File #: 22-257, **Version:** 1 **Item #:** C-10.

CC - (1) Award of $11,788 in Off-Cycle Special Event Grants and Designation of the Art Walk and Roll Festival and the Culver City Car Show as City-Sponsored Events, as Recommended by the Special Events Grant Program City Council Ad Hoc Subcommittee; (2) Authorization of up to $750 in Additional Staff Costs for the Art Walk and Roll Festival Special Event Administration; and (3) Authorization to the City Manager to Administratively Approve Applicable City Permits and Licenses Needed to Conduct the Events.

Meeting Date: September 13, 2021

Contact Person/Dept: Darren Uhl/PRCS

Phone Number: (310) 253-6655

Fiscal Impact: Yes [X] No [] **General Fund:** Yes [X] No []

Public Hearing: [] **Action Item:** [] **Attachments:** []

Commission Action Required: Yes [] No [X] **Date:**

Public Notification: (Email) Meetings and Agendas - City Council (09/08/2021)

Department Approval: Armando Abrego, PRCS Director (09/01/2021)

RECOMMENDATION

Staff recommends the City Council (1) award $11,788 in off-cycle special event grants and designate the Art Walk and Roll Festival and the Culver City Car Show as City-Sponsored events, as recommended by the Special Events Grant Program City Council Ad Hoc Subcommittee; (2) authorize up to $750 in additional staff costs for the Art Walk and Roll Festival Special Event administration; and (3) authorize the City Manager to administratively approve applicable City permits and licenses needed to conduct the events.

BACKGROUND

On August 23, 2021, the City Council referred the Culver City Arts District Business Improvement District's Art Walk and Roll Festival and the Culver City Exchange Club's Culver City Car Show to the Special Events Grant Program City Council Ad Hoc Subcommittee for consideration of their off-cycle Special Events Grant Program and City-Sponsorship requests.

In 2018 and 2019, the grant application cycle was held once annually, and applications were accepted from numerous organizations during the grant application period. Because the Special Events Grant Program was temporarily suspended due to the coronavirus pandemic, the City Council is currently considering off cycle special event support requests as outlined in the Special Events Grant Program Policy.

DISCUSSION

Culver City Arts District: Art Walk & Roll Festival

The Culver City Arts District Business Improvement District (CCAD) was officially formed in 2016 and produced its first annual Art Walk Event on October 6, 2017. Art Walk & Roll is a celebration of the diverse artistic, creative, design, culinary, and specialty businesses within the area. This year's festival would be similar to prior events with self-guided gallery tours, interactive experiences, live musical performances, multi-block street closure for vendor booths, music, food trucks along with an emphasis on a less car dependent TOD environment by featuring and demonstrating alternative personal transportation options from electric bikes and scooters.

This year's Art Walk & Roll Festival is scheduled to take place on Saturday, October 9, 2021, from 11:00 AM - 6:00 PM in the Culver City Arts District.

The Exchange Club: Culver City Car Show

The Culver City Car Show, "Cruisin' Back to the 50's" is an annual charitable event organized by the Culver City Exchange Club that attracts car enthusiasts throughout the region. The event entails the competitive display of classic cars in a family friendly environment with food, live music and car-related entertainment. The annual theme highlights the unique intersection with Southern California's car culture and Culver City's prominent role as the "Heart of Screenland." All charitable proceeds from this event go to fund local youth charities.

The 2021 Car Show is scheduled to take place on Saturday, October 2, 2021, from 10:00 AM - 6:00 PM, at West Los Angeles College with an expected attendance of over 10,000 exhibitors, vendors and participants throughout the day.

Summary of Previous City Support and 2021 City Support Requested

These events have received City support in past years and have been previously identified as "Signature Events." The table below displays past support along with the 2021 level of support recommended by the members of the Fiscal Year 2021-22 Special Events Grant Program Ad Hoc Subcommittee, Vice Chair Daniel Lee and Council Member Albert Vera.

	Art Walk & Roll	Car Show
Grant	$8,945	$5,425
Staff Costs	$500	$1,000
2018 Total	**$9,445**	**$6,425**
Grant	$10,000	$10,000
Staff Costs	$750	$750
2019 Total	**$10,750**	**$10,750**
Grant	*$10,000	**$1,788
Staff Costs	$750	$0
2021 Recommendation	**$10,750**	**$1,788**

* The itemization of these anticipated Art Walk and Roll Festival expenses is listed below.

Fee (Based on 2019 Charges)	Amount
Transportation - Bus Detour	$2,618
Police Services (8 Officers @ $470/hr.)	$3,760
Fire - Life Safety Officer	$500
Banners	$2,620
Sanitation/Waste Fee	$125
Event/Recycling Fee	$155
Event Permit Fee	$60
	$9,838

** This year the Exchange Club's only request is for banner placement. There are two row banner spaces available during the time period needed to publicize the Car Show, one on Overland Avenue and one on Sepulveda Boulevard. The fees associated with two row banners are $1,787.76, as shown below.

Expense	One Row Banners	Two Row Banners
Permit	$119.00	$119.00
Installation/Removal	$800.00	$1,600.00
Tech Surcharge	$36.76	$68.76
TOTAL	**$955.76**	****$1,787.76**

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 and City Council Policy No. 2502 (Special Events Grant Program), 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 coverage of fees, or any combination thereof.

The CCMC and Policy require 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.

Both of these events meet the criteria for City sponsorship.

FISCAL ANALYSIS

The Fiscal Year 2021/2022 Adopted Budget includes $25,000.00 for the Special Event Grant Program (Account No. 10116100.517560). On August 23, 2021, the City Council approved a carryover of $22,493.50 in Fiscal Year 2020/2021 funds in this account resulting in a total of $47,493.50. In addition, on August 23, 2021, the City Council authorized an $8,000.00 grant for Tito’s Fiesta Mexicana and $1,259.00 for the Leela Dance Collective’s ReSound Dance Pop-Up . The remaining account balance is now $38,234.50. The City Council may wish to consider using $10,000.00 of this funding for a grant for the Art Walk and Roll Festival and $1,788.00 for a grant for the Car Show . If so, the remaining account balance will be $26,446.50.

The FY 2021/2022 Adopted Budget further includes sufficient funding in various departmental accounts to cover the requested $750.00 staff costs for special event administration of the Art Walk and Roll Festival.

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Award $11,788 in off-cycle special event grants and designate the Art Walk and Roll Festival, and the Culver City Car Show as City-Sponsored Events as recommended by the Special Events Grant Program City Council Ad Hoc Subcommittee;

2. Authorize up to $750 in additional staff costs for the Art Walk and Roll Festival Special Event administration; and,

3. Authorize the City Manager to administratively approve applicable City Permits and Licenses needed to conduct the events, provided such Permits and Licenses are consistent with the scope of the event as set forth in the Grant application (such authority shall not apply to the required Special Events Permit, which shall continue to be issued by the Committee on Permits and Licenses).