



City of Culver City

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Staff Report

File #: 19-44, **Version:** 1

Item #: A-4.

CC - (1) Consideration of a Request by SnackNation for In-Kind Assistance and Fee Waivers Related to the “SnackNation Better Everyday 5K” Event to be Held in Media Park and through Downtown Culver City; (2) If Sponsorship is Approved, Designation of the Event as City-Sponsored; and (3) Approval of a Related License Agreement.

Meeting Date: July 3, 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 (07/18/18);

Department Approval: Sol Blumenfeld, Community Development Department (07/17/18)

RECOMMENDATION

Staff recommends the City Council: (1) consider a request for sponsorship by Culver-City-based business SnackNation (including in-kind assistance and fee waivers) for the SnackNation Better Everyday 5K (“Event”) on Sunday, September 16, 2018 to start and end in Media Park; (2) if sponsorship is approved, designation of the Event as City-Sponsored; and (3) approval of a related license agreement.

BACKGROUND/DISCUSSION

On June 25, 2018, staff received a request from SnackNation, a Culver City-based business to sponsor an event during which participants will run/walk through downtown Culver City and along West Washington Boulevard to bring awareness to Hunger Action Month by partnering with Feeding America and local food banks (Events). The Event is open to the general public and will take place from 9:00 a.m. to Noon. The Event set up will begin at 5:00 a.m. in Media Park and clean-up will be

complete by 5:00 p.m. on that same day. Media Park will act as the start and finish area, registration, sponsor booths and games/activities for families.

Staff explained to SnackNation that in June 2018, the City ended the annual Special Event Grant Program application process for all sponsorship requests for Fiscal Year 2018-2019. SnackNation was unaware of the process and due to the time-sensitive nature of the Event, SnackNation's request is being considered individually and separate from the Special Event Grant Program. If SnackNation wishes to duplicate the event in 2019, they understand that they will need to go through the annual Grant Program application process.

On July 9, 2018, the City Council agreed to consider SnackNation's request during their regular meeting.

SnackNation'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
- Waiver Parking Meter rental fees for Culver Blvd frontage road: \$320
- Waiver of Media Park Rental Fee: \$500 (for one-day)
- Total Fees to be waived: \$1,901**

If City sponsorship is approved, SnackNation 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 marking media where other sponsor are recognized; and
- Donate proceeds and products to a Culver City food bank.

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 closure of Culver Boulevard, West Washington Boulevard along with all intersecting streets.

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 \$1,901 in total fees for the event.

ATTACHMENTS

1. SnackNation Sponsorship Request

MOTION

That the City Council:

1. Determine if in-kind financial assistance shall be provided to Snacknation's Better Everyday 5K Event to bring awareness to Hunger Action Month; 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 Event as a City-sponsored event; and
3. Approval of a related license agreement for the Event; and
4. Authorize the City Attorney to review/prepare necessary documents; and
5. Authorize the City Manager to execute such documents on behalf of the City.