



City of Culver City

Staff Report

File #: 20-193, Version: 1

Item #: C-15.

CC - (1) Authorization of Award of \$89,000 in Grants and Designation of 23 Events as City Sponsored through the FY 2019/2020 Special Event Grant Program as Recommended by the Special Event Grant Program City Council Ad Hoc Subcommittee; (2) Authorize Up to \$10,000 in Additional Soft Costs for Special Event Administration; and (3) Authorize the City Manager to Administratively Approve Applicable City Permits and Licenses Needed to Conduct the Events.

Meeting Date: August 26, 2019

Contact Person/Dept: Erica McAdoo/Finance Department

Phone Number: (310) 253-5865

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 (08/21/19); (E-Mail) Stay Informed - Special Events Grant Program (08/21/19)

Department Approval: Onyx Jones, Chief Financial Officer (08/21/19)

RECOMMENDATION

Staff recommends the City Council (1) award \$89,000 in grants and designate 23 events as City Sponsored through the FY 2019/2020 Special Event Grant Program as Recommended by the Special Event Grant Program City Council Ad Hoc Subcommittee; (2) authorize up to \$10,000 in additional soft costs for special event administration; and (3) authorize the City Manager to administratively approve applicable city permits and licenses needed to conduct the events.

BACKGROUND

In January 2017 at the recommendation of the Finance Advisory Committee (FAC), the City Council adopted a Special Event Grant Program Policy (referred to hereafter as "Program"). The purpose of this Program was intended to provide a system of greater fiscal transparency and improve budget

reliability, while allowing event proposers access to a centralized process for initiating requests with the City for funding and sponsorship. Through the Program, eligible special events can either be classified as community/charitable events that have a recreational, cultural and/or social benefit to Culver City residents or signature events that are large scale events that regionally promote and provide measurable economic benefits to the City. Grant awards offered are intended to be used towards City permits, direct staffing services as it relates to conducting the event. In-kind staff costs (soft costs) for administrative or marketing purposes are tracked as an addition to the grant.

Events requiring funding between July 1, 2019 and June 30, 2020 were eligible to apply for the programs third funding cycle. Initial courtesy notifications were issued on January 31, 2019 to prior event proposers to alert them of the FY 2019/2020 application period. A press release was additionally distributed through various media channels of the open application period. Department staff also conducted outreach with event proposers that had previously contacted the City. A “Special Events Grant Program” informational page was opened on through the City’s website to outline the Call-for-Application process schedule along with other program details.

To be considered for grant funding, event proposers registered online to attend a pre-application meeting with various City staff, to assist in determining appropriate fees and charges required to host the event in the City. Following this meeting, applicants then finalized the process through an electronic application made available via the City’s website. At the time of application evaluation, 23 events completed the FY 2019/2020 Special Event Grant Program application process.

DISCUSSION

Program Overview

The Special Event Grant Program City Council Ad Hoc Subcommittee and Staff convened the week of August 12, 2019 to finalize review and evaluation of applications in three primary areas: (1) Event Type; (2) Event Tier; and (3) Grant Award Funding.

The Special Events Grant Program Policy 2017-R006 outlines two event types: (1) community/charitable events and (2) signature events. Community/charitable events serve or benefit locally based organizations and causes and/or provide recreational, cultural and/or social benefits to Culver City residents. Signature events are large-scale events that promote Culver City regionally, attract visitors, provide measurable economic benefits to the City and enhance the quality of life within Culver City with recreational, cultural, social and/or educational activities of interest to the community.

In order to track the types of events supported and the level of support provided over time, Section 5.D of the Special Events Grant Program Policy 2017-R006 outlines the below event criteria and funding:

- Community/Charitable Event Grants:
 - Tier 1 (C1): \$100 - \$2,500

- Tier 2 (C2): \$2,501 - \$7,500
- Tier 3 (C3): \$7,501 - \$15,000 +

- Signature Event Grants:
 - Tier 1 (S1): \$1,000 - \$10,000
 - Tier 2 (S2): \$10,001 - \$25,000
 - Tier 3 (S3): \$2,5001+

Each event was classified by tier based on event size, event budget, required City resources, and community/economic benefit. To provide equitable funding across events, once classified by event type and tier, all events were provided 40% of the maximum range within each tier. Note that special consideration was given to tournaments, as these event types had not previously applied. For first year evaluation purposes, all tournament-type events were classified as Community/Charitable - Tier 1 as the City further considers competitions which involve various substantive revenue streams. Additional resources may be evaluated for future years for these event types.

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, whichever is less. This contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination thereof.

Grant awards are enlisted as maximum amounts that are offered in the form of fee credits to be used to cover fees associated with executing a special event in Culver City, including but not limited to permits, equipment use, facility rental. Credits may be further used towards administrative and/or staff associated costs, subsequent to application towards permits/fees. Additionally, Signature Events may use grants towards banner installation costs.

The Subcommittee is recommending \$89,000 in Grants for the following 23 events, \$10,000 in soft costs (staff time for administration, marketing, etc.), and City sponsorship designation for the following events:

EVENT	GRANT AWARD	SOFT COSTS
California Greenworks Inc.: EarthFestLA Concert	1,000	250
Culver-Palms YMCA: Healthy Family 5K Run/Walk	3,000	250
STAR Eco Station: Children's Earth Day	4,000	1,000
AITYSH USA: Asian World Film Festival	4,000	1,000
A Child's Dream - CA: Back to School Outreach	1,000	250
A Child's Dream - CA: Holiday Outreach	1,000	250
Culver City Arts District: Art Walk*	10,000	750
The Exchange Club: Culver City Car Show	10,000	750
The Exchange Club: Annual July 4th Fireworks & Picnic	18,000	1,000
Screenland 5K: Screenland 5K	10,000	750
Share Our Strength: Taste of The Nation Los Angeles	3,000	250
Westside Repair Cafe: Westside Repair Cafe	1,000	250
Beyond Baroque Foundation: Small Press Book Festival	1,000	250
Ballona Creek Renaissance: Takin' it From the Streets	1,000	250
The Exchange Club: Tribute to Heroes Culver Field of Valor	1,000	250
International Pop Tennis Association: Paddle Tennis Clinic	1,000	250
CC Cultural Affairs Foundation: Tito's Fiesta Mexicana	6,000	500
The RLC Group, Inc.: Hope for the Homeless 5K/10K	1,000	250
L.A. Works Inc.: L.A. Works Pop-Up Day of Service	6,000	500
St. Augustine Catholic Church: Centennial Harvest Festival	3,000	250
Los Angeles School of Gymnastics: LA Lights Tournament	1,000	250
Culver City Historical Society: Founder's Day Picnic	1,000	250
Culver City Garden Club: 67th Annual Garden Club Show	1,000	250
SUBTOTAL:	\$89,000	\$10,000

Subcommittee Grant Award/Sponsorship Recommendations

1. California Greenworks: EarthFest LA Concert: California Greenworks is an environmental non-profit focused on improving the quality of life in urban Los Angeles communities. The mission of the organization is to provide environmental educational programs to urban schools and revitalize urban open spaces. EarthFestLA Concert is an annual event for the environment which is now going into its 11th year in promoting environmental sustainability.

This year's concert event is scheduled to take place on Saturday, April 18, 2020 at Media Park with an expected attendance of 800 attendees throughout the day.

The Subcommittee recommends the City Council approve up to \$1,000 in grant assistance and \$250 in staff costs for the EarthFest LA Concert Event and designation as a City-sponsored event.

2. Culver-Palms YMCA: Healthy Family 5K Run/Walk & Kiddie Race: The Culver-Palms YMCA seeks to play a role in the ongoing effort to get people of all ages into action, to get them moving, to build healthy habits for a better life and a sense of well-being. The Culver City Family 5K Run/Walk & Kiddie Race event is designed to bring families together for a morning of exercise, fun and entertainment to emphasize activity and health and to benefit programs

that help our children grow strong and confident. All proceeds will benefit youth and family programs at the Culver-Palms Family YMCA, to help all adults, families and children in the community, regardless of ability to pay, gain access to programs and resources necessary for them to learn, grow and prosper. An additional event highlight, the West LA College's highly regarded Dental Hygiene Program will be conducting free oral health exams for both kids and adults onsite.

The 2020 event is scheduled to take place on Sunday, May 25th from 8AM - noon at West LA College with an expected attendance of over 500 runners, walkers and spectators.

The Subcommittee recommends the City Council approve up to \$3,000 in grant assistance, \$250 in staff costs and designate the Healthy Family 5K Run/Walk & Kiddie Race a City-sponsored event.

3. STAR Eco Station: Children's Earth Day: The STAR Children's Earth day is both a community and charitable event serving Culver City and beyond. It has been an annual social community event that people of all ages can participate in to celebrate and learn about environmental issues while connecting the care of the planet to the people and animals that live on it. This spectacular and admission free community event is attended by more than 10,000 people annually and has grown over the last 18 years into a multisensory celebration of Earth day with inspired performances, celebrity guests and a spotlight on the animals that live at STAR Eco Station. Children's Earth Day showcases Culver City as a community concerned and informed about the environment and education.

The 2020 event is scheduled to take place on Sunday, April 19th from 10AM - 4PM at the STAR Eco Station.

The Subcommittee recommends the City Council approve up to \$4,000 in grant assistance for the Children's Earth Day Event, \$1,000 in staff costs and designation as a City-sponsored event.

4. AITYSH USA: Asian World Film Festival: The Asian World Film Festival (AWFF), now in its fifth year, brings the best of a broad selection of Asian World cinema to Los Angeles in order to draw greater recognition to the region's wealth of filmmakers and strengthen ties between the Asian and Hollywood film industries. The Festival is unique in its concept, as it predominantly screens films from the Asian Continent which have been submitted to the Academy of Motion Pictures Arts and Sciences and the Golden Globes for Best Foreign Language Film.

The 2019 Festival is planned to take place at the Arclight Cinema in Downtown Culver City, the Festival's venue for the past five years. AWFF will showcase approximately 60 screenings over the course of the festival which will take place Tuesday, November 5 - Wednesday, November 13, 2019, from 9AM - midnight. Select films will be followed by a Q&A with the filmmakers and stars. The Festival will also host a Red Carpet Opening Night

Gala to honor exceptional Asian talent and filmmakers and a Closing Night Gala Awards Presentation.

The Subcommittee recommends the City Council approve up to \$4,000 in grant assistance for the Asian World Film Festival, \$1,000 in staff costs and designation as a City-sponsored event.

5. A Child's Dream - Back to School Event: A Child's Dream - CA aims to meet the essential needs of children through practical means. Annually, the organization holds a Back to School Event, to distribute backpacks, filled with school supplies, personal hygiene products, shoes, and socks. The organization partners with Newbury Barber College (Chatsworth) to provide the children with hairstyles and cuts as well as My Stuff Bags Foundation (Westlake Village), an organization dedicated to providing supplies and resources to children that are in transitional living situations. Families are also provided with healthy living and free child care information, healthy snacks, and gently used clothing.

The Back to School Event is scheduled to take place on Saturday, August, 10, 2019 from 11AM - 2PM at the Culver City Teen Center.

The Subcommittee is recommending a grant of up to \$1,000 which will assist in relieving financial resources previously used for Teen Center rental fees which will in turn be redirected for further outreach efforts and \$250 in staff costs and designation as a City-sponsored event.

6. A Child's Dream - Annual Holiday Event: The mission of A Child's Dream - CA is to help meet the essential needs of children through practical means. December 14, 2019 will mark the 13th Annual Holiday Outreach event where toys along with hygiene products, nutritional snacks, dry and canned goods are distributed to low income children (K-12) and families for the holidays. The goal for 2017 and beyond has been to present new bikes to children who have shown substantial growth in their academics. By partnering with the Culver City Fire Department who delivers toys thru Spark of Love (since 2009) and California Highway Patrol, the organization has been able to receive donated toys and distributed 600 bags of canned and dry goods to families.

The Annual Holiday Event is scheduled to take place on Saturday, December, 14, 2019 from 11AM - 2PM at the Culver City Teen Center.

The Subcommittee is recommending a grant of up to \$1,000 which will assist in relieving financial resources previously used for Teen Center rental fees which will in turn be redirected for further outreach efforts and \$250 in staff costs and designation as a City-sponsored event.

7. Culver City Arts District: Art Walk & Roll Festival: The Culver City Arts District Business Improvement District (CCAD) was officially formed in 2016 and produced its first annual Artwalk Event on October 6, 2017. Art Walk & Roll is a celebration of the diverse artistic,

creative, design, culinary, and specialty businesses within the area. The year's festival would be similar to the prior year event with self-guided gallery tours, interactive experiences, live musical performances, multi-block street closure for vendor booths, music, food trucks along with an emphasis on a less car dependent TOD environment by featuring and demonstrating alternative personal transportation options from electric bikes and scooters.

This year's Art Walk & Roll event is scheduled to take place on Saturday, October, 12, 2019 from 2PM - 6PM in the Culver City Arts District.

The Subcommittee recommends the City Council approve up to \$10,000 in grant assistance, \$750 in staff costs and designate Culver City Arts District's ArtWalk as a City-sponsored event.

8. The Exchange Club: Culver City Car Show: The Culver City Car Show is an annual charitable event organized by the Culver City Exchange Club that attracts car enthusiasts throughout the region. The event entails the competitive display of classic cars in a family friendly environment with food, live music and car-related entertainment. The annual theme highlights the unique intersection with Southern California's car culture and Culver City's prominent role as the "Heart of Screenland." All charitable proceeds from this event go to fund local youth charities such as the Culver Youth Health Center, the YMCA, and annual college scholarships for Culver City High School students.

The 2020 Car Show event is scheduled to take place on Saturday, May 9, 2020 from 10AM - 6PM at Veterans Memorial Park with an expected attendance of over 10,000 exhibitors, vendors and participants throughout the day.

The Subcommittee recommends the City Council approve up to \$10,000 in grant assistance for the 2020 Culver City Car Show (Car Show), \$750 in staff costs and designation as a City-sponsored event.

9. The Exchange Club: Annual Fourth Of July Fireworks and Family Picnic: July 4, 2020 will mark the 53rd year of the annual Culver City Exchange Club Fireworks Display after a year hiatus due to venue construction. The 2020 family-friendly festivities are again planned to be held at the West Los Angeles College from 3PM - 9:30PM. All events will occur on the campus including food trucks, live music, a kids' zone and the fireworks visible throughout the city. The City's role is primarily traffic control for the safe entry and exit of pedestrians and vehicles, bus service re-routing and shuttling services, and onsite emergency medical services.

The Subcommittee recommends the City Council approve up to \$18,000 in grant assistance for the 2019 Culver City Exchange Club Fireworks Display, including \$1,000 in staff costs and designation as a City-sponsored event.

10. Screenland 5K, Inc.: Screenland 5K: Screenland 5K, Inc. is a non-profit public charity 501

(c) (3) raising funds for local charities while ‘developing community’ in a healthful and recreational context where participants can interact in a fun, entertaining and safe way in celebration of Academy Awards Sunday in the “Heart of Screenland.” Community pride is encouraged amongst residents while newcomers are introduced to all that Culver City has to offer as a destination. Hundreds of youth have participating alongside adults who are acting as positive, active, role models. In the lead up to the event, weekly community training sessions will continue to be held, helping Culver City residents to get active and teaching the healthy exercise habits.

The 4th Screenland 5K event is planned from 9AM - 11AM on Academy Sunday 2020 (February 9th). The race course will go down and back on Culver Blvd. to Overland Blvd., with turnaround points at Overland Blvd. and National Blvd.

The Subcommittee recommends the City Council approve up to \$10,000 in grant assistance for the Screenland 5k event, \$750 in staff costs and designation as a City-sponsored event.

11. Share Our Strength: Taste of The Nation Los Angeles: Los Angeles Taste of the Nation for No Kid Hungry is a food and beverage event featuring over 50 chefs, restaurants, breweries, wineries and mixologists from the region coming together to donate their time, talent and passion to end childhood hunger in America. No Kid Hungry seeks to end childhood hunger by ensuring that kids get the healthy meals they need where they live, work and play. The partnership with Culver City in this annual fundraising event has enabled the organization to raise both the fiscal resources and awareness needed to continue in the fight against hunger.

The 2020 Taste of the Nation event is scheduled to take place May 16th from 12:30PM - 4PM, at Media Park.

The Subcommittee recommends the City Council approve up to \$3,000 in grant assistance for the Taste of The Nation event, \$250 in staff costs and designation as a City-sponsored event.

12. Westside Repair Cafe: Westside Repair Café: Repair Cafés are free meeting places with the aim of repairing items as a community. Everything from clothes, furniture, electrical appliances, bicycles, crockery, appliances, toys, etc. can be brought for repair by community volunteer members with expert skills in a variety of fields.

In addition to the volunteer repair stations, a free giveaway and for clothing swap tables are available in addition to a zero waste pot luck and free demonstrations (such as how to use apps; tai chi; gardening, etc.). The event will be scheduled in Fall 2019 and is free and open to the public.

The Subcommittee recommends the City Council approve up to \$1,000 in grant assistance for this event and up to \$250 in staff costs and designation as a City-sponsored event.

13. Beyond Baroque Foundation: Small Press Book Festival: The Small Press Book Festival is a daylong multi-cultural event taking place on September 21, 2019 intended to bring together small presses throughout the greater region to Culver City to display their literary works and to engage the community with voices in the Literary Arts world. As well as tabling, there will be writing workshops, performances and book presentations, along with activities for all ages. This event is co-sponsored by the Culver City Arts Foundation and will take place at the Wende Museum of the Cold War.

The Subcommittee recommends the City Council approve up to \$1,000 in grant assistance for this event and up to \$250 in staff costs and designation as a City-sponsored event.

14. Ballona Creek Renaissance: Takin' it From the Streets: The "Takin' it From the Streets" campaign is being established to bring about awareness on the importance of helping clean the watershed area of the Ballona Creek. The hope is to take the negative stigma out of a personal weekly practice of participating in "cleanersizing" the community. This event would be centered around 8 of the parks of the city with a trained site captain will be assigned to each location.

The Takin' It to The Streets Event will take place in April 2020.

The Subcommittee recommends the City Council approve up to \$1,000 in grant assistance for this event and up to \$250 in staff costs and designation as a City-sponsored event.

15. The Exchange Club: Tribute to Heroes - Culver Field of Valor: To celebrate and commemorate Veterans, Active Military and First Responders, the Culver City Exchange Club is seeking to host a Tribute to Heroes event by posting American Flags at Veterans Memorial Park over the Veteran's Day Weekend. The goal will be to post 500-1,000 3' x 5' American Flags on 7' poles throughout the park starting at the corner of Overland and Culver. Each flag would be adorned by a ribbon stating the name of the person being honored and their branch of service. Personal messages and photos of the individual may also be affixed to the flag pole. Each flag would be purchased by a sponsor with the majority of the raised funds being directed to support Veterans' programs and in particular to combat homelessness among Veterans. The posting of flags would be bracketed by opening and closing ceremonies held on the steps of the Veterans Memorial Auditorium.

The Subcommittee recommends the City Council approve up to \$1,000 in grant assistance for opening and closing event ceremonies and up to \$250 in staff costs and designation as a City-sponsored event.

16. International Pop Tennis Association: Paddle Tennis Clinic: The International Pop Tennis Association in conjunction with local paddle tennis and pickle ball community enthusiasts seek to host a daylong clinic and exhibitions to commemorate the late Culver City Director of Parks, Recreation and Community Services, Syd Kronenthal, who developed the community's public courts. This event will additionally honor the greatest paddle tennis

player of all time, Scott Freedman, a Culver City native who learned to play on the local courts and has won more titles than any other player.

World's top players, including Freedman, would compete and conduct clinics for guests of all ages and abilities at Paddle Tennis Park and Veterans Auditorium on Saturday, November 30th for this full-day event.

The Subcommittee recommends up to \$1,000 in grant assistance for this event and up to \$250 in staff costs and designation as a City-sponsored event.

17. CC Cultural Affairs Foundation: Tito's Fiesta Mexicana: To commemorate National Taco & Vodka Day, Tito's Tacos and Tito's Vodka seeks to host its 2nd Annual Fiesta Event. Using the parking lot of Tito's Tacos as the venue, the Fiesta Mexicana will take place on Friday, October 4th to bring together good food, entertainment and community for a good cause.

It is the desire of Tito's Handmade Vodka and Tito's Tacos to have the proceeds from the upcoming Fiesta Event to appropriately benefit a local charity - and, the most obvious charity to be the recipient of these funds is the Culver City Cultural Affairs Foundation in light of the fact that the Fiesta Event itself will be a traditional celebration of the Mexican Culture which has long been a meaningful part of Culver City's past and present. Fortuitously, Tito's Vodka has generously offered to match the amount of funds raised at the Fiesta Event to double the overall donation benefiting the charity of record.

The Subcommittee recommends the City Council approve up to \$6,000 in grant assistance for this event and up to \$500 in staff costs and designation as a City-sponsored event.

18. The RLC Group, Inc.: Hope for the Homeless 5K/10K: The RLC Group seeks to host a first Hope for the Homeless 5K and 10K (2 loops of the 5K route) in the City of Culver City. The race will provide runners a route that accomplishes their feat of healthy living and well-being with an 1K Kid's Run which provides kids the ability to participate with their parents/families. The proceeds from the race (participation entry fee for each category minus race expenses) will go directly to the organizations that focus on helping the homeless return to normalcy and live healthy - Back On My Feet and Feed the Homies. The former organization focuses on providing job training to help place the homeless in jobs, partner with shelters to provide housing and place the homeless in apartments and help them understand financial responsibilities so that they can live on their own and budget their checks and living expenses to pay rent. The latter organization focuses on providing healthy meals and takeaway meal packs to the homeless.

This event will be scheduled for Spring 2020.

The Subcommittee recommends the City Council approve up to \$1,000 in grant assistance for this event and up to \$250 in staff costs and designation as a City-sponsored event.

19. L.A. Works Inc: L.A. Works Pop-Up Day of Service: L.A. Works seeks to bring its 2nd Pop-Up Service Day to the City of Culver City. This event brings together hundreds of volunteers to focus on a pressing local issue at a fun, festive pop-up event. For this event, corporate and community volunteers participate in action, advocacy, and assembly activities at Veterans Memorial Park. To keep the volunteers engaged and moving, L.A. Works creates stations for teams of volunteers to rotate through as they complete hands-on projects addressing an important issue of equity impacting community members. Items collected and created on the day will benefit nonprofits and citizens of Culver City, as well as throughout the Greater Los Angeles region. Additionally, interactive education and advocacy stations support efforts to address inequity by offering facilitated conversations around a chosen issue.

The 2020 Pop Up Day of Service event is scheduled to take place June 13th at Veterans Memorial Park.

The Subcommittee recommends the City Council approve up to \$6,000 in grant assistance for this event and up to \$500 in staff costs and designation as a City-sponsored event.

20. St. Augustine Catholic Church: Centennial Harvest Festival: St. Augustine Parish has served our Culver City community for over 100 years. Each year, St. Augustine Parish hosts its Harvest Festival, a public event that is open to the entire community and serves the purpose of community building within the City. The annual Harvest Festival event allows for multi-generational fun and multi-cultural food and varied entertainment to bring diverse people of the community together. This year's centennial celebration highlights the tremendous work the parish community has contributed over the past 100 years to improve, serve and sustain the great City of Culver.

The Centennial Harvest Celebration will take place from October 26 - 27th.

The Subcommittee recommends the City Council approve up to \$3,000 in grant assistance for this event and up to \$250 in staff costs and designation as a City-sponsored event.

21. Los Angeles School of Gymnastics: LA Lights Rhythmic Gymnastics Tournament: The Los Angeles School of Gymnastics annually presents its LA Lights Tournament of Champions event. This tournament celebrates the athletic challenges of rhythmic gymnastics, attracting top female athletes from across the United States and the entire world. Teams scheduled to compete in the LA Lights Tournament of Rhythmic Gymnastics Champions include USA National Team Members, Sweden National Team, Ukraine National Team, Russia National Team, Belarus National Team, Italy National Team, Israel Maccabi Team, Puerto Rico National Team, Canada National Team, Chinese National Team, Turkey National Federation, Armenia National Team, Cyprus, Mexico and Australia National Team.

The LA Lights Rhythmic Gymnastics Tournament will take place from January 24 - 27th.

The Subcommittee, in turn, recommends up to \$1,000 in grant assistance for this event and

up to \$250 in staff costs and designation as a City-sponsored event.

22. The Culver City Historical Society: Culver City Historical Society Founder's Day Picnic: Annually, in celebration of the City's founding (September 22), the Culver City Historical Society hosts a Founder's Day Picnic. The event consists of lunch and live music at the picnic tables of Veteran's Park. The Historical Society's Archives and Resource Center is also open to the public that day to encourage guests to visit the exhibits.

The Culver City Historical Society Founder's Day Picnic will take place on September 19, 2019.

The Subcommittee recommends up to \$1,000 in grant assistance for this event and up to \$250 in staff costs and designation as a City-sponsored event.

23. Culver City Garden Club: 67th Annual Garden Club Show: The Culver City Garden Club (CCGC) Show is a free, public, family-friendly gardening event held for 2 days each year in spring, since 1953. Highlights of the CCGC Show include a Horticultural Competition; Plant and Flower Exhibition, Plant and Gardening Decor Sale, Vendors and Raffle Prizes (donated by area businesses ranging from Culver City to Santa Monica). The event also feature Gardening Education delivered via workshops, presentations, demos and a Master Gardener Advice and Information Team from the University of California Cooperative Extension Master Gardener Program.

The Annual Garden Club Show will take place in May 20, 2020.

The Subcommittee recommends up to \$1,000 in grant assistance for this event and up to \$250 in staff costs and designation as a City-sponsored event.

It should be noted that the recommended Events may not yet have all of the required approvals needed from third parties (i.e. private property owners) to conduct their respective Events. In addition, there is the possibility that, as the Event planning process moves forward, circumstances could change and not all of the Events may ultimately be held. If that is the case, the grant recipient would forfeit their grant award.

All awardees must pay all applicable taxes/assessments (including district assessments) and meet all other obligations as specified in the event agreement, including but not limited to, obtaining appropriate business licensing, event permitting, and operating in compliance with all City-established schedules as a condition of the grant.

Administrative Approval of City Permits and Licenses

In order to streamline the planning and coordination of Events, staff recommends the City Council authorize the City Manager to administratively approve related permits and licenses needed to

conduct the Events, provided such permits and licenses are consistent with the scope of the Event as set forth in the grant application. For example, several of the event organizers intend to use City-owned property and/or equipment for their Events (i.e. EarthFest LA Concert, Car Show, Taste of the Nation, Screenland 5K

and Asian World Film Festival), which will require a license agreement. Additionally, three events (AITSYH USA: Asian World Film Festival, Culver City Arts District: Art Walk & Roll, and the Culver City Exchange Club: Culver City Car Show), have identified within their special event applications the need for alcohol use permits for beer/wine gardens in conjunction with their request for designation as City-sponsored events. Given that the award of grant funds to the event organizers is an implicit approval of these Events in concept, and in order to eliminate the need to return to City Council for approval of the related permits and licenses, staff recommends the City Council delegate this function to the City Manager. Such administrative authority would not include the Special Events Permit, which would continue to be issued by the Committee on Permits and Licenses.

FISCAL ANALYSIS

The FY 2019/2020 Adopted Budget includes \$92,000 for the Special Event Grant Program (10116100.517560). There is sufficient funding to support the recommendations of the Special Event Grant Program City Council Ad Hoc Subcommittee with a reserve of \$3,000 in anticipation of off-cycle special event requests. The FY 2019/2020 Adopted Budget further includes sufficient funding in various departmental accounts to cover the requested \$10,000 in soft costs for special event administration.

ATTACHMENTS

1. Special Events Grant Program Policy - Resolution 2017-R006
2. FY 2019/2020 Special Event Grant Program Calendar

RECOMMENDED MOTION

That the City Council:

1. Authorize Award of \$89,000 in Grants and Designate 23 Events as City Sponsored through the FY 2019/2020 Special Event Grant Program;
2. Authorize Up to \$10,000 in Additional Soft Costs for Special Event Administration; and
3. Authorize the City Manager to Administratively Approve Applicable City Permits and Licenses Needed to Conduct the Events, Provided Such Permits and Licenses are Consistent with the scope of the Event as Set forth in the Grant Application (Such Authority Shall Not Apply to the Required Special Events Permit, which Shall Continue to be Issued by the Committee on

Permits and Licenses).