



City of Culver City

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Staff Report

File #: 24-688, **Version:** 1

Item #: C-5.

CC - CONSENT ITEM: (1) Award of an Off-Cycle Special Events Grant to the Culver City Exchange Club and Designate the 20th Annual Culver City Car Show as a City-Sponsored Event; (2) Approval of Related Street Closures in Downtown Culver City; and (3) Authorization to the City Manager to Approve Applicable City Permits and Licenses Required to Produce the Event.

Meeting Date: February 26, 2024

Contact Person/Dept: Edgar Varela / Office of Economic and Cultural Development

Phone Number: (310) 253-5752

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Attachments: Yes ☒ No ☐

Public Notification: (E-Mail) Meetings and Agendas - City Council (02/20/2024)

Department Approval: Jesse Mays, Assistant City Manager (02/16/2024)

RECOMMENDATION

Staff recommends the City Council (1) award of an Off-Cycle Special Events Grant to the Culver City Exchange Club and designate the 20th Annual Culver City Car Show as a City-Sponsored Event; (2) approve related street closures in Downtown Culver City; and (3) authorize the City Manager to approve applicable City permits and licenses required to produce the event.

BACKGROUND

On January 22, 2024, the City Council directed staff to agendize consideration of a City sponsorship for the Culver City Car Show produced by Culver City Exchange Club. Sponsorship could be via an off-cycle special events grant or by permitting the event as an Additional Event pursuant to Section 4 of the current Downtown Business Association (DBA) Memorandum of Understanding (MOU). In discussing the process to consider the request, it was determined, with the DBA and Exchange Club, that the most efficient and timely process for this year would be via an off-cycle special event grant. The Exchange Club is a 501(c)(3) charitable non-profit organization that has produced the Car Show for 19 years. The 20th annual Car Show event is proposed to occur on Saturday May 11,

2024. This year, the Exchange Club would like to relocate the event to Downtown Culver City, where it was originally produced.

In the Adopted Budget for Fiscal Year 2023-2024, the City Council allocated \$92,000 in grants for 15 events per the recommendation of the Special Events Grant Program City Council Ad Hoc Subcommittee. The Special Events Grant Program Policy 2017-R006 allows the City Council to approve off-cycle Special Events Grant utilizing approved contingency funding. The Adopted Budget for Fiscal Year 2023-2024 currently includes \$30,000 in contingency for special event liability insurance and off-cycle City sponsorship requests.

To be categorized as a “sponsored” event by the City, an event must meet the criteria outlined in the Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii and City Council Policy No. 2502 (Special Events Grant Program), 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 coverage of fees, or any combination thereof. Additionally, City Council Policy requires that for an event to be considered City-sponsored, the City Council determine, by specific action, that the above criteria have been met. The proposed event meets the criteria for City sponsorship.

As a requirement for event sponsorship, the Exchange Club must identify the City of Culver City as a sponsor in all promotional materials. Additionally, all permit applications must be submitted prior to the initiation of any City promotional efforts, including the installation of banners.

DISCUSSION

The Culver City Car Show was first produced in 2004 in Downtown Culver City as a collaboration between the Exchange Club and the late George Barris, legendary car customizer and creator of TV and movie cars (i.e., Batmobile, Green Hornet and the Munster Koach). The 2024 event relocation back to Downtown Culver City would require numerous road closures, Culver CityBus re-routing and traffic engineering staffing requiring a higher level of support than in recent years (Attachment 1).

On January 25, 2024, the Special Events Grant Program City Council Ad Hoc Subcommittee reviewed the Exchange Club’s City Sponsorship request and recommends an allocation of \$15,000 from the contingency to support the 20th Annual Culver City Car Show. The Subcommittee, however, noted that the applicant is required to apply during the open application period of the special events grant program for Fiscal Year 2024-2025 and that future applications made via the Off-Cycle grant process would not be considered.

The recommended in-kind support and permit fee waivers are as follows:

Requested Fee Credit	Estimated Cost
Staff Hours (40 hours+)	\$2,800
CCPD x8 (Set-up Closure)	\$2,820
LSO x4 (Set-up Closure)	\$3,760
Banner Installation	\$800
Special Event Permit	\$200
Street Closure (Engineer)	\$1,600
Contingency	\$3,000
TOTAL ESTIMATE	\$14,980

Security for the event will be provided by a private firm in collaboration with the City to ensure a well-produced, economically beneficial and safe event for businesses and residents of Culver City.

This event is a signature event for the City with both cultural and economic benefits featuring live entertainment, family friendly programming and an opportunity to support Downtown Culver City businesses.

FISCAL ANALYSIS

The Adopted Budget for Fiscal Year 2023-2024 includes \$30,000 for Off-Cycle Special Event grant contingency allocation in Account No. 10116100.517560 (Non-Departmental - Special Event Grants). The Council Subcommittee recommends a \$15,000 allocation to the Exchange Club for this event. The remaining contingency available for Fiscal Year 2023/2024 would be \$15,000.

ATTACHMENTS

1. Proposed Downtown Street Closures Site Plan

MOTION

That the City Council:

1. Award an in-kind, off-cycle special events grant to the Culver City Exchange Club and

designate the 20th Annual Culver City Car Show on May 11, 2024 as a City-Sponsored Event;

2. Approve related street closures in Downtown Culver City;
3. Authorize the City Manager to approve applicable City permits and licenses required to produce the event;
4. Authorize the City Attorney to review/prepare the necessary documents; and,
5. Authorize the City Manager to execute such documents on behalf of the City.