



City of Culver City

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Staff Report Details (With Text)

File #: 22-861 **Version:** 1 **Name:** Designate the Culver City Car Show as a City-Sponsored Event
Type: Minute Order **Status:** Consent Agenda
File created: 3/16/2022 **In control:** City Council Meeting Agenda
On agenda: 3/28/2022 **Final action:**
Title: CC - CONSENT ITEM: (1) Award of an Off-Cycle Special Event Grant in the Amount of \$1,788 and Designation of the Culver City Car Show as a City-Sponsored Event, as Recommended by the Fiscal Year 2021/2022 Special Events Grant Program City Council Ad Hoc Subcommittee; and (2) Authorization to the City Manager to Administratively Approve Applicable City Permits and Licenses Needed to Conduct the Event.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Contact Person/Dept.: Francisca Castillo /PRCS
Phone Number: (310) 253-6645

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 (03/28/2022);

Department Approval: Armando Abrego, PRCS Director (03/16/2022)

RECOMMENDATION

Staff recommends the City Council (1) award an off-cycle special event grant in the amount of \$1,787.76 and designate the Culver City Car Show a City-Sponsored event, as recommended by the Fiscal Year 2021/2022 Special Events Grant Program City Council Ad Hoc Subcommittee; (2)

authorize the City Manager to administratively approve applicable City permits and licenses needed to conduct the event.

BACKGROUND

On March 14, 2022, the City Council referred the Culver City Exchange Club's Culver City Car Show to the Fiscal Year 2021/2022 Special Events Grant Program City Council Ad Hoc Subcommittee (Subcommittee) for consideration of an off-cycle Special Events Grant Program and City-Sponsorship request. Members of the Subcommittee include Vice Mayor Vera and Council Member McMorris.

In 2018 and 2019, the grant application cycle was held once annually, and applications were accepted from numerous organizations during the grant application period. Because the Special Events Grant Program was temporarily suspended due to the coronavirus pandemic, the City Council is currently considering off cycle special event support requests as outlined in the Special Events Grant Program Policy. The special event support awarded for the 2021 Culver City Car Show was granted during the off cycle period. The request for the 2022 Car Show will fall within Fiscal Year 2021/2022.

DISCUSSION

The Culver City Car Show, "Cruisin' Back to the 50's" 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.

The 2022 Car Show is scheduled to take place on Saturday, May 7, 2022, from 9:00 AM - 3:00 PM, at West Los Angeles College with an expected attendance of over 10,000 exhibitors, vendors, and participants throughout the day.

Summary of Previous City Support and 2021 City Support Requested

This event has received City support in past years and has been previously identified as a "Signature Event." The table below displays past support along with the 2022 level of support recommended by the Subcommittee.

	Car Show
Grant	\$5,245
Staff Costs	\$1,000
2018 Total	\$6,425
Grant	\$10,000
Staff Costs	\$750
2019 Total	\$10,750
Grant	\$1,788
Staff Costs	\$0
2021 Total	\$1,788
Grant	**\$1,788
Staff Costs	\$0
2022 Recommendation	\$1,788

** This year the Exchange Club's only request is for banner placement. There are two row banner spaces available during the time period needed to publicize the Car Show, one on Overland Avenue and one on Sepulveda Boulevard. The fees associated with two row banners are \$1,787.76, as shown below.

Expense	One Row Banners	Two Row Banners
Permit	\$119.00	\$119.00
Installation/Removal	\$800.00	\$1,600.00
Tech Surcharge	\$36.76	\$68.76
TOTAL	\$955.76	**\$1,787.76

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

determine, by specific action, that the above criteria have been met.

The Culver City Car Show meets the criteria for City sponsorship. The Exchange Club is required to identify the City of Culver City as a sponsor of the Event in all promotional materials.

FISCAL ANALYSIS

The Fiscal Year 2021/2022 Adopted Budget includes \$25,000.00 for the Special Event Grant Program (Account No. 10116100.517560). On August 23, 2021, the City Council approved a carryover of \$22,493.50 in Fiscal Year 2020/2021 funds in this account resulting in a total of \$47,493.50.

Previous Special Events Grant Program awards this fiscal year include:

SEGP Awards as of 3/15/2022		
Date	Beginning Balance	\$47,493.5
08/23/21	Tito's Fiesta Mexicana	-\$8,000.0
08/23/21	Leela's ReSoundance Pello	-\$1,259.0
09/13/21	Art Walk and Roll Festival	-\$10,000.0
09/13/21	Car Show	-\$1,788.0
10/11/21	Asian World Film Festival Art Show	-\$3,020.5
01/10/22	Small Book Publishers Fair	-\$1,037.0
02/28/22	Screenland 5K	-\$10,000.0
	Remaining Balance	\$12,389.0

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Staff recommends the City Council award an off-cycle special event grant in the amount of \$1,787.76 and designate the Culver City Car Show as a City-Sponsored event, as recommended by the Fiscal Year 2021/2022 Special Events Grant Program City Council Ad Hoc Subcommittee; and
2. Authorize the City Manager to administratively approve applicable City permits and licenses needed to conduct the event.