



City of Culver City

Staff Report

File #: 16-605, **Version:** 1

Item #: A-4.

CC - Approval of City Sponsorship for the 2017 CicLAvia Event, Produced by CicLAvia, a Non-Profit Organization, to be Partially Held in Culver City

Meeting Date: February 13, 2017

Contact Person/Dept: Carina Saez/Public Works

Phone Number: (310) 253-5601

Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing:

Action Item:

Attachments:

Commission Action Required: Yes No

Public Notification: (E-Mail) Meetings and Agendas - City Council (02/07/17)

Department Approval: Charles D. Herbertson, Public Work Director/City Engineer (02/06/17)

RECOMMENDATION

Staff recommends the City Council approve a request from the producers of CicLAvia for City sponsorship of the event on March 26, 2017.

BACKGROUND/DISCUSSION

On May 9, 2016 the City Council adopted a resolution approving a joint application with the City of Los Angeles and CicLAvia for grant funds through Los Angeles County Metropolitan Transportation Authority's Open Streets Program for the City's second CicLAvia event.

The City was awarded the grant in an amount of \$298,000 to pay for the hard costs for Culver City's services on the day of the event. Following the example of the City's first and very successful CicLAvia event in 2015, CicLAvia has been working closely with the City in partnership to create a strategic plan and develop all event/program elements.

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 to be satisfied. Additionally, 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. As part of the action taken by the City Council on May 9, 2016, the City Council has already approved contributing at least \$1,000 to the event through the grant.

Should CicLAvia receive City-sponsorship, the event producers will be required to list the City as a sponsor and include the City's logo on event banners/signs and in e-mails, on their website, in promotions, press releases and on printed materials, where applicable.

FISCAL ANALYSIS

At its meeting on May 9, 2016 the City Council adopted a resolution approving the submission of a grant application for the Metro Open Streets Grant with a matching amount of 20%. The matching amount will be satisfied through contribution of in-kind administrative costs such as regular staff hours expended in planning and preparing for the event as well as a hard match in the form of a contribution of some overtime personnel costs.

ATTACHMENTS

- 1) 2016-05-09_Staff Report_Resolution_Metro Open Streets Grant for 2017 CicLAvia Event.pdf
- 2) 2016-05-09_Staff Report Attachment #1_CicLAvia 2017 Route Map.pdf
- 3) 2016-05-09_Staff Report Attachment #2_Resolution_Metro Open Streets Grant for 2017 CicLAvia Event.pdf

MOTION

That the City Council:

1. Determine that the City is participating in an official capacity in the planning, preparation or promotion of the CicLAvia Culver City 2017 event;
2. Determine that the City is contributing 25% of the total estimated costs of the civic event or activity or at least \$1,000, whichever is less; and
3. Designate the CicLAvia Culver City 2017 event as a City-sponsored event.