



City of Culver City

Staff Report

File #: 24-1092, Version: 1

Item #: A-3.

CC - ACTION ITEM: Award of an In-Kind Off-Cycle Special Event Grant in the Minimum Amount of \$1,000 in City Staff Time, to the Institute for Public Strategies for the S.W.I.F.T Youth Summit and Live Well Resource Fair and Designate the Event as a City-Sponsored Event.

Meeting Date: June 10, 2024

Contact Person/Dept: Jesse Mays, Assistant City Manager

Phone Number: City Manager's Office - (310) 253-6000

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 (06/06/2024)

Department Approval: John Nachbar, City Manager (06/03/2024)

RECOMMENDATION

Staff recommends the City Council consider awarding an in-kind, off-cycle special event grant in the minimum amount of \$1,000 in City staff time to the Institute for Public Strategies for the S.W.I.F.T Youth Summit and Live Well Resource Fair and designate the event as a City-sponsored event.

BACKGROUND/DISCUSSION

At the City Council meeting on May 13, 2024, Mayor McMorris received consensus to bring an item regarding providing a donation to the Institute for Public Strategies for the S.W.I.F.T Youth Summit and Live Well Resource Fair.

Institute for Public Strategies

According to the Institute for Public Strategies webpage (www.publicstrategies.org <http://www.publicstrategies.org>):

“IPS is a public health organization. We specialize in implementing upstream,

population-level prevention programs that reduce health disparities and advance equity. We work alongside residents and other stakeholders to advocate for policy and systems change to protect health and safety, prevent community trauma, and expand opportunities so that people can reach their full potential.

Initiated in 1991, the Institute for Public Strategies (IPS) originally focused on providing media advocacy services and training and technical assistance. IPS was formally incorporated as a nonprofit organization in 1992. It soon became clear to us that media advocacy was not a stand-alone strategy. It needed to be part of a well-designed, comprehensive approach.

IPS was fortunate to learn about the breadth of prevention from great expert researchers, which enabled us to engage in broader, more productive prevention work. Over time, IPS began operating its own projects, performing prevention implementation on large research initiatives and providing technical assistance and training to many government agencies and program operators across the nation. IPS emerged as a leader in program design and implementation of “environmental” or “upstream” prevention in the public health and safety field. We have learned how to help other agencies nationwide and internationally to apply strategic approaches with holistic project design and operation. We have worked on projects that range in size from small towns or neighborhoods to initiatives that are statewide and international in scale.

In the early years, we worked in projects with multi-state sites including Community Trials to Reduce Alcohol Trauma and, with the American Medical Association, A Matter Of Degree (AMOD) - a college-community alcohol and binge drinking prevention program - as well as on our own international Cross-Border Teen Drinking Program. Our expansive body of innovative work continues today. Initial staff consisted only of IPS’s founder, James Baker. We now have over 50 employees and offices in multiple California cities [including Culver City], as well as in Montana and Maryland.”

S.W.I.F.T Youth Summit and Live Well Resource Fair

The S.W.I.F.T. Youth Summit (Substance-prevention & Wellness Initiatives for Future Transformation) and the subsequent Live Well Resource Fair will take place on June 23, 2024, from 10 AM to 5 PM at Virginia Ave Park, 2200 Virginia Avenue, Santa Monica, CA 90405. The goal is to promote substance use prevention and wellness among youth, ultimately contributing to a healthier, more informed, and connected community.

The S.W.I.F.T. Youth Summit is designed to provide high-school aged students from Culver City High, Santa Monica High and Venice High School, with the tools and knowledge they need to make informed decisions about their health and well-being. This summit will feature interactive workshops, motivational speakers, and informative sessions focusing on substance use prevention, mental health, and overall wellness. The goal is to inspire future leaders by equipping them with the skills necessary for a healthy and successful life.

Following the summit, the Live Well Resource Fair will take place from 2 PM to 5 PM. This fair will serve as a vibrant community gathering, offering resources and information from various

organizations dedicated to health, wellness, and community support. It will be an opportunity for attendees to connect with local resources and learn about the services available to them.

Funding Request

IPS is requesting funding or donations to help make the Youth Summit a success. The budget for the Youth Summit is \$5,000, which will be used for items including rental of a 360-degree camera, speaker fees, promotional materials, and participant refreshments. Part of the budget is also earmarked for workshops and interactive sessions. IPS is also requesting a City presence at a booth at the resource fair.

City Sponsorship

To be categorized as a “sponsored” event by the City, an event must meet the criteria set forth in City Council Policy No. 2502 (Special Event 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. The City may also consider approving an in-kind marketing sponsorship to help build awareness about the event. The Council Policy require both (a) and (b) conditions be satisfied.

This event could meet the criteria for City Sponsorship if the City council approved a donation of at least \$1,000, consisting of staff time to promote the event via an in-kind marketing sponsorship. As a requirement for event sponsorship, the organizers for the events must identify the City of Culver City as a sponsor of the event in all promotional materials.

FISCAL ANALYSIS

The fiscal impact depends on the sponsorship amount approved by City Council. The in-kind sponsorship, comprised of providing marketing and promotion support on the City’s website, GovDelivery email blasts and social media platforms, which must equate to a minimum value of \$1,000, can be absorbed with existing staff resources and will not require direct funding.

ATTACHMENTS

1. 2024-06-10 ATT Save the Date for S.W.I.F.T Event

MOTION

That the City Council:

Award an in-kind, off-cycle special events grant in the minimum amount of \$1,000 in City staff time to the Institute for Public Strategies for the S.W.I.F.T Youth Summit and Live Well Resource Fair and designate the event as a City-Sponsored Event.