

MEETING DATE:

May 27, 2014

AGENDA ITEM:

Consideration of a Request from the Exchange Club of Culver City for Additional City Support of the 48th Annual 4th of July Fireworks Show.

ATTACHMENTS

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ATTACHMENT 1

Meeting Date: 04/21/14		Item Number: <u>A-1</u>	
CITY COUNCIL AGENDA ITEM: Consideration of City Sponsorship for the 48th Annual 4th of July Fireworks Show Charitable Fundraising Event Produced by the Exchange Club of Culver City, a Non-Profit Organization Proposed to Be Held on the Campus of West Los Angeles College.			
Contact Person/Dept.: Shelly Wolfberg, Assistant to the City Manager		Phone Number: (310) 253-6000	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Meetings and Agendas – City Council (04/16/14); Mailed Notice to over 2000 postal addresses within approximately 1,000' of the College Campus (04/14/14)			
Department Approval: Martin R. Cole (04/14/14)		City Attorney Approval: Carol Schwab (by H. Baker) (04/15/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (04/15/14)		City Manager Approval: John M. Nachbar (04/16/14)	

RECOMMENDATION:

Staff recommends the City Council consider a request from the Exchange Club of Culver City (Exchange Club) for City sponsorship of the 48th Annual 4th of July Fireworks Show (2014 Event) proposed to be held on the campus of West Los Angeles College (WLAC).

BACKGROUND:

The Exchange Club's 4th of July Fireworks Show has been an annual one-day fundraising event held for almost 50 years. Traditionally, this community event was held at Culver City High School. Due to major renovations of Culver City High School's athletic field, the 2013 show was not held.

According to the Exchange Club, all profits made by the Exchange Club have been used to fund Culver City charities, support child abuse prevention efforts, financially assist the Culver City Unified School District, and provide annual student scholarships. For past Fireworks Shows, personnel costs for City services, including

the Police, Fire, Sanitation, and Parks, Recreation and Community Services Departments, were borne exclusively by the City.

DISCUSSION:

The significant renovations to the Culver City High School athletic field (and desire to keep the costly renovations in good repair) have led the Exchange Club to seek an alternate venue for the resumption of the Fireworks Show in 2014. Mr. Nabil Abu-Ghazaleh, President of WLAC, has graciously offered the campus of WLAC as the venue for the 2014 Event.

Because WLAC is located within an unincorporated portion of Los Angeles County (County), Culver City staff has had initial discussions with County personnel to gain an understanding of the level of County services that could be provided for the 2014 Event. County Fire personnel have initially indicated that the 2014 Event could be held at WLAC, with the belief that there is ample room for a fall out zone, with specified logistical considerations. County Fire has initially indicated that its personnel would inspect the fireworks portion of the event. If there were other activities such as food vendors, tents, etc. then the County would require a second Fire Safety Officer. Other factors under discussion would be the possible need for a stand-by engine company. It is initially anticipated that crowd control, parking, spectator areas, exit aisles, and any other logistical/crowd management support facilities would be under the authority of the Los Angeles County Sheriff's Department, WLAC, and the Exchange Club.

The City has traditionally provided a significant cash contribution to this event (the amount budgeted for the 2014 Event is \$24,000). Unless the City Council should provide alternative direction, staff is prepare to release this budgeted amount to the Exchange Club in the case the 2014 Event moves forward. Providing this amount to the Exchange Club for the 2014 Event would meet the \$1,000 minimum required for City-sponsorship (as outlined in more detail below). Staff is seeking direction from the City Council as to its desire to designate the 2014 Event as City-sponsored.

To be categorized as a "sponsored" event by the City, an event must comply with City Council Policy and 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. 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.

FISCAL ANALYSIS:

The \$24,000 City contribution is already appropriated in the City Council Adopted Budget for Fiscal Year 2013/2014. Should the City Council determine to maintain the traditional arrangement for the fireworks show, staff in-kind costs would continue to be absorbed by the City.

ATTACHMENTS:

Letter dated March 25, 2014 from Exchange Club

MOTION:

That the City Council:

1. Determine whether to provide \$24,000 in direct financial assistance and an unspecified amount of in-kind staff support to the Exchange Club of Culver City Charitable Foundation, Inc. for its 4th of July event on Friday, July 4, 2014 at WLAC; and,
2. (If at least \$1,000 in support is provided) Designate the 4th of July Fireworks Show as a City-sponsored event.

ATTACHMENT 2

who gets priority; adding a condition that a common calendar be kept and coordinated between various uses; the Master Calendar concept; the Scout Hut; living next to a multi-use park; the parking study; the limited size and hours of operation; average daily number of visitors; responsibility for the calendar; current location and usage; looking at limited egress for special events after six-months; display of the Berlin Wall pieces; landscaping; seismic retrofitting; the signage plan; collaborating with Vets; and fiscal impact.

Keith Jeffreys, Am Vets Post 2 and United States Veterans Artists Alliance, thanked staff for their work and discussed working with the Wende Museum.

Additional discussion ensued between staff and Councilmembers regarding communication; the surrounding community; transportation; outreach; and museum users.

MOVED BY COUNCILMEMBER O'LEARY, SECONDED BY VICE MAYOR SAHLI-WELLS AND UNANIMOUSLY CARRIED, THAT THE CITY COUNCIL: INTRODUCE A PROPOSED ORDINANCE AMENDING THE CULVER CITY ZONING MAP, AS REFERENCED IN TITLE 17, ZONING, OF THE CULVER CITY MUNICIPAL CODE, SECTION 17.200.015, TO REZONE THE PROJECT SITE FROM COMMERCIAL NEIGHBORHOOD TO OPEN SPACE (ZONING CODE MAP AMENDMENT, ZCMA-P2014018) AND APPROVING THE COMPREHENSIVE PLAN FOR THE WENDE MUSEUM AND AM VETS POST 2 (CP P-2013176) WITH AN ADDED CONDITION OF APPROVAL. (NOTE: Such Ordinance included the addition of a condition that a common "Master Calendar" be kept and coordinated by the City for the various events held at the Museum.)

Martin Cole, Assistant City Manager/City Clerk, indicated that with the permission of the City Council, the second reading of the item would be placed on the April 28, 2014 agenda.

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Action Items

Item A-1

Consideration of City Sponsorship for the 48th Annual 4th of July Fireworks Show Charitable Fundraising Event Produced by the Exchange Club of Culver City, a Non-Profit Organization Proposed to Be Held on the Campus of West Los Angeles College

Mayor Cooper invited public participation.

The following members of the audience addressed the City Council:

John Cohn, Exchange Club, discussed the cancellation of the event last year; logistics; the offer from West LA College to accommodate the event; increased costs; policing; interagency cooperation; new and unusual challenges; and he requested support from the City for the event.

Michelle Ford discussed the 4th of July fireworks show and requested support for the event.

Discussion ensued between staff, Councilmembers and Mr. Cohn regarding financial responsibility for additional services; involvement of the County; City resources; clarification that responsibility for certain costs had not been determined; money raised vs. expenses; and requesting a budget at the time that a contribution is decided upon.

Earl Eskridge reported that after the show, costs, expenses and profit made would be provided to the City; he indicated that all money made would be given back to the community; he clarified that the Exchange Club is a non-profit organization; stated that the event was created almost 50 years ago; discussed use of money contributed by the City; and he urged the City Council to keep the event going.

Further discussion ensued between staff and Councilmembers regarding promoting patriotism; use of the money contributed by the City; in-kind services; involvement of the County Sheriff's office; and appreciation to West LA College for offering to host the event.

MOVED BY COUNCILMEMBER O'LEARY, SECONDED BY COUNCILMEMBER WEISSMAN AND UNANIMOUSLY CARRIED, THAT THE CITY COUNCIL:

1. DETERMINE TO PROVIDE \$24,000 IN DIRECT FINANCIAL ASSISTANCE AND AN UNSPECIFIED AMOUNT OF IN-KIND STAFF SUPPORT TO THE EXCHANGE CLUB OF CULVER CITY CHARITABLE FOUNDATION, INC. FOR ITS 4TH OF JULY EVENT ON FRIDAY, JULY 4, 2014 AT WLAC; AND,
2. (IF AT LEAST \$1,000 IN SUPPORT IS PROVIDED) DESIGNATE THE 4TH OF JULY FIREWORKS SHOW AS A CITY-SPONSORED EVENT.

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