



City of Culver City

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Staff Report

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Item #: C-10.

CC - Approval of a Memorandum of Understanding with the Culver City Downtown Business Association for City-Sponsored Events in Calendar Years 2021-2022.

Meeting Date: October 11, 2021

Contact Person/Dept: Todd Tipton - CDD/Economic Development
Phone Number: (310) 253-5783

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 (10/07/2021); Culver City Downtown Business Association (09/29/2021).

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

RECOMMENDATION

Staff recommends the City Council approve a Memorandum of Understanding (MOU) with the Culver City Downtown Business Association (DBA) for City-sponsored events through December 31, 2022.

BACKGROUND

On February 19, 2008, the City Council approved Resolution 2008-R011 approving City Council Policy 2008-01, providing the means for community organizations to enter into MOUs with the City defining their relationship and denoting responsibilities for each of the parties. This process allows the City to approve and sponsor specified recurring events via a contractual agreement, effectively share costs with approved organizations, provide services it may not have the resources to otherwise offer and supplement its community enhancement efforts.

In 2009 the City and former Culver City Redevelopment Agency Board approved the first MOU with the DBA and an agreement has remained in place since. The two events undertaken by the DBA pursuant to the most recent MOU are the annual holiday tree lighting and Halloween event, both of which occur in Town Plaza. Any event produced in Town Plaza must be City sponsored.

DISCUSSION

The existing MOU has expired, and the DBA is requesting the MOU be renewed. The DBA is proposing to continue producing the annual holiday tree lighting and Halloween events in Town Plaza. For these events the City will:

- Designate the event a City-sponsored event;
- Participate, as needed, in the planning, preparation and/or promotion of the event;
- Install banners at any or all of the City's three banner locations, if available, and waive the applicable permit and City installation costs (at the DBA's request, and City resources permitting);
- Designate City staff and allocate approximately 18 hours of City staff time to assist the DBA with the planning, preparation and/or promotion of the event, and waive applicable fees for City staff time; and,
- Allow the use of Town Plaza, if it is available.

FISCAL ANALYSIS

The MOU for Events provides consistency and clearly defines the level of participation and, consequently, costs borne by the City. Staff time of up to 18 hours per event for planning and promotional assistance equates to approximately \$1,000 of in-kind staff cost (using total costing for a Management Analyst position).

The DBA is responsible for all hard costs for the subject events but is eligible for fee waivers consistent with City Council Policy 2008-01. Although fee waivers and banner installation costs are available to the DBA, none are being requested at this time. Historically, the City Council has provided sponsorship via in-kind services. No additional fiscal impact will be realized by approving this MOU.

ATTACHMENTS

None.

MOTION

That the City Council:

1. Approve a Memorandum of Understanding with the Culver City Downtown Business Association for City-sponsored events for calendar years 2021 and 2022, 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.

