



City of Culver City

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Staff Report

File #: 16-287, **Version:** 1

Item #: C-11.

CC - Consideration of the Level of Financial Assistance to Provide to and City Sponsorship of the 2017 “Taste of the Nation” Charitable Fundraising Event Produced by the Non-Profit Organization Share our Strength.

Meeting Date: October 10, 2016

Contact Person/Dept: Jeremy Green/ City Clerk’s Office
Phone Number: (310) 253-5859

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Public Hearing: ☐

Action Item: ☐

Attachments: Yes ☒ No ☐

Commission Action Required: Yes ☐ No ☒

Public Notification: (E-Mail) Meetings and Agendas - City Council (10/04/16); Share Our Strength (09/22/16)

Department Approval: Serena Wright, Administrative Services Director (10/03/16)

RECOMMENDATION:

Staff recommends the City Council consider the level of financial assistance to provide to and the City sponsorship of the 2016 “Taste of the Nation” Charitable Fundraising Event Produced by the Non-Profit Organization Share our Strength.

BACKGROUND:

Taste of the Nation (Event) is a one-day fundraising event that has been bringing together gourmet chefs for a food and alcohol tasting and auction at 9070 Venice Boulevard (Media Park) for more than ten years. The Event’s goal is to raise money to end childhood hunger throughout the United States. At last year’s event, approximately 1,700 attendees raised a total of almost \$260,000. The Los Angeles area Event benefits local recipients including L.A. Campaign, California Food Policy Advocates, Los Angeles Regional Food Bank, St. Joseph Center, and the California Association of Food Banks.

The next Event is scheduled to take place on Sunday, June 11, 2017 from 1-4pm (with set up taking

place on Saturday, June 10, 2017). As they did last year, the producers ask that the City sponsorship request be considered by the City Council months in advance of the Event to guarantee the space and so that advertising may begin.

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 sponsored, the City Council must determine, by specific action, that the above criteria have been met.

DISCUSSION:

The Event will host up to 2,000 attendees and volunteer staff at Media Park to enjoy tastings from the top chefs in Los Angeles County, usually including several from Culver City, who will contribute product, staffing for their tables, and a participation fee as a donation to Share Our Strength. The event is open to the public, and tickets typically range from \$110 - \$160 per person.

The Event has become nearly waste free, using biodegradable plates and utensils and providing volunteer waste monitors who guide patrons to the correct type of recyclable refuse bin for their waste.

The 2017 Event will include alternate parking locations for oversized restaurant vans and VIP guests and volunteers. This will allow for paying attendees to park at Culver City parking structures during construction at the former Parcel B and Old Washington Boulevard parking locations. As always, the Canfield parking lot and Canfield Avenue will be closed all-day (between Venice Blvd and Culver Blvd.) on June 10-11, 2017.

This sponsorship request does not include a request to post banners in the public right-of-way but is a request to reduce financial expenses of the Event so that a higher financial contribution may be made to end childhood hunger.

The proposed sponsorship amount is less than last year since they are unable to rent Old Washington Blvd or Parcel B properties. The total fee waiver request is \$4,200 in City fees, equipment, and staff time during regular business hours, as follows:

- \$200 for use of Media Park
- Waiver of \$800 for the parking spaces south of Media Park for two days, potentially \$300 for up to 50 parking spaces for volunteers at the Ince Parking Structure, and \$500 for use of conference rooms at Veteran's Memorial Building for pre-event meetings.
- Waiver of approximately \$1,287 in permit fees for business license and other usage fees related to recycling and waste disposal, valet parking and street closures.
- Waiver of costs for in-kind City staff services during regular business hours. (\$2,800)

As a condition of the financial sponsorship, the organizers would be required to list the City as a sponsor and include the City's logo, where applicable, on their website, printed materials, signs,

and in emails and press releases.

All other City costs will be paid for by Share Our Strength, inclusive of staff time for work occurring outside of regular business hours, which includes overtime costs for the solid waste and recycling team to work during the Sunday event.

FISCAL ANALYSIS:

If sponsorship is approved, the City will forego standard fees for space rentals and permits.

Dedication of in-kind City staff time to the event would mean a reduced availability of staff for other City efforts but would otherwise not cause an impact to the General Fund.

ATTACHMENTS:

Share Our Strength Letter Requesting a Financial Assistance Sponsorship

MOTIONS:

That the City Council:

1. Determine to provide in-kind financial assistance to Share our Strength for its Taste of the Nation Event on Sunday, June 11, 2017 at Media Park in an amount of \$4,200; and,
2. (In the case such in-kind financial assistance is determined to be at least \$1,000), consider designating the Taste of the Nation Event as a City-sponsored event.