



City of Culver City

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Staff Report

File #: 22-1046, Version: 1

Item #: C-12.

CC - CONSENT ITEM: (1) Award of an Off-Cycle Special Events Grant in the Amount of \$3,000, Plus \$1,000 in Contingency for Special Event Liability Insurance, and Designation of the 2022 Culver City Pride Ride and Rally as a City-Sponsored Event, as Recommended by Vice Mayor Vera of the Special Events Grant Program Ad Hoc Subcommittee; (2) Approval of the Necessary Street Closures and Issuance of a Street-Use Permit; and (3) Authorization to the City Manager to Administratively Approve Applicable City Permits, Licenses and Agreements Needed to Conduct the Event.

Meeting Date: May 23, 2022

Contact Person/Dept.: Armando Abrego/PRCS
Phone Number: (310) 253-6682

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Attachments: Yes ☐ No ☒

Commission Action Required: Yes ☐ No ☒

Public Notification: (E-Mail) Meetings and Agendas - City Council (05/18/2022); (E-Mail) Culver City Downtown Business Association (05/18/2022); (E-mail) Los Angeles County Bicycle Coalition (05/18/2022); (E-mail) Pride Ride and Rally Event Organizers (05/18/2022)

Department Approval: Armando Abrego, PRCS Director (05/11/2022)

RECOMMENDATION

Staff recommends the City Council (1) award an off-cycle special events grant in the amount of \$3,000, plus \$1,000 in contingency for special event liability insurance, and designate the 2022 Culver City Pride Ride and Rally as a City-Sponsored event, as recommended by Vice Mayor Vera of the Special Events Grant Program Ad Hoc Subcommittee; (2) approve the necessary street closures and issue a Street-Use Permit; and (3) authorize the City Manager to administratively approve applicable City permits, licenses and agreements needed to conduct the event.

BACKGROUND

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

Events Grant Program Policy. In Fiscal Year 2022/2023, the Special Events Grant Program will resume its annual cycle.

Pride Month, observed in June of each year, is a month-long observance in celebration of lesbian, gay, bisexual, transgender, and queer people, and the history, culture, and contributions of these people and their communities. In recent years, the City Council has presented Proclamations to commemorate Pride Month.

On June 14, 2021, the City Council designated the City's first Pride Day Event as City-sponsored, per the City Council Policy. In addition, then Council Member (now Vice Mayor) Vera received consensus that the City fly the Pride flag as part of the event. The 2021 Pride Day Event featured a rally held in the City Hall Courtyard on Sunday, June 27, 2021. Also, the Los Angeles Bicycle Coalition held a Culver City Pride Ride, with assistance from Bike Culver City.

On February 14, 2022, community member Freddy Puza addressed the City Council to announce the planning of the 2022 Culver City Pride Ride and Rally (the Event) and request City support. The Event was referred by the City Council to the Special Events Grant Program City Council Ad Hoc Subcommittee (Subcommittee) for consideration as an off-cycle Special Events Grant Program/City-Sponsorship request. This year's Event is being organized by the Los Angeles County Bicycle Coalition. Members of the Steering Committee for the Event include Freddy Puza, Bubba Fish, and Culver City Council Member Yasmine-Imani McMorris.

The members of the Special Events Grant Program Ad Hoc Subcommittee are Vice Mayor Vera and Council Member McMorris. Since Council Member McMorris is on the Steering Committee for the Event, she recused herself from the deliberations regarding Special Events Grant Program/City-sponsorship recommendations for this event. On May 11, 2022, Vice Mayor Vera met with staff and, after discussion, indicated his support/recommendation for Pride Ride and Rally. He is recommending the award of an off-cycle special events grant in the amount of \$3,000, plus \$1,000 in contingency for special event liability insurance, and designation of the 2022 Culver City Pride Ride and Rally as a City-Sponsored event.

DISCUSSION

2022 Culver City Pride Ride and Rally

The Event, which will be held on Sunday, June 26, 2022, kicks-off with a Pride Bike Ride at Syd Kronenthal Park, located at 3459 McManus Avenue. The schedule for the 2022 Pride Ride and Rally is as follows:

8:30 AM - Bicycle repair booth provided by Walk N' Rollers opens
9:00 AM - Meet at Syd Kronenthal Park to check-in for Pride Ride
9:30 AM - Ride promptly begins
10:30 to 11:00 AM - Pride Ride ends at Main Street, Downtown Culver City for Pride Rally
11:00 AM - Pride Rally begins
2:00 PM - Culver City Pride Event ends

Participants will scoot, skate and cycle through six miles of City neighborhoods. Then, they will

congregate on Main Street to socialize, listen to entertainment and speakers, visit booths, and enjoy refreshments. Public Works staff is recommending the closure of Main Street on June 26 from 6 AM through 5 PM. The load-in includes the setup of a stage, among other items; the load-out includes the removal of the stage - both of these stage-related activities take a couple of hours, based on previous events.

Itemization of Anticipated Expenses

The exact monetary value of the support the Event received in 2021 was not listed in the June 14, 2021 staff report. Given the scope of the Event, staff believes that it was most probably a Tier 1 (C1) Community/Charitable Event which has a maximum grant value of \$2,500.

2022 Pride Ride and Rally Estimated City-Related Expenses:

- Recycling Fee Permit: \$51
- Waste and Recycling Services: \$500
- Special Event Application Permit Expediting fee (if less than 3 weeks from event date): \$100
- Special Event Application Permit fee: \$30
- Public Works Pedestrian Barricades-staff costs: \$300
- Street Use Permit: \$325
- Traffic Engineering Staffing: \$1,430
- 1 - Fire safety officer for the day: \$500
- 4 - PRCS part-time staff for set-up & break down: \$832
- Park Reservation Fees and Staffing: \$102

The total 2022 Pride Ride and Rally Estimated City-Related Expenses are estimated at \$4,170. Staff has determined that this event requires Special Event Liability Insurance. This cost is estimated to be \$1,000.

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, fee credits, 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 determine, by specific action, that the above criteria have been met.

These events meet the criteria for City sponsorship. As a requirement for event sponsorship, the organizers for the events must identify the City of Culver City as a sponsor of the events in all promotional materials.

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.

Previous Special Events Grant Program awards this fiscal year include:

SEGP Off-Cycle Awards as of May 23, 2022		
Date	Beginning Balance	\$47,493.50
08/23/21	Tito's Fiesta Mexicana	-\$8,000.00
08/23/21	Leela's ReSound Dance Pop-Up	-\$1,259.00
09/13/21	Art Walk and Roll Festival	-\$10,000.00
09/13/21	Culver City Car Show (1)	-\$1,788.00
10/11/21	Asian World Film Festival Art Show	-\$3,020.50
01/10/22	Small Book Publishers Fair	-\$1,037.00
02/28/22	Screenland 5K	-\$10,000.00
03/28/22	Culver City Car Show (2)	-\$1,788.00
04/25/22	Jazz Hands for Autism Spring Concert	-\$1,076.00
04/25/22	Taste of the Nation	-\$2,000.00
	Remaining Balance	\$7,525.00

The City Council is requested to consider awarding an Off-Cycle Special Events Grant in the amount of \$3,000 as a credit toward City costs, plus \$1,000 in contingency for Special Event Liability Insurance. If so awarded, the remaining amount available for off-cycle special events grants will be \$3,525.

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Award an off-cycle special events grant in the amount of \$3,000, plus \$1,000 in contingency for special event liability insurance, and designate the 2022 Culver City Pride Ride and Rally as a City-sponsored event, as recommended by Vice Mayor Vera of the Special Events Grant Program Ad Hoc Subcommittee; and,

2. Approve the necessary street closures and issuance of a Street-Use Permit; and
3. Authorize the City Manager to administratively approve applicable City permits, licenses and agreements needed to conduct the event.