



City of Culver City

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Staff Report

File #: 19-994, **Version:** 1

Item #: C-4.

CC - Approval of an Amendment to the Memorandum of Understanding with the Culver City Chamber of Commerce Regarding the Parties' Cooperation in Community Events, Projects and the General Economic Development of the City.

Meeting Date: March 11, 2019

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: (E-Mail) Meetings and Agendas - City Council (03/05/19); Chamber of Commerce (03/05/19).

Department Approval: John M. Nachbar, City Manager (03/05/19)

RECOMMENDATION

Staff recommends the City Council approve an amendment to the Memorandum of Understanding with the Culver City Chamber of Commerce regarding the parties' cooperation in community events, projects and the general economic development of the City.

BACKGROUND

The City and the Chamber have a significant and long-standing interest in enhancing the City's economic and business environment by attracting business and investment to the community. In cooperation with the Chamber, the City has expended resources toward events and projects that serve to benefit the community and the economic development of the City. For the past several years, the City has sponsored and supported various Chamber events which have benefitted the community and the economic development of the City.

On February 19, 2008, the City council adopted Resolution 2008-R011 approving Policy 2008-01 relating to Community Organizations (the Policy) and establishing objective criteria by which the

City's relationship with various organizations is defined.

Pursuant to the Policy, on May 15, 2009 the City Council and the former Culver City Redevelopment Agency (CCRA) approved an MOU with the Chamber to run through December 31, 2010, memorializing the relationship between the City, the former CCRA and the Chamber and denoting and defining each party's specific duties and responsibilities with regard to such events and/or activities. On November 10, 2010, and again on November 12, 2012, the City Council approved two-year renewals of the MOU.

On August 28, 2017, the City Council approved an amendment to the MOU through December 31, 2020 and authorized the City Manager to administratively approve a two-year extension if mutually agreed upon by the parties.

The current MOU with the Chamber is attached. Recently, Mayor Small met with the Chamber President/CEO and City staff to convey his desire to hold the 2019 Mayor's State of the City event at the Robert Frost Auditorium (Auditorium) at the Culver City Unified School District (CCUSD) High School campus; this event would be open to the public, free of charge for attendees, and take place in the early evening of April 9, 2019.

DISCUSSION

The Chamber has requested that all costs of the Mayor's State of the City event become the responsibility of the City. Staff, as a result, is currently working with the Chamber on language agreeable to both parties with regards to the Scope of Work and modification of the Mayor's Luncheon description in the MOU. Therefore, staff recommends an amendment to the MOU be executed between the City and the Chamber to reflect the modified duties of both the City and the Chamber.

The proposed change to the MOU will redefine the level of participation and costs borne by the City and the Chamber, particularly regarding production of the 2019 Mayor's State of the City Event (formerly referred to as the Mayor's Luncheon).

The proposed amendment to the MOU relates to the scope of the agreement only and the existing expiration of the MOU of December 31, 2020 would remain unchanged.

FISCAL ANALYSIS

The total estimated fiscal impact for the City, including technical director/lighting staff, sound staff, backstage staff, front of house staff, ushers, security (parking), video production and custodial services to produce the Mayor's State of the City event is approximately \$21,500, and adequate funding is available in the Fiscal Year 2018-19 Budget.

ATTACHMENT

1. 2019-03-11__ATT__Chamber MOU Contract No. 2014-057

MOTION

That the City Council:

1. Approve an amendment to the Memorandum of Understanding with the Culver City Chamber of Commerce regarding the parties' cooperation in community events, projects and the general economic development of the City through December 31, 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.