

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

Meeting Date: 3/17/08	Item Number: <u>A2</u>
AGENDA ITEM: Authorize a \$1,700 Expenditure Related to "Taste of the Nation" Event Items Previously Considered and Authorize a \$6,800 Expenditure for Assistance not Previously Considered.	
Contact Person/Dept.: Todd Tipton	Phone Number: (310) 253-5783
Fiscal Impact: Yes ☒ No ☐	General Fund: Yes ☐ No ☒
Public Hearing: ☐	Action Item: ☒ Attachments: ☒
Public Notification: Share our Strength (03/13/08); Downtown Business Association (03/13/08); Chamber of Commerce; Master Notification List (03/13/08).	
Department Approval: Sol Blumenfeld (03/05/08)	Executive Director Approval: Jerry B. Fulwood by Marlee Chang (03/13/08)
Fiscal Impact Review: Jeff Muir (by N. Kimball)(3/13/08)	

RECOMMENDATION:

That the Culver City Redevelopment Agency ("The Agency") authorize a \$1,700 expenditure related to Taste of the Nation event items previously considered and authorize a \$6,800 expenditure for assistance not previously considered.

BACKGROUND/ DISCUSSION:

On September 24, 2007, The Culver City City Council ("Council") and The Agency considered and approved an expenditure of \$1,956 in support of the "Taste of the Nation" event, to be held on June 1, 2008 in Media Park.

Due to an error in the calculations, the Agency approved reimbursement to the City for costs it incurred (\$1,956), but did not approve Agency costs associated with cleaning up the park after the event (\$1,700). The total cost should have been \$3,656 for the City and the Agency. The September 24 approval funded the following:

Sanitation	\$ 871 (City)*
Street closures	\$ 525 (City)*
Fire Prevention permit	\$ 500 (City)*
Treasury permit	<u>\$ 60 (City)*</u>
TOTAL	\$1,956
Additional Item:	
Maintenance and clean up	<u>\$1,700 (Agency)</u>
REVISED TOTAL	\$3,656

* Funding approved on September 24, 2007.

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When the September 24, 2007 report was prepared, staff focused on those services provided in prior years (on an informal basis) and did not include additional services requested by Taste of the Nation.

The additional items requested include:

1) Portable toilets	\$ 700
2) Banners in the right-of-way	\$2,000
3) Security personnel	\$1,500
4) Fencing around Media Park	\$1,000
5) Valet parking (staff and parking spaces)	<u>\$1,600</u>
TOTAL ADDITIONAL COST	\$6,800

Taste of the Nation is requesting that these additional items be funded by the Agency and partially procured by staff. Staff estimates that this effort will require approximately 20 additional hours in staff time.

FISCAL ANALYSIS:

As stated in the fiscal analysis of the September 24, 2007 staff report, it will take one staff member approximately 80 hours to complete the tasks already approved. This equates to Agency costs of approximately \$4,240 (assuming the average fully burdened hourly rate of \$53 for a Management Analyst.) In addition to personnel costs, the cost to clean up Media Park after the event is \$1,700.

The total expenditure for the original request, including staff time and the Agency costs is estimated to be:

City and Agency costs	\$3,656 (includes \$1,700 for Agency clean up)
Staff time	<u>\$4,240</u>
TOTAL	\$7,896

Funds are currently available in the Economic Development budget (Account No. 55090200.610200 "Marketing Services") to fund the \$1,700 in Agency clean up costs omitted from the September 24, 2007 Agency agenda item report.

The expense related to the additional items requested by Taste of the Nation is estimated to be:

Additional items	\$6,800
Additional staff time (40 hours)	<u>\$1,060</u>
TOTAL	\$7,860

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The total Agency expenditure (if the Agency authorizes the additional items requested by Taste of the Nation) would be \$15,756 (\$7,896 + \$7,860) including staff time. The total not including staff time would be \$10,456.

Funds are currently available in the Economic Development budget (Account No. 55090200.610200 "Marketing Services") to fund the \$6,800 (not including staff time) in additional items requested by Taste of the Nation.

The table below summarizes the fiscal request:

	September 24, Approval	Additional Items	Total
Items requested	\$3,656	\$6,800	\$10,456
Staff time (in kind)	\$4,240	\$1,060	\$ 6,360
Total	\$7,896	\$7,860	\$15,756

Attracting people to Culver City is very important to maintaining a strong economic base (especially in the current economic environment), which is often perpetuated through economic development activities and events.

A successful economic development event creates a multiplier effect for the local economy. It not only attracts people to the City for the one day event, but gets those people to come back, with friends, because they were impressed with what the City has to offer.

Generally, the Taste of the Nation event is a well organized and well attended event that introduces people to Culver City by giving them a "taste" of what we have to offer. If the Taste of the Nation event continues to be well organized and well attended (i.e. if the City puts its best foot forward), it will create this multiplier effect and the City and Agency will realize a positive return on investment.

ATTACHMENTS:

1. Staff Report, 9/24/2007;
2. Minutes, 9/24/2007;
3. Staff memorandum dated August 20, 2007; and
4. Share our Strength (Taste of the Nation) letter dated August 16, 2007.

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MOTION:

That the Redevelopment Agency:

1. Authorize the expenditure of approximately \$1,700 from the Economic Development budget (Account No. 55090200.610200 "Marketing Services.") for Taste of the Nation Event items previously considered; and
2. Authorize an additional expenditure of \$6,800 from the Economic Development budget (Account No. 55090200.610200 "Marketing Services.") for additional items requested.

OR

Approve a partial expenditure for the additional items requested.

OR

Not approve any additional expenditure for the items requested.