



City of Culver City

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Staff Report

File #: 22-1109, Version: 1

Item #: C-8.

CC - CONSENT ITEM: (1) Consideration of Direct Financial Assistance in the Amount of \$34,000; Fire, Police, and Public Works Department In-Kind Support; and Waiver of the Banner Application Fees for the 52nd Annual 4th of July Fireworks Show Charitable Fundraising Event Produced by the Exchange Club of Culver City, a Non-Profit Organization, to be Held on the Campus of West Los Angeles College on July 3, 2022; (2) Consideration of Designation of the 52nd Annual 4th of July Fireworks Show as a City-Sponsored Event; and (3) Approval of a Related Memorandum of Understanding.

Meeting Date: June 13, 2022

Contact Person/Dept: Shelly Wolfberg/City Manager's Office

Phone Number: 310-253-6000

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Commission Action Required: Yes ☐ No ☒

Public Notification: (E-Mail) John Cohn/Exchange Club; Meetings and Agendas - City Council (06/08/2022);

Department Approval: John M. Nachbar (06/08/2022)

RECOMMENDATION

Staff recommends the City Council consider (1) approving direct financial assistance in the amount of \$34,000; Fire, Police and Public Works Department in-kind support; and waiver of the Banner Application fees for the 52nd Annual 4th of July Fireworks Show charitable fundraising event (2022 Event) produced by the Exchange Club of Culver City (Exchange Club), a Non-Profit Organization, to be held on the campus of West Los Angeles College (WLAC) on July 3, 2022; (2) designating the 2022 Event as a City-sponsored event; and (3) approving a related memorandum of understanding (MOU).

BACKGROUND

About the Exchange Club of Culver City

The Exchange Club indicates that funds raised through its various charity events go directly to

support and fund local programs. Each year, the Exchange Club provides up to 25 college scholarships to deserving and needy Culver City High School graduates. The Exchange Club provides key support for the Sandy Segal Youth Health Center as well as the YMCA (including the Youth & Government program). Each year, the Exchange Club raises funds to combat Veteran Homelessness as well as support for local homelessness services programs such as the Upward Bound House. The Exchange Club also provides funding for the Center for Child Abuse Prevention and its ongoing programs to support families and children at-risk. The Exchange Club awards multiple grants to support local youth sports (e.g., Little League, AYSO, and various High School sports teams). Currently, the Exchange Club also is funding and providing support for upgrades to the library at La Ballona Elementary School. This latter program is part of an ongoing program by the Exchange Club to improve educational programs and opportunities for Culver City students.

The Exchange Club of Culver City is one of the lead organizers of FeedCulver. Throughout the course of the COVID-19 pandemic FeedCulver provided more than 50,000 hot meals to needy neighbors and Culver City families. The Exchange Club supplied seed funding, managed the FeedCulver.org website and provided administrative support and oversight for the program. The Exchange Club was a founding partner to initiate Leadership Culver City (LCC). LCC was established to promote greater civic literacy and engagement. Several LCC graduates have run for local elected posts, have joined City Commissions or are active on a variety of community-based organizations and foundations. The Exchange Club provides need-based scholarships to multiple program applicants. Annually, the Exchange Club underwrites and co-organizes the Abilities Children's Carnival (formerly Disability Children's Carnival) held each year at the Culver City Senior Center.

Annual Exchange Club community events include:

- Bravo Lunch (celebrating local first responders)
- Culver City Charity Car Show
- Scholarship Lunch (for college scholarship recipients and their families)
- Fourth of July Fireworks
- Beer & Wine Garden at Fiesta La Ballona
- Tribute to Heroes - Field of Valor (recognizing the sacrifices of active military and combat veterans)
- Upward Bound House Children's Holiday Party

The Exchange Club of Culver City is a 100% volunteer organization with roots in the community that stretch back more than 70 years. The Exchange Club has no professional staff, no administrative offices, or ongoing overhead expenses.

Annual 4th of July Fireworks Show

Over the past 52 years, the Exchange Club has produced a professional fireworks show for the community. The fireworks show was on hiatus in 2019, due to construction at WLAC, and in 2020 and 2021, due to the COVID-19 pandemic. On June 2, 2022, the Exchange Club provided the attached letter, requesting City support for the 52nd annual Fireworks Show. The Exchange Club seeks the following support from the City of Culver City:

1. \$34,000.00 directed to underwrite the cost of the fireworks production.

2. In-kind services in the form of Culver City Police Department traffic control on the roadways leading in and out of the college. CCPD estimates that it will require one Police Sergeant, six Police Officers, and two Parking Enforcement Officers to undertake this task.
3. Approval of City sponsorship to secure a waiver of fees associated with the installation of street banners advertising the show.
4. The use of available changeable message boards to supplement and enhance traffic control into and out of the event.

DISCUSSION

Unless the City Council should provide alternative direction, staff is prepared to release the amount of \$34,000 to the Exchange Club for the cost of the Fireworks. Providing this amount to the Exchange Club for the 2022 Event would meet the \$1,000 minimum amount required for City-sponsorship (as outlined in more detail below).

Primary public safety services will be provided by the County. However, the Fire Department will monitor this event in the event of requested back up. The Police Department has been requested to assist with traffic control on City streets for ingress and egress to the event parking lots.

City-Sponsored Designation

To become City-sponsored, events need to be specifically designated as a City-sponsored event by the City Council. As part of such City sponsorship, event producers would be eligible to post banners in the public right-of-way promoting the sponsored event. 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., 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 waiver of fees, or any combination thereof. The CCMC requires both (a) and (b) conditions be satisfied. Additionally, 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.

Should the City Council determine to provide the financial assistance and in-kind staff support, then the event may be designated a City-sponsored event. If the Exchange Club wishes to post banners in the public right-of-way, they will be required to include the City’s logo on the banners as a sponsor. If approved by the City Council, the City would be contributing \$34,000 in funds for the fireworks display and in-kind staff support for the 2022 Event. Should the 2022 Event receive City-sponsorship, the Exchange Club will be required to list the City as a sponsor of the 2022 Event in all promotional materials.

Sponsorship MOU

If financial assistance is approved and the 2022 Event is designated as a City-sponsored event, the City and Exchange Club will execute an MOU setting forth the terms and conditions of sponsorship, including financial assistance, in-kind staff support, use of banners, requirement to include City in promotional materials, and the requirement to name the City as an additional insured on the 2022

Event insurance policies.

FISCAL ANALYSIS

There are sufficient funds in the Appropriated Reserves of the FY 2021/2022 Adjusted Budget to fund the \$34,000 contribution, which would be transferred to Account # 10116100.51750 - Contributions to Other Agencies. The City Council is being requested to approve the payment of \$34,000 in direct financial assistance for the fireworks, the waiver of banner permit fees, and in-kind staff support for the 4th of July Fireworks Show event on July 3, 2022.

ATTACHMENT

1. 2022-06-13 - ATT Letter dated June 1, 2022 from the Exchange Club of Culver City

RECOMMENDED MOTIONS

That the City Council:

1. Determine whether to provide \$34,000 in direct financial assistance and in-kind staff support and other City costs to the Exchange Club of Culver City Charitable Foundation, Inc. for its 4th of July Fireworks event on July 3, 2022 at WLAC; and,
2. (If at least \$1,000 in support is provided) designate the 52nd Annual 4th of July Fireworks Show as a City-sponsored event; and
3. Approve a related Memorandum of Understanding; and
4. Authorize the City Attorney to review/prepare the necessary documents; and
5. Authorize the City Manager to execute such documents on behalf of the City.