



City of Culver City

Staff Report Details (With Text)

File #: 18-0833 **Version:** 1 **Name:** Earth Day Sponsorship-April 22, 2018
Type: Minute Order **Status:** Consent Agenda
File created: 2/5/2018 **In control:** City Council Meeting Agenda
On agenda: 2/12/2018 **Final action:**
Title: CC - (1) Consideration of City Sponsorship of the STAR Eco Station Earth Day Event on April 22, 2018 in an Amount at Least but Not-to-Exceed \$1,000 in Permit Fees and Staff Time; and (2) Consideration of Designation of said Event as a City-Sponsored Event.

Sponsors:

Indexes:

Code sections:

Attachments: 1. 2018-02-12_ATT_STAR Ecostation banner sponsorship letter.pdf

Date	Ver.	Action By	Action	Result
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Meeting Date: February 12, 2018

Contact Person/Dept: Shelly Wolfberg/City Manager's Office

Phone Number: (310) 253-6008

Fiscal Impact: Yes No **General Fund:** Yes No

Public Hearing: **Action Item:** **Attachments:**

Commission Action Required: Yes No **Date:**

Public Notification: STAR Eco Station; (E-Mail) Meetings and Agendas - City Council (02/06/18);

Department Approval: John M. Nachbar, City Manager (02/06/18)

RECOMMENDATION

Staff recommends the City Council (1) consider City sponsorship of the STAR Eco Station (STAR) Earth Day Event on April 22, 2018 in an amount at least but not-to-exceed \$1,000 in permit fees and staff time; and (2) consider designation of said event as a City-sponsored event.

BACKGROUND

The STAR Eco Station, based in Culver City, is an environmental science museum, an exotic wildlife rescue center, and a haven for endangered and illegally-trafficked exotic animals confiscated by the U.S. Fish and Wildlife Service. The STAR Eco Station has evolved since it was established in 1997.

At the December 11, 2017 City Council Meeting, STAR Eco Station's Mely Trujillo provided background on the organization; announced Earth Day on April 22 at the Star Eco Station in Culver City; and requested that the sponsorship of the event be agendized for discussion. On January 22, 2018, the City Council gave direction to agendize a discussion for City sponsorship. On February 2, 2018, Corey Adolphus emailed the attached letter requesting City sponsorship to City staff and requested the use of the two banner locations across City streets to announce the event.

DISCUSSION

City Sponsorship

To become a City-sponsored event, the event needs to meet the criteria for City sponsorship and must also be specifically designated as a City sponsored event by the City Council. To be categorized as a "sponsored" event by the City, an event must meet the criteria set forth in 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.

The CCMC requires both (a) and (b) conditions be satisfied. Additionally, City Council Policy requires that 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. Should the City Council determine to provide support in an amount of at least \$1,000 (funds, staff time, and/or fee waivers, etc.), then the event may be designated a City-sponsored event. As part of such City-sponsorship, event producers would be eligible to post banners in the public right-of-way promoting the sponsored event. For those who wish to post banners in the public right-of way, the organizers will be required to include the City's logo on the banners as a sponsor.

If the City Council chooses to approve the STAR Eco Station's request for City sponsorship, the financial component represents the costs of waiving the Banner Permit Application and Tech Fees, which total \$187.76. Additional financial assistance would take the form of staff time, which would be needed to coordinate the promotion of this event through the City's website, Gov Delivery (email announcement) and social media. Should an event receive City sponsorship, the organizers will be required to list the City as a sponsor of the event in e-mails, on their website, in promotions, press releases and on printed materials, where applicable.

FISCAL ANALYSIS

It is proposed that staff time and \$187.76 in permit fees be waived by the City Council. In addition to

permit fees, staff time will be expended in the planning, preparation and/or promotion of the event, for a total amount of financial assistance (including permit fees), not-to-exceed \$1,000.

ATTACHMENTS

2018-02-12-ATT-STAR Eco Station Request for City Sponsorship

MOTION

That the City Council:

1. Determine the total amount of assistance and permit fees, to be at least and not-to-exceed \$1,000, as noted in this staff report for the STAR Eco Station Earth Day Event on April 22, 2018; and,
2. Designate the STAR Eco Station Earth Day Event as a City-sponsored event; and/or
3. Provide other direction to the City Manager as deemed appropriate.