



City of Culver City

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

Staff Report

File #: 19-58, **Version:** 1

Item #: A-3.

CC- (1) Designation of the 5th Annual Conquer the Overlook 5K, Taco Fiesta Bar & Beer Garden on August 11, 2018 at the Baldwin Hills Scenic Overlook as a City-Sponsored Event; and (2) Consideration of Monetary Sponsorship.

Meeting Date: July 23, 2018

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: Elizabeth Sanchez, Conquer the Overlook (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) consider designating the 5th Annual Conquer the Overlook 5K, Taco Fiesta Bar & Beer Garden on August 11, 2018 at the Baldwin Hills Scenic Overlook as a City-sponsored event; and (2) consider monetary sponsorship.

BACKGROUND/DISCUSSION

On June 25, 2018, Elizabeth Sanchez addressed the City Council to invite the City Council to the 5th Annual Conquer the Overlook 5K, Taco Fiesta Bar & Beer Garden on August 11, 2018 at the Baldwin Hills Scenic Overlook ("Event") and consider City Sponsorship. The Event is organized by [Aztlan Athletics Foundation](http://www.aztlanathletics.org/102016/) ("Foundation"), which works with a number of non-profit organizations throughout the year to promote healthy living and fitness through family and community wellness events.

Details of Ms. Sanchez's request can be found in the Attachment. In her letter, Ms. Sanchez indicates that the Foundation supports the [Alternatives to Violence Project](https://avpusa.org/),

which is an approach to integrating the skills of Transformative Justice. The related workshops engage in “interactive practices designed to enhance awareness, self-esteem, nonviolent communication, conflict transformation, and community building.”

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 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.

Ms. Sanchez has informed staff that they are interested in City sponsorship even without a monetary contribution. In that case, 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. However, if the City Council chooses to make a financial contribution to this event as part of the City’s sponsorship, there will be a fiscal impact. This request was received outside of the City’s annual Special Events Grant process.

ATTACHMENTS

2018-02-26 - ATT - 5th Annual Conquer the Overlook 5K, Taco Fiesta Bar & Beer Garden Background Materials

MOTION

That the City Council:

1. Designate 5th Annual Conquer the Overlook 5K, Taco Fiesta Bar & Beer Garden on August 11, 2018 as a non-monetary as a City-sponsored event; and,
2. Authorize a monetary and/or staff time contribution of \$ _____ (must be at least \$1000 to qualify for City sponsorship).