

City of Culver City, California
City Council and Redevelopment Agency Agenda Item Report

Meeting Date: 05/11/2009		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM - Consideration of a Fee Waiver Request by The Wellness Community West Los Angeles for a 5K Run/Walk & Kiddie Run Event.			
Contact Person/Dept.: Jeremy Green, Community Development Department		Phone Number: (310) 253-5764	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Chamber of Commerce; Downtown Business Association (05/04/09); Master E-Mail Notification List (05/06/09).			
Department Approval: Sol Blumenfeld: (04/23/09)		City Attorney Approval: Carol Schwab: (by H. Baker) (05/06/09)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (05/06/09)		City Manager Approval: Jerry Fulwood: (05/06/09)	

RECOMMENDATION:

Staff recommends the City Council and Redevelopment Agency consider a fee waiver request made by The Wellness Community West Los Angeles ("TWC-WLA") for their 5K Run/Walk & Kiddie Run event.

BACKGROUND:

TWC-WLA, located at 2716 Ocean Park Blvd. in Santa Monica, is proposing a 5K Run/Walk & Kiddie Run event called the *Culver City Run/Walk and Kiddie Run* (the "Event") at 8:30 a.m. on Sunday, June 21, 2009. The run/walk portion of the Event will occur on Washington Boulevard from Canfield Avenue to Center Street (see Attachment No. 1). They also plan to include a short Kid Fun Run at 9:30 a.m. from Media Park to the corner of Culver Boulevard and Main Street, as well as a Race Expo in Media Park from 7:30 a.m. to Noon. Complete information about the event is available at their website: www.culvercityrunwalk.com.

According to TWC-WLA, the purpose of the Culver City Run/Walk is to 1) promote health and wellness to the people of Culver City and the surrounding environs; 2) drive foot traffic, media and local buzz to the thriving downtown business area of Culver City; and, 3) raise funding for and awareness of the FREE programs and services for people touched by cancer at TWC-WLA.

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TWC-WLA is the largest nonprofit organization in the world dedicated to providing educational seminars, support groups and stress reducing mind/body classes to people affected by cancer. Their mission is “to help people affected by cancer, enhance their health and well-being through participation in a professional program of emotional support, education, and hope.” In 2008, TWC-WLA served nearly 1,500 individuals. Close to one-fifth of those served came from Culver City addresses. (Attachment 2.)

TWC-WLA anticipates a total of 800 - 1,000 participants in this event. TWC-WLA expects that the Event will bring businesses and the community together in a fun and rewarding way and are encouraging local restaurants, businesses and City Hall employees to establish teams. They will also invite race sponsors to participate to introduce local businesses to community members within Culver City (“the City”) and beyond. (Attachment 3.)

City Fee Waiver Request

Any proceeds from the event will be donated for use by TWC-WLA to be put toward the provision of free programs for individuals with cancer. They will be approaching local businesses and corporations, primarily along the run/walk route for sponsorships and contributions.

The City’s sponsorship, as requested, includes a complete cost assessment of hard and soft costs. Soft costs are defined as those costs that are associated with the provision of services but that are done during normal business hours when staff would already be at work. Hard costs reflect additional costs beyond regular staff hours. TWC-WLA requests the City Council consider the following:

- Waiver of fees associated with permits, staff time and equipment related to traffic control from the Public Works Department for Engineering and Maintenance/ Operations (approximately \$9,399.18, of which \$382.00 are considered soft costs);
- Waiver of hard costs associated with providing police officers during the Event (\$3,760.56);
- Waiver of the fee associated with the provision of a large recycling bin from Sanitation Department (approximately \$40.00);
- Waiver of fees associated with redirecting of bus routes during the event (\$3,354.66, all of which would be considered soft costs);

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- Authorize the free use of the twenty available metered parking spaces south of Media Park, parallel to Culver Boulevard (approximately \$300 soft costs); and
- Waiver of cost for staff time to provide event preparatory assistance (approximately \$825.00 in soft costs)

The total cost assessment of City costs: \$17,679.40

Total City hard costs: \$12,817.74

Culver City Redevelopment Agency Fee Waiver Request and License Agreement

The Culver City Redevelopment Agency is involved with the event insofar as TWC-WLA wishes to rent Media Park for the post run/walk event and open the Agency-owned Ince Parking Structure one hour early on the day of the Event.

During the March 17, 2008 Agency meeting, the Agency adopted policies related to the management of Media Park. As adopted, the policies require exclusive users of Media Park to obtain a Special Events Permit from the City's Committee on Permits and Licenses, obtain any permits required from the City of Los Angeles, execute and abide by requirements of a Media Park License Agreement, pay a \$3,000 refundable deposit and a \$100 rental fee for general maintenance for each twenty-four hour period of use.

TWC-WLA is requesting exclusive use of Media Park, which requires them to enter into a License Agreement with the Agency and pay the above associated fees, and would like the Agency to open the Ince Parking Structure one hour early at a cost of \$75 to fund Modern Parking's staff cost.

DISCUSSION:

In the past, a number of events have been sponsored by the City and the Agency. These events include Taste of the Nation, George Barris' Cruisin' Back to Culver City Car Show, and the Chamber Expo. The City sponsored the events with the requirement that the Agency reimburse the City for any fees waived. The Agency participated in these events financially due to their positive economic impact.

TWC-WLA requested that the City and/or Agency sponsor the Event. The Event takes place on an early Sunday morning when businesses will not be open and stretches across Sony Studios for a majority of the route. The Culver City retail store Sporteve produced last year's inaugural 5k Run/Walk event, with identical

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specifications as the TWC-WLA Event and requested a fee waiver from both the Council and the Agency. (Attachment 4.)

Last year the Agency denied the fee waiver request in part because the event did not provide positive economic impact. Staff recommends that the Agency and Council deny the fee waiver request again this year.

Given the current economic climate, staff cannot recommend the Council or Agency approve a fee waiver at this time.

Additionally, it is recommended that the City establish policies for determining the City's involvement in event sponsorship, including sponsorship for individual business events, which may lead to future requests from other city businesses.

FISCAL ANALYSIS:

Staff has compiled the City costs associated with the Event, which are estimated to be approximately \$17,431.42. The costs are calculated as follows:

CITY COSTS

HARD COSTS:

Police (13 officers and 1 Sergeant)	\$ 3,760.56
Sanitation (equipment)	40.00
Public Works Fees	
Maintenance/ Operations	3,322.38
Engineering Division (staff)	5,694.80
Total Hard Costs	\$12,817.74

SOFT STAFF COSTS:

Media Park parking lot (20 spaces)	\$ 300.00
Staff assistance with the event (15 hours)	825.00
Transportation	3,354.66
Engineering Division	382.00
Total Soft Costs	\$ 4,861.66

TOTAL CITY COSTS **\$17,679.40**

AGENCY COSTS:

Media Park Rent	\$100.00
Ince Parking Structure (hourly cost to open)	75.00

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TOTAL AGENCY COSTS: **\$175.00**

Total AGENCY AND CITY COSTS: **\$17,854.40**

The fee waiver request for last year's event was \$6,413. This increase in costs reflects: 1) Resolution 2008-R048's requirement that all staff rates for work done on a weekend (when the Event take place) are required to be calculated at double time as per Exhibit H-1; 2) last year's costs were not full cost assessments and did not include any transportation fees for rerouting the buses; 3) an increase in hourly rates; and 4) the Police Department is requiring an additional 3 officers to staff the course, based upon the recommendation from the on-scene supervisor at last year's event and review of the course.

ATTACHMENTS:

1. 5K Run/Walk route
2. TWC-WLA Statement of Purpose and Annual Report
3. TWC-WLA sponsorship cover letter and flyer
4. Sporteve 5K Run fee waiver request staff report and minutes

MOTION:

That the Culver City City Council:

1A. (Staff Recommendation) Not support a fee waiver request made by TWC-WLA.

OR

1B. Approve a partial fee waiver request in the amount of \$_____.

OR

1C. Approve the full fee waiver request for hard and soft costs in the amount of \$17,431.42.

AND

2. Provide alternate direction to staff as deemed appropriate.

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That the Redevelopment Agency:

1A. (Staff Recommendation) Not support a fee waiver request made by TWC-WLA.

OR

1B. Approve a partial fee waiver request in the amount of \$_____.

OR

1C. Approve the full fee waiver request of \$175.00

AND

2. Approve a License Agreement with TWC-WLA (if desired); and,

3. Authorize the Agency Counsel to review/prepare necessary documents; and,

4. Authorize the Executive Director to execute such documents on behalf of the Agency.