



# City of Culver City

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## Staff Report

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**File #:** 18-091, **Version:** 1

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**CC - (1) Consideration of City Sponsorship of the Centennial Birthday Party in the Park on September 16, 2017 and the Incorporation Day Ceremony on September 20, 2017 in an Amount Not-to-Exceed \$9,600; (2) Consideration of Designation of said Events as City-Sponsored Events; (3) Approval of Related License Agreement; (4) Adoption of a Resolution Granting a Permit to Public School 310 to Conduct a Beer Garden in Veterans Memorial Park during the Birthday Party in the Park.**

**Meeting Date:** August 14, 2017

**Contact Person/Dept:** Shelly Wolfberg/City Manager's Office

**Phone Number:** (310) 253-6008

**Fiscal Impact:** Yes ☐ No ☒

**General Fund:** Yes ☐ No ☒

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

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

**Public Notification:** CCCCC President Paul Jacobs; (E-Mail) Meetings and Agendas - City Council (08/09/17);

**Department Approval:** John M. Nachbar, City Manager (08/08/17)

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### **RECOMMENDATION**

Staff recommends the City Council (1) consider City sponsorship of the Centennial Birthday Party in the Park on September 16, 2017 and the Incorporation Day Ceremony on September 20, 2017 (Centennial Closing Events) in an amount not-to-exceed \$9,600; (2) consider designation of said events as City-sponsored events; (3) approve related license Agreement; (4) adopt a resolution granting a permit to Public School 310 to conduct a Beer Garden in Veterans Memorial Park during the Birthday Party in the Park.

### **BACKGROUND**

On December 8, 2014, the City Council approved a Memorandum of Understanding (MOU) between the City and the Culver City Centennial Celebration Committee (CCCCC). Since that time, the CCCCC has conducted regular committee and subcommittee meetings. The mission of the CCCCC

is to invite the community to a year-long celebration comprised of events and community activities that will pay tribute to Culver City, past, present and future, recognizing its rich heritage and special character. Throughout the Centennial year, the CCCCC has sponsored or co-branded several events and programs in Culver City. These events have included the opening ceremonies and parade on September 24, 2016; the Screenland 5K race on February 26, 2017; and the promotion of various performing arts events.

On May 8, 2017, the CCCCC presented its Quarterly Report and discussed the proposed September 16<sup>th</sup> joint celebration with the CC Historical Society at Veterans Memorial Park featuring games, birthday cake, music and more, encouraging family and children's participation. The CC Historical Society is organizing bus tours and a showing of its Archive. The CCCCC also discussed the September 20th Commemoration Day at City Hall, celebrating the issuance of our Culver City Charter. The community and past and present elected officials will be invited to this celebration. The CCCCC requested that the City Council "exercise its discretion and grant the sum of \$25,000 to be allocated to CCCCC, subject to its submission of appropriate invoices (for the Centennial Closing Events)." The City Council voted 3-2 to provide up to \$25,000 to the CCCCC with a request to report back on fundraising efforts and fundraising efforts to date.

## **DISCUSSION**

### **City Sponsorship**

To become a City-sponsored event, the event needs to be specifically designated as a City sponsored event by the City Council. As part of such City-sponsorship, event producers would be eligible to post banners in the public right-of-way promoting the sponsored event. 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. Should the City Council determine to provide support in an amount of at least \$1,000 (funds, staff time, and/or fee waivers, etc.), then the event may be designated a City-sponsored event. For those who wish to post banners in the public right-of-way, the organizers will be required to include the City's logo on the banners as a sponsor.

The financial request represents the costs of providing the requested venues/equipment or required/requested services or fees. Should an event receive City sponsorship, 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.

### **Beer and Garden**

The CCCCC has requested authorization to conduct a Beer Garden at the September 16 Birthday in the Park event at Veterans Park, similar to the beer/wine gardens held during Fiesta La Ballona and the Car Show. Public School 310 has been selected by the CCCCC to operate the Beer Garden. The Police Department will provide staffing at this event.

In the past, the insurance requirement for the Fiesta La Ballona and the Car Show Beer and Wine Gardens was one million dollars (\$1,000,000) general liability insurance, per occurrence, including liquor liability. Staff recommends that the CCCCC have the same general liability insurance requirement for the Beer Garden at the Birthday Party in the Park. According to the conditions of the proposed Permit, the CCCCC must submit the required evidence of insurance at least two weeks prior to the Birthday Party in the Park. The City Attorney's Office will review the insurance policy and verify that, in addition to coverage for general liability, the policy includes liquor liability coverage and has added the City of Culver City as an additional insured.

### Summary of Requests

The City Council is requested to (1) determine the amount of financial assistance, including waiver of fees and in-kind costs, as described above, it wishes to approve for the Centennial Closing Events; (2) designate such events City-sponsored events; (3) approve a related License Agreement; and (4) authorize a Beer Garden for the September 16<sup>th</sup> Birthday in the Park event at Veterans Park. City staff and CCCCC members anticipate that the City's costs for staff time, facility rentals, equipment rentals and permit fees for both events are estimated not to exceed \$9,600. The CCCCC is requesting that the City Council waive these City costs for the event.

### FISCAL ANALYSIS

As detailed in the attachment, it is proposed that staff time, 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 asking the City to waive City costs totaling approximately \$9,600.

### ATTACHMENTS

1. CCCCC Request for Waiver of City Costs
2. Proposed Resolution

### MOTION

That the City Council:

1. Determine the total amount of assistance, not-to-exceed \$9,600, as noted in this staff report for the Centennial Birthday Party in the Park and the Incorporation Day event (Centennial Closing Events) at City Hall ; and,

2. Designate the Centennial Closing events as City-sponsored events; and,
3. Approve a License Agreement between the City and CCCCC for the use of City property, equipment, in-kind staff time, and costs; and,
4. Authorize the City Attorney to review/prepare the necessary documents; and,
5. Authorize the City Manager to execute such documents on behalf of the City; and,
6. Adopt a Resolution granting a permit to CCCCC for a Beer Garden to be conducted in Veterans Park during the September 16<sup>th</sup> Birthday in the Park event.