



City of Culver City

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Staff Report

File #: 23-820, Version: 1

Item #: C-3.

CC - CONSENT ITEM: (1) Award of a \$2,600 Off-Cycle Special Events Grant and Designation of The Exchange Club's Car Show on May 13, 2023, 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: April 10, 2023

Contact Person/Dept.: Shelly Wolfberg/CMO; Francisca Castillo/PRCS

Phone Number: (310) 253-6008; (310) 253-6645

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 (04/05/2023)

Department Approval: Armando Abrego, PRCS Director (03/29/2023)

RECOMMENDATION

Staff recommends the City Council (1) award a \$2,600 off-cycle special events grant and designate The Exchange Club's Car Show on May 13, 2023, 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 event.

BACKGROUND

On May 23, 2022, the City Council (1) awarded \$36,700 in grants and designated nine events as City-sponsored through the Fiscal Year 2022/2023 Special Events Grant Program, as recommended by the Special Events Grant Program City Council Ad Hoc Subcommittee; (2) authorized up to \$23,300 in contingency for special event liability insurance and off-cycle event support; and (3) authorized 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 Event Permit, which shall

continue to be issued in the usual course of business). The nine events that received grants/City-Sponsorship are:

Date(s)	Event	Grant Amount	Notes
17 & 18-Sept-22	The Actors' Gang Carnival	\$ 3,000.00	Cancelled*
4-Oct-22	Tito's Fiesta Mexicana	\$ 4,500.00	
8-Oct-22	Art Walk & Roll Festival	\$ 10,000.00	
20-Nov-22	Jazz Hands for Autism	\$ 1,100.00	
25-Feb-23	Culver City Book Festival	\$ 1,100.00	
12-Mar-23	Screenland 5K	\$ 10,000.00	
6-May-23	A Taste of Culver City	\$ 2,500.00	
4-Jun-23	Taste of the Nation No Kid Hungry	\$ 2,000.00	
16,17 & 18-Jun-23	Garden Club Show & Plant Sale	\$ 2,500.00	
		\$ 36,700.00	

**Note: Since The Actors' Gang Carnival was cancelled, the 2022 Special Events Grant Program City Council Ad Hoc Subcommittee has determined that the \$3,000 awarded to the Actor's Gang should be moved to the contingency amount.*

Off-Cycle Event Support

One of the primary goals of the Special Events Grant Program is to consolidate requests, thereby limiting the number of off-cycle event support requests. However, Special Events Grant Program Policy 2017-R006 provides for City Council consideration of off-cycle Special Events Grant Program /City-Sponsorship requests. For Fiscal Year 2022/2023, the City Council approved a \$23,300 contingency amount, of which approximately \$4,500 is for supplemental special event liability insurance and \$18,800 is for off-cycle event support. The two events that have received off-cycle grants/City-Sponsorship are:

Date(s)	Event	Grant Amount
12-Nov-23	Asian World Film Festival Kung Fu Day	\$ 2,200.00
18-Mar-23	Walk N Rollers 11th Anniversary	\$ 4,000.00
		\$ 6,200.00

DISCUSSION

The Exchange Club is a 501(c)(3) charitable non-profit organization. This will be their 19th annual car show and will be held on the campus of West Los Angeles College for the third time. The event will have live music and entertainment and will not require any road closures or bus re-routing. Security for the event will be provided by on-campus sheriff and Culver City police will be present.

Itemization of Estimated City-Related Expenses

Requested Fee Credit	Estimated Cost
Staff Hours	\$ 1,000.00
Police Officers	\$ 1,600.00
	\$ 2,600.00

Since these expenses are estimated and dependent on staff time, additional funding may be incurred and approved by the Subcommittee.

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

This event meets 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.

Special Events Grant Program City Council Ad Hoc Subcommittee Recommendation

The Subcommittee is composed of Vice Mayor McMorrin and Council Member O’Brien and initially recommended to the City Council the award of a \$1,000 off-cycle special events grant and designation as a City-Sponsored Event for The Exchange Club’s Car Show based on the original request. Staff notified the Subcommittee members via email as agreed upon by the members for the additional \$1,600 for police costs after the fee was relayed to staff. At that time, Council Member O’Brien’s recommendation to the City Council was updated to be a \$2,600 off-cycle special events grant and designation as a City-Sponsored Event for The Exchange Club’s Car Show. Due to the timeline for the submission of this report, staff was unable to receive an updated recommendation from Vice Mayor McMorrin.

FISCAL ANALYSIS

As noted above, the City Council approved a \$23,300 contingency amount for special event grants, of which approximately \$4,500 is for supplemental special event liability insurance, \$18,800 is for off-cycle event support (Special Event Grant Program Account Number 10116100.517560). The cancellation of The Actors’ Gang Carnival reduces the Fiscal Year 2022/2023 Special Event Grant Program (the Program) award amount by \$3,000 and brings the total contingency amount up to

\$26,300, and the contingency amount for off-cycle event support up to \$21,800.

At the time of Council approval of the Special Event Grant Program on May 23, 2022, the Proposed Budget for Fiscal Year 2022/2023 included \$60,000 for the Special Event Grant Program. This was a reduced amount that reflected COVID-era belt tightening by the City. In the Adopted Budget for Fiscal Year 2022/2023, \$32,000 was added to the Special Event Grant Program account to return the account to pre-pandemic funding levels. That \$32,000 is currently unallocated.

Having awarded a total of \$6,200 for the Asian World Film Festival Kung Fu Day and the Walk N Rollers 11th Anniversary, the remaining balance for the contingency is \$15,600. The City Council may wish to consider using \$2,600 of the \$15,600 in contingency for off-cycle event support for this event. If so awarded, the remaining contingency amount available for other off-cycle Special Events Grant Program awards will be \$13,000. Additionally, the \$32,000 of unallocated funds remains available in the account.

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Award a \$2,600 off-cycle special events grant and designate The Exchange Club's Car Show on May 13, 2023, 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 event.