City of Culver City

Staff Report

File #: 27-130, **Version:** 1 **Item #:** C-9.

CC - CONSENT ITEM: Award of a $1,000 Off-Cycle Special Events Grant and Designation of the Center Theater Group's "Dog Man: The Musical" as a City-Sponsored Event.

Meeting Date: July 27, 2026

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

Phone Number: (310) 253-5752

Fiscal Impact: Yes [X] No [] **General Fund:** Yes [] No [X]

Attachments: Yes [ ] No [X]

Public Notification: (E-Mail) Meetings and Agendas - City Council (07/22/2026); Center Theatre Group (07/22/2026)

Department Approval: Adam Troy, Assistant City Manager (07/20/2026)

RECOMMENDATION

Staff recommends the City Council award a $1,000 Off-Cycle Special Events Grant for in-kind marketing and designate of the Center Theater Group's Dog Man: The Musical as a City-Sponsored Event.

BACKGROUND/DISCUSSION

On July 13, 2026, the Center Theater Group (CTG) requested an off-cycle special event grant to promote their upcoming production at the Kirk Douglas Theater, running from September 12, 2026, to October 18, 2026. Since 2004, CTG has operated the City-owned Kirk Douglas Theatre, located at 9820 Washington Boulevard.

CTG has requested City sponsorship for in-kind marketing, which would include placement of banners in the public right-of-way, for its upcoming production of Dog Man: The Musical, which is adapted from the children's book by Dav Pilkey.

City Sponsorship

To be categorized as a "sponsored" event by the City, an event must meet the criteria set forth in 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 at least $1,000 in in-kind sponsorship. This contribution may take the form of labor, staff time, materials, a coverage of fees, or any combination thereof.

The Policy requires 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/marketing efforts. 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.

FISCAL ANALYSIS

The $1,000 in off-cycle support will be comprised of in-kind staff time (for marketing and coordination). There is sufficient funding in the Fiscal Year 2026-2027 contingency to support this request. CTG will be responsible for banner fabrication and for acquiring and paying for all permits related to banner installation.

ATTACHMENTS

None.

MOTION

That the City Council:

> Award a $1,000 off-cycle, in-kind special events grant and designate the Center Theater Group’s “Dog Man” as a City-Sponsored event.

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