



City of Culver City

Staff Report Details (With Text)

File #: 16-641 **Version:** 1 **Name:** PRCS / Approve Sponsorship-Healthy Family 5K
Type: Minute Order **Status:** Action Item
File created: 2/15/2017 **In control:** City Council Meeting Agenda
On agenda: 2/27/2017 **Final action:**
Title: CC - (1) Approval of In-Kind Assistance for the Culver City Healthy Family 5K Run/Walk to be Held at West Los Angeles College on April 2, 2017 in an Amount Not-To-Exceed \$2,656.00; and (2) If Desired, Designation of the Culver City Healthy Family 5K Run/Walk as a City-Sponsored Event.

Sponsors:

Indexes:

Code sections:

Attachments: 1. 2017-02-27 - ATT Recreation Staff Salary Contribution.pdf

Date	Ver.	Action By	Action	Result
2/27/2017	1	City Council Meeting Agenda		

CC - (1) Approval of In-Kind Assistance for the Culver City Healthy Family 5K Run/Walk to be Held at West Los Angeles College on April 2, 2017 in an Amount Not-To-Exceed \$2,656.00; and (2) If Desired, Designation of the Culver City Healthy Family 5K Run/Walk as a City-Sponsored Event.

Meeting Date: February 27, 2017

Contact Person/Dept: Arames White-Shearin/PRCS Department
Phone Number: (310) 253-6675

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

Public Hearing: **Action Item:** **Attachments:** Yes No

Commission Action Required: Yes No

Public Notification: (E-Mail) Meetings and Agendas - City Council (02/22/17); (Email) Parks, Recreation and Community Services Commission (02/22/17); (Email) Parks, Recreation & Community Service Department Updates (02/22/17)

Department Approval: Daniel Hernandez, PRCS Director (02/16/17)

RECOMMENDATION

Staff recommends the City Council (1) approve in-kind assistance for the Culver City Healthy Family 5K Run/Walk to be held at West Los Angeles College on April 2, 2017 in an amount not-to-exceed

\$2,656; and (2) if desired, designate the Culver City Healthy Family 5K Run/Walk as a City-sponsored event.

BACKGROUND

The Culver City Teen Center partnered with the Culver-Palms YMCA and the Culver City Rotary Club to present the "First Annual Culver City Healthy Family 5K Run/Walk" (the Healthy Family 5K) on the campus of West Los Angeles College on April 26, 2015. The Event also featured a "YMCA Healthy Kids Day" with children's activities and vendors. In 2015, the proceeds of the race went to Culver-Palms Family YMCA Youth Programs, the Culver City Teen Center, and the Boy Scouts of America.

In 2016, the Healthy Family 5K was approved by the City Council as a City-sponsored event. The event was quite successful last year. In addition to serving as a fundraiser for the YMCA, the Healthy Family 5K raised \$2,100 to fund recreation program scholarships for low-income families.

DISCUSSION

Contribution from the City of Culver City

The proposed contributions from the City of Culver City to the Healthy Family 5K include:

- Staff time in the amount of \$1,102 (Attachment 1).
- Authorization to install three banners in the public right-of-way, three to four weeks prior to the event. The proposed banner locations are, (1) across Overland Avenue in front of the Veterans Memorial Building; (2) across Sepulveda Boulevard near Berryman Avenue and (3) across Washington Boulevard at Walgrove Avenue.
- The fabrication of one street banner at a cost of \$550.00, and the installation of all three street banners at a cost of \$885.00, for a total cost of \$1,435.00. Please note that a representative from the YMCA stated in an email that the organization will pay the City back this \$1,435.00, which is initially being contributed from 10130260.514200 (Youth Center / Special Events).
- The waiver of \$119.00 in fees for the permits required to install the banners.

Benefits to the City of Culver City

This year, expected benefits to the City include promotion of the Culver City Centennial Celebration and the Parks, Recreation and Community Services Department's programs and services, exposure in the media, and community engagement in a positive, health-enhancing event. Due to changes to the event's objectives, the 2017 Culver City Healthy Family 5K Run/Walk is solely a fundraiser for the Culver - Palms YMCA.

Promotion of the Healthy Family 5K

The Event will be promoted in the following ways:

- Flyers sent to Culver City Unified School District students.
- E-blasts to the Culver City Parks, Recreation & Community Service Department Updates, and the Culver - Palms YMCA email distribution lists.
- Website posts on Culver City Chamber of Commerce, City of Culver City, and Culver - Palms YMCA websites.
- The Culver City Healthy Family 5K Walk/Run website (<http://www.runculvercity.com/>).

City Sponsorship

To become City-sponsored, events need to be specifically designated by the City Council and meet the criteria set forth in Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii. This includes 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 \$1,000.00, 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.

If the City Council determines to provide in-kind assistance of at least \$1,000 and designate the Culver City Healthy Family 5K Walk/Run "City sponsored," the Culver - Palms YMCA 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, including logo placement on street banners, where applicable.

FISCAL ANALYSIS

The City Council is requested to determine the amount of financial assistance to provide to the Culver City Healthy Family 5K Walk/Run. The three types of assistance outlined above, which include in-kind staff salary costs, the payment of banner fabrication and installation costs, and the waiver of permit fees, total \$2,656.00. Staff believes that this financial assistance could be provided to the event with limited impacts on the General Fund. In the Fiscal Year 2016/2017 Adopted Budget, \$1,745.00 in 10130260.514200 (Youth Center / Special Events) has been earmarked for the Healthy Family 5K. These funds will be used to pay for the fabrication and installation of the banners, which is estimated at \$1,435.00. As noted earlier, the YMCA will be reimbursing the City for this expense.

ATTACHMENT

1. 2017-02-27 - ATT - Recreation Staff Salary Contribution to the 2017 Culver City Healthy Family 5K Run/Walk

MOTIONS

That the City Council:

1. Determine the amount of financial assistance for the 2017 Culver City Healthy Family 5K Run/ Walk to be in an amount not-to-exceed \$2,656.00; and,
2. (If such in-kind financial assistance is approved and determined to be at least \$1,000.00) Designate the 2017 Culver City Healthy Family 5K Run/ Walk as a City-sponsored event.