



City of Culver City

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

Staff Report

File #: 18-0183, **Version:** 1

Item #: A-2.

CC - (1) Consideration of a Request for Sponsorship by the Culver Hotel for In-Kind Assistance and Fee Waivers for “The Centennial Finale” Event to be held in the Culver Hotel and Towne Plaza; (2) If Sponsorship is Approved, Designation of the Centennial Finale as a City-Sponsored Event; and (3) Approval of a Related License Agreement.

Meeting Date: August 28, 2017

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

Phone Number: 310-253-5708
310-253-5783

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

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

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

Public Notification: (E-Mail) Meetings and Agendas - City Council (08/23/17);

Department Approval: Sol Blumenfeld, Community Development Director (08/22/17)

RECOMMENDATION

Staff recommends the City Council: (1) consider a request by the Culver Hotel to sponsor (including in-kind assistance and fee waivers) “The Centennial Finale” event (Event) at the Culver Hotel and in Town Plaza on Saturday, September 23, 2017; (2) if sponsorship is approved, designate the Event a city-sponsored event; and (3) approve a related license agreement.

BACKGROUND

On August 9, 2017 staff received a request from the Culver Hotel (Hotel) to sponsor the Event. The Event commemorates the conclusion of the City’s centennial celebration and is being organized by the Hotel. The Hotel is selling tickets to the general public, which will be limited to 450 to 500 attendees. Due to the Parcel B construction fence adjacent to the Hotel’s main entrance, the Hotel is

requesting to use a portion of Town Plaza for arrivals, to display one or two antique vehicles and place search lights similar to those used during a film premiere.

Staff explained to the Hotel that in July 2017 the City initiated an annual application process for all sponsorship requests. The Culver Hotel was unaware of the sponsorship application process in place and that City sponsorship was required in order to use Town Plaza. Due to the time-sensitive nature of the Event, the Hotel's request is being treated as an isolated, special request.

On August 14, 2017, the Hotel requested the City Council consider sponsoring the Event. The City Council directed the City Manager to place the Hotel's request on a future agenda for consideration.

DISCUSSION

The Hotel's sponsorship request includes the following:

- Waiver of Special Event Permit fee - \$170;
- Waiver of Street Use Permit fee - \$319;
- Waiver of Refuse collection costs (City's delivering of empty trash cans prior to the and pick-up after the Event) - \$175 (estimate);
- Waiver of City electrical connection/disconnection staff time costs - \$417 (estimated).

In return for the City's sponsorship, the Culver Hotel agreed to:

- Include the City of Culver City as an official sponsor of the Event;
- Incorporate the City's logo in digital and social media; and
- Include the City's logo in print and other marketing media where other sponsors are recognized.

This Event has been approved by the Culver City Centennial Celebration Committee and is supported by the Downtown Business Association, including businesses adjacent to Town Plaza.

To be categorized as a "sponsored" event by the City, an event must satisfy the criteria set forth in Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii which requires the City Council to determine 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 approves sponsorship of the Event, a license agreement setting forth the terms and conditions of the use of Town Plaza will be executed

FISCAL ANALYSIS

Staff has determined that the requested waivers/assistance identified in this report will have limited impact on the General Fund. If approved as requested, the City Council would waive \$1,081 in total fees for the Event.

ATTACHMENTS

1. The Culver Hotel letter requesting City sponsorship.

MOTION

That the City Council:

1. Determine whether in-kind financial assistance shall be provided to “The Centennial Finale 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 the report have been met and, if desired, designate “The Centennial Finale Event” as a City-sponsored event; and
3. Approve a related license agreement setting forth the terms and conditions of The Culver Hotel’s use of Town Plaza for Event activities; 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.