City of Culver City

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Staff Report Details (With Text)

File #:	22-188	**Version:**	1	**Name:**	Sponsorship Requests: Leela Dance & Culver Arts
Type:	Minute Order			**Status:**	Action Item
File created:	8/9/2021			**In control:**	City Council Meeting Agenda
On agenda:	8/23/2021			**Final action:**	
Title:	CC - (1) Consideration of Sponsorship Request from Leela Dance Collective in Support of a Pop-Up Dance Performance as Part of their ReSound: Kathak in the Streets Event; (2) Consideration of Sponsorship Request from the Culver City Arts Foundation in Support of the Tito's Fiesta Mexicana Event; (3) If Desired, Designation of One or Both of these Events as City-Sponsored and Determination of the Level of Financial Assistance (In-Kind or Otherwise); and (4) FOUR-FIFTHS VOTE REQUIREMENT: Approval of a Related Budget Amendment to Carryover $22,493.50 from Fiscal Year 2020/2021 Funds to the Special Events Program Grant Account.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:					

Date	Ver.	Action By	Action	Result
8/23/2021	1	City Council Meeting Agenda		

CC - (1) Consideration of Sponsorship Request from Leela Dance Collective in Support of a Pop-Up Dance Performance as Part of their *ReSound: Kathak in the Streets* Event; (2) Consideration of Sponsorship Request from the Culver City Arts Foundation in Support of the *Tito's Fiesta Mexicana* Event; (3) If Desired, Designation of One or Both of these Events as City-Sponsored and Determination of the Level of Financial Assistance (In-Kind or Otherwise); and (4) FOUR-FIFTHS VOTE REQUIREMENT: Approval of a Related Budget Amendment to Carryover $22,493.50 from Fiscal Year 2020/2021 Funds to the Special Events Program Grant Account.

Meeting Date: August 23, 2021

Contact Person/Dept: Darren Uhl/PRCS

Phone Number: (310) 253-6655

Fiscal Impact: Yes [X] No [] **General Fund:** Yes [X] No []

Public Hearing: [] **Action Item:** [X] **Attachments:** []

Commission Action Required: Yes [] No [X] **Date:**

Public Notification: (Email) Meetings and Agendas - City Council (08/18/2021)

Department Approval: Armando Abrego, PRCS Director (08/11/2021)

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RECOMMENDATION

Staff recommends City Council (1) consider a request from Leela Dance Collective to provide in-kind sponsorship for a pop-up dance performance as part of their *ReSound: Kathak in the Streets* event; (2) consider a request from the Culver City Arts Foundation to provide in-kind and financial sponsorship for the *Tito's Fiesta Mexicana* event; and (3) if desired, designate one or both of these events as City-sponsored and determine the level of financial assistance (in-kind or otherwise); and (4) approve a related budget amendment to carryover $22,493.50 from Fiscal Year 2020/2021 funds to the Special Events Program Grant account **(four-fifths vote requirement).**

BACKGROUND

Leela Dance Collective and the ReSound Event

On July 12, 2021, the City Council agreed to consider a request from Ms. Carrie McCune of Leela Dance Collective (the "Collective") for sponsorship of a pop-up dance performance as part of their Culver City *ReSound: Kathak in the Streets* event. *ReSound* is a 10-day celebration of kathak dance to be held during September 2021. It will be featured at various locations in both the San Francisco Bay area and the Los Angeles area. The event showcases street performances and workshops to educate and inspire audiences of all ages.

The Leela Dance Collective is the only one of its kind Indian-American dance company that brings together leading and emerging kathak artists. The Collective has created and performed critically acclaimed works that are at once grounded in tradition and boldly innovative. The Collective performs for more than 10,000 people annually. In addition, Leela Dance Collective's arts education programs reach more than 5,000 K-12 and university students, introducing them to India's rich artistic traditions. Through its performances and educational programming, Leela Dance Collective brings the joy of kathak dance to audiences and communities worldwide.

Culver City Arts Foundation and Tito's Fiesta Mexicana

On August 9, 2021, the City Council agreed to consider a request from Jim Clarke, former Culver City Mayor and Chair of the Culver City Arts Foundation, for sponsorship of *Tito's Fiesta Mexicana*. The Culver City Arts Foundation (the "Foundation") is a local 501(c)(3) charitable organization. Its mission is to inspire the community and support the creative culture of Culver City through fiscal grants. The Foundation's goals are to preserve the past, enrich the present and create the future of arts and culture in Culver City.

Tito's Fiesta Mexicana is a cultural event focused on Mexican heritage, entertainment and food. It is held on October 4th to celebrate National Taco Day and National Vodka Day. The event was held as a public party in 2018 and 2019. In 2020, the day was commemorated with a goodie bag distribution. This year, Tito's Handmade Vodka and Tito's Tacos restaurants are again teaming up to host Tito's Fiesta Mexicana, with proceeds being donated to the Culver City Arts Foundation to help the organization fulfill its mission.

DISCUSSION

Leela Dance Collective Sponsorship Request

In Culver City, *ReSound* is being planned for Sunday, September 26, 2021. The Collective is requesting the use of Town Plaza from 5 - 7 PM. The pop-up dance performance starts at 5:30 PM and is expected to last approximately 30-minutes. The performance is free and open to the public. Prior to the pop-up event, the Collective will be hosting two dance workshops at another venue which are not included in the sponsorship request. The workshops are $10.00 per person.

The Collective's sponsorship request is as follows:

	REQUESTED IN-KIND CITY SERVICE	ESTIMATED COST
1	Staff Time for Administrative Review	$1,002.00
2	Special Event Permit Fee	$30.00
3	Recycling Waste Plan Permit Fee	$10.00
4	Event Monitor Fee (PRCS Staff)	$50.00
5	Staff Time for Marketing	$167.00
	TOTAL	**$1,259.00**

There will be amplified sound during the pop-up, so the Collective is required to submit a *Permit For Sound Systems and/or Live Music* to the Culver City Police Department. The permit stipulates that they must garner support from 70% of the businesses/residences within a 300-foot radius of their amplified sound. Per the established protocol, all applicable City permits must be obtained by the organization for the event to proceed.

In recognition of the requested support from City Council, the Collective would include the City's logo on all promotional materials and related outreach and mention Culver City in the press release.

Cultural Arts Foundation Sponsorship Request

Tito's Fiesta Mexicana is on Monday, October 4, 2021, from 3 PM until 9 PM. It will primarily take place in the parking lot of Tito's Tacos, 11222 Washington Place, Culver City, CA 90230 (just west of Sepulveda Boulevard). The entire parking lot will be fenced-off and security will be hired. The Foundation is requesting a road closure of the Tuller Avenue cul-de-sac adjacent to Tito's. There will be amplified sound for the entertainment, which includes Mariachi groups, Folkloric dancers and a special guest star comedian.

The Foundation's sponsorship request is as follows:

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	REQUESTED IN-KIND CITY SERVICE	ESTIMATED COST
1	Staff Time for Administrative Review	$1,002.00
2	Special Event Permit Fee	$30.00
3	Recycling Waste Plan Permit Fee	$75.00
4	Staff Time for Marketing	$167.00
5	Additional Trash & Recycling Bins	$172.00
6	Reserving Parking on Washington Place	n/a or TBD
	In-Kind City Service Total	**$1,446.00**
	REQUESTED FINANCIAL ASSISTANCE	**ESTIMATED COST**
1	Installation & Removal of 3 Street Banners	$2,620.00
2	Occasional CCPD Presence / Drive-By (two Officers for 6 hours each)	$5,640.00
3	Fire Safety Officer (one Officer for 6 hours)	$3,000.00
	Financial Assistance Total	**$11,260.00**
	TOTAL REQUEST FOR CITY SUPPORT	**$12,706.00**

Should *Tito's Fiesta Mexicana* receive City-sponsorship, the event organizers will list the City as a sponsor of the event in e-mails, on their websites, in promotions, press releases and on printed materials, where applicable

City Sponsorship

To be categorized as a "sponsored" event by the City, an event must meet the criteria set forth in 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 waiver of fees, or any combination thereof.

The CCMC and Policy require both (a) and (b) conditions be satisfied. Additionally, City Council Policy requires that in order for an event to be considered City-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

On Tuesday, July 27, 2021, City staff met with the members of the *Ad Hoc Fiscal Year 2021-22 Special Events Grant Program Subcommittee*, Vice Chair Daniel Lee and Council Member Albert Vera. The Ad Hoc Subcommittee was informed that the in-kind costs for the pop-up dance performance were anticipated to be approximately $300.00. The Subcommittee Members expressed support for City-sponsorship of the event. After the meeting, staff time for administrative review was added to the list of in-kind costs. Thus, the costs meet the $1,000 threshold. In addition, the Ad Hoc Subcommittee expressed support for City-sponsorship of *Tito's Fiesta Mexicana*.

FISCAL ANALYSIS

Approval of sponsorship of the *ReSound* Dance Pop-Up would total approximately $1,259.00 of in-kind assistance.

Approval of sponsorship of *Tito's Fiesta Mexicana* would total approximately $1,446.00 of in-kind

assistance.

The Fiscal Year 2021/2022 Adopted Budget includes $25,000.00 for the Special Event Grant Program (Account No. 10116100.517560). In addition, $22,493.50 is available in Fiscal Year 2020/2021 funds for carryover in this account. Should the City Council approve the requested budget amendment **(four-fifths vote requirement)**, there will be $47,493.50 for requests such as this. The City Council may wish to consider using $11,260.00 of this funding for the City-sponsorship of *Tito's Fiesta Mexicana.* If so, the remaining account balance will be 36,233.50.

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Consider the sponsorship request from the Leela Dance Collective and provide direction to staff as appropriate; and,

2. Consider the sponsorship request from the Culver City Arts Foundation and provide direction to staff as appropriate; and,

3. If desired, designate the one or both of these events as a City-sponsored events and determine the level of assistance the City will provide; and,

4. Approve a related budget amendment to carryover $22,493.50 from Fiscal Year 2020/2021 funds to the Special Events Program Grant account **(four-fifths vote requirement).**

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