

MEETING DATE: 10/22/07

AGENDA ITEM: Receipt of Sony Pictures Entertainment Contribution and
Consideration of Proposed Program Allocation.

ATTACHMENTS

	<u>Pages</u>
1. City Council Staff Report dated November 13, 2006	1-3
2. Excerpt from the Minutes of the November 13,2006 City Council Meeting	4

City of Culver City, California
City Council Agenda Item Report

Meeting Date: November 13, 2006		Item Number: _____	
AGENDA ITEM: Receipt of Sony Pictures Entertainment Contribution and consideration of Proposed Program Allocation.			
Contact Person/Dept.: Susan Obrow / Cultural Affairs Division Marty Nicholson / Parks, Recreation, Community Services Department		Phone Number: Susan Obrow (310)253-5762 Marty Nicholson (310)253-6662	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List (10/26/06), Cultural Affairs Commission (10/26/06), Grants and Artist Subcommittee (10/26/06), 2006 Performing Arts Grant Applicants (10/26/06), Cultural Affairs Participant List (10/26/06).			
Department Approval:		CAO Approval:	
City Controller Approval:			
<u>RECOMMENDATION:</u> Staff recommends that the City Council receive the Sony Pictures Entertainment (Sony) Contribution of \$25,000 and allocate awards to current cultural and City projects for program enhancement in Fiscal Year 2006-2007. <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 Pictures Entertainment 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 programs of the Cultural Affairs Division and the Parks, Recreation and Community Services Department. Previously, Sony Pictures Entertainment had participated as a \$25,000 Sponsor in the City's Unified Fund in FY04-05 and FY05-06. City Council approved the Sony sponsorship and recommended allotments last year at its July 11, 2005 meeting. Attachment 1 provides a copy of the staff report.			

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DISCUSSION:

Sony has contributed to the City's Unified Fund at the Platinum Level of \$25,000 in fiscal year 2006-07. City Council has the opportunity to allocate the resources in whatever manner Council feels appropriate. Last year's allocations were as follows:

2005-06 ALLOCATIONS

<u>City/Agency Programs</u>	<u>Recommended Amount</u>
Summer Sunset Music Festival	-----
Music in the Council Chambers	\$ 1,500
Performing Arts Grant Program	\$15,000
Fiesta La Ballona	\$ 3,000
Teen Center Program	\$ 1,000
Tree Lighting	\$ 500
Coastal Cleanup Day	-----
Art in the Plaza	\$ 2,000
The Art of...Speaker's Series	\$ <u>2,000</u>
TOTAL:	\$25,000

Staff is recommending that the 2006-07 Sony Pictures Entertainment Contribution be allocated as follows:

2006-07 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)	\$ 3,500
Teen Center Programs	\$ 1,000
ARTWALK Culver City	\$ 2,000
The Art of...Speaker's Series	\$ <u>2,000</u>
TOTAL:	\$25,000

FISCAL ANALYSIS:

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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 \$25,000 will be allocated as follows:

Account Description	Account Number	Amount
Music in the Chambers	550.94420	\$1,500
Performing Arts Grants Program	413.00614	\$15,000
Special Events (Fiesta/Tree Lighting)	10132800.386200	\$3,500
Teen Center Programs	10132600.386200	\$1,000
ARTWALK Culver City	413.00676	\$2,000
The Art of... Speakers Series	555.094440	\$2,000

ATTACHMENTS:

1. July 11, 2005 Staff Report on Sony Pictures Entertainment Sponsorship

MOTION:

That the City Council:

Authorize allocation amounts to City and Redevelopment Agency programs as recommended or consider and determine new allocations based on discussion.

This motion requires a 4/5ths vote of the City Council.

REGULAR MEETING OF THE
CITY COUNCIL, CITY OF CULVER CITY,
CALIFORNIA

Present: Mayor Gary Silbiger
Vice Mayor Alan Corlin
Councilmember Carol Gross
Councilmember D. Scott Malsin
Councilmember Steven Rose

Excerpt from the Minutes of the November 13, 2006
City Council meeting

Item A-4

**Receipt of Sony Pictures Entertainment Contribution,
Approval of Related Budget Amendment, and Allocation of
Awards to Current Redevelopment Agency and City Cultural
Projects for Program Enhancement for Fiscal Year 2006-2007.**

Susan Obrow, Cultural Affairs Division, gave the staff
report.

Following discussion, the following motion was made:

MOVED BY COUNCILMEMBER GROSS, SECONDED BY COUNCILMEMBER
ROSE AND UNANIMOUSLY CARRIED, THAT THE CITY COUNCIL:

1. APPROVE A BUDGET AMENDMENT TO RECORD THE DONATION
RECEIPT; AND
2. AUTHORIZE ALLOCATION AMOUNTS TO CITY AND REDEVELOPMENT
AGENCY PROGRAMS AS RECOMMENDED.

A FOUR-FIFTHS VOTE IS REQUIRED TO AMEND THE BUDGET.

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