

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

Meeting Date: 02/01/10		Item Number: <u>A-1</u>	
REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Approval of a Professional Services Agreement with Gary Mandell to Provide Producer Services for the 2010 Culver City Music Festival.			
Contact Person/Dept.: Susan Obrow Community Development Department		Phone Number: (310)253-5762	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☒ No ☐		Date: 12/08/09	
Public Notification: (E-Mail) Meetings and Agendas – Redevelopment Agency (01/27/10); Gary Mandell (01/19/10); Cultural Affairs Commission (01/19/10); Culver City Disability Advisory Committee (1/19/10); Center Theatre Group (01/19/10); Downtown Business Association (01/19/10); Chamber of Commerce (01/19/10); Subscribers of Ongoing Topics, Cultural Affairs Commission, Cultural Events (01/19/10)			
Department Approval: Sol Blumenfeld (01/22/10)		Agency General Counsel Approval: Murray Kane (01/22/10)	
Chief Financial Officer Approval: Mark Scott (by N. Kimball) (01/27/10)		Executive Director Approval: Mark Scott (01/27/10)	
<u>RECOMMENDATION:</u> Staff recommends that the Culver City Redevelopment Agency Board (“The Board”) approve a Professional Services Agreement with Gary Mandell to provide producer services for the 2010 Culver City Music Festival (“Festival”). <u>BACKGROUND:</u> <u>Concert Series Objectives</u> The Redevelopment Agency has identified the following objectives/priorities for the Culver City Music Festival: 1. Act as an economic catalyst; 2. Increase the City’s exposure and notoriety in print, radio and television advertising; 3. Increase the number of residents and non-residents that patronize Culver City businesses; 4. Make residents and non-residents aware of Culver City’s renaissance as a destination for dining, shopping, and cultural events; and, 5. Increase resident and non-resident awareness of musical genres by contracting with a wide variety of artists of the highest caliber.			

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The annual Festival is presented in the City Hall Courtyard ("Courtyard"). Current planning includes presenting the Festival in that location until the new expanded Town Plaza opens.

Mr. Mandell's producer responsibilities include marketing, production and house management of the Festival. The Cultural Affairs Commission ("CAC"), through its Festivals and Events Subcommittee, reviews policy and administrative issues for the concert series and offers recommendations to the Board. Further, the Festivals and Events Subcommittee has the opportunity to suggest musical styles and genres for the series; however, Mr. Mandell is responsible for selecting the individual musical artists. Staff responsibilities include production management of the venue and administration of the annual business sponsorship campaign for the Festival.

DISCUSSION:

Mr. Mandell presented an eclectic program in 2009, including return engagements from several performers, and fulfilled his contractual duties. The performances were well attended. The Board approved an allocation of \$10,000 of the producer's budget to be earmarked for marketing in 2009. The marketing campaign targeted potential audience members beyond the City of Culver City and strived to include electronic promotion of the Festival. The producer's marketing campaign included concert flyers/programs, ads, an e-flyer, press releases and a cable television spot. Staff provided additional media contacts to the producer to expand the marketing for the Festival.

2009 Survey Results

Staff offered a survey during the series with the following results:

- The majority of the patrons were in the 41-55 age range
- Patrons represented approximately 40 zip codes
- Patrons are interested in a variety of musical styles and genres
- Few patrons are dining in Downtown Culver City restaurants on concert nights

Staff will be meeting with the producer and the Downtown Business Association in an effort to improve the Festival's impact on the Downtown economy.

Proposed 2010 Festival Dates and Budget

The Festival has been held on Thursday nights, in July and August, in recent years. The proposed eight dates for the 2010 Festival are as followed (all times between 7:00 PM and 9:15 PM):

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- July 8, 2010
- July 15, 2010
- July 22, 2010
- July 29, 2010
- August 5, 2010
- August 12, 2010
- August 19, 2010
- August 26, 2010

In 2009, the Board approved a budget of \$75,000 for the 2010 Festival. Staff recommends that Mr. Mandell be awarded \$55,000 for the artists, marketing, production and audience management services associated with the Festival. The \$55,000 includes a specific allocation of \$10,000 for marketing.

Staff will apply the remaining \$20,000 to production management of the venue including approximately \$15,000 for janitorial and maintenance services as well as funding for signage and improvement of seating, lighting and other related venue expenses. Additionally, staff will implement the annual business sponsorship campaign for the Festival which generates funds to further enhance the audience experience in City Hall Courtyard. The passive, limited time campaign includes promoting the sponsorship opportunities on the City website, in a press release and through flyer distribution to the business community. Sponsors receive marketing benefits from the Festival as a result of their participation. There has been a decline in marketing sponsorship for this program over the last two years.

2010 Cultural Affairs Commission ("CAC") Recommendations

During the 2009 series, the CAC's Festivals and Events Subcommittee reviewed policy, administrative, production and artistic issues related to the program and presented recommendations for the 2010 Festival before the full CAC on December 8, 2009. The recommendations were unanimously approved and are attached. In summary, the CAC recommendations relate to venue issues such as decorum and seating policies, including the recommendation for staff to initiate a discussion with the City's Disability Advisory Committee regarding wheelchair locations, as well as recommendations regarding the producer's responsibilities of effective marketing, high-caliber programming, and experienced house management staffing. The CAC recommends that the Board consider the booking of diverse and lively musical groups, including many that have not played the Festival before, as a means of generating more publicity and attracting new and younger audiences to Culver City. Further, the CAC recommends that only one musical group be booked per concert rather than two in an effort to attract distinctive artists with the higher performance fee. The producer will review these and other general programming ideas with the CAC's Festivals and Events Subcommittee subsequent to signing the 2010 contracts and prior to booking the musical artists.

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FISCAL ANALYSIS:

The total Board adopted amount for the Culver City Music Festival in FY 2009-10 (which is used to fund the 2010 CCMF) is \$75,000. The funds have been appropriated in the Culver City Music Festival Program account (55094410). The Festival Producer will receive \$55,000 to execute the agreed upon responsibilities of the position. Staff will apply the remainder of \$20,000 to execute its responsibilities to the Festival. Any sponsorship money will augment the Agency's funding.

ATTACHMENTS:

1. 2009 Culver City Music Festival Program/Flyer
2. 2009 Culver City Music Festival Courtesy Rules
3. CAC recommendations
4. 2010 Agreements with Gary Mandell for Producer Services
5. 2009 Producer Expense Reports

MOTION:

That the Culver City Redevelopment Agency Board:

1. Approve the recommendations for the 2010 Culver City Music Festival as presented by the Cultural Affairs Commission and as summarized in the staff report; and,
2. Approve a Professional Services Agreement with Mr. Gary Mandell for services as Producer for the 2010 Culver City Music Festival in an amount not to exceed \$55,000; and,
3. Authorize the Agency General Counsel to review/prepare the necessary documents; and,
4. Authorize the Executive Director to execute such documents on behalf of the Agency.