



City of Culver City

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Staff Report

File #: 19-06, **Version:** 1

Item #: A-2.

CC- 1) Designation National Vodka Day + National Taco Day Fiesta Event on October 4, 2018 at Tito's Tacos as a City-Sponsored Event; and (2) Approval of a Street Closure Related to the Event.

Meeting Date: July 23, 2018

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

Phone Number: 310-253-6000

Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☐

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

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

Public Notification: Wirt Morton, Tito's Tacos; Brian Herlihy, Tito's Vodka (07/13/18); (E-Mail) Meetings and Agendas - City Council (07/18/18);

Department Approval: John M. Nachbar (07/17/18)

RECOMMENDATION

Staff recommends that the City Council 1) designate National Vodka Day + National Taco Day Fiesta event on October 4, 2018 at Tito's Tacos as a City-sponsored event; and (2) approve of a street closure related to the Event.

BACKGROUND/DISCUSSION

On May 29, 2018, Wirt Morton, Tito's Tacos (11222 Washington Place, Culver City, 90230), requested that the City agendize a discussion of closing a cul-de-sac on October 4, 2018 for National Taco Day and National Vodka Day ("Event") to benefit the Culver City Cultural Affairs Foundation. This event is sponsored by Tito's Vodka and Tito's Tacos ("Event Organizers"). Mr. Morton discussed entertainment, parking, and security for the event. This request was received outside of the City's annual Special Event Grants process.

The City Council and Mr. Morton further discussed the request of the City to allow the closure of the cul-de-sac. Mr. Morton clarified that the event would not require any financial support from the City;

noted efforts that would be made for adequate outreach to surrounding businesses and neighbors who could be affected; the hours of the event; and the City Council reached consensus to agendaize a discussion of the event.

Details of Tito's Taco's request on behalf of the Event Organizers for the October 4th event can be found in the attachment. Mr. Morton is requesting the street closure of the Tuller Avenue cul-de-sac, adjacent to Tito's Tacos (to through traffic) from 11:00 pm on October 3, 2018 until 9 am on October 5, 2018, in order to accommodate the setup, host the event and wrap-up for the Event. If the City Council sponsors this Event, staff will promote the Event through the City's website and social media channels.

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., 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. As a City-sponsored event, the event producer would be eligible to post Concert Series event banners in the public right-of-way, which would be required to include the City's logo as a sponsor.

Should the event receive City-sponsorship, the event organizers will be required to list the City as a sponsor of the event in e-mails, on their websites, in promotions, press releases and on printed materials, where applicable.

In this case, since the Event Organizers are not seeking a monetary contribution, the event would be eligible for City sponsorship if City Council authorizes staff time, in an amount equivalent to at least \$1000 (approximately 15-20 hours), to assist the event organizer with the planning, preparation and promotion of the event, including, but not limited to, public outreach through the City's website and social media channels.

FISCAL ANALYSIS

There is no cost to the City if the City Council approves this request. Event organizers will be paying for all costs associated with this event.

ATTACHMENTS

2018-02-26 - ATT - National Vodka Day + National Taco Day Fiesta Event Background Materials

MOTION

That the City Council:

1. Designate National Vodka Day + National Taco Day Fiesta Event on October 4, 2018 as a City -sponsored event; and,
2. Authorize a staff time contribution equivalent to at least \$1000 (approximately 15-20 hours) for the planning, preparation and promotion of the event.