



City of Culver City

Mike Balkman
Council Chambers
9770 Culver Blvd.
Culver City, CA 90232
(310) 253-5851

Staff Report Details (With Text)

File #: 18-01227 **Version:** 1 **Name:** 2018/19 Special Events Grants Program - Award Recommendations
Type: Minute Order **Status:** Action Item
File created: 5/2/2018 **In control:** City Council Meeting Agenda
On agenda: 6/25/2018 **Final action:**
Title: CC - (1) Authorization of Award of \$89,732 in Grants to 19 Event Applicants for the 2018-19 Special Event Grant Period; (2) Authorize the Chief Financial Officer to Approve up to \$2,268 in Contingencies for these Events; (3) Authorize Up to \$8,050 in Additional Soft Costs for Special Event Administration; (4) Designation of 16 Events as City-Sponsored Events, as Recommended by the Special Event Grant Program City Council Ad Hoc Subcommittee; and (5) Authorize the City Manager to Administratively Approve Applicable City Permits and Licenses Needed to Conduct the Events.

Sponsors:

Indexes:

Code sections:

Attachments: 1. 2018-19 Special Event Grant Application and Program Guidelines, 2. 2018-19 Special Event Grant Program: Summary of Fees/Recommendations

Date	Ver.	Action By	Action	Result
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CC - (1) Authorization of Award of \$89,732 in Grants to 19 Event Applicants for the 2018-19 Special Event Grant Period; (2) Authorize the Chief Financial Officer to Approve up to \$2,268 in Contingencies for these Events; (3) Authorize Up to \$8,050 in Additional Soft Costs for Special Event Administration; (4) Designation of 16 Events as City-Sponsored Events, as Recommended by the Special Event Grant Program City Council Ad Hoc Subcommittee; and (5) Authorize the City Manager to Administratively Approve Applicable City Permits and Licenses Needed to Conduct the Events.

Meeting Date: June 25, 2018

Contact Person/Dept: Jeff Muir/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 (06/20/18); (E-Mail) Stay Informed - Special Events Grant Program (06/20/18)

Department Approval: Jeff Muir, Chief Financial Officer (06/19/18)

RECOMMENDATION

Staff recommends the City Council (1) award \$89,732 in grants to 19 event applicants for the 2018-19 Special Event Grant Period; (2) authorize the Chief Financial Officer to approve up to \$2,268 in contingencies for these Events; (3) authorize up to \$8,050 in soft costs (staff time) for special event administration; (4) designate 16 Events as City-Sponsored Events as recommended by the FY 18-19 Special Event Grant Program City Council Ad Hoc Subcommittee (Subcommittee); and (5) 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).

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 community/charitable with a recreational, cultural and/or social benefit to Culver City residents or large-scale, signature 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 for marketing purposes are tracked as an addition to the grant.

Events requiring funding between July 1, 2018 and June 30, 2019 were eligible to apply for the programs second funding cycle. Initial courtesy notifications were issued on March 13, 2018 to prior event proposers to alert them of the forthcoming application period. A press release was distributed in March through various media channels of the open application period. Department staff also conducted outreach with event proposers that had previously made contact. A "Special Events Grant Program" informational page was opened on through the City's website to outline the Call-for-Application process schedule and along with other program details.

To be considered for grant funding, event proposers registered online to attend a mandatory 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. The 2018-19 Special Event Grant Program application period closed April 27, 2018. At the time of closing, 19 events representing sixteen organizations completed the 2018-19 Special Event Grant Program application process.

DISCUSSION

Program Overview

The Subcommittee convened on May 1 and May 7, 2018 to review and evaluate applications submitted for two areas: (1) Grant Award Funding and (2) City Sponsorship consideration.

For grant funding, the review included determining how best to apply grants with consideration that City staff evaluated and provided estimates totaling approximately \$160,000 in City fees and charges across the 19 event applications received. Applications included detailed descriptions of each events, discussion of applicant's prior event experience, marketing/outreach plans, detailed event budgets, prior event promotional material samples and event letters of support. Of the applications received, 11 of the events had received City Council funding and sponsorship approval through the first year of the Special Event Grant Program, which provided some historical context for amounts previously waived by the City.

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.

The Subcommittee is recommending \$89,732 in Grants for the following 19 events, \$8,050 in soft costs (staff time for administration, marketing, etc.), and City sponsorship designation for the following 16 events:

EVENT	GRANT AWARD	SOFT COSTS	SPONSORSHIP
California Greenworks Inc.: EarthFestLA Concert	1,178	250	Yes
CC DBA.: Hip & Historic Halloween	973	250	Yes
CC Symphony Orchestra: 40 Years Fetta Concert	1,250	125	No
CCUSD: Robert Frost Auditorium Reopening	711	125	Yes
Culver-Palms YMCA: Healthy Family 5K Run/Walk	1,900	250	Yes
Digital Media Wire: Mayor's Innovation Summit & Awards	240	800	Yes
Film Independent: LA Film Festival	3,481	500	Yes
STAR Eco Station: Children's Earth Day	1,861	500	Yes
AITYSH USA: Asian World Film Festival	2,815	500	Yes
A Child's Dream - CA: Back to School Outreach	1,000	125	No
A Child's Dream - CA: Holiday Outreach	1,000	125	No
Culver City Arts District: Art Walk	8,945	250	Yes
The Exchange Club: Culver City Car Show	5,425	1,000	Yes
The Exchange Club: Annual Fourth Of July Fireworks	42,095	1,000	Yes
Screenland 5K: Screenland 5K	10,312	1,000	Yes

Share Our Strength: Taste of The Nation Los Angeles	2,482	250	Yes
The Whole 9, Inc.: Affair of the Arts - Fall 2018	1,469	250	Yes
The Whole 9, Inc.: Affair of the Arts - Spring 2019	1,469	250	Yes
TedX Culver City: TedTalks	1,125	250	Yes
Contingency	2,268	250	Yes
GRAND TOTAL:	\$92,000	\$8,050	16

Subcommittee Grant Award/Sponsorship Recommendations

1. 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 10th year in promoting environmental sustainability.

This year's concert event is scheduled to take place on Saturday, October 20, 2018 at Media Park with an expected attendance of 800 attendees throughout the day.

The Subcommittee recommends the City Council approve up to \$1,178 in grant assistance and \$250 in staff costs for the EarthFest LA Concert Event and designate it as a City-sponsored event.

2. Culver City Downtown Business Association: Hip & Historic Halloween: The Culver City DBA will host this Sunday afternoon event for Culver City children to dress in costume and trick-or-treat at Downtown Culver City businesses. During last year's event, over two dozen businesses participated in handing out candy to costumed children along with the Fire Department. For two hours, the sidewalks and businesses are packed with parents and their children enjoying a wonderful afternoon downtown. This year's event will include Halloween-related activity on Town Plaza including a photo opportunity booth, temporary Halloween displays for the afternoon, and an event stage in Town Plaza. Local businesses are encouraged to participate and local schools are encouraged to attend.

The Halloween Event will take place on Sunday, October 28, 2018 at in Downtown Culver City and Town Plaza with an expected attendance of 500+.

The Subcommittee recommends the City Council approve up to \$973 in grant assistance and \$250 in staff costs for the Hip & Historic Halloween Event and designate it as a City-sponsored event.

3. Culver City Symphony Orchestra: Forty Years Fetta Concert: The Culver City Symphony Orchestra was founded in Westchester in 1963 and has performed regularly at Veterans Memorial Auditorium (VMA) since 2000, since being invited by the City of Culver City to perform. Throughout the 2018-19 season, the orchestra will be celebrating "Forty Years of Fetta" recognizing its Conductor and Music Director, Frank Fetta, who was initially appointed

as conductor of the Orchestra, then known as the Marina del Rey Westchester Symphony Orchestra, for the 1978-79 season. The Orchestra and is currently working on detailed planning of the 2018-19 season and expects to designate one concert during the season as the primary celebration of "Forty Years of Fetta."

Concert dates are being confirmed with the Veterans Memorial Building and will be reflected in future media releases. The event is anticipated to have an audience of 200 - 250.

The Subcommittee recommends the City Council approve up to \$1,250 in grant assistance and \$125 in staff costs for the Forty Years Fetta Concert.

4. Culver City Unified School District: Robert Frost Auditorium Reopening: The Robert Frost Auditorium has been under renovation for approximately two years. In anticipation of its reopening, the CCUSD will be planning a street festival and gala event to allow the community to share in the celebration. The street festival will include live music, art experiences, and fantastic food. Once inside the auditorium, guests will experience the state-of-the-art facility with live performances from CCUSD students and special guests. All proceeds from the event will support K-12 arts education in CCUSD.

The reopening event is scheduled to take place on Saturday, September 29, 2018 throughout the day with the gala taking place from 6PM - 9PM at the Robert Frost Auditorium.

The Subcommittee recommends the City Council approve up to \$711 in grant assistance for the Robert Frost Auditorium Reopening, \$125 in staff costs and designate it as a City-sponsored event.

5. Culver-Palms YMCA: Healthy Family 5K Run/Walk & Kiddie Race: The Culver-Palms 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 2019 event is scheduled to take place on Sunday, May 26th 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 \$1,900 in grant assistance, \$250 in staff costs and designate the Healthy Family 5K Run/Walk & Kiddie Race a City-sponsored event.

6. Digital Media Wire, Inc.: Mayor's Innovation Summit & Awards: The Mayor's Innovation Summit & Awards (tentative name) will be a first-class business event to be held annually in Culver City showcasing the city's position at the center of Los Angeles County's growing business ecosystem for creativity and innovation. The event, which will be hosted by the City's Mayor and will feature Culver City-based business leaders as speakers and attendees.

For the first year, the summit will feature executive panels and fireside chats focused on cutting-edge topics relevant to the Culver City entertainment, media and technology businesses. In addition to the panels and fireside chats, the event will conclude with an awards component recognizing key Culver City-based business leaders.

The Summit & Awards event will tentatively take place in Fall 2018 with first year attendance capped at 150.

The Subcommittee recommends the City Council approve up to \$240 in grant assistance for the inaugural Mayor's Innovation Summit & Awards, \$800 in staff costs, and designate it as a City-sponsored event.

7. Film Independent: LA Film Festival: The LA Film Festival is an annual event dedicated to showcasing independent films, TV and episodic work from emerging storytellers, alongside filmmaker-driven studio titles. The Festival fosters valuable alliances and working relationships between independent artists and the film industry. Signature programs include Coffee Talks, the Spirit of Independence Award, FastTrack (a film financing market) and We the People, a two-day summit committed to advancing inclusion within the entertainment industry by serving as a solution-oriented call to action.

The 2018 LA Film Festival will run from September 20 - 28th and will host screenings at the Arclight Cinema's in Town Plaza as well as hosting events in spaces like the Culver Hotel, One Culver, and others. The festival draws a crowd of over 5,000 attendees.

The Subcommittee recommends the City Council approve up to \$3,481 in grant assistance, \$500 in staff costs and designate the LA Film Festival as a City-sponsored event.

8. 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, as well as a charitable event directly serving the community of Culver City. It has been an annual social community event that people of all ages can participate in while they 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 free admission community event is attended by more than 10,000 people annually 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 2019 event is scheduled to take place on Saturday, April 22nd from 10AM - 4PM at the STAR Eco Station.

The Subcommittee recommends the City Council approve up to \$1,861 in grant assistance for the Children's Earth Day Event, \$500 in staff costs and designate it as a City-sponsored event.

9. AITYSH USA: Asian World Film Festival: The Asian World Film Festival (AWFF), now in its fourth 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 2018 Festival is planned to take place at the Arclight Cinema in Downtown Culver City, the Festival's venue for the past three years. AWFF will showcase approximately 60 screenings over the course of the festival which will take place Wednesday, October 24 - Thursday, November 1, 2018, 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 \$2,815 in grant assistance for the Asian World Film Festival, \$500 in staff costs and designate it as a City-sponsored event.

10. 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, 18, 2018 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 \$125 in staff costs.

11. 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 16, 2018 will mark the 11th 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, 15, 2018 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 \$125 in staff costs.

12. Culver City Arts District: Art Walk: 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. ArtWalk is a celebration of the diverse artistic, creative, design, culinary, and specialty businesses within the area. The event would be similar to its prior year event with self-guided gallery tours, interactive experiences and musical performances. The CCAD also plans to work enhance this year's program which will include a multi-block street closure for vendor booths, live music, and food trucks. Along with the ArtWalk's emphasis on the arts, this year's event will also create an active vision of a less car dependent TOD environment by featuring and demonstrating personal transportation options from electric bikes and scooters and other forms of personal transportation as alternatives to bikes and cars.

This year's ArtWalk event is scheduled to take place on Saturday, October, 6, 2018 from 2PM - 6PM in the Culver City Arts District.

The Subcommittee recommends the City Council approve up to \$8,945 in grant assistance, \$500 in staff costs and designate Culver City Arts District's ArtWalk as a City-sponsored event.

13. 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 2019 Car Show event is scheduled to take place on Saturday, May 11, 2019 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 \$5,425 in grant assistance for the 2019 Culver City Car Show (Car Show), \$1,000 in staff costs and designate it as a City-sponsored event.

14. The Exchange Club: Annual Fourth Of July Fireworks and Family Picnic: July 4, 2019 will mark the 53rd year of the annual Culver City Exchange Club Fireworks Display. The 2019 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. The fireworks, however, are visible throughout the city. The City's role is primarily traffic control for the safe entry and exit of pedestrians and vehicles, including the re-routing of bus services in the area to assist with this aim.

The Subcommittee recommends the City Council approve up to \$42,095 in grant assistance for the 2019 Culver City Exchange Club Fireworks Display, including \$24,000 in cash outlays, \$1,000 in staff costs and designate it as a City-sponsored event.

15. Screenland 5K, Inc.: Screenland 5K: Screenland 5K, Inc. is a non-profit public charity 501 (c) (3) raising funds for local charities and for an extraordinary experience for volunteers, runners, spectators and partners. The purpose of the Culver City Screenland 5K is to 'develop community' in a healthful and recreational context where participants can interact in a fun, entertaining and safe way while celebrating Academy Awards Sunday in the "Heart of Screenland." Community pride will be encouraged amongst residents while newcomers will be 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 3rd Screenland 5K event is being planned from 9AM - 11AM on Academy Sunday 2019 (February 24th). 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 \$10,312 in grant assistance for the Screenland 5k event, \$1,000 in staff costs and designate it as a City-sponsored event.

16. 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 2019 Taste of the Nation event is scheduled to take place June 9th from 12:30PM - 4PM, at Media Park.

The Subcommittee recommends the City Council approve up to \$2,482 in grant assistance for the Taste of The Nation event, \$250 in staff costs and designate it as a City-sponsored event.

17. Affair of the Arts (Fall 2018): The Affair of the Arts is a biannual, multi-day, art and music Festival with over 50 vendor booths selling paintings, hand-blown glass, photographs, jewelry, ceramic pottery, desserts and beverages.

The event is hosted by the Whole Nine, an art gallery and arts and crafts business located in Downtown Culver City. The proposed Fall 2018 event is scheduled to take place on Friday, November 2, 2018 from 5PM - 8PM, Saturday, November 3, 2018 from 10AM - 5PM and Sunday, November 4, 2018 from 10AM - 5PM in Town Plaza.

The Subcommittee recommends the City Council approve up to \$1,469 in grant assistance for the Fall 2018 Affair of the Arts event, \$250 in staff costs and designate it as a City-sponsored event.

18. Affair of the Arts (Spring 2019): The Affair of the Arts is a biannual, multi-day, art and music Festival with over 50 vendor booths selling paintings, hand-blown glass, photographs, jewelry, ceramic pottery, desserts and beverages.

The event is hosted by the Whole Nine, an art gallery and arts and crafts business located in Downtown Culver City. The proposed Spring 2019 event is scheduled to take place on Friday, May 3, 2019 from 5PM - 8PM, Saturday, May 4, 2019 from 10AM - 5PM and Sunday, May 5, 2019 from 10AM - 5PM in Town Plaza.

The Subcommittee recommends the City Council approve up to \$1,469 in grant assistance for the Spring 2019 Affair of the Arts event, \$250 in staff costs and designate it as a City-sponsored event.

19. TEDx Culver City: TedTalks: TED is a nonprofit organization devoted to Ideas Worth Spreading. In the spirit of Ideas Worth Spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event. TEDx Culver City plans to next feature fascinating speakers to share their viewpoints on the theme of "Breaking Barriers," wherein the organization will explore various aspects of this theme through talks about personal motivation, storytelling, and the limits of technology. The purpose behind the choice of this theme is to connect, celebrate, and share the stories of those who have crossed hurdles and gotten remarkable things accomplished.

Plans are underway for the 2018-19 TEDx Talk, which will continue to feature live speakers, live music, snacks, and refreshments. Confirmed dates/times will be reflected in future media releases.

The Subcommittee recommends the City Council approve up to \$1,125 in grant assistance for TEDx Culver City, "Breaking Barriers" Talks, \$250 in staff costs, and designate it 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, 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, the Culver City Exchange Club plans on conducting a beer and wine garden in Veterans Memorial Park during the Car Show Event, which requires a separate permit; and 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 Hip & Historic Halloween, Affair of the Arts (Fall 2018 and Spring 2019), LA Film Festival and Asian World Film Festival), which will require a license agreement. 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 impact to the General Fund is anticipated to be \$89,732 for the 16 recommended events that met the deadline for the second year application cycle. However, in anticipation variance between estimates and actual costs along with off-cycle event requests, the recommendation of the City Council Special Events Grant Program Ad Hoc Subcommittee is to appropriate \$2,268 in contingency funding, for a total of \$92,000 for Fiscal Year 2018-19. Staff recommends the Chief Financial Officer have the authority to approve the usage of the contingency funding if deemed necessary.

The Fiscal Year 2018-19 Proposed Budget includes \$92,000 for the Special Event Grant Program (10116100.517560). Subject to the City Council's approval of the 2018-19 Budget, there will be sufficient funding in to support the recommendations of the Special Event Grant Program City Council Ad Hoc Subcommittee.

ATTACHMENTS

1. 2018-19 Special Event Grant Application and Program Guidelines
2. 2018-19 Special Event Grant Program: Summary of Fees/Recommendations by Event

RECOMMENDED MOTION

That the City Council:

1. Authorize Award of \$89,732 in Grants to 19 Event Applicants for the 2018-19 Special Event Grant Period; and
2. Authorize the Chief Financial Officer to Approve up to \$2,268 in Contingencies; and
3. Authorize Up to \$8,050 in Additional Soft Costs for Special Event Administration;
4. Designate 16 Events as City-Sponsored Events as Recommended by the City Council Ad Hoc Special Event Grant Program Subcommittee; and
5. 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).