

MEETING DATE: December 8, 2008

AGENDA ITEM: **Authorize Acceptance of the Sony Pictures Entertainment Contribution in the amount of \$25,000 for Fiscal Year 2008/2009 to the City's Unified Fund and Consideration and Approval of Proposed Program Allocation.**

ATTACHMENTS

	<u>Pages</u>
1. Staff Report for Sony Pictures Entertainment Sponsorship on October 22, 2007.	1-4
2. Excerpt from the Minutes of the October 22, 2007 City Council meeting.	5

ATTACHMENT 1

City of Culver City, California

A Joint City Council/Redevelopment Agenda Item Report

Meeting Date: October 22, 2007		Item Number: <u>J-1</u>	
AGENDA ITEM: A Joint Item of the City Council and the Redevelopment Agency to Authorize Acceptance of Sony Pictures Entertainment Contribution in the amount of \$25,000 for Fiscal Year 207/2008 to the City's Unified Fund and Consideration and Approval of Proposed Program Allocation.			
Contact Person/Dept.: Todd Tipton/ Community Development Department Pam Robinson / Parks, Recreation, Community Services Department		Phone Number: Todd Tipton (310)253-5783 Pam Robinson(310)253-6632	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Cultural Affairs Master Notification List (10/9/07); Parks and Recreation Master Notification List (10/9/07); Cultural Affairs Commission (10/9/07); Parks and Recreation Commission (10/9/07); 2008 Performing Arts Grant Applicants (10/9/07); Fiesta La Ballona List (10/9/07); Master Notification List (10/17/07).			
Department Approval: Sol Blumenfeld		City Attorney Approval: Carol A. Schwab (10/16/07)	
Fiscal Impact Review: Marlee Chang (by M. Noller) (10/16/07)		City Manager Approval: Jerry B. Fulwood (10/17/07)	
<u>RECOMMENDATION:</u> Staff recommends the City Council (the "Council") authorize acceptance of the Sony Pictures Entertainment (Sony) contribution of \$25,000 and allocate awards to current cultural and City projects for program enhancement for Fiscal Year 2007-2008. A Budget Amendment requires a 4/5ths vote. <u>BACKGROUND:</u> In March 2006, the City Council approved a request submitted by Sony Pictures Entertainment for an Amendment to extend the term of the Development Agreement relating to property at 10202 Washington Boulevard in the Studio (S) Zone. Under the terms of the First Amendment to the Development Agreement, Sony will contribute to the City's Unified Fund at least Twenty-Five Thousand Dollars (\$25,000) per year until the year 2015. The City's Unified Fund supports City-sponsored events and cultural programs of the Community Development Department and the Parks, Recreation and Community Services Department. City Council approved the Sony sponsorship and			

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recommended allocation last year at its November 13, 2006 meeting. Attachment 1 provides a copy of the staff report from that meeting.

DISCUSSION:

Sony has contributed to the City's Unified Fund at the Platinum Level of \$25,000 in FY 06-07. City Council has the opportunity to allocate the resources in whatever manner Council feels appropriate. Last year's allocations were as follows:

2006-07 ALLOCATIONS

<u>City/Agency Programs</u>	<u>Approved Amount</u>
Music in the Chambers	\$ 1,500
Performing Arts Grant Program	\$15,000
Special Events (Fiesta/Tree Lighting)	\$ 3,500
Teen Center Programs	\$ 1,000
ARTWALK Culver City	\$ 2,000
The Art of...Speakers Series	\$ <u>2,000</u>
TOTAL:	<u>\$25,000</u>

Staff is recommending that the FY 07-08 Sony contribution be allocated as follows:

2007-08 ALLOCATIONS

<u>City/Agency Programs</u>	<u>Recommended Amount</u>
Music in the Chambers	\$ 1,500
Performing Arts Grant Program	\$15,000
Special Events (Fiesta/Tree Lighting/Teen Center Programs)	\$ 4,500
ARTWALK Culver City	\$ 2,000
The Art of...Speakers Series	\$ <u>2,000</u>
TOTAL:	<u>\$25,000</u>

FISCAL ANALYSIS:

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

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Account Description	Account Number (Revenue)	Account Number (Expenditure)	Amount
Music in the Chambers	55094420.339120	55094420.517300 - Advertising & Public Relations	\$1,500
Performing Arts Grants Program	42000614.347000	42000614.619800 – Other Contractual Services	\$15,000
Special Events (Fiesta/Tree Lighting/ Teen Center Programs)	10132800.386200	10132800.516600 – Special Events	\$4,500
ARTWALK Culver City	42000676.347000	42000676.619800 – Other Contractual Services	\$2,000
The Art of...Speakers Series	55094400.339120	55094440.619800 – Other Contractual Services	\$2,000

ATTACHMENTS:

1. Staff Report for Sony Pictures Entertainment Sponsorship on November 13, 2006.
2. Excerpt from the Minutes of the November 13, 2006 City Council meeting.

MOTION:

That the City Council:

1. Authorize and approve a budget amendment and allocate amounts to City and Redevelopment Agency programs as recommended by staff in the Fiscal Analysis section;

or

2. Authorize and approve a budget amendment and consider and determine new allocations based on discussion.

A Budget Amendment requires a 4/5ths vote.

AND

That the Culver City Redevelopment Agency:

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1. Accept \$3,500 of the annual \$25,000 contribution from Sony Pictures Entertainment and allocate \$1,500 to *Music in the Chambers* (Account number 55094420.517300) and \$2,000 to *The Art of...Speakers Series* (Account number 55094440.619800) for Fiscal Year 2007-2008.

ATTACHMENT 2

Excerpt:

REGULAR MEETING OF THE
CITY COUNCIL, CITY OF CULVER CITY,
P.M.
CALIFORNIA

October 22, 2007
6:00

Joint Items

Item

J-1

A Joint Item of the City Council and the Redevelopment Agency to Authorize Acceptance of Sony Pictures Entertainment Contribution in the amount of \$25,000 for Fiscal Year 2007/2008 to the City's Unified Fund and Consideration and Approval of Proposed Program Allocation

Chair Malsin opened the Redevelopment Agency meeting at 8:14 P.M.

Councilmember Rose indicated that he would be abstaining from voting on the item because he had a lack of faith in the Cultural Affairs employees completing their task in a timely manner.

Council and staff discussion focused on clarification of the development agreement, including its history as a previously voluntary program, and the benefits to the City's Cultural Affairs Programs. Sony was thanked for being a good corporate citizen.

At this time, the following motion was made:

MOVED BY COUNCILMEMBER MALSIN AND SECONDED BY COUNCILMEMBER GROSS, THAT THE CITY COUNCIL AUTHORIZE AND APPROVE A BUDGET AMENDMENT AND ALLOCATE AMOUNTS TO CITY AND REDEVELOPMENT AGENCY PROGRAMS AS RECOMMENDED BY STAFF IN THE FISCAL ANALYSIS SECTION OF THE STAFF REPORT DATED OCTOBER 22, 2007. A BUDGET AMENDMENT REQUIRES A 4/5TH VOTE.

AYES: Councilmembers Gross, Malsin, Silbiger, Corlin
NOES: None
ABSTAIN: Councilmember Rose
ABSENT: None

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October 22, 2007