

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

Meeting Date: 12/06/10		Item Number: <u>JC-1</u>	
AGENDA ITEM: JOINT ITEM – FOUR FIFTHS VOTE REQUIREMENT Acceptance of the Sony Pictures Entertainment Contribution toward Cultural and City Programs in the Amount of \$25,000 (\$21,500 to the City and \$3,500 to the Redevelopment Agency) for Fiscal Year 2010/2011 and Approval of Proposed Program Allocation.			
Contact Person/Dept.: Susan Obrow/Community Development Pam Robinson / Parks, Recreation, Community Services Department		Phone Numbers: (310)253-5762 (310)253-6632	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Cultural Affairs Master Notification List (11/22/10); Parks, Recreation, and Community Services Master Notification List (11/22/10); Cultural Affairs Commission (11/22/10); Parks, Recreation and Community Services Commission (11/22/10); Performing Arts Grant Applicants (11/22/10); Fiesta La Ballona Committee (11/22/10); Meetings and Agendas – City Council (12/02/10); Sony Pictures Entertainment (11/22/10); Cultural Affairs Foundation Board (11/22/10) via e-mail.			
Department Approval: Sol Blumenfeld (11/24/10)		City Attorney Approval: Carol Schwab (by H. Baker) (12/01/10)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (12/01/10)		Executive Director Approval: John M. Nachbar (12/02/10)	
<u>RECOMMENDATION:</u> That the City Council: Accept the Sony Pictures Entertainment (“Sony”) contribution of \$21,500 and approve a budget amendment recognizing the revenue and allocating the award to current cultural and City events for program enhancement for Fiscal Year 2010/2011. A Budget Amendment requires a 4/5ths vote. That the Redevelopment Agency Board: Accept the Sony contribution of \$3,500 and approve a budget amendment recognizing the revenue and allocating the award to current Redevelopment Agency sponsored cultural events for program enhancement for Fiscal Year 2010/2011.			

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BACKGROUND:

In March 2006, the City Council approved a request submitted by Sony for an Amendment to extend the term of the Development Agreement relating to Sony's property at 10202 Washington Boulevard. Pursuant to the terms of the First Amendment to the Development Agreement, Sony will contribute at least Twenty-Five Thousand Dollars (\$25,000) per year to cultural and City programs until the year 2015. Also, Sony will continue to contribute at least Twenty-Five Thousand Dollars (\$25,000) per year to the Culver City Unified School District until the year 2015 under this same agreement.

The City Council approved the Sony sponsorship and recommended allocation last year for City-sponsored events and cultural programs of the Community Development Department and Parks, Recreation and Community Services Department (PRCS), during its December 14, 2009 meeting. Attachment 1 is a copy of the staff report from that meeting.

DISCUSSION:

Traditionally, the greater part of the Sony contribution has been allocated to the City's Performing Arts Grant Program, which Sony has steadfastly supported for several years. Sony contributed \$25,000 in Fiscal Year 2009/2010 and last year's allocations were as follows:

2009-2010 ALLOCATIONS

<u>City/Agency Programs</u>	<u>Recommended Amount</u>
Performing Arts Grant Program	\$15,000
Special Events (Fiesta/Recreation Programs)	\$4,500
<i>The Art of...Speakers Series</i>	\$2,000
<i>Culver City Music Festival</i>	\$1,000
<i>Music in the Chambers</i>	\$500
<i>ARTWALK Culver City</i>	\$500
<i>Rainbow Day</i>	\$500
<i>Made in Culver City</i>	\$500
<i>Speak Easy</i>	<u>\$500</u>
TOTAL:	\$25,000

Sony's leadership in the community is inspirational, and it continues to attract more contributors, sponsors and marketing partners to the City of Culver City. City and Redevelopment Agency marketing materials credit Sony on the specific work programs that it funds. City Council has the opportunity to allocate the resources in whatever manner the City Council feels appropriate. The current level of funding for *The Art of...* series is adequate. Consequently, staff recommends that the \$2,000 in

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Sony funds usually allocated for that program be dispersed to the *Rainbow Day* family program which is expanding as well as to *ARTWALK Culver City* which requires more marketing dollars due to increased advertising costs. Staff is recommending that the Fiscal Year 2010/2011 Sony contribution be allocated as follows:

2010-2011 ALLOCATIONS

City/Agency Programs

Recommended Amount

Performing Arts Grant Program	\$15,000
PRCS Special Events Programs	\$4,500
<i>ARTWALK Culver City</i>	\$2,000
<i>Rainbow Day</i>	\$1,000
<i>Culver City Music Festival</i>	\$1,000
<i>Music in the Chambers</i>	\$500
<i>Made in Culver City</i>	\$500
<i>Speak Easy</i>	<u>\$500</u>
TOTAL:	\$25,000

The 2010/2011 recommendation includes a \$3,500 contribution to enhance the Redevelopment Agency's cultural programming in specific project areas. The funding will be used to expand the marketing or attract prominent performers for *Music in the Chambers*, *Rainbow Day*, *Culver City Music Festival*, *Made in Culver City* and *Speak Easy*.

FISCAL ANALYSIS:

Funds donated by Sony will have a positive impact to the City's ability to enhance existing programs. The account numbers corresponding to the recommended allocations are as follows:

Account Description	Account Number (Revenue)	Account Number (Expenditure)	Amount
Music in the Chambers	55094420.339120	55094420.619800 – Other Contractual Services	\$500
Performing Arts Grants Program	42000614.339120	42000614.619800 – Other Contractual Services	\$15,000
Special Events - PRCS	10132800.339120	10132800.514100 – Other Special Department Supplies	\$4,500
ARTWALK Culver City	42000676.339120	42000676.619800 – Other Contractual Services	\$2,000

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Rainbow Day	55094460.339120	55094460.619800 – Other Contractual Services	\$1,000
Culver City Music Festival	55094410.339120	55094410. 619800 Other Contractual Services	\$1,000
Made in Culver City	55094450.339120	55094450.619800 Other Contractual Services	\$500
Speak Easy	55094480.339120	55094420. 619800 Other Contractual Services	\$500

ATTACHMENTS:

1. Staff Report for Sony Pictures Entertainment Sponsorship on December 14, 2009.
2. Excerpt from the Minutes of the December 14, 2009 City Council meeting.

MOTION:

That the City Council:

1. Accept the Sony contribution of \$21,500; and,
2. Approve a budget amendment in the amount of \$21,500 and allocate amounts to City programs as recommended by staff in the Fiscal Analysis section. (A Budget Amendment requires a 4/5ths vote.)

AND

That the Culver City Redevelopment Agency Board:

1. Accept the Sony contribution of \$3,500; and,
2. Approve a budget amendment in the amount of \$3,500 and allocate amounts to Agency programs as recommended by staff in the Fiscal Analysis section.