



City of Culver City

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

Staff Report

File #: 16-714, **Version:** 1

Item #: A-2.

CC - (1) Consideration of a Request for Sponsorship by The Whole 9 for In-Kind Assistance for "An Affair of the Arts" Event to be Held in Town Plaza; (2) If Sponsorship is Approved, Designation of An Affair of the Arts as a City-Sponsored Event; and (3) Approval of a Related License Agreement.

Meeting Date: March 27, 2017

Contact Person/Dept: Elizabeth Garcia, CDD
Todd Tipton, CDD

Phone Number: (310) 253-5708

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Public Hearing: ☐ **Action Item:** ☒ **Attachments:** ☒

Commission Action Required: Yes ☐ No ☒

Public Notification: (E-Mail) Meetings and Agendas - City Council (03/22/17); The Culver City Chamber of Commerce; Downtown Business Association

Department Approval: Sol Blumenfeld, Director of Community Development (03/14/17)

RECOMMENDATION

Staff recommends the City Council (1) consider a request for sponsorship by The Whole 9 for in-kind assistance for "An Affair of the Arts" event to be held in Town Plaza on May 5-7, 2017; if sponsorship is approved, designation of An Affair of the Arts as a City-sponsored event; and (3) approval of a related license agreement.

BACKGROUND

On February 5, 2017 staff received a request from Lisa Schultz, founder of The Whole 9, requesting sponsorship for the "An Affair of the Arts" event (Event) to be held in Town Plaza on May 5-7, 2017. The Whole Nine is an art gallery and arts and crafts business located in Downtown Culver City. The Event will include 60 vendor booths selling paintings, hand blown glass, photograph, jewelry, ceramic pottery, desserts and beverages. Food and drinks will be available in adjacent/ nearby restaurants.

On February 13, 2017, Ms. Schultz requested the City Council sponsor the Event on May 5-7, 2017. The request includes assistance with permit waivers, property rental waiver and provision of in-kind equipment rental and staffing costs. The City Council directed the City Manager to place this subject on a future agenda

for the City Council's consideration.

DISCUSSION

The Whole 9 indicates that the proposed Event will include 60 vendor booths selling paintings, hand-blown glass, photographs, jewelry, ceramic pottery, desserts and beverages. Food and drinks will be available in adjacent/nearby restaurants.

The Whole 9 requests the following be included in the City's sponsorship of the Event:

- Allow Affair of the Arts to install banners 3-4 weeks prior to the Event. The Whole 9 shall pay for the production and installation of its banners;
- Waive the \$170 Special Event Permit fee;
- Waive the \$319 Street Use Permit fee;
- Waive the \$175 (estimated) refuse collection costs and authorize the City to deliver empty trash cans prior to the Event and pick-up the full trash cans after the Event;
- Waive the \$417 (estimated) cost for the City's Public Works Department to provide electrical hookup and disconnection to event facilities;
- Waive the \$144 (estimated) Street Banner Permit fees to hang banners from the light poles in Downtown;
- Waive the parking fees for fifty (50) parking spaces in the City Hall Parking Lot for participating artists for two days of the event, if available.

The Ince parking structure is recommended for use by event artists rather than the City Hall garage. The Whole 9 has agreed to the use of Ince parking structure. The total parking fees for 50 parking spaces for 3 days at \$9.00/day would total \$1,350.

In return for City sponsorship, The Whole 9 is offering the following services, which it values at approximately \$10,000:

- Include Culver City in the official name of the Event;
- Incorporate Culver City's logo into the Affair of the Arts logo;
- Include Culver City's logo in digital and social media;
- Include Culver City logo in print and other marketing media where other sponsors are recognized.

The City Council has approved prior requests from The Whole 9 to conduct events on Parcel B/ Town Plaza. This year the Parcel B/Town Plaza Expansion project is expected to commence construction, and the Whole 9 is now requesting the use of the existing Town Plaza to conduct the Event. The Downtown Business Association, including businesses adjacent to Town Plaza, supports the Event and is promoting it through their newsletter, e-blast and social media and website.

City Sponsorship

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 which requires determination 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 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 An Affair of the Arts "City sponsored," The Whole 9 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

Staff has determined that the requested financial assistance as outlined in this report could be provided to the Event with limited impact on the General Fund. If approved as requested, the City Council would waive \$2,575 in total fees for the three-day Festival.

ATTACHMENTS

1. The Whole 9 letter requesting financial assistance and City sponsorship;

MOTION

That the City Council:

1. Determine if in-kind financial assistance shall be provided to the "An Affair of the Arts" event and, if so, the amount and nature of such assistance; and,
2. (In the case such in-kind financial assistance is determined to be at least \$1,000) Determine if the criteria established for City sponsorship outlined in CCMC 17.330.040.B.7 have been met and, if desired, designate the "An Affair of the Arts" event as an City-sponsored event; and
3. Approve a related license agreement setting forth the terms and conditions of The Whole 9's use of Town Plaza for Event activities.