



City of Culver City

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Staff Report

File #: 16-596, **Version:** 1

Item #: A-3.

CC - (1) Approval of up to \$15,148 of In-Kind Assistance for the 2017 Culver City Car Show and Designation of the Car Show as a City-Sponsored Event; (2) Adoption of a Resolution Granting a Permit to the Culver City Exchange Club to Conduct a Beer and Wine Garden in Veterans Memorial Park during the Event; and (3) Approval of Related License Agreement.

Meeting Date: February 13, 2017

Contact Person/Dept: Elaine Warner/Community Development Dept.
Todd Tipton/Community Development Dept.

Phone Number: (310) 253-5777
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Fiscal Impact: Yes ☒ No ☒

General Fund: Yes ☒ No ☐

Public Hearing: ☐

Action Item: ☒

Attachments: Yes ☒ No ☐

Commission Action Required: Yes ☐ No ☒

Commission Name:

Public Notification: (E-Mail) Meetings and Agendas - City Council (02/07/17); Mailing to Surrounding Residents Business Owners and Property Owners of Veterans Memorial Park (01/12/17); Social Media Posts (1/26/17, 1/31/17, 2/7/17 and 2/13/17); Flyer Distribution to Senior Center, Veterans Memorial Complex, Julian Dixon Library, Crawler on Culver City TV (1/26/27)

Department Approval: Sol Blumenfeld, Community Development Director (02/06/17)

RECOMMENDATION:

Staff recommends the City Council (1) approve up to \$15,148 of in-kind assistance for the 2017 Culver City Car Show (Car Show) and designate it as a City-sponsored event, (2) adopt a resolution granting a permit to the Culver City Exchange Club (Exchange Club) to conduct a beer and wine garden in Veterans Memorial Park during the Car Show; and (3) approve a related license agreement.

BACKGROUND/DISCUSSION:

The Car Show will take place on Saturday, May 13, 2017 from 10 - 6 PM and will be produced by the Culver City Exchange Club (Exchange Club), a non-profit organization with the mission to provide a better place to live by providing funding for community-based organizations. Since 2003, the Culver City Exchange Club has produced the Car Show in Downtown Culver City; however, due to anticipated construction at Parcel B this spring, the Exchange Club would like to relocate the event to Veterans Memorial Park (VMP) (Attachment 1). The event typically draws approximately 10,000 participants throughout the day to view displays of hundreds of classic cars as well as exhibitors and vendors. This year's event will celebrate the City's Centennial Celebration with a special "pageant" of cars from 1916 and 1917.

Expected benefits to the City include promotion of the City's Centennial Celebration, exposure in the media, and community engagement.

Veterans Memorial Park Event Layout and Logistics

Parks, Recreation and Community Services (PRCS) has confirmed that Veterans Memorial Park is a feasible location for the 2017 Car Show. Staff has prepared a detailed layout indicating potential car display locations, fire lanes, entertainment and vendor areas that avoid damaging the park (Attachment 2). Given the limited points of entry and exit, the Exchange Club will be prohibited from accepting late arrivals and be discouraged from allowing early departures.

Primary ingress/access into the park is proposed through the main VMP parking lot (between the Recreation building and the Picnic Area) with a secondary ingress off Coombs Avenue, near the basketball courts. The Exchange Club has requested that load in begin at 7 am from the VMP parking lot and at 8 AM off of Coombs Avenue. As in previous years, staging and queuing of the vehicles prior to the event will occur in the Amory parking lot and on portions of Culver Boulevard, west of Elenda Avenue. Given the timing of the event this year, it is anticipated that queuing may extend to Sepulveda Boulevard and lane closures may be required in this area. The Culver City Police Department (CCPD) will be present to monitor traffic control, however other measures may be required by Public Works once the site plan is finalized. The Exchange Club is also requesting the use of parking spaces on Barman Avenue and Coombs Avenue (park-side) for the event to locate food trucks and/or vendor parking as well as Overland Avenue (between Washington Blvd. and Franklin Avenue) for vendor parking. The Exchange Club is working with Sony Pictures Entertainment (SPE) to provide general parking in the SPE parking structure similar to Fiesta La Ballona.

Centennial Car Pageant

In honor of the City's Centennial Celebration, the Exchange Club is proposing a celebratory pageant that will feature 1916-1917 model cars. They are proposing a procession of approximately 15-20 vehicles from Downtown Culver City to VMP. Participating vehicles will be escorted by CCPD on Culver Boulevard and enter through the VMP parking lot.

Beer and Wine Garden

The Exchange Club is requesting a permit to conduct a beer and wine garden (BWG) on the south side of Veterans Memorial Park, near Barman Avenue (Attachment 2). The Exchange Club has been the permittee for the BWG at Fiesta La Ballona since 2007 and proposing a similar operation for the Car Show. The proposed hours of operation of the BWG are 10 AM - 5:30 PM. The Exchange Club has agreed to comply with all of the other conditions imposed during previous Fiestas, as set forth in the proposed resolution (Attachment 3), including issues pertaining to enforcement regarding minors and safety procedures. Additionally, the Exchange Club will be required to submit evidence of insurance, including liquor liability, at least two weeks prior to the event to the City Attorney's Office for review.

City Staffing

Staff from PRCS, CCPD and 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, CCPD will be deployed throughout the event to assist with crowd management.

City Sponsorship

To become City-sponsored, events need to be specifically designated by the City Council and meet the criteria set forth in Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii. This includes 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.

If the City Council determines to provide in-kind assistance of at least \$1,000 and designate the 2017 Car Show "City sponsored," the Exchange Club 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, including logo placement on street banners, where applicable.

FISCAL ANALYSIS:

The City Council is requested to determine the amount of financial assistance to provide to the Exchange Club. There are three types of assistance that could be provided to the Car Show with limited impacts on the General Fund, which include waiver of property rental fees, provision of in-kind equipment rental and waiver of in-kind staff costs for services during regular business hours. Use of

staff time during regular business hours to prepare for the event will reduce staff's availability for other City efforts, but will not create a fiscal impact to the City.

Last year, the Exchange Club requested financial assistance for in-kind "soft costs" and banner installation costs of approximately \$9,764. All other costs, including costs for staff time worked outside of normal business hours, were paid for by the Exchange Club. This year the Exchange Club is requesting City-sponsorship in an amount not to exceed \$15,148, which includes additional staff time relative to the new venue and banner installation fees of \$885, which have not been budgeted by the City for this event.

The Exchange Club is requesting that staff time during regular business hours, property and equipment rental fees and event associated permit fees be waived by the City Council. (Attachment 4). The Exchange Club will pay for staff time for those working on the day of the event.

ATTACHMENTS:

1. Letter from The Exchange Club requesting financial assistance and City sponsorship
2. Proposed Event Layout
3. Proposed Resolution for a Permit to Conduct a Beer and Wine Garden
4. Estimated City Costs (Hard and Soft)

RECOMMENDED MOTION(S):

That the City Council:

1. Determine the amount of financial assistance for the 2017 Car Show to be in an amount not-to-exceed \$15,148; and,
2. (If such in-kind financial assistance is approved and determined to be at least \$1,000) D esignate the 2017 Car Show as a City Sponsored event; and,
3. Adopt a Resolution granting a permit to the Culver City Exchange Club to conduct a Beer and Wine Garden in Veterans Memorial Park during the 2017 Culver City Car Show; and
4. Approve a license agreement with The Exchange Club for the use of Veterans Memorial Park, property, equipment and in-kind staff time; and,
5. Authorize the City Attorney to review/prepare the necessary documents; and,
6. Authorize the City Manager to execute such documents on behalf of the City.