

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

Meeting Date: <u>09/22/2014</u>		Item Number: <u>A-1</u>	
CITY COUNCIL AGENDA ITEM: Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of the 2014 Culver City Film Festival.			
Contact Person/Dept.: Jeremy Green/City Clerk's Office		Phone Number: (310) 253-5859	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Culver City Film Festival; Meetings and Agendas – City Council (09/17/14).			
Department Approval: Martin R. Cole (09/16/14)		City Attorney Approval: Carol Schwab (by H. Baker) (09/16/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (09/16/14)		City Manager Approval: John M. Nachbar (09/17/14)	
<u>RECOMMENDATION:</u> It is recommended that the City Council consider the potential City sponsorship of the 2014 Culver City Film Festival and, if determined that sponsorship is desired, determine the amount of in-kind assistance to be provided. <u>BACKGROUND/ DISCUSSION:</u> Peter Greene and John Gursha of Film Marketing Services (Producers) are planning the first Culver City Film Festival (Festival) event on Saturday, November 22, 2014 from 9:30 AM until 10:30 PM (including set up and load out of the Festival) at Veterans Memorial Building (VMB). At the City Council meeting of August 25, 2014, the Producers provided public comment and requested the City Council consider City sponsorship of the Festival. The City Council directed the City Manager to place this item on a future agenda for the City Council's consideration. The Producers have provided the attached letter which contains additional information about their request. In summary, the Festival will accept films from every genre, topic, and country around the world and attendees can view, for free, the short films, feature-length movies, and/or international films with subtitles that were submitted prior to the deadline, along with a \$25 submission fee, to the event producers. Up to 100 films are expected to be submitted for this year's Festival, and approximately 12 films will be shown, depending upon the film lengths.			

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The Producers have shared with staff that the budget for the Festival will range from \$5,000-\$10,000. Film Marketing Services also produced the Marina Del Rey (MDR) Film Festival 2012 and 2013 and are planning their 3rd MDR Film Festival this fall.

The Producers have requested use of the Rotunda Room for the Festival and are asking for a fee waiver for the use of the room and any associated costs. The Producers have indicated they plan on having the Festival with or without City sponsorship.

As a for-profit entity, the applicable fee for the room rental is \$122.00 per hour (Renter Category G - a commercial, non-resident organization).

PRCS staff has calculated the total cost of the rental as follows:

Hourly Room Rental Rate: \$1,586 (13hrs x \$122)
*Dedicated Haynes Building Staff: \$325 (13hrs x \$25)
*Dedicated City Event Staff: \$325 (13hrs x \$25)
No Food Planned
No Equipment Rental

Total: \$2,236

Damage Deposit: \$300 (Refundable if post-Festival conditions warrant)

PRCS staff members indicate that one dedicated event staff member and one building service staff member will be necessary to monitor the Festival at the above costs of \$650. These staff costs would not otherwise be incurred by the City and would be a hard cost to the City.

City Sponsorship Designation

To be categorized as a "sponsored" event by the City, an event must meet the criteria set forth in Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii., confirming that the City is (a) participating in an official capacity in the planning, preparation or promotion of the event or activity; and (b) contributing 25% of the total estimated costs of the civic event or activity or at least \$1,000, whichever is less. This contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination thereof. If the Producer's request is approved by the City Council as presented, the City would be contributing at least \$1,000 in waivers to the event.

The CCMC requires both (a) AND (b) conditions be satisfied. Additionally, in order for an event to be considered City sponsored, the City Council must determine, by specific action, that the above criteria have been met.

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FISCAL ANALYSIS:

Should the City Council determine to grant the Producer's request in full, the \$1,586 in room rental fees would be waived and the \$650 in staffing costs would be expended from the PRCS part-time salaries account without the customary offsetting revenue.

It should also be noted that another renter, CERO (Close Encounters Research Organization) International, has already booked the Rotunda Room for 5.5 hours for a total of \$671. To accommodate the Festival, CERO International has agreed to move their event into the Auditorium (but would only be charged the Rotunda Room rate as a courtesy for their flexibility in accommodating the Festival). While this will allow for both events to occur on the date proposed by the Producers, there would be a potential revenue loss equal to the difference between the cost to use the auditorium for a similar Type G group for the same time frame (\$1,809.50) and the amount paid by CERO (\$671) or \$1,138.50 (assuming another request to rent the Auditorium on November 22 were received).

ATTACHMENTS:

1. Sponsorship Request Letter from Producers

MOTION:

That the City Council:

1. Consider designating the 2014 Culver City Film Festival as a City Sponsored Event; and,
2. Determine the level of in-kind financial assistance to provide to Culver City Film Festival Event to be an amount of \$ _____ (such assistance must be a minimum of \$1,000 to qualify for City sponsorship).