



City of Culver City

Mike Balkman Council
Chambers
9770 Culver Blvd.
Culver City, CA 90232

Staff Report

File #: 16-008, **Version:** 1

Item #: A-2.

CC - (1) Receipt and Filing of the Culver City Centennial Celebration Committee's Quarterly Report; (2) Approval of the Amount of In-Kind Assistance for and City Sponsorship of Centennial Opening Ceremonies; (3) Approval of Street Closures; (4) Waiver of Certain Street Banner Restrictions; and (5) Approval of Related License Agreement.

Contact Person/Dept: Shelly Wolfberg, Assistant to the City Manager
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Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Public Hearing: ☐

Action Item: ☒

Attachments: Yes ☒ No ☐

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

Public Notification: (E-Mail) CCCCC (08/02/16); Meetings and Agendas - City Council (08/02/16)

Department Approval: John M. Nachbar, City Manager (08/02/16)

RECOMMENDATION

Staff recommends the City Council (1) receive and file the Culver City Centennial Celebration Committee's Quarterly Report; (2) approve the amount of in-kind assistance for and City Sponsorship of Centennial Opening Ceremonies; (3) approve street closures; (4) waiver of certain street banner restrictions; and (5) approve related License Agreement.

BACKGROUND

On December 8, 2014, the City Council approved a Memorandum of Understanding (MOU) between the City and the CCCCC. Since that time, the CCCCC has conducted regular committee and subcommittee meetings. As part of the MOU, the CCCCC is required to provide quarterly reports to City staff and the City Council on the progress of planning for the Centennial Celebration in addition to the finances of the CCCCC. The last CCCCC Quarterly Report was provided to the City Council on March 28, 2016. On June 13, 2016, the City Council adopted the Budget for Fiscal Year 2016-17, which included \$25,000 for the Centennial Celebration.

DISCUSSION

Over the past several months, the CCCCC has been working diligently on several Centennial programs including the formal opening ceremonies, parade and block party (collectively "Opening Ceremonies") and a Centennial banner program. The CCCCC's Quarterly Report (Attachment 1) provides details about these programs and other CCCCC efforts.

The Opening Ceremonies will take place on Saturday, September 24, 2016 with the parade beginning at approximately 9:00 a.m. on Culver Boulevard near Veterans Park. Upon conclusion of the parade, the formal opening ceremonies and Downtown Block Party will take place in downtown Culver City until 4:00 p.m. These events are produced by Mr. Kevin Rock (and his team), which has been retained by the CCCCC.

Request for Waiver of City Costs

The CCCCC requests financial assistance for both hard and in-kind costs of approximately \$54,000 (Attachment 2). Because the City's costs estimates are projected, it's possible that they might fluctuate as event planning continues. Therefore, it is recommended that the City Council consider providing the City Manager the authority to approve additional waivers for additional City in-kind costs in an amount up to 25% of the projected in-kind costs (which would be up to an additional \$13,500). Additionally, staff recommends the City Council waive the Special Event Permit Application fee for the Opening Ceremonies.

Street Closures

The Opening Ceremonies involve use of the public rights-of-way on Culver Boulevard and in the downtown area. For the parade component of the Opening Ceremonies, the complete closure of Culver Boulevard between Elenda Street and Irving Avenue beginning at 7:00 a.m. and ending at 11:30 a.m. is required. The side streets will be opened as the last entry in the parade advances through the various intersections.

The formal Opening Ceremony and Block Party requires the following street closures: (1) complete closure of Washington and Culver Boulevards from Canfield Avenue at the east end of downtown to Duquesne/Hughes Avenue at the west end of downtown; (2) complete closure of Main Street from Culver Boulevard to Venice Boulevard; (3) soft street closures of Delmas Terrace, Watseka Avenue, Cardiff Avenue, and Canfield Avenue at the north end, and hard closures at the south end at the northern perimeter of the Opening Ceremonies; and (4) hard street closures at the north end of Lafayette Place, Irving Place, and Van Buren Place at Culver Boulevard, and soft closures at the south end. All street closures will occur at 7:00 a.m. The downtown streets will be reopened at 6:00 p.m., following the conclusion of the Downtown Block Party. The remaining streets will reopen in sequence as the parade completes its route.

It is anticipated that staff from the Public Works Department will be present at the event to provide supervision of the traffic control efforts, address event field dynamics, and provide refuse and recycling services. To further ensure a safe and secure event, Culver City Police Officers will be deployed as part of the event in a number to be determined by the Police Department. Expected benefits to the City include potential increased patronage of restaurants/businesses in downtown and publicity and press about the event.

Request for Waiver of Certain Street Banner Restrictions

Over the past several weeks, the CCCCC members have been working with City staff to identify the locations and specifications for the installation of Centennial banners in the public right-of-way and at the Veterans Memorial Building. The CCCCC is requesting a waiver of the 30-day limitation on public rights-of-way banners and any other geographic or time restrictions which may impede CCCCC's ability to display its banners during the one-year celebratory period. Staff recommends such waiver of banner restrictions be subject to the City Manager's administrative approval, in the event there are any potential conflicts regarding timing, location, etc., in a particular situation. The CCCCC is also requesting the waiver of \$1,475 the CCCCC has identified as a cost for the installation of the banners (included in the CCCCC cost estimate). (Attachment 3)

The City Council is requested to determine the amount of financial assistance, including waiver of fees and in-kind costs, as described above. In addition, the CCCCC is requesting approval of: (1) the street closures for the event from 7:00 a.m. - 6:00 p.m. on Saturday, September 24, 2016 and (2) waiver of certain street banner restrictions (i.e. limitations on time periods, etc.).

City Sponsorship

The MOU between the City and the CCCCC anticipates coordination between the parties for City-sponsored events occurring during the duration of the Centennial Celebration. 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, 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. As the City Council has already authorized \$25,000 in the 16-17 Fiscal Year Budget, the minimum financial assistance requirement has been met. The City Council is being requested to consider additional financial assistance in the form of fee waivers and in-kind costs as discussed above.

If the City Council designates the Opening Ceremonies as a City-sponsored event, producers would be eligible to post banners in the public right-of-way promoting the event. Any such event banners would be required to prominently display the City's logo identifying the City as a sponsor. In addition, the organizers will be required to list the City as a sponsor of the event in e-mails, on their website, in promotions, press releases and on printed materials, where applicable.

FISCAL ANALYSIS

As detailed in the attachments, it is proposed that staff time, property, and equipment rental fees (and permit fees where requested) be waived by the City Council. Dedication of in-kind staff time to the preparation of the event during regular business hours has not and will not create an additional fiscal impact to the City. The CCCCC is requesting the City waive the costs for staff time for those working on the day of the event. The CCCCC is asking the City to waive City costs totaling approximately

\$54,000. Additionally, the recommended contingency of \$13,500 would result in a maximum waiver of in-kind City costs to total an amount not to exceed \$67,500.

ATTACHMENTS

1. CCCCC Quarterly Report
2. CCCCC Request for Waiver of City Costs
3. CCCCC Request for Waiver of Certain Street Banners

RECOMMENDED MOTIONS

That the City Council:

1. Receive and file the CCCCC's Quarterly Status Report; and,
2. Designate the Centennial Opening Ceremonies as a City-Sponsored event; and,
3. Determine the amount of financial assistance to be \$54,000, with an additional amount of \$13,500 that may be authorized by the City Manager, for a total not to exceed amount of \$67,500, as noted in this staff report for the Opening Ceremonies; and,
4. Waive the 30-day limitation on public rights-of-way banners and any other geographic or time restrictions, which may impede CCCCC's ability to display its banners during the one-year celebratory period, subject to approval of the City Manager; and
5. Approve a License Agreement between the City and CCCCC for the use of City public rights-of-way, property, equipment and in-kind staff time; and,
6. Authorize the City Attorney to review/prepare the necessary documents; and,
7. Authorize the City Manager to execute such documents on behalf of the City; and
8. (If Desired) Direct the City Manager as appropriate.