



City of Culver City

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Staff Report

File #: 18-0700, **Version:** 1

Item #: A-2.

CC - (1) Consideration of a Request for Sponsorship by kgPR for a Charitable Screening at the Arclight Theater and in Town Plaza to Bring Awareness to Homelessness; and (2) If Sponsorship is Approved, Designate the Event as a City-Sponsored Event.

Meeting Date: January 30, 2018

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

Phone Number: 310-253-5708
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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 (01/26/18); Downtown Business Association (01/26/18)

Department Approval: Sol Blumenfeld, Community Development Department (01/24/18)

RECOMMENDATION

Staff recommends the City Council: (1) consider a request for sponsorship by kgPR (including in-kind assistance and fee waivers) for a charitable screening of Black Panther on Saturday February 17, 2018 at the Arclight Theater (Theater) and in Town Plaza to bring awareness to homelessness (Event); and (2) if sponsorship is approved, designate the Event as City-sponsored.

BACKGROUND

On Monday, January 22, 2018, staff received a request from kgPR, a Los Angeles-based boutique brand strategy and public relations firm, to sponsor the Event, which will bring awareness to homelessness along with collecting goods to be donated to organizations that provide homelessness services.

The Event is being organized by kgPR and will be open to the general public. The event will take place from 11am to 3pm, starting with a red carpet from 11am to 12:30pm, with the movie screening

to follow. Tickets will range from \$40 to \$100. Town Plaza will be used for placement of a step and repeat banner (approximately 8 feet by 16 feet), one 8-foot guest sign-in table, along with a donation station consisting of two to three boxes for donations.

Staff explained to kgPR that in July 2017, the City initiated an annual application process for all sponsorship requests. kgPR was unaware of the process and due to the time-sensitive nature of the Event, kgPR's request is being treated as an isolated, special request.

On January 22, 2018 the City Council agreed to consider kgPR's request during tonight's meeting.

DISCUSSION

kgPR's sponsorship request includes the following:

- Waiver of Special Event Permit fee: \$170
- Waiver of Street Use Permit fee: \$319
- Waiver of City electrical connection/ disconnection staff time costs: \$417 (estimated)
- Waiver of City refuse collection costs - \$175

If City sponsorship is approved, kgPR would be required to:

- Include the City of Culver City as an official sponsor of the Event;
- Incorporate the City's logo in digital and social media;
- Include the City's logo in print and other marketing media where other sponsors are recognized; and
- Donate blankets, coat/jackets, socks, hygiene products and other non-perishable items to one to four organizations that provide assistance to the homeless community (including any located in Culver City).

To be categorized as a "sponsored" event by the City, an event must satisfy the criteria set forth in the 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 street use permit will be issued setting forth the terms and conditions for the use of Town Plaza.

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

None

MOTION

That the City Council:

1. Determine whether in-kind financial assistance shall be provided to kgPR's charitable screening to bring awareness to homelessness; 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 the criteria established for City sponsorship (outlined in the report above) have been met and, if desired designate the charity screening as a City-sponsored event; and
3. Authorize the City Attorney to review/prepare necessary documents, if any; and
4. Authorize the City Manager to execute such documents on behalf of the City.