way. Following are several examples of a legally recognized entity:

- Corporation
- Partnership (including limited partnership)
- Charitable Organization 501(c)(3) or equivalent
- Sole Proprietorship

The City Attorney's Office may determine other legally recognizable entities which would be eligible to enter into agreements with the City.

FISCAL REPORTING

Because of the importance of carefully monitoring of the use of the public's money, staff is directed to include in all MOUs with Community Organizations a requirement to report at least semi-annually to the City Council on the financial activities of the Organization. This provides the Organization with an opportunity to inform the City Council of its activities over the last six-month period and provides the City Council with an opportunity to ask questions of the Organization.

IMPLEMENTATION DATE

This policy shall become effective: The first day after the expiration of a specific Community Organization's existing rental agreement with the City, or January 1, 2009, whichever date occurs first.