



City of Culver City

Staff Report

File #: 18-0148, Version: 1

Item #: C-4.

CC - Approval of an Amendment to the Memorandum of Understanding with the Culver City Chamber of Commerce Regarding the Parties' Cooperation in Community Events, Projects and the General Economic Development of the City.

Meeting Date: August 28, 2017

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Phone Number: 310-253-5752
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Fiscal Impact: Yes No

General Fund: Yes No

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

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

Public Notification: (E-Mail) Meetings and Agendas - City Council (08/23/2017); Chamber of Commerce (8/01/2017).

Department Approval: Sol Blumenfeld, Community Development Director (08/17/17)

RECOMMENDATION

Staff recommends the City Council approve an Amendment to the Memorandum of Understanding (MOU) between the City and the Culver City Chamber of Commerce (Chamber) for three years with the City Manager having an option to extend the MOU an additional two years. If approved, the MOU could remain in effect until December 31, 2022.

BACKGROUND/DISCUSSION

The City and the Chamber have a significant and long-standing interest in enhancing the City's economic and business environment by attracting business and investment to the community. In cooperation with the Chamber, the City has expended significant resources toward events and projects that serve to benefit the community and the economic development of the City. For the past several years, the City has sponsored and supported various Chamber events which have benefitted the community and the economic development of the City. The purpose of the proposed Amendment

to the MOU is to continue implementation of these objectives.

On February 19, 2008, the City council adopted Resolution 2008-R011 approving Policy 2008-01 relating to Community Organizations (the Policy) and establishing objective criteria by which the City's relationship with various organizations is defined.

Pursuant to the Policy, on May 15, 2009 the City Council and the former Culver City Redevelopment Agency (Former CCRA) approved an MOU with the Chamber to run through December 31, 2010, memorializing the relationship between the City, the Former CCRA and the Chamber and denoting and defining each party's specific duties and responsibilities with regard to such events and/or activities. On November 10, 2010, and again on November 12, 2012, the City Council approved two-year renewals of the MOU.

Staff recommends a new MOU be executed between the City and the Chamber which will continue to supplement the City's economic development and public safety, health and welfare efforts. The City's participation in the MOU serves to share with the Chamber the cost of services for which the City may not otherwise have adequate funds or staff resources to provide. The MOU clearly defines the level of participation and costs borne by the City and the Chamber.

The proposed MOU will provide for the following annual events to be designated as City-sponsored events and sets forth the respective duties and responsibilities of the parties in the production of such events:

- Mayor's Luncheon
- Public Safety Luncheon (at the request of the City)
- Business Expo (at the Veterans' Memorial Complex)
- Other Public Promotional Event(s)

Additional events may be added from time to time as authorized by the City Council. The City retains first-refusal rights related to advertising space in the annual Chamber Directory and the Chamber Map, when produced.

For each event, City staff time may be allocated for the planning, preparation and/or promotion of the events and the Chamber will be eligible for fee waivers for the installation of banners (pending space availability). Such staff time and fee waivers, if requested, will represent the City's minimum financial contribution to qualify the event(s) as City-sponsored.

The MOU sets forth the terms of certain other joint projects that promote and maintain Culver City as a healthy and growing area for commerce and business, including the Business Directory and the Chamber's City Map.

The proposed MOU is a for three-year term expiring December 31, 2020, with an option for the City Manager to grant administrative approval of a two-year extension upon mutual written agreement by the parties at least sixty (60) days prior to the expiration date.

FISCAL ANALYSIS

For each designated Chamber event, 18 hours of staff time will be available for preparation and promotional work, representing a City contribution equivalent to \$1,000 of in-kind staff cost (using total costing for a Management Analyst position). The Chamber will be responsible for all hard costs for the subject events but will be eligible for fee waivers as denoted in Policy 2008-01. Though eligible for certain fee waivers, the Chamber has not requested any during past years. As the City Council has historically provided these in-kind services and approved fee waivers/reductions, no additional fiscal impact will be realized by approving the proposed MOU.

ATTACHMENTS

None.

MOTION

That the City Council:

1. Approve an Amendment to the Memorandum of Understanding with the Culver City Chamber of Commerce regarding the parties' cooperation in community events, projects and the general economic development of the City through December 31, 2020; and,
2. Authorize the City Manager to administratively approve a two-year extension if mutually agreed upon by the parties; and,
3. Authorize the City Attorney to review/prepare the necessary documents; and,
4. Authorize the City Manager to execute such documents on behalf of the City.