



Staff Report Details (With Text)

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File created: 10/20/2023 **In control:** City Council Meeting Agenda
On agenda: 11/13/2023 **Final action:**
Title: CC - CONSENT ITEM: Approval of an Amendment to the Memorandum of Understanding (MOU) with the Culver City Downtown Business Association (DBA) for City-Sponsored Events to Allow Closure of Main Street During Events.

Sponsors:

Indexes:

Code sections:

Attachments: 1. DBA MOU for Events 2022-2025 FINAL approved by Council .pdf, 2. REVISED DBA MOU for Events 2022-2025.pdf

Date	Ver.	Action By	Action	Result
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CC - CONSENT ITEM: Approval of an Amendment to the Memorandum of Understanding (MOU) with the Culver City Downtown Business Association (DBA) for City-Sponsored Events to Allow Closure of Main Street During Events.

Meeting Date: November 13, 2023

Contact Person/Dept.: Elaine Warner/Office of Economic & Cultural Development

Phone Number: (310) 253-5777

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

Attachments: Yes No

Public Notification: (E-Mail) Meetings and Agendas - City Council (11/07/2023); Culver City Downtown Business Association (11/08/2023)

Department Approval: Jesse Mays, Assistant City Manager (10/26/2023)

RECOMMENDATION

Staff recommends the City Council approve an amendment to the Memorandum of Understanding (MOU) with the Culver City Downtown Business Association (DBA) for City-sponsored events to allow the closure of Main Street during events.

BACKGROUND/ DISCUSSION

On October 10, 2022, the City Council approved a MOU with the DBA relative to special events and activities produced in Downtown Culver City. The term of the MOU is three years with an expiration date of December 31, 2025.

The events covered by the MOU augment the City's economic development programming and allow the City to effectively share costs with the DBA to produce events for the community at large. Two specific events outlined in the MOU include the Annual Holiday Tree Lighting/Display and the Annual Halloween Event. As these events continue to grow, the DBA is requesting approval to close Main Street for use as an additional community/gathering area.

DISCUSSION

The Public Works Department recently completed a bollard installation to allow for the effective and efficient street closure of Main Street to support community programming and special events in Downtown Culver City. To that end, the DBA is requesting an amendment to the MOU to permit closure and use of Main Street during the Annual Holiday Tree Lighting Event, the Annual Halloween Event, and any Additional Event(s) approved pursuant to Section 4 of the MOU. Additional Events approved pursuant to Section 4 of the MOU each require City Council approval, so the closure of Main Street would be part of the City Council's consideration of whether or not to sponsor each event.

The closure of Main Street for the specific events would be limited to the portion of Main Street within the limits of the City of Culver City and would require a traffic plan approved by all necessary departments. The MOU amendment would also grant the DBA a license for use of Main Street for the specified events with the requirement that all permits, and insurance requirements were satisfied for each event. The MOU amendment would also authorize the City Manager to waive permit fees related to the street closure.

FISCAL ANALYSIS

There is no proposed change in the level of in-kind staff time outlined in the MOU which is currently up to 20 hours per year per event for permit coordination, planning and promotional assistance of in-kind staff costs. Additional staff hours requested or required to assist in the production of a particular event would require additional sponsorship consideration.

ATTACHMENT

1. Current DBA MOU for Events 2022 - 2025
2. Amended DBA MOU for Events 2022 - 2025

MOTIONS

That the City Council:

1. Approve the Amended Memorandum of Understanding with the Culver City Downtown Business Association to allow closure of Main Street during specified City-sponsored events; and;
2. Authorize the City Attorney to review/prepare the necessary documents; and
3. Authorize the City Manager to execute such documents on behalf of the City.