



City of Culver City

Staff Report

File #: 23-224, Version: 1

Item #: C-5.

CC - CONSENT ITEM: Approval of a Memorandum of Understanding (MOU) for Events with the Culver City Downtown Business Association (DBA) for City-Sponsored Events through December 31, 2025.

Meeting Date: October 10, 2022

Contact Person/Dept.: Elizabeth Garcia, Office of Economic & Cultural Development
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Fiscal Impact: Yes No **General Fund:** Yes No

Attachments: Yes No

Commission Action Required: Yes No

Public Notification: (E-Mail) Meetings and Agendas - City Council (10/05/2022); Culver City Downtown Business Association (10/05/2022)

Department Approval: Jesse Mays, Assistant City Manager (09/27/2022)

RECOMMENDATION

Staff recommends the City Council approve a Memorandum of Understanding (MOU) for Events with the Culver City Downtown Business Association (DBA) through December 31, 2025.

BACKGROUND/ DISCUSSION

On February 19, 2008, the City Council approved Resolution 2008-R011 approving City Council Policy 2008-01, enabling community organizations to enter into memoranda of understanding with the City defining their relationship and denoting responsibilities for each of the parties. This process allows for ongoing cooperative relationships with an organization and, in this particular case, specifies recurring collaborative events to be approved by the City Council through a contractual agreement.

On August 17, 2009, the City Council and former Culver City Redevelopment Agency (CCRA) Board

approved such an MOU with the DBA for a one-year period. The MOU has been renewed multiple times over the past several years, jointly by the former CCRA and the City Council, and by the City Council alone after the former CCRA was dissolved. Most recently, on November 16, 2021, the MOU for Events was renewed for a term expiring December 31, 2022. However, during the term of the current MOU, City staff and the DBA have discussed changes the parties would like to make to the existing process for events. The proposed MOU would supersede the remaining term of the existing MOU and apply to the events occurring for the remainder of the year. Staff is also recommending a longer term for the proposed MOU through December 31, 2025.

The stated purpose of City Council Policy 2008-01 is to provide a mechanism by which staff and authorized community organizations may plan and stage events, waive predetermined fees, and/or utilize staff time with City approval through contractually specified standards and terms. In addition to the DBA's annual holiday tree lighting event in Downtown Culver City, the DBA requests sponsorship of the annual Halloween event in Town Plaza, both subject to applicable conditions and restrictions. Further, the MOU serves as a vehicle whereby staff and the DBA may request additional events be presented to the City Council for consideration.

The event(s) covered by the MOU augment the City's own economic development activities. Participation in this MOU allows the City to effectively share costs with the DBA to provide services that the City may not have the funds or staff resources to otherwise provide. The City's permit fees for the 2021 Halloween event and the 2021 Christmas Tree Lighting event were \$1,940.00 combined.

FISCAL ANALYSIS

The MOU for Events clearly defines the level of participation by the DBA and the City and any related event costs. Staff time of up to 20 hours per year per event for permit coordination, planning and promotional assistance of in-kind staff costs.

Requests for permit fee waivers may be approved by the City Manager or referred to the City Council for consideration, at the City Manager's discretion.

ATTACHMENT

1. Memorandum of Understanding for Events

MOTIONS

That the City Council:

1. Approve a Memorandum of Understanding with the Culver City Downtown Business Association designating certain event(s) as City-sponsored events through December 31, 2025; and
2. Authorize the City Attorney to review/prepare the necessary documents; and

3. Authorize the City Manager to execute such documents on behalf of the City.