



City of Culver City

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Staff Report

File #: 22-260, **Version:** 1

Item #: C-5.

CC - Adoption of a Resolution Granting an Alcohol Use Permit to the Exchange Club to Conduct a Beer and Wine Garden in Veterans Memorial Park during the 2021 Fiesta La Ballona.

Meeting Date: October 11, 2021

Contact Person/Dept.: Dani Cullens/PRCS

Phone Number: (310) 253-6645

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Public Hearing: ☐

Action Item: ☐

Attachments: Yes ☒ No ☐

Commission Action Required: Yes ☐ No ☒

Public Notification: (Email) Meetings and Agendas - City Council (10/07/2021); (Email) Culver City Exchange Club (10/05/2021); (Email) Fiesta La Ballona Committee (10/05/2021)

Department Approval: Armando Abrego, PRCS Director (09/29/2021)

RECOMMENDATION

Staff recommends the City Council adopt a resolution granting an alcohol use permit to the Culver City Exchange Club to conduct a Beer and Wine Garden in Veterans Memorial Park during the 2021 Fiesta La Ballona (Attachment 1).

BACKGROUND/DISCUSSION

The Culver City Exchange Club (Exchange Club) is a local non-profit organization that is dedicated to providing financial support to various community-based organizations benefiting children, seniors, and those with disabilities. The Exchange Club co-sponsors annual events with the City of Culver City.

Culver City Municipal Code (CCMC) Section 13.03.025.A grants the City Council authority to issue a permit for a beer and wine garden at the City's Fiesta La Ballona event. The Beer and Wine Garden (BWG) has been a part of the Fiesta La Ballona (Fiesta) since 2005. The Exchange Club has been the permittee for the BWG since 2007. The only exception occurred in 2020 when a "Virtual Fiesta"

was held due to the coronavirus pandemic. The Fiesta Beer and Wine Garden Income and Expense Report, with 2021 projections, is provided (Attachment 2).

The 2021 Fiesta will be held on Friday, October 29; Saturday, October 30; and Sunday, October 31. The Fiesta La Ballona Committee would like to offer a BWG for Fiesta 2021 and is once again recommending the Exchange Club as the BWG vendor. The Exchange Club desires to sponsor the BWG for Fiesta 2021 and has agreed to comply with all of the conditions imposed in the proposed 2021 Resolution. The Resolution includes the required permit conditions set forth in City Council Policy Statement: *Alcohol Use Permits for City-Produced and City-Sponsored Special Events*, adopted by City Council Resolution No. 2019-R014.

FISCAL ANALYSIS

The adoption of the proposed Resolution will have a nominal positive fiscal impact to the City due to the collection of the \$1,200 event space fee that will be charged to the Exchange Club for the use of the area within Veterans Memorial Park which the BWG occupies during the Fiesta, as well as a \$700 Technology Artists fee for Exchange Club's use of City equipment (video flat screen and generator). These fees will be posted to a revenue account in 10130285 (Community Events - Fiesta La Ballona).

ATTACHMENTS

1. 2021-10-11 - ATT 1 Proposed Resolution
2. 2021-10-11 - ATT 2 Fiesta Beer and Wine Garden Income and Expense Report

MOTION

That the City Council:

Adopt a resolution granting an alcohol use permit to the Culver City Exchange Club to conduct a Beer and Wine Garden in Veterans Memorial Park during the 2021 Fiesta La Ballona.