



City of Culver City

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Staff Report

File #: 22-313, Version: 1

Item #: A-2.

CC - (1) Award of \$3,020.50 Off-Cycle Special Event Grant and Designation of the Asian World Film Festival Art Show as a City-Sponsored Event, as Recommended by the Special Events Grant Program City Council Ad Hoc Subcommittee; and (2) Authorization to the City Manager to Administratively Approve Applicable City Permits and Licenses Needed to Conduct the Event.

Meeting Date: October 11, 2021

Contact Person/Dept: Elizabeth Garcia - CDD/Economic Development
Todd Tipton - CDD/Economic Development

Phone Number: (310) 253-5708
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Fiscal Impact: Yes No **General Fund:** Yes No

Public Hearing: **Action Item:** **Attachments:**

Commission Action Required: Yes No **Date:**

Public Notification: (Email) Meetings and Agendas - City Council (10/07/2021)

Department Approval: Sol Blumenfeld, Community Development Director (09/30/2021)

RECOMMENDATION

Staff recommends the City Council (1) award \$3,020.50 in an off-cycle special event grant and designate the Asian World Film Festival (AWFF) Art Show a City-Sponsored event, as recommended by the Special Events Grant Program City Council Ad Hoc Subcommittee; and (2) authorize the City Manager to administratively approve applicable City permits and licenses needed to conduct the event.

BACKGROUND

Due to the suspension of 2020's Special Events Grant Program application cycle, the City Council is currently considering off-cycle special event support requests as outlined in the Special Events Grant Program Policy.

On August 9, 2021, the City Council referred AITYSH USA’s AWFF Art Show to the Special Events Grant Program City Council Ad Hoc Subcommittee for consideration of its off-cycle Special Events Grant Program and City-Sponsorship request.

DISCUSSION

Asian World Film Festival & Art Show

The AWFF and Art Show is a subsidiary of AITYSH USA, a 501(c)(3) charitable non-profit organization. The AWFF, which will occur between November 1 - 11, 2021, brings a broad selection of Asian World cinema to Los Angeles. It is unique in its concept, as the AWFF predominantly screens films from the Asian Continent which have been submitted to the Academy of Motion Pictures Arts and Sciences and the Golden Globes for consideration in the Best Foreign Language Film category.

The film screenings will not be held in Culver City this year due to the Arclight Theater being vacant. AITYSH USA is seeking a special event grant and City-sponsorship for its Art Show only. The Art Show will be held at Town Plaza and Van Buren Place (Attachment 1). The timeline is as follows:

Town Plaza Art Show

- 11/04/2021 Art Show Load-in
- 11/05-07/2021 Art Show
- 11/07-08/2021 Art Show Load-out

The AWFF received City support in prior years and was designated a City-sponsored event. The amount of support was:

- 2018: \$2,815 Grant plus \$500 in City staff costs = \$3,135 total
- 2019: \$4,000 Grant plus \$1,000 in City staff costs = \$5,000 total

This year, the Special Events Grant Program City Council Ad Hoc Subcommittee is recommending a grant in the amount of \$3,020.50, as follows:

Requested Financial Assistance		Estimated Cost
1	Event Fee	\$125.00
2	Recycling Fee	\$368.54
3	Police Officer: \$470 x 3 days	\$1,410.00
4	Street Use Permit: \$318.24/day x 4 days	\$1,116.96
TOTAL		\$3,020.50

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.

The AWFF Art Show meets the criteria for City sponsorship.

FISCAL ANALYSIS

The Fiscal Year 2021/2022 Adopted Budget included \$25,000 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 resulting in a total of \$47,493.50.

The activity in this account thus far is as follows:

Account Balance as of 09/28/2021	
Beginning Balance	\$47,493.50
Tito's Fiesta Mexicana	-\$8,000.00
Leela's ReSound Dance Pop-Up	-\$1,259.00
Art Walk and Roll Festival	-\$10,000.00
Car Show	-\$1,788.00
Remaining Balance	\$26,446.50

The City Council may wish to consider using \$3,020.50 of the \$26,446.50 amount to assist AWFF Art Show. If so, the remaining account balance will be \$23,426.00.

ATTACHMENT

1. 2021-10-11 - ATT 1 Art Show Areas in Town Plaza

MOTIONS

That the City Council:

1. Award \$3,020.50 in an off-cycle special event grant and designate the Asian World Film Festival Art Show as a City-Sponsored event, as recommended by the Special Events Grant Program City Council Ad Hoc Subcommittee; and,
2. 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).