

City of Culver City, California
Joint City Council/Agency Agenda Item Report

Meeting Date: 07/23/07		Item Number: <u>J-1</u>	
AGENDA ITEM: Joint Item to Consider the <i>Made in Culver City</i> Film Festival Produced in Honor of the 90th Anniversary of the City of Culver City.			
Contact Person/Dept.: Susan Obrow/Community Development		Phone Number: 310.253.5762	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Public Notification: Chamber of Commerce; Culver City Historical Society; Master Notification List (7/18/07).			
Department Approval: Sol Blumenfeld (07/18/07)		City Attorney Approval Carol Schwab	
City Controller Approval: Marlee Chang		City Manager Approval: Jerry Fulwood	

RECOMMENDATION:

Staff recommends the Culver City City Council ("The Council") approve the plans for the *Made in Culver City* Film Festival (the "Festival") presented in honor of the 90th Anniversary of the City of Culver City, and that the Culver City Redevelopment Agency (the "Agency") authorize the expenditure of \$15,000 from the funds allocated in Redevelopment Agency budget for fiscal year 2007-08.

BACKGROUND:

On February 26, 2007, staff received direction from the Council to research and prepare a proposal for *Made in Culver City* – a one-day film festival presented in honor of the 90th Anniversary of the City of Culver City - to celebrate the golden film classics that were produced in "The Heart of Screenland." The 90th Anniversary date is Thursday, September 20, 2007, and the Festival would be held on Sunday, September 23, 2007, after the completion of the Jewish High Holy Days. Staff received support for the idea of partnering with a professional film organization to secure the films. Staff also received direction to explore the use of the Pacific Theatres as a possible venue for this event. Staff was directed to explore use of mobile displays for historic photos.

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DISCUSSION:

After examining the requirements necessary to utilize mobile photo displays, staff concluded that a mobile display would be prohibitively costly and logistically difficult. To properly mount such a display would cost approximate \$4000 for the display itself before including costs to transport, display and secure the exhibition. Rather, staff recommends concentrating efforts and available funds toward a film festival that will appeal to residents and visitors alike while promoting Culver City and realizing a positive financial impact on downtown businesses.

Made in Culver City will celebrate the revitalized Downtown area, generate positive publicity for the City and provide economic impact on the restaurants in the area by presenting a free public event on a Sunday. *Made in Culver City* offers an opportunity for residents and visitors of all generations to see classic films projected on the large screen – films that are set in Atlanta or Oz but were actually made in Culver City. Marketing material will promote Downtown Culver City with a dining and parking guide as well as a walking tour highlighting landmarks connected to the films. The self-guided walking tour will include landmarks such as the Culver Hotel and Main Street (as seen in the Laurel and Hardy shorts) and the Mansion Building at The Culver Studios (as seen in *Gone with the Wind*) as well as the public art zeotropes dotting Downtown

The two hundred-seat Council Chambers will be transformed into a family theatre with repeated showings of Laurel and Hardy shorts as well as a screening of *The Wizard of Oz*, and will be open to the public throughout the afternoon. In the evening, the City Hall Courtyard will be an open-air theatre, accommodating hundreds of people, where *Gone with the Wind* will be projected. Sun sets at 6:49PM and the screening, preceded by official welcoming speeches, may begin at 7:00pm. A string quartet from the Culver City Symphony will perform excerpts from the score of *Gone with the Wind* before the performance and at Intermission.

Staff considered numerous venues for this event. Though the Pacific Theatres was initially considered a highly desirable venue for this event, several factors have made use of the theatre undesirable. Though the Agency is able to reserve one screen, in a room seating approximately 300 people, the Agency is contractually obligated to reimburse the theatre for lost revenue during any use of the facility. The cost of reimbursement alone made this option untenable. As well, the Laurel and Hardy prints are in 16mm and cannot be run on the platter system of a commercial theatre and would not fill the screen appropriately in the theatre. Another drawback of presenting the Festival at the Pacific Theatres is the lack of control in the venue since the theatre would be open for business as usual.

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Staff reviewed the use of other venues including the Kirk Douglas Theatre, Veterans Memorial Auditorium, Robert Frost Auditorium, and The Culver Studios. The Kirk Douglas Theatre is not available that day, and the other three venues were cost prohibitive and presented individual challenges that prevented their use.

Staff examined the success of *Music in the Chambers* and the *Culver City Music Festival* and noted how well suited City Hall is as an event venue. Staff has prepared a proposal and budget for *Made in Culver City* to be presented at City Hall on Sunday, September 23rd.

Staff has consulted with The Culver City Historical Society, Sony Pictures Entertainment, the Mary Pickford Foundation and the UCLA Film and Television Archive (the "Archive"). The Archive has offered access to its archival prints for the Festival with the understanding that the event would be free to the public and that the archival prints would be screened in an appropriate manner. The staff of the Archive provided a connection to Warner Bros. Studio which is the caretaker for the MGM film collection. Additional films have been temporarily reserved at Warner Bros. Studios for the Festival, at a reduced rate, with the understanding that the event would be free to the public.

The proposed films for the *Made in Culver City* Film Festival are:

The Wizard of Oz

1939 MGM - 35mm – Warner Bros. – 100 min

Laurel and Hardy's ***Putting Pants on Philip***

1927 Hal Roach Studios -16mm – UCLA – 20 min

Laurel and Hardy's ***County Hospital***

1932 Hal Roach Studios -16mm – UCLA – 20 min

Gone with the Wind

1939 Selznick International Pictures/MGM- 35mm – Warner Bros. – 230 min

FISCAL ANALYSIS:

PROPOSED BUDGET

Rent	\$0
Security	\$0 - VIP

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Warner Brothers film fees for use of films	\$700
<i>Gone with the Wind</i>	
<i>The Wizard of Oz</i>	
UCLA Laurel & Hardy film fees	\$0
<i>Putting Pants on Philip</i>	
<i>County Hospital</i>	
Courtyard Projection	\$3,000
Screen/Projector/Sound/ Labor/Projectionist	
Chambers Projection	\$1,300
Screen/Projector/Sound Projectionist	
Chairs	\$0
Courtyard Lights	\$0
Marketing	
Advertising	\$2,000
Flyers, Programs	\$2,000
Graphic Services	\$1,000
Culver City Symphony	\$1,000
Cleaning Crew	\$1,000
Event Production Staff	\$1,000
Misc. Production Expense	\$2,000
DRAFT TOTAL	\$15,000

FUNDING SOURCES:

Redevelopment Agency / Cultural Affairs/ Special Events	\$10,000
Redevelopment Agency / Economic Development/Marketing	\$ 5,000

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MOTION:

1. That the City Council approve the plans for the *Made in Culver City* Film Festival as presented, and select City Hall as the location for the City's 90th Anniversary event.
2. That the Culver City Redevelopment Agency authorize funding for the *Made in Culver City* film festival through \$10,000 from the Special Events allocation in the Cultural Affairs Budget (Account number 55094450) for Fiscal Year 2007-08, and \$5,000 from the funds allocated in Economic Development Marketing Services (Account number 55090200.610200) for Fiscal Year 2007-08).