



City of Culver City

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Staff Report Details (With Text)

File #: 22-731 **Version:** 1 **Name:** Approve City-Sponsorship: Screenland 5K
Type: Minute Order **Status:** Consent Agenda
File created: 2/2/2022 **In control:** City Council Meeting Agenda
On agenda: 2/28/2022 **Final action:**
Title: CC - (1) Award of an Off-Cycle Special Events Grant in the Amount of \$10,000.00 and Designation of the Screenland 5K as a City-Sponsored Event, as Recommended by the Special Events Grant Program City Council Ad Hoc Subcommittee; (2) Approve the Necessary Street Closures and Issuance of a Street-Use Permit; and (3) Authorization to the City Manager to Administratively Approve Applicable City Permits and Licenses Needed to Conduct the Event.

Sponsors:

Indexes:

Code sections:

Attachments: 1. 2022-02-28 - ATT 1 Screenland 5K Course Map

Date	Ver.	Action By	Action	Result
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Meeting Date: February 28, 2022

Contact Person/Dept: Darren Uhl/PRCS

Phone Number: (310) 253-6655

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Public Hearing: ☐ **Action Item:** ☐ **Attachments:** ☒

Commission Action Required: Yes ☐ No ☒ **Date:**

Public Notification: (Email) Meetings and Agendas - City Council (02/23/2022)

Department Approval: Armando Abrego, PRCS Director (02/21/2022)

RECOMMENDATION

Staff recommends the City Council (1) award \$10,000.00 in an off-cycle special event grant and designate the Screenland 5K a City-Sponsored event, as recommended by the Special Events Grant Program City Council Ad Hoc Subcommittee; (2) approve the necessary street closures and issuance of a Street-Use Permit; and (3) authorize the City Manager to administratively approve applicable City permits and licenses needed to conduct the event.

BACKGROUND

Due to the suspension of 2020's Special Events Grant Program application cycle, the City Council is currently considering off-cycle special event support requests as outlined in the Special Events Grant Program Policy.

On January 24, 2022, the City Council referred the Screenland 5K to the Special Events Grant Program City Council Ad Hoc Subcommittee (Subcommittee) for consideration of its off-cycle Special Events Grant Program and City-Sponsorship request. The members of the Subcommittee, Vice Mayor Vera and Council Member McMorris, indicated their support of the event and made their recommendation to staff on Thursday, February 3, 2022.

DISCUSSION

Screenland 5K

The Screenland 5K will take place on March 27, 2022. The route is entirely on public right-of-way, with necessary street closures to secure the route commencing at 5:00 AM, and the 5K run taking place from 8:00 AM until 12:00 PM (Attachment 1). Rolling re-opening of the streets will occur progressively, as participants pass tactical points along the route, to reduce impacts to the community. The temporary traffic control devices used for the street closures will be moved to adjacent parking lanes and parkways during the rolling opening, and will be picked-up by the event organizer's contractor over approximately two hours, following the full opening.

During the setup and event hours, some driveways to residences and businesses along the route will be unavailable in order to ensure safety of the participants. Ample notice will be given to these residents and businesses. Alternate parking accommodations will be made for them, such as by providing temporary parking permits on adjacent streets. Parking within the 5K route will not be available to ensure the safety of participants, and temporary no parking signs will be posted to provide notice, in conformance to City policy. The Transportation Department will re-route buses for the duration of the street closures and will post notifications at affected bus stops in advance.

For the convenience of participants who come to Culver City from a distance, the City's public parking structures will be open early. However, the event will encourage use of public transit, and alternate modes of active transportation. To this end, a bike valet will be available to secure the bicycles of those who bike to the event.

Key goals of the Screenland 5K have been and will continue to be to develop community and provide extraordinary experiences. Participants will run and walk past famous movie and TV studios and tour downtown Culver City while encouraging physical fitness and goal setting. Culver City's legacy as "The Heart of Screenland" will be highlighted and reinforced. 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 will participate alongside adults who will act as positive, active, role models. In preparation for the event, weekly community training sessions will be held, helping Culver City residents to get active and reinforcing healthy exercise habits. There will be musical performances, utilizing amplified sound, along the route and at the finish line, to highlight the link with The Heart of Screenland.

Previous Grants and Screenland 5K 2022 City Costs

The Screenland 5K event has received City support for four years, beginning in 2017. The Special Events Grants awarded in 2018 and 2019, and the Special Events Grant Program Ad Hoc Subcommittee 2022 recommendations are as follows:

Screenland 5K	
Grant	\$10,312
Staff Costs	\$1,000
2018 Total	\$11,312
Grant	\$10,000
Staff Costs	\$750
2019 Total	\$10,750
Grant	\$10,000
Staff Costs	\$0
2022 Recommendation	\$10,000

The 2022 City costs listed below are higher than in previous years. The detailed information below was not available at the time of the Ad Hoc Subcommittee's meeting on February 3, 2022. Gavin Mc Kiernan, the event's organizer, has been made aware of this information.

SCREENLAND 5K 2022	
Types of Requested City Service	Actual Costs
Special Event Fee	\$30.00
Special Event Recycling Fee	\$125.00
Banner Permit Fee	N/A
Banner Permit - IT Surcharge	N/A
Banner Installation Fee	N/A
EPO Recycling	
Public Works Staff - Traffic Lights Connections	\$2,902.88
Public Works Mobility & Traffic Engineering: Staff on the Day of the E	\$2,881.00
Parking: Street Use Permit	\$325.00
Parking Structures: Openings + Staff	\$935.00
Transportation: Bus Re-Routing	\$3,909.98
Special Event Police Department Staffing	\$8,280.71
Media Park: \$500/day * 2 Days for Set-up/Breakdown	\$1,000.00
TOTAL	\$20,389.57
Refundable Deposit for Media Park	\$3,000.00

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 coverage 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.

The Screenland 5K meets the criteria for City sponsorship.

FISCAL ANALYSIS

The Fiscal Year 2021/2022 Adopted Budget included \$25,000 for the Special Events Grant Program (Account No. 10116100.517560). On August 23, 2021, the City Council approved a carryover of \$22,493.50 from Fiscal Year 2020/2021 funds resulting in a total of \$47,493.50.

Previous Special Events Grant Program awards this fiscal year include:

SEGP Awards as of 02/23/2022		
Date	Beginning Balance	\$47,493.50
08/23/21	Tito's Fiesta Mexicana	-\$8,000.00
08/23/21	Leela's ReSound Dance Pop-Up	-\$1,259.00
09/13/21	Art Walk and Roll Festival	-\$10,000.00
09/13/21	Car Show	-\$1,788.00
10/11/21	Asian World Film Festival Art Show	-\$3,020.50
01/10/22	Small Book Publishers Fair	-\$1,037.00
	Remaining Balance	\$22,389.00

The City Council may wish to consider using \$10,000.00 of the \$22,389.00 remaining to assist Screenland 5K. If so awarded, the remaining amount available for other off-cycle special events grants will be \$12,389.00.

Taste of the Nation for No Kid Hungry will be requesting an off-cycle special events grant. This event received grants for \$2,732.00 in 2018 and for \$3,250.00 in 2019. It is also anticipated that organizers for the *Pride* event and the *2022 Car Show* will be requesting City sponsorship and the concomitant fee credits for street banners. All three of these events are scheduled to be held before the beginning of the Fiscal Year 2022/2023 Special Events Grant Program cycle.

ATTACHMENTS

1. 2022-02-28 - ATT 1 Screenland 5K Course Map

MOTIONS

That the City Council:

1. Award 10,000.00 in an off-cycle special event grant and designate the Screenland 5K as a City-Sponsored event, as recommended by the Special Events Grant Program City Council Ad Hoc Subcommittee;
2. Approve the necessary street closures and issuance of a Street-Use Permit and,
3. 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).