

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

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------|--|
| Meeting Date: 01/23/12                                                                                                                                    |  | Item Number: <u>A-2</u>                                                                           |  |
| <b>CITY COUNCIL AGENDA ITEM: Consideration of City Sponsorship of the Westdoc Conference and Approval of Memorandum of Understanding Related thereto.</b> |  |                                                                                                   |  |
| Contact Person/Dept.:<br>Martin R. Cole, Assistant City Manager                                                                                           |  | Phone Number:<br>(310) 253-6000                                                                   |  |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                        |  | General Fund: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>                 |  |
| Public Hearing: <input type="checkbox"/>                                                                                                                  |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |  |
| Public Notification: Meetings and Agendas – City Council (01/19/12); The Culver Hotel (01/19/12); The Pacific Theaters (01/19/12)                         |  |                                                                                                   |  |
| Department Approval:<br>Martin R. Cole (01/18/12)                                                                                                         |  | City Attorney Approval:<br>Carol Schwab (by H. Baker) (01/18/12)                                  |  |
| Chief Financial Officer Approval:<br>Jeff Muir (by N. Kimball) (01/18/12)                                                                                 |  | City Manager Approval:<br>John Nachbar (01/19/12)                                                 |  |

**RECOMMENDATION:**

Staff recommends the City Council consider City sponsorship of the West Coast Documentary and Reality Conference (Westdoc Conference) proposed to be held in September 2012 and, if approved, approve a memorandum of understanding among the City, the Culver Hotel, and the Pacific Theaters related thereto.

**BACKGROUND:**

During the City Council meeting of December 12, 2011, the City Council was addressed by Mr. Seth Horowitz, General Manager of the Culver Hotel. Mr. Horowitz advised the City Council of the potential of the Westdoc Conference coming to Culver City in September, 2012. The City Council agreed to place this item on the January 9, 2012 agenda for consideration. During that meeting, the City Council agreed it was interested in considering sponsorship of the Westdoc Conference and directed the City Manager to place this item on this evening's agenda for formal consideration.

**DISCUSSION:**

City Council Policy Statement 2008-01 (Community Organizations) provides the criteria applicable to City sponsorship of events. The pertinent part is recounted below:

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### 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

Should the City Council wish to consider sponsorship of the Westdoc Conference, staff estimates that at least \$1,000 in staff time will be contributed to the planning, preparation, or promotion of the event (satisfying criterion (2b) above). To satisfy criterion (2a), staff recommends the City Council authorize the use of the City's logo and/or seal and require the Culver Hotel and the Pacific Theaters to prominently display the logo/seal in its promotional materials for the event.

Mr. Seth Horowitz, General Manager of the Culver Hotel, has provided the attached information regarding support of this proposal from the Pacific Theaters, the Culver City Chamber of Commerce, and the Downtown Business Association.

Should the City Council approve this request, a memorandum of understanding would be prepared to formalize the various duties and obligations of the parties with respect to this event. The details of the MOU will include, but not be limited to, a diagram that indicates the general use of a portion of Town Plaza (generally between the Culver Hotel and the Pacific Theaters) as part of event activities. Also, the authorization to use the City Logo and Seal and the requirement to include the City in promotional activities and information will be part of the MOU.

### **FISCAL ANALYSIS:**

The staff time contribution is expected to include, but not be limited to, time the City Manager and Assistant City Manager have already dedicated to discussions with Mr.

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Horowitz and the preparation of the staff reports presented to the City Council regarding this proposal. Should the City Council determine to designate this event as a City sponsored event, very limited additional staff time may be contributed to this event.

**ATTACHMENTS:**

Informational Materials Provided by the Culver Hotel (including support letters)

**MOTION:**

That the City Council:

- 1A. Determine that the criteria in City Council Policy Statement 2008-01 have been met and designate the Westdoc Conference 2012 as a City sponsored event contingent upon the Culver Hotel, the Pacific Theaters, and other event sponsors agreeing to identify the City in their promotional activities and documents as a sponsor of the event and approve a MOU related thereto; and,

Authorize the City Attorney to review/prepare the necessary documents; and,

Authorize the City Manager to execute such documents on behalf of the City.

**OR**

- 1B. Take no action (in which case the City would not be a sponsor of the Westdoc Conference 2012)