



## Staff Report Details (With Text)

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**On agenda:** 5/22/2023      **Final action:**

**Title:** CC - ACTION ITEM: (1) Designation of the 2023 Juneteenth Event as City-Sponsored; (2) Award of an Off-Cycle Special Event Grant in the Amount of \$10,000 in the Form of In-Kind and/or Direct Funding for Event Production; and (3) Authorization to the City Manager to Administratively Approve Agreements, Permits and Licenses Needed to Conduct the Event.

**Sponsors:**

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Date	Ver.	Action By	Action	Result
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**Meeting Date:** May 22, 2023

**Contact Person/Dept.:** Edgar Varela, Office of Economic and Cultural Development

**Phone Number:** 310-253-5752

**Fiscal Impact:** Yes  No       **General Fund:** Yes  No

**Attachments:** Yes  No

**Commission Action Required:** Yes  No       **Date:**  
**Commission Name:**

**Public Notification:** (E-Mail) Meetings and Agendas - City Council (05/18/23)

**Department Approval:** Jesse Mays, Assistant City Manager (05/16/2023)

### RECOMMENDATION

Staff recommends the City Council (1) designate the 2023 Juneteenth event as a City-sponsored

event, (2) award an off-cycle special event grant in the amount of \$10,000 in the form of in-kind and/or direct funding for event production; and (3) authorize the City Manager to administratively approve applicable City agreements, permits and licenses needed to conduct the event.

## **BACKGROUND**

In June 2022, the City, in collaboration with former Mayor Daniel Lee and the Equity and Human Relations Advisory Committee, produced a Juneteenth event to commemorate the emancipation of enslaved people in the United States. The event was held in Downtown Culver City and featured music, dancing and spoken word presentations. The event was presented as a family friendly experience with several hundred guests in attendance.

On May 8, 2023, Vice Mayor McMorris requested that the City Council consider sponsoring a 2023 Juneteenth program on Saturday June 17, 2023 at the Ivy Station. The Wende Museum will produce the event in collaboration with Vice Mayor McMorris and School Board Member Tristan Ezidore.

## **DISCUSSION**

The 2023 Juneteenth event is anticipated to occur between 11:00 AM - 2:00 PM on Saturday, June 17, 2023 on the Event Lawn at Ivy Station (8840 National Boulevard), below the Metro platform. This year's program, which is still under development, will potentially include speakers, performers, food trucks and vendors. The event will be free for attendees of all ages. City staff and resources may be required to assist in the production of the event relative to permits, insurance, staffing and coordination.

Although various sponsors have pledged donations, it is uncertain whether City funding may be needed if production costs exceed the pledged donations. In that case, funds may be available in the special event grant program contingency and/or unallocated special event grant fund.

### *City Sponsorship Criteria*

To become City-sponsored, events need to be specifically designated as a City-sponsored event by the City Council. As part of such City sponsorship, event producers would be eligible to post banners in the public right-of-way promoting the sponsored event. 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., 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 requires both (a) and (b) conditions be satisfied. Additionally, 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.

If approved by the City Council, the City would be contributing \$10,000 in the form of in-kind and/or direct funding, which would qualify the 2023 Juneteenth event for City sponsorship. As part of City sponsorship, the event producer will be required to include the City's logo, as a sponsor, on all event

promotional materials, including banners in the public right-of-way, if posted.

## **FISCAL ANALYSIS**

The Wende Museum will be responsible for obtaining necessary permits, providing required insurance, and serving as the non-profit fiscal receiver for this event. Given the imminent timing of the event, it is recommended the City Council award an off-cycle special event grant in the amount of \$10,000 to provide financial and in-kind assistance similar to the 2022 event (City produced). The total amount of 2022 City assistance was approximately \$10,326 and included Police and Life Safety staffing (\$1,410), banner installation (\$800), permit/recycling fees (\$1,215) and producer fees (\$6,500). If the event is designated as City Sponsored, the City's Special Events Manager will collaborate with the event organizer on the production of the event, resulting in budgetary savings. Therefore, it is anticipated that \$10,000 will be a sufficient budget to pay for the event.

At this time, the remaining contingency amount available for other off-cycle Special Events Grant Program awards is currently \$12,000. There is an additional \$32,000 of unallocated funds available in Account #10116100.517560 (Non-Departmental - Special Events Grant Program).

## **MOTIONS**

That the City Council:

1. Designate the 2023 Juneteenth event as City-sponsored; and
  
2. Award an off-cycle special event grant in an amount not-to-exceed \$10,000 in the form of direct and in-kind funding; and
  
3. Authorize the City Manager to administratively approve applicable City permits and agreements needed to conduct the event; and
  
4. Authorize the City Attorney to review/prepare the necessary documents; and
  
5. Authorize the City Manager to execute such documents on behalf of the City.