



City of Culver City

Mike Balkman
Council Chambers
9770 Culver Blvd.
Culver City, CA 90232
(310) 253-5851

Staff Report

File #: 16-1139, **Version:** 1

Item #: C-4.

SA - Consideration of Fee Waivers for the use of Parcel B for the Taste of the Nation and Los Angeles Film Festival 2017 Events.

Meeting Date: July 10, 2017

Contact Person/Dept: Elaine Warner/CDD
Todd Tipton/CDD

Phone Number: (310) 253-5777
(310) 253-5783

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 (07/05/17); Downtown Business Association (07/05/17); The Culver Hotel (07/05/17)

Department Approval: Sol Blumenfeld, Community Development Director (06/29/17)

RECOMMENDATION:

Staff recommends the Successor Agency to the Culver City Redevelopment Agency (Successor Agency) Board approve fee waivers for the Taste of the Nation and Los Angeles Film Festival 2017 events for use of Parcel B and/or the adjacent, unused portion of Washington Boulevard (Sites).

BACKGROUND:

In 2016, Share Our Strength and Film Independent (FIND) received City sponsorship to produce their annual events in Culver City. Both organizations received fee waivers from the Successor Agency Board for the use of the Sites for vendor and/or event parking. The use of the Sites for both of these events was successful in reducing event parking demand in the Downtown parking structures and adjacent residential neighborhoods.

The City Council approved sponsorship of the 2017 Taste of the Nation event on October 8, 2016

and the 2017 Los Angeles Film Festival event on May 8, 2017. Concurrently with the City Council's sponsorship approval, the Successor Agency Board approved respective license agreements with each organizer for use of Parcel B. Due to imminent construction on Parcel B, the sponsorships did not include fee waivers for use of the Sites. In early June 2017, the prospective developers of Parcel confirmed that construction activity would not begin until July 2017. Both Share Our Strength and Film Independent (FIND) requested use of the Sites to successfully execute their events and requested consideration of a fee waiver as has been awarded in previous years.

DISCUSSION:

The Taste of the Nation and Los Angeles Film Festival Events bring thousands of visitors to downtown Culver City. The use of Parcel B helps ensure successful execution of the events while minimizing impact to downtown parking resources, as was evidenced during the 2016 events. In conjunction with City sponsorship for the 2017 events, both organizations have requested the following additional fee waivers from the Successor Agency:

Taste of the Nation:	\$500 for use of Parcel B on June 11, 2017
Los Angeles Film Festival:	\$16,150 for use of Parcel B and Old Washington
	<ul style="list-style-type: none">▪ \$8500 for use of Parcel B on June 7 - June 24 (no June 11th) - total 17 days @ \$500 per day▪ \$7,650 Use of Old Washington on June 7 - June 24 no June 11th) - total 17 days @ \$450 per day

FISCAL ANALYSIS:

Share our Strength and FIND are non-profit 501(c)(3) organizations. Fee waivers for the use of the Sites will assist in supporting their mission and contributing to their respective charitable causes. Both organizations produce high quality and impactful events that further Culver City's economic development and cultural objectives.

ATTACHMENTS:

1. October 10, 2016 - Taste of the Nation Sponsorship Report
2. May 8, 2017 - Los Angeles Film Festival Sponsorship Report

RECOMMENDED MOTION(S):

That the Successor Agency Board:

Approve fee waivers in the amount of \$500 to Share Our Strength and \$16,150 to Film Independent for use of Parcel B and/or the adjacent, unused portion of Washington Boulevard in conjunction with the 2017 City sponsorship of these events.