



Staff Report

File #: 25-252, Version: 1

Item #: C-4.

CC - CONSENT ITEM: Award of \$3,000 Off-Cycle Special Events Grant to The Hero Workshop and Designate the “Hero Faire” a City-Sponsored Event.

Meeting Date: October 28, 2024

Contact Person/Dept: Edgar Varela / Office of Economic and Cultural Development

Phone Number: (310) 253-5752

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 (10/23/2024); The Hero Workshop (9/18/2024)

Department Approval: Jesse Mays, Assistant City Manager (10/21/2024)

RECOMMENDATION

Staff recommends the City Council award a \$3,000 Off-Cycle Special Events Grant to The Hero’s Workshop and designate the “Hero Faire” a City-Sponsored Event.

BACKGROUND

On June 10, 2024, the City Council awarded \$147,075 in grants for 15 designated events as City-sponsored events through Fiscal Year 2024/2025, as recommended by the Special Events Grant Program Ad Hoc Subcommittee (Subcommittee). At that time, the City Council also authorized up to \$8,925 in contingency funding for future off-cycle event support.

DISCUSSION

On August 12, 2024, The Hero Workshop, a 501(c)(3) non-profit organization based in Culver City, requested an off-cycle special event grant to assist with City fees and promote their upcoming “Hero Faire” production at Veterans Memorial Park (“The Event”), on Saturday May 3, 2025. The Hero’s

Workshop's goal is to provide youth with an organized, inclusive and safe community space to play tabletop role playing games.

The Hero Faire is an annual anniversary celebration hosted by The Hero Workshop, featuring carnival games, costume play, skill challenges and a showcase of tabletop games for heroes of all ages. Last year's event featured a live performance by the School of Rock, Scout Troop 15 and 113 activities, Nerf Archery Range, Hobby Horse Jousting, Evil Laugh Contest, and Cardboard Cosplay as well as showcase opportunities for other related local non-profits. The Event is free and open to the public.

City Sponsorship

To be categorized as a "sponsored" event by the City, an event must meet the criteria set forth in the Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii and City Council Policy No. 2502 (Special Event 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 conditions (a) and (b) to be satisfied. Additionally, City Council Policy requires that for an event to be considered a City-Sponsored event, the City Council is required to determine, by specific action, that the above criteria be met. This event meets the criteria for City Sponsorship because the City will participate in the promotion of the event, which will require at least \$1,000 in in-kind staff time. As a requirement for event sponsorship, the organizers for the events must identify the City of Culver City as a sponsor of the event in all promotional materials.

Off-Cycle Event Support

One of the primary goals of the Special Event Grant Program ("Program") is to consolidate requests, thereby limiting the number of off-cycle event support requests. However, the Program, City Council Policy No. 2502, provides for City Council consideration of off-cycle Special Event Grant Program/ City-Sponsorship requests.

FISCAL ANALYSIS

The \$3,000 in off-cycle special event grant will be comprised of in-kind staff time (for marketing and coordination), venue rental fees and related Police and Fire staffing, if required. The Hero Workshop will be responsible for all costs and permits related to banner fabrication and installation. If approved, the off-cycle contingency for future events would be \$5,925.

ATTACHMENTS

None.

MOTION

That the City Council:

Award a \$3,000 off-cycle, in-kind special events grant to The Hero Workshop and designate Hero Faire as a City-Sponsored event.