

**City of Culver City, California
Agenda Item Report**

Meeting Date: 01/23/12		Item Number: <u> J-3 </u>	
JOINT CITY COUNCIL AND REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Consideration of (1) a Conceptual Proposal by Boulevard Music to Produce a Musical Event in Lieu of the 2012 Culver City Music Festival; and (2) a Conceptual Proposal for the City to Produce a 2012 Summer Concert and (3) Direct the City Manager as Deemed Appropriate.			
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Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (e-mail) Meetings and Agendas – City Council (01/19/12); Meetings and Agendas – Redevelopment Agency (01/19/12); Cultural Affairs Commission (01/10/12); Downtown Business Association (01/10/12); Culver City Chamber of Commerce (01/10/12); Gary Mandell/Boulevard Music (01/10/12); Ruth Price/Jazz Bakery (01/10/12); Culver City Music Festival Sponsors (01/10/12)			
Department Approval: Sol Blumenfeld (01/18/12)		City Attorney Approval: Carol Schwab (by H. Baker) (01/19/12)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (01/19/12)		City Manager/Executive Director Approval: John M. Nachbar: (01/19/12)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and Culver City Redevelopment Agency Board (Agency Board) consider (1) a conceptual proposal by Boulevard Music (Mr. Gary Mandell) to produce a musical event in lieu of the 2012 Culver City Music Festival and (2) a conceptual proposal for the City to produce a 2012 Summer Concert and direct the City Manager as deemed appropriate. <u>BACKGROUND</u> The Festival has been funded by the Culver City Redevelopment Agency (Agency) since its inception seventeen years ago. There has also been modest business support for this Agency program through an annual, non-aggressive marketing sponsorship campaign. Sponsorship offered promotional opportunities for businesses in exchange for cash contributions or in-kind advertising for the series (levels ranging from \$500 to \$5,000). In recent years, due to the economic downturn, businesses reduced their cash contribution to the Festival; however, there was an increase in media sponsors which expanded the promotional campaign for the series through in-kind contributions.			

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On January 9, 2012 the City Council and Agency Board considered this item and continued its discussion so that staff could research potential funding options. Funding options are necessary because Agency funds will no longer be available on February 1, 2012 due to dissolution of the state's redevelopment agencies (including the Culver City Redevelopment Agency) pursuant to AB 1x 26.

DISCUSSION:

As mentioned at the City Council/Agency Board meeting of January 9, 2012, due to the elimination of Redevelopment Agency funds for cultural programming, the City Council/Agency Board continued the discussion of this item for two weeks to allow staff and the community an opportunity to provide alternative ways to provide for some kind of music performance in lieu of the Culver City Music Festival.

Gary Mandell has offered, in concept, to produce musical performances. Such proposal would, most likely, provide a fewer number of shows than the current Festival. While several details remain to be discussed, , Mr. Mandell has proposed renaming the performances the "Boulevard Music Festival," and Mr. Mandell would work to solicit event sponsors. There would be no City funding beyond the in-kind contribution of agreeing to allow use of the City Hall Courtyard, maintenance crews to close up the event space at the conclusion of each evening, and providing trash pick-up. Steam cleaning may be reduced or eliminated depending on if someone other than the City would contribute such services. In return for its in-kind contributions, the City would be a sponsor/co-sponsor of the event.

To provide for seating, event goers might have the option to bring their own seating or purchase/reserve a seat in order to save the labor costs for set up and knock down of the event space. The currently donated stage would still be required (or alternately a replacement stage would need to be acquired). Security would also need to be supplied on a volunteer basis as it is currently.

In addition to the above, the following items need further discussion:

- Business license requirements
- Concession sponsorships
- Insurance requirements
- Maintenance requirements
- Performer sales of other items beyond CD's (e.g. t-shirts, etc.).

The City Council and Agency Board may also want to consider the following:

Expanded Opportunities for Community Giving

- Annual Festival Sponsors
 - Partners in the endeavor to seek additional support
- Local Business Sponsorship

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- Promotion through Culver City Chamber of Commerce
 - Promotion through Downtown Business Association
- Other Corporate Sponsorship
 - Re-launch of Sony Pictures Entertainment's idea for a Culver City Unified Fund which attracts business sponsorship for a variety of City cultural programs
- Individual Donations
 - Electronic Donations through City Website
 - Promotion through Culver City Gives, a volunteer effort to nurture the City's non-profit organizations founded by resident Claire Peeps.
 - Buck Bags at City events capturing cash contributions

Campaign Promotion

- Electronic campaign
 - Postings on City website, Twitter, Facebook
 - Cable slides and crawlers
 - City, Sony and other e-blasts
- Press pitches to local news outlets
- Monthly reports at televised City Council and Cultural Affairs Commission meetings

Proposed 2012 Culver City Summer Concert

Separate from Mr. Mandell's proposal, staff had created the concept of a fundraising campaign that would include one free, public concert in Media Park. It would occur on a Sunday afternoon this summer gathering hundreds of supporters and possible new donors together. City staff would produce the concert and promote the event. Gary Mandell, who has produced the Festival for many years, would be a valued participant at this concert.

- Budget (\$7,500)
 - \$5,500 in past sponsorship funds available
 - \$2,000 reallocated from 2011 Sony cultural events contribution
 - Available funding would cover costs in Media Park
 - Use of City Hall Courtyard is cost prohibitive as it requires additional maintenance, signage, lighting and security
- Media Park
 - The Festival would return to its first home
 - Media Park accommodates several hundred people
 - Restrooms and other assistance provided by The Actors' Gang at the Ivy Substation
 - Afternoon event due to lack of park lighting
- Musical Artists through the Los Angeles County Arts Commission
 - Application to Free Concerts in Public Sites program
 - One Concert Permitted
 - Deadline March 7, 2012

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- Roster of artists include past Festival performers

The campaign and production services would be implemented by the City staff. The campaign effort may also involve the Cultural Affairs Foundation which could be the recipient of other donations as new donors are identified.

FISCAL ANALYSIS:

The dissolution of the Culver City Redevelopment Agency has eliminated the funding for cultural programming and eliminated \$7.5 million in support received by the City's general fund annually from the Agency. Therefore, in initial discussion with Mr. Mandell, staff emphasized that the City is no longer in a position to provide much more than minor in-kind services and the contribution of the event space.

Should the City Council direct the City Manager to enter into formal discussions with Mr. Mandell, a Memorandum of Understanding would be developed for consideration by the City Council at a meeting in February.

With respect to the proposed 2012 Culver City Summer Concert, if the event is handled by staff it would require the campaign's fundraising concert be budgeted at \$7,500 using the available Festival sponsorship funds in the amount of \$5,500 and \$2,000 of Sony's annual 2011 cultural events contribution. The \$2,000 would be reallocated from the Agency's *Music in the Chambers* and *Rainbow Day* programs, which have not yet occurred, and the City's *ART TALK Culver City* program to support this one concert. *ART TALK Culver City*, funded by the Art Fund, is a reformatted version of *ARTWALK Culver City* slated to debut in autumn 2012.

MOTION:

That the City Council and Agency Board:

1. Consider the conceptual proposal made by Mr. Gary Mandell to produce an alternative musical event in place of the Culver City Music Festival for 2012; and
2. In the case the City Council supports the concept, direct the City Manager to enter into formal discussion with Mr. Mandell to develop a Memorandum of Understanding for consideration by the City Council in February, 2012.

AND

3. Consider the concept of a 2012 Culver City Summer Concert and direct the City Manager as deemed appropriate.