

MEETING DATE: April 6, 2009

AGENDA ITEM: **1) Approval of a Tri-Party Professional Services Agreement with Jamie Greenberg for Graphic Design Services for the Redevelopment Agency's Cultural Affairs Work Programs and Economic Development Materials and the City's Cultural Affairs Work Programs.**

ATTACHMENTS

	<u>Pages</u>
1. 2008 <i>ARTWALK Culver City</i> Guide	1-2
2. 2008 <i>Speak Easy</i> Flyer	3-4
3. Downtown Culver City Guide	5-10
4. Culver City Chamber of Commerce Map	11
5. 2009 <i>Music in the Chambers</i> Flyer	12
6. 2009 Rainbow Series Flyer	13-14
7. 2009 <i>Rainbow Day</i> Flyer	15-16
8. Agreement with Jamie Greenberg for Graphic Design Services	17-28

DISCOVER the largest gallery scene
on the Westside...

The 3rd Annual ARTWALK CULVERCITY 2008

Saturday, May 31, 2008
12Noon to 8pm

A FREE self-guided tour of the art galleries
and exhibition spaces in the Culver City area.

Emerging as well as established artists are exhibited in galleries
throughout the Culver City area. More than thirty galleries are
concentrated along Washington and La Cienega Boulevards
in the Culver City Art District.

Individual gallery hours may vary.

1pm – 4pm Bakery Art Exhibitions (BAE) at the Jazz Bakery presents
music performed by jazz guitarist Perry Smith and readings performed
by 89.9 KCRW's "Urban Man" Marc Porter Zasada during its artist
reception from 1pm to 4pm.

5pm – 8pm Live music performed by alumni of the Thelonious Monk
Institute of Jazz presented along Washington Boulevard between
La Cienega Boulevard and Fairfax Avenue.

ARTWALK Culver City www.culvercity.org 310.253.5716

ATTACHMENT 1

PARKING

Free two-hour parking in Downtown Culver City:

Ince Boulevard, Watseka Avenue and
Cardiff Avenue Parking Structures

Free parking in the Culver City Art District:

Exceptional Children's Foundation
8740 Washington Boulevard
Don't miss the Outsider Art at the ECF gallery.

Helms Bakery Complex
Helms Avenue between Washington Boulevard
and Venice Boulevard

Studio Pali Fekete Architects (SPF:a)
8609 Washington Boulevard
Parking entrance off Sherbourne Drive

Please refrain from parking in the residential area
of the Culver City Art District.

RIDING

Stay Cool Ride Green

Culver
CITYBUS

Culver CityBus Line #1 on Washington Boulevard
ARTWALK Bus Pass available for 75¢

EATING AND DRINKING in the Culver City Art District

Café Surfas

8777 Washington Blvd.
310.558.1458

La Dijonaise Café et Boulangerie

8703 Washington Blvd.
310.287.2770

Father's Office

3229 Helms Ave.
310.736.2224

BEACON

an asian café
3280 Helms Ave.
310.838.7500

teaforest

TEA + COFFEE BAR
8686 Washington Blvd.
310.815.1723

CAMPOS BURRITOS

8665 Washington Blvd.
310.559.9060

El Baron Club

8641 Washington Blvd.
310.841.6298

Wilson

8631 Washington Blvd.
310.287.2093

El Ateño Bar

8554 Washington Blvd.
310.839.6100

EZ New Web Laundromat and Café

6144 Washington Blvd.
310.559.3279

X'otik kitchen

6121 Washington Blvd.
310.280.3961

Industry Café & Jazz

6039 Washington Blvd.
310.202.6633

Brunello Trattoria

6001 Washington Blvd.
310.280.3856

Pizza Hut

2901 S. La Cienega Blvd.
310.837.8800

Mandrake

2692 S. La Cienega Blvd.
310.837.3297

JR's Barbeque

3055 S. La Cienega Blvd.
310.837.6838

THE CITY OF CULVER CITY PRESENTS The 3rd Annual
**ARTWALK
CULVERCITY 2008**

MAY 31, 2008 | 12NOON TO 8PM

Sponsored by **Sony Pictures Entertainment** and
89.9 KCRW - the Official Public Radio Sponsor
with participation by **The MOCA Contemporaries**
of The Museum of Contemporary Art, Los Angeles.

The 3rd Annual
**ARTWALK
CULVERCITY 2008**

CULVER CITY CULTURAL CITY

CulverCITY

MOCA
THE MUSEUM OF CONTEMPORARY ART

**SONY
PICTURES**

KCRW
89.9
www.kcrw.com

ARTWALK galleries and exhibition spaces

ALPHA gallery listing

39 Angstrom Gallery
2622 South La Cienega Boulevard
Los Angeles, CA 90034
310.204.3334
www.angstromgallery.com

25 Anna Helwing Gallery
2766 South La Cienega Boulevard
Los Angeles, CA 90034
310.202.2213
www.annahelwing.com

**13 Bakery Art Exhibitions (BAE)
@ The Jazz Bakery**
3233 Helms Avenue
Los Angeles, CA 90034
www.jazzbakery.org/BAE

42 Bandini Art
2635 South Fairfax Avenue
Culver City, CA 90232
310.837.6230
www.bandiniart.com

45 Billy Shire Fine Arts
5790 Washington Boulevard
Culver City, CA 90232
323.297.0600
www.billyshirefinearts.com

27 Blum & Poe
2754 South La Cienega Boulevard
Los Angeles, CA 90034
310.836.2062
www.blumandpoe.com

30 Bradford Stewart Gallery
2680 South La Cienega Boulevard
Los Angeles, CA 90034
310.287.0061
www.bradfordstewart.com

**16 CardwellJimmerson
Contemporary Art**
8568 Washington Boulevard
Culver City, CA 90232
310.815.1100
www.cardwelljimmerson.com

18 CERASOLI Gallery
8530-B Washington Boulevard
Culver City, CA 90232
310.558.0911
www.cerasoligallery.com

2 Cherry and Martin
12611 Venice Boulevard
Los Angeles, CA 90066
310.398.7404
www.cherryandmartin.com

34 The Constant Gallery
2673 South La Cienega Boulevard
Los Angeles, CA 90034
310.430.9058
www.theconstantgallery.com

19 Corey Helford Gallery
8522 Washington Boulevard
Culver City, CA 90232
310.287.2340
www.coreyhelfordgallery.com

14 Creative Galleries
3210 Helms Avenue
Los Angeles, CA 90034
310.836.3492
www.creativegalleries.org

23 d.e.n. contemporary art
6023 Washington Boulevard
Culver City, CA 90232
310.559.3023
www.dencontemporaryart.com

43 David Gallery
5797 Washington Boulevard
Culver City, CA 90232
323.939.9069
www.davidgallery.net

3 Duncan Miller Gallery
10959 Venice Boulevard
Los Angeles, CA 90034
310.838.2440
www.duncanmillergallery.com

12 ECF Gallery
8740 Washington Boulevard
Culver City, CA 90232
310.204.3300
www.ecf.net

8 Fresh Paint Art Advisors
9355 Culver Boulevard, Suite B
Culver City, CA 90232
310.558.9355
www.freshpaintart.com

28 George Billis Gallery L.A.
2716 South La Cienega Boulevard
Los Angeles, CA 90034
310.838.3685
www.georgebillis.com

5 Gregg Fleishman Studio
3850 Main Street
Culver City, CA 90232
310.202.6108
www.greggfleishman.com

40 Honor Fraser
2622 South La Cienega Boulevard
Los Angeles, CA 90034
310.837.0191
www.honorfraser.com

38 JK Gallery
2632 South La Cienega Boulevard
Los Angeles, CA 90034
310.837.3330
www.jkgallery.net

32 Kim Light/ LightBox
2656 South La Cienega Boulevard
Los Angeles, CA 90034
310.559.1111
www.kimlightgallery.com

22 Kinhead Contemporary
6029 Washington Boulevard
Culver City, CA 90232
310.838.7400
www.kinheadcontemporary.com

24 Kinsey/DesForges
6009 Washington Boulevard
Culver City, CA 90232
310.837.1989
www.kinseydesforges.com

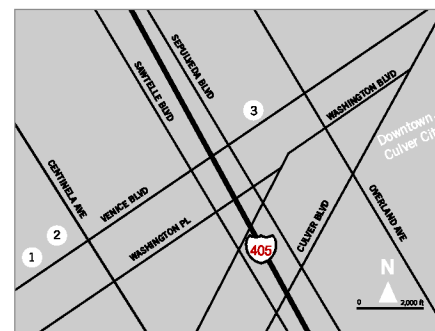
21 Koplin Del Rio
6031 Washington Boulevard
Culver City, CA 90232
310.836.9055
www.kopлиндelrio.com

CULVER CITY ART DISTRICT

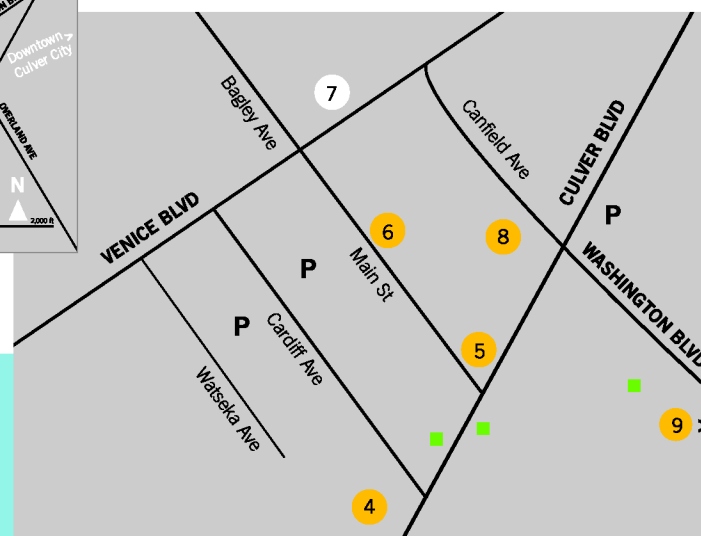


The 3rd Annual
ARTWALK
CULVERCITY

WEST SIDE



DOWNTOWN CULVER CITY



GEO gallery listing

1 OVERTONES
2 Cherry and Martin
3 Duncan Miller Gallery
4 Wonderful World Art Gallery
5 Gregg Fleishman Studio
6 Western Project
7 Museum of Jurassic Technology
8 Fresh Paint Art Advisors
9 ROYAL/T
10 Studio II
11 SCION Installation L.A.
12 ECF Gallery
13 Bakery Art Exhibitions (BAE)
@ The Jazz Bakery
14 Creative Galleries
15 MODAA Gallery

16 CardwellJimmerson
Contemporary Art
17 project: gallery
18 CERASOLI Gallery
19 Corey Helford Gallery
20 The Whole 9 Gallery
21 Koplin Del Rio
22 Kinhead Contemporary
23 d.e.n. contemporary art
24 Kinsey/DesForges
25 Anna Helwing Gallery
26 SANDRONI.REY
27 Blum & Poe
28 George Billis Gallery L.A.
29 Lizabeth Oliveria Gallery
30 Bradford Stewart Gallery

31 Taylor De Cordoba
32 Kim Light/ LightBox
33 Maloney Fine Art
34 The Constant Gallery
35 Walter Maciel Gallery
36 LAXART
37 LA CONTEMPORARY
38 JK Gallery
39 Angstrom Gallery
40 Honor Fraser
41 MC
42 Bandini Art
43 David Gallery
44 SUSANNE VIELMETTER
LOS ANGELES PROJECTS
45 Billy Shire Fine Arts

2

Individual gallery hours may vary.

Printed on recycled paper.

Culver City Redevelopment Agency presents

ATTACHMENT 2

Patrice RUSHEN
Sandra TSING LOH

AN EVENING OF
SPOKEN
WORD AND
LIVE JAZZ

*Speak
Easy*

Friday, November 21, 2008
8pm

Culver Events Center
11948 West Washington Boulevard
Culver City

Free Admission
Reservations Recommended
Cultural Affairs Hotline
310.253.5716
www.culvercity.org

Culver City *Cultural City*

Culver CITY
REDEVELOPMENT AGENCY



Steinway Piano provided by Fields Pianos.

3

Speak Easy

The Culver City Redevelopment Agency presents a new program for the west side of Culver City which is experiencing a time of revitalization. Speak Easy explores the relationship between spoken word and jazz. The 2008 program features the improvisational collaboration between jazz pianist Patrice Rushen and writer/performer Sandra Tsing Loh.



Patrice RUSHEN

Patrice Rushen is an award winning musician and composer who is considered one of the world's top jazz pianists. She originally found success in the 1970s and 1980s with her signature fusion of jazz, pop and R&B. It was during this era that she composed and recorded the hit songs, "Forget Me Nots", "Remind Me" and "Haven't You Heard". The four-time, Grammy nominated artist has also composed music scores for movies and television shows and she has served as the first female musical director for many of the entertainment industry's top award shows.



Photo credit: Tatjana Loh

Sandra TSING LOH

Sandra Tsing Loh, a writer and a performer, is the author most recently of "Mother on Fire", a comic memoir of her struggle to find a school in Los Angeles for her child to attend. She has been a regular commentator on NPR's "Morning Edition" and Ira Glass' "This American Life". American Public Media's "Marketplace" broadcasts her monthly segment, "The Loh Down". She is also a contributing editor for The Atlantic Monthly.

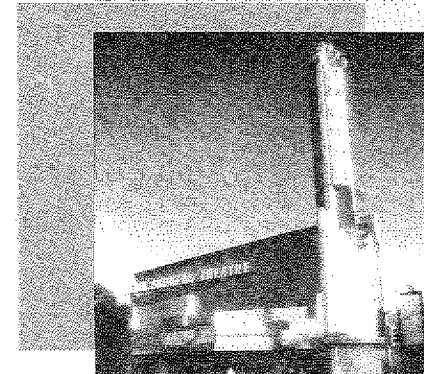
CULVER EVENTS CENTER

Culver Events Center has a versatile indoor/outdoor setting which is a favorite for weddings, parties, fundraisers and occasional movie shoots. Its "mission eclectic" banquet hall was a speakeasy during prohibition. Hidden away behind Leaf Cuisine, at Washington and Inglewood Boulevards, the intimate courtyard, gardens, bar and hall are reminiscent of olden days when Culver City gave birth to the movie industry.

ATTACHMENT 3

Guide to

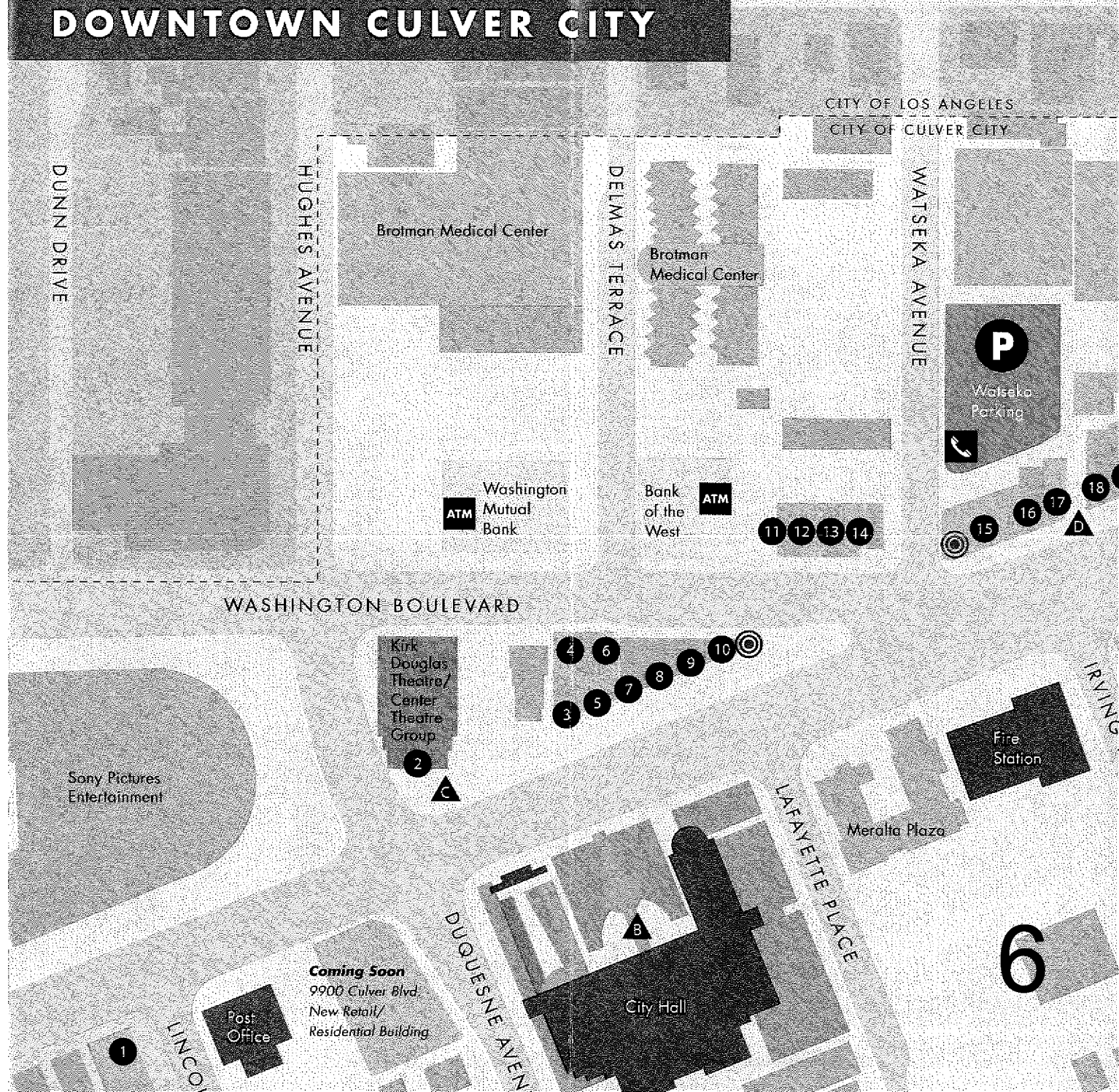
DOWNTOWN



DINING

Culver's
5

DOWNTOWN CULVER CITY



VENICE BOULEVARD

CARDIFF AVENUE

MAIN STREET

CANFIELD AVENUE

CULVER BOULEVARD

WASHINGTON BOULEVARD

VAN BUREN PLACE

LINCE BOULEVARD

P

Cardiff Parking

Bank of America
ATM

P

Ince Parking

Trader Joe's

Miller Honda/Toyota

Coming Soon
9300 Culver Boulevard -
New Retail/Office Building

Coming Soon
Town Plaza Expansion

Culver Hotel

Town Plaza

Pacific Theatres
Culver Stadium 12

The Culver Studios

PUBLIC ART

- A** • Our Best, F. Bardol, 1998
- Sentry, J. Okulik, 1999

- B** • Hanging Garden, E. Carpenter, 1995

- D** • Moving Pictures (Zoetrope 1-6), R. Brailsford & W. Alexander, 2001



DOWNTOWN CULVER CITY ATTRACTIONS

DINING

- 15 Akasha Restaurant/Bar/Bakery
9543 Culver Boulevard
310.845.1700
- 7 Bistro de l'Hermitage
9727 Culver Boulevard
310.815.8222
- 35 BottleRock
3847 Main Street
310.836.9463
- 38 Cantaloop
3835 Main Street
Coming Soon
- 28 Chipotle
9510 Culver Boulevard
Coming Soon
- 27 Cold Stone Creamery
9514 Culver Boulevard
310.837.2663
- 26 Daphne's Greek Café
9516 Culver Boulevard
310.280.1650
- 4 Double Dutch Dinette
9806 Washington Boulevard
310.815.8273
310.280.0991 Catering
- 17 Ford's Filling Station
9531 Culver Boulevard
310.202.1470
- 33 Fraîche
9411 Culver Boulevard
310.839.6800
- 47 Grand Casino Bakery & Café
3826 Main Street
310.202.6969
- 25 Gyenari
9540 Washington Boulevard
310.838.3131
- 16 Honey's Kettle Fried Chicken
9537 Culver Boulevard
310.202.5453
- 5 Kaizuka
9729 Culver Boulevard
310.253.5038
- 54 K-ZO
9240 Culver Boulevard
310.202.0000
- 36 La Ballona Inn
3843 Main Street
310.558.9336
- 42 Larocco's Pizzeria
3819 Main Street
310.837.8345
- 8 Le Saint Amour
9725 Culver Boulevard
Coming Soon
- 51 M Café de Chaya
9343 Culver Boulevard
310.838.4300
- 3 Melt Down Etc.
9739 Culver Boulevard
310.838.6358
- 37 Novecento Pasta & Grill
3837 Main Street
310.842.3838
- 52 Pacifico's
9341 Culver Boulevard
310.559.FISH [3474]
- 24 Rush Street
9546 Washington Boulevard
310.837.9546
- 6 S&W Country Diner
9748 Washington Boulevard
310.204.5136
- 23 Santa Maria Barbecue Co.
9552 Washington Boulevard
310.842.8169
- 10 Starbucks Coffee
9718 Culver Boulevard
310.204.1075
- 18 Tender Greens
9523 Culver Boulevard
310.842.8300
- 30 The Lobby Bar at The Culver Hotel
9400 Culver Boulevard
310.838.7963
- 32 Tokyo 7-7
3839-B Main Street
310.204.5728
- 21 Ugo - An Italian Café
3865 Cardiff Avenue
310.204.1222
- 22 Ugo - An Italian Bar
3865 Cardiff Avenue
310.204.1222

- 20 Vinum Populi
3865 Cardiff Avenue
310.204.5645

SHOPPING

- 11 Alandaes
9715 Washington Boulevard
310.838.5100
- 44 Armand's
9400 Venice Boulevard
310.839.5555
- 40 Bahay Home Furnishings
3825 Main Street
310.836.2181
- 43 Churchill Antiques
3809 Main Street
310.559.6609
- 1 Livinggreen
10000 Culver Boulevard
310.838.8442
- 9 Lundeens
9726 Washington Boulevard
Coming Soon
- 46 Massage Garage
3812 Main Street
310.202.0082
- 56 Miller Honda/Toyota
9077 Washington Boulevard
310.815.3888 (Honda)
310.559.3777 (Toyota)
- 39 New Business
3833 Main Street
Coming Soon
- 45 Pomp Home
3806 Main Street
310.287.9944
- 34 Sporteve
3849 Main Street
310.838.6588
- 31 Timeless Treasures
9441 Culver Boulevard
310.559.8338
- 53 Trader Joe's
9290 Culver Boulevard
310.202.1108

ENTERTAINMENT

- 2 Kirk Douglas Theatre/
Center Theatre Group
9820 Washington Boulevard
213.628.2772

- 29 Pacific Theatres
Culver Stadium 12
Advanced Tickets & Showtimes:
310.360.9565

ART GALLERIES

- 50 Fresh Paint Art Gallery & Consulting
9355 Culver Boulevard
310.558.9355
- 50 Gregg Fleishman Gallery
3850 Main Street
310.202.6108
- 57 Royal/T
Art space/shop/café
8910 Washington Boulevard
310.559.6300
- 48 Western Project
3830 Main Street
310.838.0609
- 19 Wonderful World Art Gallery
9517 Culver Boulevard
310.836.4992

HEALTH & BEAUTY

- 49 Culver City Beauty College
3834 Main Street
310.837.0411
- 14 Expressions with Hair
9705 Washington Boulevard
310.559.7195
- 12 Goda Yoga
9711 Washington Boulevard
310.287.1255
- 41 Salon Me
3821 Main Street
310.836.1010
- 11 Studio A
9715 Washington Boulevard
310.838.5050
- 13 Wellness Spa
9707 Washington Boulevard
310.202.8133

DIRECTIONS TO DOWNTOWN CULVER CITY

From the North:

Take the San Diego Freeway (405) south to the Santa Monica Freeway (10) east. Exit at the Robertson Blvd/Culver City ramp. Turn right on Venice Blvd, left on Culver Blvd, and you're here!

From the South:

Take the San Diego Freeway (405) north. Exit at the Culver Blvd/Culver City ramp. Turn left on Sawtelle Blvd, then right on Culver Boulevard. Take Culver about 1 mile, and you're here!

From the East:

Take the Santa Monica Freeway (10) west. Exit at the Robertson Blvd ramp. Turn left on Robertson Blvd and follow it back under the freeway and around the corner. Turn right on Venice Blvd, left on Culver Blvd, and you're here!

From the West:

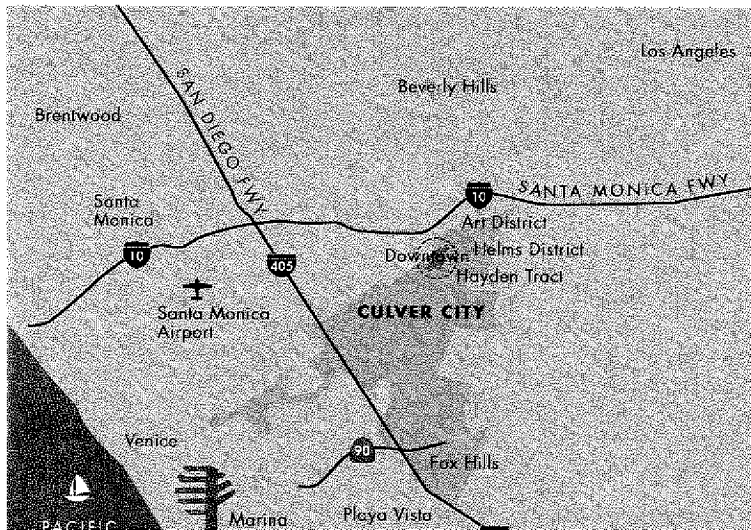
Take the Santa Monica Freeway (10) east. Exit at the Robertson Blvd/Culver City ramp. Turn right on Venice Blvd, left on Culver Blvd, and you're here!

Prefer surface streets?

We're west of Robertson Blvd, east of Overland Ave and just south of Venice Boulevard.

Coming from the west, follow Washington or Culver past world-famous Sony Pictures Studios. The two boulevards meet and cross in the heart of Downtown Culver City!

Coming from the east, follow Venice Blvd past the striking Helms Bakery complex until you meet Culver Boulevard. Turn left and you're here!



PUBLIC PARKING **P**

Parking Structure Hours

Monday-Thursday	8am - 2am
Friday & Saturday	8am - 3am
Sunday	10am - 1am

2 hours free parking, 2 additional hours free with validation

CULVER CITY FARMERS' MARKET

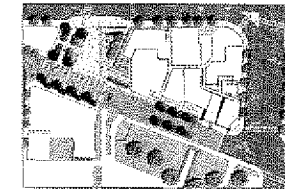
The market offers fresh fruits, vegetables and a selection of other fine foods, and takes place every Tuesday, rain or shine, on Downtown Culver City's Main Street, from 3pm to 7pm.



Now with Expanded Parking!
Over 200 free parking spaces
adjacent to the market
(in the Cardiff parking structure).

UPCOMING TOWN PLAZA EXPANSION

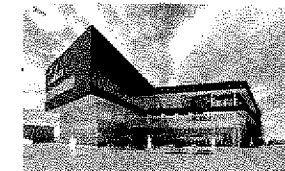
The Culver City Redevelopment Agency is pleased to announce expansion of Town Plaza, nearly doubling its existing size!



Washington Boulevard's realignment will redirect traffic one block eastward onto a widened Ince Boulevard to make way for construction of both the future 9300 Culver Boulevard building (currently a parking lot) and Town Plaza's expansion.

UPCOMING DEVELOPMENT - 9300 CULVER BOULEVARD

Rush Pacifica LLC has recently purchased the last available Redevelopment Agency-owned property in Downtown, where they will construct a 3-story commercial building slated for completion in Winter 2010.



Culver CITY
REDEVELOPMENT AGENCY
Retail/Office Space:
115,000 square feet

FOR INFORMATION ON:

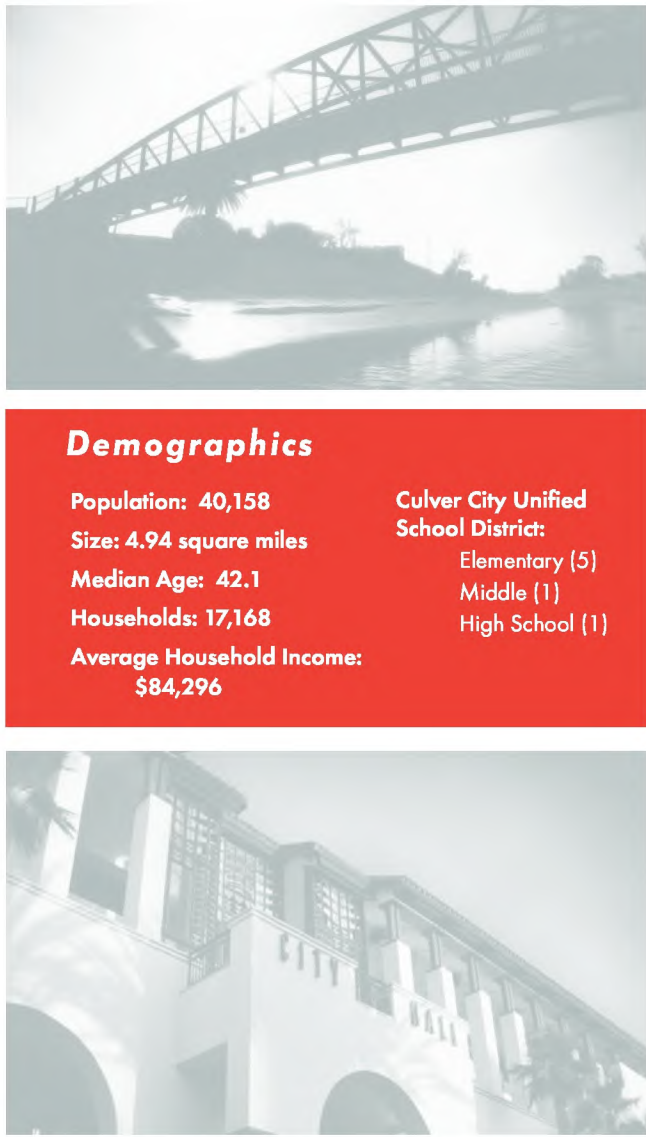
Downtown Culver City

is anchored by an eclectic mix of restaurants, retail and entertainment venues, as well as major media powerhouses Sony Pictures Entertainment and The Culver Studios. Landmark buildings with stunning architectural beauty open onto tree-lined, pedestrian friendly boulevards. Downtown is home to City Hall, Brotman Medical Center, the historic Culver Hotel, state-of-the-art movie theatres, and nationally renowned theatre companies including Center Theatre Group at the Kirk Douglas Theatre and The Actors' Gang at the Ivy Substation. Downtown Culver City is the Westside's best kept secret. Discover it!

www.downtownculvercity.com
www.culvercity.org

LEGEND

-  Public Parking
-  Farmers' Market
(Every Tuesday from 3pm-7pm)
310.253.5775
-  Automated Teller Machine
-  Public Phone
-  Hotel & Theatre Drop-Off
-  Public Art (City Owned)
-  Wireless Hotspot
-  Entertainment
-  Civic



Demographics

Population: 40,158
Size: 4.94 square miles
Median Age: 42.1
Households: 17,168
Average Household Income: \$84,296

Culver City Unified School District:
Elementary (5)
Middle (1)
High School (1)

City of Culver City - Economic Development

Culver CITY BUSINESS RESOURCE CENTER

9770 Culver Boulevard
P.O. Box 507
Culver City, CA 90232
TEL 310.253.5760
FAX 310.253.5779
www.culvercity.org/business.asp



DISCOVER ATTACHMENT 4

Culver CITY

ART DISTRICT

The intersection of La Cienega and Washington Boulevards is the hub of a large cluster of galleries exhibiting emerging and established artists. The influx of so many prominent art galleries to this eastern stretch of the City prompted the New York Times in 2007 to praise its art scene and call Culver City a "nascent Chelsea."

CORPORATE POINTE

Corporate Pointe is a premier business center in the City's southeast corner. The area houses professional service firms in the fields of finance, insurance and real estate, as well as entertainment, media, and healthcare companies. Symantec Corporation chose this location for their expansive Southern California campus.

DOWNTOWN

Downtown Culver City is an exciting pedestrian-friendly district encompassing an eclectic mix of restaurants, retail and entertainment venues, as well as major media powerhouses Sony Pictures Entertainment and The Culver Studios. The area is also home to City Hall, Brozman Medical Center, the historic Culver Hotel, state-of-the-art movie theatres, and nationally-renowned theatre companies Center Theatre Group at the Kirk Douglas Theatre and The Actors' Gang at the Ivy Substation. In the 1990s, the Culver City Redevelopment Agency (CCRA) launched a successful revitalization program that resulted in this stunning culinary and cultural renaissance.

FOX HILLS

With nearly 200 stores, Westfield Fox Hills is a major regional mall with convenient access from the 405 and 90 freeways. In January 2008, Westfield began an extensive renovation and expansion - improvements include 330,000 square feet of exciting new retail space, restaurants and outdoor patio dining. The project is expected to be completed in fall 2009 and will feature Target and Best Buy as new anchors. Other retailers in the mall or within walking distance include Macy's, JC Penney, Office Depot, Circuit City, Marshalls and Hooman Pontiac GMC Buick. The Four Points Sheraton, Radisson and Courtyard by Marriott are also located nearby.

HAYDEN TRACT

The Hayden Tract is an 86 acre district located south of National Boulevard between Hayden Avenue and Eastham Drive. Once a manufacturing center, mid-century bow truss buildings have found new life as creative office space for technology, advertising, entertainment and fashion tenants attracted to the area's central location and proximity to the studios. Known for its internationally-acclaimed architecture, many influential businesses have their offices in The Tract, including Nike, Ogilvy & Mather, Ed Hardy, Eric Owen Moss Architects, Smashbox Studios & Cosmetics and Rock+Republic.

HELMS BAKERY DISTRICT

The centerpiece of the Helms Bakery District is the historic Helms Bakery Building (1931), which is headquarters for contemporary furniture, delicious cuisine, and a delectable slice of Culver City history. The district includes home and office furniture retailers such as H.D. Buttercup, Thos. Moser, Hstens Beds, several restaurants and the ever-popular performance space, the Jazz Bakery.

LA CIENEGA SOUTH

The La Cienega South Design and Art District (LSDAD) houses a unique collection of hand-picked antiques, hand-made furnishings, and distinctive artwork. The companies that comprise the LSDAD represent some of the region's biggest and best importers, wholesalers and artists in a burgeoning design district that caters primarily to the rising stars of the interior design, retail business and architectural industries. Industrial and other creative uses are also scattered throughout the area.

JEFFERSON BOULEVARD CORRIDOR

Culver City's Jefferson Boulevard corridor is a magnet for new media companies and other creative industries. Distinguished by its brick buildings and nestled between Ballona Creek and the Baldwin Hills, businesses such as National Public Radio - West, HOK Architects, Charlotte Tarranto, Paige Premium Denim, Moldex and STAR ECO Station are located here. You'll also find Culver City Park, the community's largest recreational facility, which features playing fields, a state-of-the-art skate park, a popular dog park and more.

MID-WASHINGTON

Many small community-serving businesses - salons, bakeries and retailers - are located along Washington between Sepulveda and Overland, just west of Sony Studios. Modern and historical buildings on the Sony Pictures Studios lot house production offices for feature films, television, and short-term commercial and other projects. Take the Sony Pictures Studios Tour and step back into a legendary time. Explore Culver Center, at the intersection of Washington and Overland, which includes popular places Best Buy, Ralphs, and Bally's gym. The surrounding area also features the King Fahad Mosque, as well as a media office and studio complex, 10950 Washington, that serves as western headquarters to the NFL Network.

OVERLAND

As Overland Avenue traverses Culver City from north to south, you'll find important landmarks along the way. Some of these include Culver Center at Washington Boulevard (see Mid-Washington), the Veterans Memorial Complex and Senior Center at Culver Boulevard, and the Raintree Plaza shopping center at Jefferson. The campus of West Los Angeles College, part of the Los Angeles Community College District, lies on 70 beautiful acres overlooking Culver City.

SEPULVEDA

One of the City's busiest commercial boulevards, Sepulveda is a major north-south route running parallel to the 405 freeway. It is anchored by regional shopping centers as well as an array of local neighborhood services, restaurants and retailers. Major chain stores such as Target, Bed Bath & Beyond, Toys "R" Us, Babies "R" Us, Pavilions, TJ Maxx, Ross, Pier 1 Imports, Staples, and Big Lots are found along its length.

WASHINGTON NATIONAL

Washington-National is becoming a "transit-oriented district" in anticipation of the Exposition Light Rail extension from Downtown Los Angeles. New developments planned for the area include an exciting mix of retail, residential and office space. The first phase of the Expo Line is expected to be completed in 2010, with plans in place to eventually extend it westward to Santa Monica.

WEST WASHINGTON

The West Washington area extends roughly two miles along Washington Boulevard between the 405 freeway and the City's western border near Lincoln Boulevard. This regional east-west arterial street carries over 30,000 vehicle trips per day and is home to professional and healthcare services, as well as one of the top grossing Costco's in the nation. The Redevelopment Agency is actively working to enhance the West Washington area through a synergy of public and private investments.

ABOUT Culver CITY

Centrally located between the beach and downtown Los Angeles, Culver City is a safe, modern and progressive community with great shopping, dining, and entertainment, a vibrant business environment, and an exceptional quality of life. Culver City's unique combination of small-town charm and big-city amenities, make it a great place to live and work. With roots in the early days of the motion picture industry, it has now become a powerful multi-media hub, and a mecca for the fashion and architecture industries. The City boasts dynamic start-ups and world-class companies and is host to a vibrant artistic community offering live theatre, music and dance, as well as a burgeoning array of restaurants, art galleries and retail stores.

"The chefs are coming -- and so are the bakers, wine bars, foodies, cafes. Culver City is HOT."

LA Times

"The film industry hub is making new history as a magnet for boutiques, galleries, and restaurants."

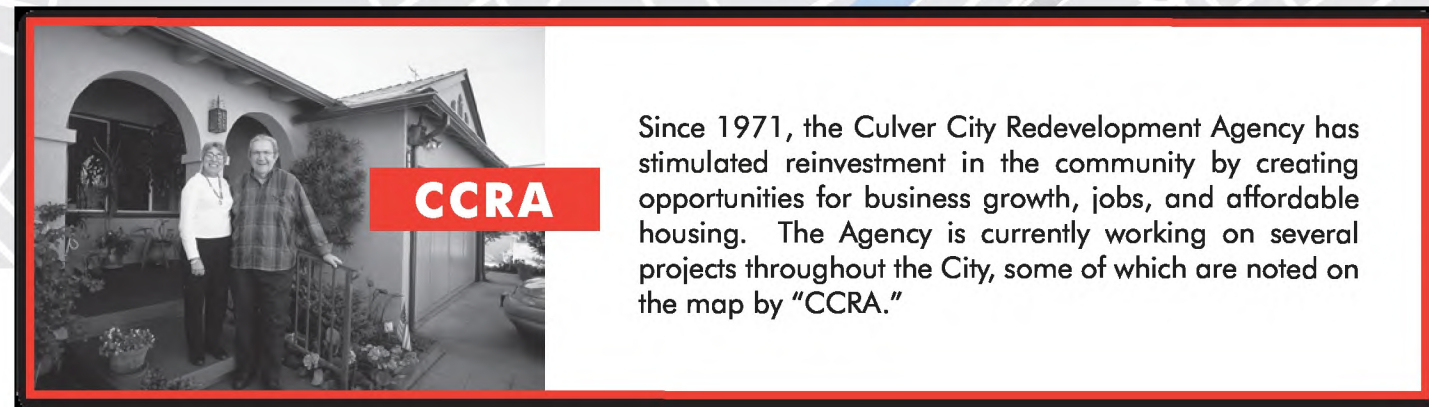
Los Angeles Magazine

"One part Hollywood nostalgia, one part modern design, the city-within-a-city now inspires expressions like nascent Chelsea and L.A.'s new restaurant mecca."

New York Times

"The backyard of MGM Studios has blossomed into L.A.'s newest design destination."

Travel + Leisure



Since 1971, the Culver City Redevelopment Agency has stimulated reinvestment in the community by creating opportunities for business growth, jobs, and affordable housing. The Agency is currently working on several projects throughout the City, some of which are noted on the map by "CCRA."



The Culver City Redevelopment Agency
and the Los Angeles Philharmonic Association
present

ATTACHMENT 5

The 8th Annual Music *in the* Chambers

Three free Neighborhood Chamber Music Concerts
featuring members of the Los Angeles Philharmonic

February 13, 2009 Arco Nova String Quartet

February 27, 2009 The Catgut Trio

March 6, 2009 Robert Vijay Gupta *violin*
Ben Hong *cello*

Friday Evenings at 7pm
Complimentary Admission and Parking
Reservations Required

Mike Balkman Council Chambers
City Hall
9770 Culver Boulevard

Cultural Affairs Hotline 310.253.5716
www.culvercity.org

CulverCITY
REDEVELOPMENT AGENCY



12

*Stay awhile! Downtown Culver City's many restaurants are open before
and after the performances.*

ATTACHMENT 6

Series 2009

RAINBOW

The

THE CITY OF CULVER CITY PRESENTS

A unique children's series featuring theatre, dance,

and music performances by the recipients of the

2009 Culver City Performing Arts Grant Program

Culver CITY

13
SONY
PICTURES

We Tell Stories

Interactive Storytelling Theatre
for Young Hearts

February 7	2pm	FREE
April 15	11am	
May 2, 30	2pm	
July 1, 8, 15, 22, 29	2pm	
August 5, 12, 19	2pm	
October 31	2pm	
December 12	2pm	

Culver City Julian Dixon Library
4975 Overland Avenue
www.wetellstories.org
323.256.2336

The Definiens Project

Musical Adventures Series
Interactive, musical stories for families

February 10	7pm	FREE
March 10		
April 14		
May 12		
June 9		

Culver City Julian Dixon Library
4975 Overland Avenue
www.definiens.org
310.897.4111

Louise Reichlin and Dancers

LA Choreographers & Dancers

The Better to Bite You With
A new interactive, educational dance program for families

April 7	10:30am	FREE
	12 Noon	

The Jazz Bakery
3233 Helms Ave
www.lachoreographersanddancers.org
213.385.1171

The **RAINBOW** *Series*

Vox Femina Los Angeles

Touch the Future

Experience the excitement of seeing the world through a child's eyes again at this concert dedicated to empowering all children

May 16	4 pm	FREE
--------	------	------

Culver City Presbyterian Church
11269 W. Washington Blvd
www.voxfeminala.org
310.922.0025

Rogue Artists Ensemble

The Story of Frog Belly Rat Bone

In Cementland, a boy and his singing monster protect a box full of treasure

June 20	10am & 2pm	Pay What You Can
June 21	12 Noon	

Ivy Substation
9070 Venice Boulevard
www.rogueartists.org
213.596.9468 / ext 14



The Culver City Redevelopment Agency
and The Music Center of Los Angeles County present

FREE

Recommended for children ages 5 to 10 years old.

No reservations required.

Cultural Affairs Hotline 310.253.5716

www.culvercity.org

ATTACHMENT 7

PAS - SAGES

Created and Performed by Diavolo

This event is presented as part of the Culver City Redevelopment Agency's annual **Rainbow Day** family program.

Saturday, March 28, 2009

The Help Group - Multipurpose Room
12101 West Washington Boulevard, Culver City

Free Parking - The Help Group Parking Structure
4173 Inglewood Boulevard

Accessed on Inglewood Boulevard, North of Washington Boulevard

Stay awhile! Culver City's west side has many family-friendly restaurants and shops.

...ers, gymnasts, and actors
who use everyday objects in their unique performances.

Pas-Sages is an energetic mosaic of dance, storytelling, prose, verse and music that takes three friends on a classical hero's journey together.

Culver CITY
REDEVELOPMENT AGENCY



15
The Help
Group

Culver City Redevelopment Agency
y Music Center of Los Angeles County presenta

GRATIS!

Recomendado para niños entre 5 y 10 años de edad.
Reservaciones no son necesarios.
Cultural Affairs Hotline 310.253.5716

www.culvercity.org

PAS - SAGES

Creado y presentado por Diavolo

Este evento esta presentado como una parte de el programa anual del familia **Rainbow Day** de la Culver City Redevelopment Agency.

Sabado, 28 de Marzo 2009, a las 11:00 AM

The Help Group - Multipurpose Room
12101 West Washington Boulevard, Culver City

Estacionamiento gratis

The Help Group Parking Structure
4173 Inglewood Boulevard
Al norte de Washington Boulevard

Quedarse por algun tiempo! El lado occidente de Culver City
tiene muchos restaurantes y tiendas para la familia.

gimnasios y actores que
usan objetos de cada dia en sus obras.

Pas-Sages es un mosaico de baile, cuentos, prosa, verso y
musica que llevan a tres amigos juntos en un viaje clasico
de heroe.

Culver CITY
REDEVELOPMENT AGENCY



MUSIC CENTER
PERFORMING ARTS CENTER
OF LOS ANGELES COUNTY

16
The Help Group

ATTACHMENT 8

Contract No. 2009-

CULVER CITY REDEVELOPMENT AGENCY
&
THE CITY OF CULVER CITY
STANDARD FORM CONTRACT

WITH: Jamie Greenberg
FOR: Graphic Artist Services

THIS AGREEMENT is made and entered into by and among the City of Culver City, a municipal corporation ("City"), THE CULVER CITY REDEVELOPMENT AGENCY, a public body, corporate and politic, existing under and pursuant to the laws of the State of California, hereinafter referred to as "Agency," and Jamie Greenberg, a sole proprietor, hereinafter referred to as "Contractor."

1. CONTRACTOR'S SERVICES. Contractor agrees to perform during the term of this Agreement, the tasks, obligations, and services set forth in the "Scope of Service" attached to and incorporated into this Agreement as Exhibit "A."
2. TERM OF AGREEMENT. The effective date of this Agreement shall be from the effective date pursuant to Paragraph 27 of this Agreement and shall end upon the earlier of:
 - March 31, 2010 OR upon satisfactory completion of the Scope of Work described in Exhibit "A;"
 - Termination, pursuant to Section 22;
 - Exhaustion of approved compensation, pursuant to Exhibit B, Section D, Maximum Compensation; or
 - As otherwise modified, pursuant to Section 19.
3. PAYMENT FOR SERVICES. Agency and City shall pay for the services satisfactorily performed by Contractor pursuant to the terms of this Agreement, the compensation set forth in the "Schedule of Compensation" attached to and incorporated into this Agreement as Exhibit "B." The compensation shall be paid at the time and manner set forth in said Exhibit "B."
4. TIME FOR PERFORMANCE. Contractor shall not perform any work under this Agreement until (a) Contractor furnishes proof of insurance as required under Paragraph 7 of this Agreement; and, (b) City gives Contractor a written and signed Notice to Proceed. All services required by Contractor under this Agreement shall be completed on or before the end of the term of the Agreement.
5. DESIGNATED REPRESENTATIVE(S). Jamie Greenberg shall be the designated Contractor Representative, and shall be responsible for job

performance, negotiations, contractual matters, and coordination with City and Agency. Contractor's professional services shall be actually performed by the Contractor Representative.

6. HOLD HARMLESS. To the fullest extent permitted by law, Contractor shall indemnify, defend (at Contractor's sole expense, with legal counsel approved by City) and hold harmless the City of Culver City, members of its City Council, its boards and commissions, officers, agents, and employees (hereinafter, "Indemnitees"), from and against all loss, damage, cost, expense, liability, claims, demands, suits, attorneys' fees and judgments arising from or in any manner connected to Contractor's or its employees or agent's wrongful or negligent acts, errors or omissions related to this Agreement. This indemnification includes, but is not limited to, tort liability to a third person for bodily injury and property damage.

Contractor agrees that this obligation to indemnify, defend and hold harmless extends to liability and/or claims arising from Indemnitees' active or passive negligence.

Notwithstanding the foregoing, nothing herein shall be construed to require Contractor to indemnify an Indemnitee from any claim arising from the sole negligence or willful misconduct of that Indemnitee.

The duty to defend referenced herein is wholly independent from the duty to indemnify, arises upon written notice by City to Contractor of a claim within the potential scope of this indemnification provision, and exists regardless of any determination of the ultimate liability of Contractor, City or any Indemnitee.

7. INSURANCE. Without limiting its obligations pursuant to Section 6 of this Agreement, the Consultant shall procure and maintain, at Consultant's own cost and expense and for the duration of this Agreement, insurance coverage as set forth in "Insurance Requirements" attached to and incorporated into this Agreement as Exhibit "C."
8. INDEPENDENT CONTRACTOR STATUS. City, Agency and Contractor agree Contractor, in performing the services herein specified, shall act as an independent Contractor and shall have control of all work and the manner in which it is performed. Contractor shall be free to contract for similar service to be performed for other employers while under contract with City and Agency. Contractor is not an agent or employee of City or Agency, and is not entitled to participate in any pension plan, insurance, bonus or similar benefits City or Agency provides for its employees. Contractor shall be responsible to pay and hold City and Agency harmless from any and all payroll and other taxes and interest thereon and penalties therefor which may become due as a result of services performed hereunder.

9. NON-APPROPRIATION OF FUNDS. Payments due and payable to Contractor for current services are within the current budget and within an available, unexhausted and unencumbered appropriation of the City. In the event the City has not appropriated sufficient funds for payment of Contractor services beyond the current fiscal year, this Agreement shall cover only those costs incurred up to the conclusion of the current fiscal year.
10. ASSIGNMENT. This Agreement is for the specific services with Contractor as set forth herein. Any attempt by Contractor to assign the benefits or burdens of this Agreement without written approval of City and Agency shall be prohibited and shall be null and void; except that Contractor may assign payments due under this Agreement to a financial institution.
11. RECORDS AND INSPECTIONS. Contractor shall maintain full and accurate records with respect to all services and matters covered under this Agreement. City and Agency shall have free access at all reasonable times to such records, and the right to examine and audit the same and to make transcripts there from, and to inspect all program data, documents, proceedings and activities. Contractor shall maintain an up-to-date list of key personnel and telephone numbers for emergency contact after normal business hours.
12. OWNERSHIP OF CONTRACTOR'S WORK PRODUCT. City and Agency shall be the owner of any and all computations, plans, correspondence and/or other pertinent data, information, documents, and computer media, including disks and other materials gathered or prepared by Contractor in performance of this Agreement, or at any earlier or later time when the same may be requested by City or Agency. Such work product shall be transmitted to City or Agency within ten (10) days after a written request therefor. Contractor may retain copies of such products. All written documents that are intended for public review shall be provided to City and Agency in a format suitable for posting on the Internet.
13. NOTICES. All notices given or required to be given pursuant to this Agreement shall be in writing and may be given by personal delivery or by mail. Notice sent by mail shall be addressed as follows:

To City & Agency: City of Culver City
 Attention: Sol Blumenfeld
 9770 Culver Boulevard, Third Floor
 Culver City, California 90232

To Contractor: Jamie Greenberg
 946 E Dorothea Rd
 La Habra Heights, CA 90631

14. TAXPAYER IDENTIFICATION NUMBER. Contractor shall provide City with a complete Request for Taxpayer Identification Number and Certification, Form W-9, as issued by the Internal Revenue Service.

15. PERMITS AND LICENSES. Contractor, at its sole expense, shall obtain and maintain during the term of this Agreement, all appropriate permits, licenses, and certificates that may be required in connection with the performance of services under this Agreement including, but not limited to, a Culver City business tax certificate.
16. APPLICABLE LAWS, CODES AND REGULATIONS. Contractor shall perform all work in accordance with all applicable laws, codes and regulations required by all authorities having jurisdiction over such work. Contractor agrees to comply with prevailing wage requirements as specified in the California Labor Code, Sections 1770, et seq.
17. PURCHASES OF SUPPLIES AND MATERIALS WITHIN CULVER CITY. For work performed, Contractor agrees to seek bids for supplies and materials from businesses located within the City of Culver City, with the intent to make purchases from these businesses if such purchases can be made at competitive prices.
18. RIGHT TO UTILIZE OTHERS. City reserve the right to utilize others to perform work similar to the services provided hereunder.
19. MODIFICATION OF AGREEMENT. This Agreement may not be modified, nor may any of the terms, provisions or conditions be modified or waived or otherwise affected, except by a written amendment signed by all parties hereto.
20. WAIVER. If at any time one party shall waive any term, provision or condition of this Agreement, either before or after any breach thereof, no party shall thereafter be deemed to have consented to any future failure of full performance hereunder.
21. COVENANTS AND CONDITIONS. Each term and each provision of this Agreement to be performed by Contractor shall be construed to be both a covenant and a condition.
22. RIGHT TO TERMINATE. City may terminate this Agreement at any time, with or without cause, in its sole discretion, with thirty-days' (30-days') written notice to Contractor.
23. EFFECT OF TERMINATION. Upon termination as stated in Paragraph 22 of this Agreement, City and Agency shall be liable to Contractor only for work performed by Contractor up to and including the date of termination of this Agreement, unless the termination is for cause, in which event Contractor need be compensated only to the extent required by law. Contractor shall be entitled to payment for work satisfactorily completed to date, based on a pro-ration of the monthly fees set forth in Exhibit "B" attached hereto. Such payment will be subject to City's receipt of a close-out billing.
24. GOVERNING LAW. The terms of this Agreement shall be interpreted according to the laws of the State of California. If litigation arises out of this Agreement, then venue shall be in the Superior Court of Los Angeles County.

25. LITIGATION FEES. If litigation arises out of this Agreement for the performance thereof, the court shall award costs and expenses, including attorney's fees, to the prevailing party. In awarding attorney's fees, the court shall not be bound by any court fee schedule but shall award the full amount of costs, expenses and attorney's fees paid or incurred in good faith.
26. INTEGRATED AGREEMENT. This Agreement represents the entire Agreement between City and Contractor, and all preliminary negotiations and agreements are deemed a part of this Agreement. No verbal agreement or implied covenant shall be held to vary the provisions of this Agreement.
27. EFFECTIVE DATE. The effective date of this Agreement is the date it is signed on behalf of the City and shall remain in full force and effect until amended or terminated; provided, that the indemnification and hold harmless provisions shall survive the termination.

JAMIE GREENBERG

Jamie Greenberg

Date

CULVER CITY REDEVELOPMENT AGENCY

By: _____
Sol Blumenfeld
Assistant Executive Director

Date

APPROVED AS TO FORM:

KANE, BALLMER& BERKMAN

Murray Kane
Agency General Counsel

Date

CITY OF CULVER CITY

By: _____
Jerry Fulwood
City Manager

Date

APPROVED AS TO CONTENT:

APPROVED AS TO FORM:

Sol Blumenfeld
Community Development Director

Carol Schwab
City Attorney

APPROVED AS TO FINANCING:

APPROVED AS TO BUSINESS
TAX CERTIFICATE:

Jeff Muir
Chief Financial Officer

Treasury Division

EXHIBIT A

CULVER CITY REDEVELOPMENT AGENCY
&
CITY OF CULVER CITY

AGREEMENT WITH: Jamie Greenberg
FOR: Graphic Artist Services

SCOPE OF SERVICE

Contractor shall provide graphic services to City and the Agency for Cultural Affairs and Economic Development projects in the following areas:

1. Meet for discussion on each project and be available by telephone and email during the business day, nights and weekends as needed to complete required deadlines.
2. Develop graphics and document lay-outs for cultural and economic development promotional materials such as event flyers, e-flyers, ads, maps and informational items for the Business Resource Center, utilizing approved text. Create consistency in design to further brand Culver City.
3. Present design drafts of the work to City and Agency in a timely manner as specified by City and Agency staff.
4. Refine and finalize designs in a timely manner reflecting the direction given from City and Agency staff.
5. Contact designated printers and fabricators to discuss the details of paper, finish, cost, and time involved to print the finished project.
6. Remain available throughout printing process for immediate review by direct telephone access.
7. Maintain a record of all copies of graphic designs on computer disc to be furnished to City and Agency staff when requested.
8. Create two compact digital discs (both an original and a copy) for each project of final printer-ready art piece, including associated graphics, fonts, and logos- all in original and pdf format.
9. Perform other design services as requested by City's Special Events Coordinator and the Agency's Economic Development Manager or his/her designees.

Exhibit A approved:

JAMIE GREENBERG

Jamie Greenberg, Contractor

Date

Sol Blumenfeld
Community Development Director

Date

EXHIBIT B

CULVER CITY REDEVELOPMENT AGENCY
&
CITY OF CULVER CITY

AGREEMENT WITH: Jamie Greenberg
FOR: Graphic Artist Services

SCHEDULE OF COMPENSATION
(Time & Materials Basis)

- A. METHOD OF PAYMENT. Payment for all work satisfactorily performed by Contractor pursuant to the terms of this Agreement, including Contractor's meeting with City and Agency staff, shall be made on the basis of the hourly rate set forth below, plus actual out-of-pocket costs.

PERSONNEL

RATE PER HOUR

Jamie Greenberg

\$35.00

- B. BILLING. At the end of each calendar month in which services are performed or expenses are incurred under this Agreement, and prior to the 10th day of the following month, Contractor shall submit an invoice to City at the following address:

City of Culver City
Attn: Susan Obrow, Cultural Affairs
9770 Culver Blvd.
Culver City, California 90232-0507

The invoice submitted pursuant to this paragraph shall show the Agreement Number, hours worked by each person who performed services during the billing period, the hourly rate of pay for each person who performed services, the dates on which the services were performed, a description of the services performed, actual out-of-pocket expenses incurred in the performance of the services, and such other information as City may reasonably require.

- C. TIME OF PAYMENT. Payment to Contractor shall be made within thirty (30) days after submittal of Contractor's invoice and approval by City, in accordance with City's normal disbursement procedure.
- D. Maximum Compensation. Notwithstanding the foregoing, Contractor shall complete all the work and tasks described in Exhibit A for a total amount of compensation that does not exceed Five Thousand Dollars (\$5,000.00) for all Agency Cultural Affairs projects, Five Thousand Dollars (\$5,000.00) for all Agency Economic Development marketing projects and Ten Thousand Dollars (\$10,000.00) for all City Cultural Affairs projects for a total amount of compensation

that does not exceed Twenty Thousand Dollars (\$20,000.00), which amount includes all out-of-pocket expenses.

Exhibit B approved:

JAMIE GREENBERG

Jamie Greenberg, Contractor

Date

Sol Blumenfeld
Community Development Director

Date

EXHIBIT C

CITY OF CULVER CITY
AGREEMENT

WITH: Jamie Greenberg
FOR: Graphic Artist Services

INSURANCE REQUIREMENTS

A. Policy Requirements.

Consultant shall submit duly executed certificates of insurance for the following:

1. An occurrence based Comprehensive General Liability ("CGL") policy, at least as broad as ISO Form CG 0001, in the minimum amount of One Million Dollars (\$1,000,000) each occurrence, with not less than Two Million Dollars (\$2,000,000) in annual aggregate coverage.

The CGL Policy shall have the following requirements:

- a. The policy shall provide coverage for personal injury, bodily injury, death, accident and property damage and advertising injury, as those terms are understood in the context of a CGL policy. The coverage shall not be excess or contributing with respect to City's self-insurance or any pooled risk arrangements;
- b. The policy shall provide \$1,000,000 combined single limit coverage for owned, hired and non-owned automobile liability;
- c. The policy shall include coverage for liability undertaken by contract covering, to the maximum extent permitted by law. Consultant's obligation to indemnify the Indemnitees as required under Paragraph 6 of this agreement;
- d. The Policy shall not exclude coverage for Completed Operations Hazards or Athletic or Sports Participants; and
- e. **The City of Culver City, members of its City Council, its boards and commissions, officers, agents, and employees will be named as an additional insured** in an endorsement to the policy, which shall be provided to the City and approved by the City Attorney.

2. RESERVED.
3. RESERVED.
4. RESERVED.

B. Waiver by City.

City may waive one or more of the coverages listed in Section A, above. This waiver must be express and in writing, and will only be made upon a showing by the Consultant that its operations in and with respect to City are not such as to impose liability within the scope of that particular coverage.

C. Additional Insurance Requirements.

1. All insurance listed in Paragraph A shall be issued by companies licensed to do business in the State of California, with a claims paying ability rating of "BBB" or better by S&P (and the equivalent by any other Rating Agency) and a rating of A:VII or better in the current Best's Insurance Reports;
2. Consultant shall provide City with at least thirty (30) days prior written notice of any modification, reduction or cancellation of any of the Policies required in Paragraph A, or a minimum of ten (10) days notice for cancellation due to non-payment.
3. City may increase the scope or dollar amount of coverage required under any of the policies described above, or may require different or additional coverages, upon prior written notice Consultant.