



City of Culver City

Mike Balkman
Council Chambers
9770 Culver Blvd.
Culver City, CA 90232
(310) 253-5851

Staff Report

File #: 19-621, **Version:** 1

Item #: C-5.

CC - Approval of a Memorandum of Understanding with the Culver City Downtown Business Association (DBA) for City-Sponsored DBA Events in Calendar Years 2019-2020.

Meeting Date: January 14, 2019

Contact Person/Dept: Glenn Heald/Community Development
Todd Tipton/Community Development

Phone Number: (310) 253-5752
(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 (01/09/19); Culver City Downtown Business Association (10/19/18).

Department Approval: Sol Blumenfeld, Community Development Director (01/08/19)

RECOMMENDATION

Staff recommends the City Council approve a Memorandum of Understanding for Events (MOU for Events) between the City of Culver City (City) and the Culver City Downtown Business Association (DBA) through December 31, 2020.

BACKGROUND/DISCUSSION

On February 19, 2008, the City Council approved Resolution 2008-R011 approving City Council Policy 2008-01, enabling community organizations to enter into MOUs with the City defining their relationship and denoting responsibilities for each of the parties. This process allows specified recurring events to be approved by the City Council through a contractual agreement.

On August 17, 2009, the City Council and former Culver City Redevelopment Agency (CCRA) Board approved such an MOU with the DBA for a one-year period. The MOU has been renewed multiple times over the past several years, jointly by the former CCRA and City Council and also by the City Council alone after the former CCRA was dissolved. Most recently, on November 13, 2016, it was

renewed for an additional two years, expiring on December 31, 2018.

The City Council's stated purpose in approving City Council Policy 2008-01 is to provide a mechanism by which staff and authorized community organizations may plan and stage events, waive predetermined fees, and/or utilize staff time with City approval through contractually specified standards and terms. In addition to the DBA's annual holiday tree lighting event in downtown, the DBA requests the addition of an annual Halloween event in Town Plaza, subject to applicable conditions and restrictions. Further, the MOU for Events serves as the vehicle whereby staff and the DBA may request additional events be presented to the City Council for consideration.

The event(s) covered by the MOU for Events augment the City's own economic development activities. Participation in this MOU allows the City to effectively share costs with the DBA to provide services that the City may not have the funds or staff resources to otherwise provide.

FISCAL ANALYSIS

The MOU for Events clearly defines the level of participation by the DBA and the City and any related event costs. Staff time of up to 18 hours per event for planning and promotional assistance equates to approximately \$1,000 of in-kind staff cost (using total costing for a Management Analyst position).

The DBA is responsible for all hard costs for the subject events but is eligible for fee waivers consistent with City Council Policy 2008-01. Although fee waivers are available to the DBA, none are being requested. As the City Council has historically provided these in-kind services and approved fee waivers/reductions, no additional fiscal impact will be realized by approving this MOU for Events.

ATTACHMENTS

None.

MOTION

That the City Council:

1. Approve a Memorandum of Understanding with the Culver City Downtown Business Association designating certain event(s) as City-sponsored events for calendar years 2019 and 2020, and,
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.