



# City of Culver City

## Staff Report Details (With Text)

**File #:** 24-836      **Version:** 2      **Name:** Special Event sponsorships for July 5th, Car Show and Taste of the Nation  
**Type:** Minute Order      **Status:** Action Item  
**File created:** 3/11/2024      **In control:** City Council Meeting Agenda  
**On agenda:** 4/8/2024      **Final action:**

**Title:** CC - ACTION ITEM: Discussion and, if Desired, Approval of (1) A Budget Transfer of the Independence Day Fireworks Show Budget Allocation of \$34,000 to the Off-Cycle Special Event Grant Contingency Fund; (2) The Additional Allocation of \$15,000 to 20th Annual Culver City Car Show Event; (3) An Off-Cycle City Sponsorship to the Downtown Culver City Business Association for a July 5th Drone Show in the amount of \$30,000 and, if Desired Designate this Event as City-Sponsored; (4) An Off-Cycle City Sponsorship and Related Street Closures to Share Our Strength in the Amount of \$5,000 and, if Desired, Designate this Event as City-Sponsored; (5) A City-Produced Juneteenth Celebration in the Amount of \$20,000; (6) Authorization to the City Manager to Approve Applicable City Permits and Agreements Necessary to Produce the Events; and (7) Direction to the City Manager as Deemed Appropriate.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Downtown Business Association Letter July5.pdf, 2. Car Show Support Letter 2024.pdf, 3. No Kid Hungry Culver City Grant Request.pdf

Date	Ver.	Action By	Action	Result
4/8/2024	2	City Council Meeting Agenda		

**CC - ACTION ITEM: Discussion and, if Desired, Approval of (1) A Budget Transfer of the Independence Day Fireworks Show Budget Allocation of \$34,000 to the Off-Cycle Special Event Grant Contingency Fund; (2) The Additional Allocation of \$15,000 to 20<sup>th</sup> Annual Culver City Car Show Event; (3) An Off-Cycle City Sponsorship to the Downtown Culver City Business Association for a July 5<sup>th</sup> Drone Show in the amount of \$30,000 and, if Desired Designate this Event as City-Sponsored; (4) An Off-Cycle City Sponsorship and Related Street Closures to Share Our Strength in the Amount of \$5,000 and, if Desired, Designate this Event as City-Sponsored; (5) A City-Produced Juneteenth Celebration in the Amount of \$20,000; (6) Authorization to the City Manager to Approve Applicable City Permits and Agreements Necessary to Produce the Events; and (7) Direction to the City Manager as Deemed Appropriate.**

**Meeting Date:** April 8, 2024

**Contact Person/Dept:** Luis Gonzalez/ Office of Economic and Cultural Development  
 Elaine Warner/ Office of Economic and Cultural Development

**Phone Number:** (310) 253-5767

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

**Attachments:** Yes  No

**Public Notification:** (E-Mail) Meetings and Agendas - City Council (04/03/2024), Downtown Business Association (04/03/2024), Culver City Exchange Club (04/03/2024)

**Department Approval:** Jesse Mays, Assistant City Manager (03/21/2024)

---

## **RECOMMENDATION**

Staff recommends the City Council discuss and, if desired, approve (1) the transfer of the Independence Day Fireworks Show budget allocation of \$34,000 to the Off-Cycle Special Event Grant Contingency fund; (2) an allocation of an additional \$15,000 to 20th Annual Culver City Car Show Event; (3) an Off-Cycle City sponsorship to the Downtown Culver City Business Association (“DBA”) for a July 5th Drone Show in the amount of \$30,000; (4) an Off-Cycle City sponsorship and related street closures to Share Our Strength in the amount of \$5,000; (5) a City produced Juneteenth celebration in the amount of \$20,000; (6) authorize the City Manager to approve applicable City permits and agreements necessary to produce the events; and (7) provide other direction to the City Manager as deemed appropriate.

## **BACKGROUND**

On February 26<sup>th</sup>, the Culver City Exchange Club (“Exchange Club”) informed the City Council that it would not be producing the annual Independence Day Fireworks (Fireworks) event due to increased costs and requested re-allocation of the approved Fireworks event budget toward the 20<sup>th</sup> annual Car Show scheduled for May 11<sup>th</sup> in Downtown Culver City. The City Council agreed to consider the request and directed staff to bring back a discussion relative to transferring funds from the Fireworks event budget to the City’s Off-Cycle Special Event Grant fund to support the Car Show and other community events in the City.

## **DISCUSSION**

In the Adopted Budget for Fiscal Year 2023-2024, the City Council allocated \$92,000 in grants for 15 events per the recommendation of the Special Events Grant Program City Council Ad Hoc Subcommittee. The Special Events Grant Program Policy allows the City Council to approve off-cycle Special Events Grants utilizing approved contingency funding in the Adopted Budget for Fiscal Year 2023-2024.

On February 26<sup>th</sup>, the City Council approved an allocation from the Contingency Fund in the amount of \$30,000 to support the 20<sup>th</sup> Annual Culver City Car Show and its relocation back to Downtown Culver City. Since that time, other community organizations have also requested Off-Cycle City sponsorship.

If the Council wishes to provide additional funding and/or grant sponsorship to these organizations, staff recommends that the City Council transfer the Fireworks event budget allocation of \$34,000 to

the Off-Cycle Special Event Grant Contingency Fund. Additionally, City staff has identified approximately \$25,000 in unused sponsorship funds, by other sponsored organizations, that could be re-allocated for utilization in this fiscal year.

### **Sponsorship Requests**

#### *Culver City Exchange Club - 20<sup>th</sup> Annual Car Show - May 11, 2024*

On February 26<sup>th</sup>, the City Council approved an off-cycle special events grant to the Exchange Club for their 20<sup>th</sup> Annual Culver City Car Show in an amount of \$30,000 and designated this event as City-sponsored. In addition to this in-kind grant, the Exchange Club has also requested direct funding of \$15,000 to support the production of the 2024 Car Show and its relocation back to Downtown Culver City.

If the City Council wishes to re-allocate the Independence Day funding, and approve the Exchange Club request, the total sponsorship allocation would be \$45,000 for the 20<sup>th</sup> annual Car Show. (Attachment 1)

#### *Downtown Culver City Business Association - July 5<sup>th</sup> Drone Show*

On March 11, 2024, the Downtown Culver City Business Association requested that the City Council also consider providing an off-cycle sponsorship for a proposed drone show on July 5, 2024, as a post-Fourth of July Celebration in Downtown Culver City.

While the DBA is still working on their proposal, they are requesting a \$30,000 sponsorship in direct cash funding to help off-set production costs associated with the event. The proposed request would be utilized to assist in the production and pay for vendors related to the show production (Attachment 2). If the City Council desires to approve this request, staff recommends the City Council also take action to designate this event as City-sponsored.

#### *Share Our Strength - Taste of the Nation - May 4, 2024*

On March 18, 2024, the City Council agendized consideration of an off-cycle City sponsorship to Share Our Strength for the annual Taste of the Nation event. Share our Strength is a 501(c)(3) charitable non-profit organization that has produced the Taste of the Nation event in downtown Culver City for more 15 years.

Taste of the Nation is scheduled to take place on Sunday, May 4, 2024, in Media Park and will feature dozens of the LA-area's top tastemakers and chefs from across the country who share their talents and passion to end childhood hunger in America. Attendance is estimated at approximately 1,000 participants throughout the day.

The recommended in-kind support and permit fee waivers are approximately \$5,000. (Attachment 3). The request also includes the street closure of Canfield Avenue and "Little" Culver Parking area. If the City Council desires to approve this request, staff recommends the City Council also take action to designate this event as City-sponsored.

#### *Special Event Grant Program Ad Hoc Subcommittee Recommendations*

If the Council wishes to consider these requests, funding would be available in the City's Off-Cycle

Special Event Contingency Fund (pursuant to the fund transfer from Fireworks event budget) in addition to the unused funding by other organizations. Staff estimates the total amount would be \$59,000.

The Special Event Sponsorship Subcommittee met to review these requests on March 20, 2024, and recommends the following allocations:

- Downtown Culver City Business Association - July 5<sup>th</sup> Drone Show: \$30,000 (direct/cash)
- No Kid Hungry - Taste of the Nation - May 4, 2024: \$5,000 (In-kind)

The Special Event Sponsorship Subcommittee recommends further discussion of the Culver City Exchange Club request with the full City Council as there was not a specific request/ program budget submitted at the time of the Subcommittee meeting.

### **City-Produced Juneteenth Celebration - (Specific Date to Be Determined)**

On February 26<sup>th</sup> the City Council approved the formation of a Martin Luther King Jr. Celebration Committee. The City Council has also requested a discussion of expanding the Committee to also include a Juneteenth celebration. As the Committee will not be formed in time to produce an event this year, the City Council agreed to consider a City-staff produced event for June 2024. In keeping with the celebrations over the last two years, it is anticipated that this year's event will include speakers, performers, and vendors. The event would be a free, family friendly event. City staff anticipates the event production will cost approximately \$20,000. Staff recommends that, if desired, the event be partially funded by any remaining Off-Cycle Special Event Contingency Funds (approximately \$9,000 if the full Car Show allocation request is approved) with the balance funded up to \$11,000 currently available in the Economic Development Fiscal Year 2023-2024 budget.

### **FISCAL ANALYSIS**

The Adopted Budget for Fiscal Year 2023-2024 includes \$34,000 in Account No. 10116100.517500 (Non-Departmental - Contributions to Other Agencies) for the Independence Day celebration that could be re-allocated to the Off-Cycle Special Event grant contingency allocation in Account No. 10116100.517560 (Non-Departmental - Special Event Grants). Those funds along with the approximately \$25,000 in unused sponsorship funds in the Special Events Grants account could support the off-cycle sponsorship requests and a portion of the Juneteenth event. Additionally, up to \$11,000 of funding is also available in Account No. 10110500.619800 (Economic Development - Other Contractual Services) to produce the 2024 Juneteenth Celebration.

### **ATTACHMENTS**

1. Funding Request from the Culver City Exchange Club
2. Funding Request from the Downtown Business Association
3. Taste of the Nation Sponsorship Allocation

## MOTION

That the City Council

1. Discuss and, if desired, approve the transfer of the Independence Day Fireworks Event Budget Allocation of \$34,000 to the Off-Cycle Special Events Grant Contingency Fund;
2. Discuss and provide direction regarding the Exchange Club Funding Request of the 20<sup>th</sup> Annual Culver City Car Show Event;
3. Discuss and, if desired, approve an Off-Cycle City Sponsorship to the Downtown Culver City Business Association for a for a July 5<sup>th</sup> Drone Show in the amount of \$30,000 and designated this event as City-sponsored;
4. Discuss and, if desired, approve an Off-Cycle City Sponsorship, and Related Street Closures, to Share Our Strength in the amount of \$5,000 and designate this event as City sponsored;
5. Discuss and, if desired, approve a City-produced Juneteenth Celebration in an amount of \$20,000;
6. Authorize the City Manager to approve applicable City permits and agreements necessary to produce the events;
7. Authorize the City Attorney to review/prepare the necessary documents; and,
8. Authorize the City Manager to execute such documents on behalf of the City.