



City of Culver City

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

Staff Report

File #: 19-1021, Version: 1

Item #: A-1.

CC - (1) Consideration of Sponsorship Request from L.A. Works in Support of its Annual Pop-Up Day of Service Event; (2) If Desired, Designation of the Event as City-Sponsored; and (3) FOUR-FIFTHS VOTE REQUIREMENT: Approval of a Related Budget Amendment.

Meeting Date: March 11, 2019

Contact Person/Dept: Serena Wright-Black/Administrative Services

Phone Number: 310-253-5640

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 (03/06/19)

Department Approval: Serena Wright-Black, Assistant City Manager (03/05/19)

RECOMMENDATION

Staff recommends that City Council (1) consider a request from LA Works to provide financial and in-kind sponsorship for their annual day of service event; (2) if desired, designate the event as City-sponsored; and (3) approval of a related budget amendment (**four-fifths vote requirement**).

BACKGROUND

On January 28, 2019, the City Council agreed to consider a request from LA Works for sponsorship on an upcoming day of service event. The event will bring together corporate and community volunteers to work on projects in support of addressing income inequality.

DISCUSSION

L.A. Works is a 501(c)3 nonprofit organization that was founded in 1991. As stated in the attached letter, the mission of L.A. Works is to empower community members to address pressing social issues utilizing volunteerism as a tool for action and education. They identify and provide hands-on

service opportunities that would improve the quality of life for all in a diverse sprawling city. Their hope is that when individuals work together on local needs through hands-on service, the individual will feel empowered to address the broader concerns of their neighborhoods and cities.

Sponsorship Request

L.A. Works hosts annual Day of Service events throughout Los Angeles County. This year they are requesting to host an event, for the first time, in Culver City. This event is scheduled to take place on June 15, 2019 at Veteran's Memorial Park. L.A. Works is requesting that the City Council waive all fees associated with the rental venue, including parking spaces. The cost to rent the field, picnic area and a maximum of 307 parking spaces totals \$3,429. In addition, L.A. Works is requesting that the City also provide 120 tables, 600 chairs and up to 16 canopy tents for the event. Due to the large number of items that are needed, this would require staff to contract with an outside vendor. The cost for this rental is approximately \$5,000.

In recognition of this support from City Council, L.A. Works would include the City's elected officials as keynote speakers at the event, include the City's logo on all promotional materials and related outreach, and mention Culver City in the press release.

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.

FISCAL ANALYSIS

Approval of sponsorship would total approximately \$9,000 financial and in-kind assistance, excluding any City staff time that is needed to set up and/or coordinate the event. The source of the funds would be General Fund reserves and the expense will be paid from Account No. 10116100.517500 Contributions to Other Agencies.

ATTACHMENTS

1. Letter from L.A. Works Requesting Sponsorship

MOTION

That the City Council:

1. Consider the sponsorship request from L.A. Works and provide direction to staff as appropriate; and
2. If desired, designate the event as a City-sponsored event; and
3. Approve a related budget amendment **(four-fifths vote required)**.