

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

Meeting Date: 11/25/13		Item Number: <u>A-1</u>	
CITY COUNCIL AGENDA ITEM: (1) Discussion of the Culver City Summer Concert Series and (2) (If Desired) Provide Direction Related Thereto.			
Contact Person/Dept.: Shelly Wolfberg, Assistant to the City Manager		Phone Number: (310) 253-6000	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Gary Mandell and Meetings and Agendas – City Council (11/19/13)			
Department Approval: Martin R. Cole (11/19/13)		City Attorney Approval: Carol Schwab (by H. Baker) (11/19/13)	
Chief Financial Officer Approval: Jeff Muir (11/19/13)		City Manager Approval: John M. Nachbar (11/19/13)	
<u>RECOMMENDATION:</u> Staff recommends the City Council discuss the subject of the Culver City Summer Concert Series (Concert Series) in general and, if desired, provide direction related specifically to a potential 2014 Culver City Summer Concert Series (2014 Series), including the selection of a music producer for the 2014 Series. <u>BACKGROUND/DISCUSSION:</u> For 17 years, through the summer of 2011, the Concert Series was funded by the former Culver City Redevelopment Agency (Former CCRA). During this time, Gary Mandell of Boulevard Music has served as the producer of the Concert Series. Shortly after September 30, 2007, upon Mr. Mandell's contract expiration, staff released a Request for Proposals (RFP) for Music Producer Services for the Culver City Music Festival. There were five responses to the RFP, which included a response from Boulevard Music (Mr. Mandell). After thorough review of the responses, the Former CCRA Board awarded a contract to Boulevard Music to			

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produce the Concert Series. The following table summarizes the past five years of concert production services as provided by Mr. Mandell:

City Council/Former CCRA Approval Date	Number of Concerts/Year	Agreement Amount	Funding Source
February 4, 2008	Eight in 2008	\$55,000	Former CCRA & Sony
February 2, 2009	Nine in 2009	\$60,000	Former CCRA & Sony
February 1, 2010	Eight in 2010	\$55,000	Former CCRA & Sony
February 28, 2011	Eight in 2011	\$55,000	Former CCRA & Sony
February 27, 2012	Four in 2012	\$ 7,500	Sony & 2011 Sponsors
April 8, 2013	Six in 2013	\$16,960	General Fund, Sony, Cultural Affairs Foundation & Cultural Trust Fund

Staff does not believe the issuance of an RFP at this time will have significantly different results from the process undertaken in 2007.

The contracts for the 2012 and 2013 Concert Series were budgeted by the City as follows:

<u>Funding Source</u>	<u>2012</u>	<u>2013</u>
General Fund	\$0	\$7,000
2011 Sponsors	\$7,000	\$0
Cultural Trust Fund	\$0	\$5,000
Sony Contribution	\$2,500	\$2,500
Cultural Affairs Foundation	\$0	\$2,460
TOTAL	\$7,500	\$16,960

Given the dissolution of redevelopment agencies in February, 2012, the City has wrestled with continuing this event in an environment with significantly fewer resources. As noted in the Fiscal Impact section of this report, it is estimated there is \$17,000 available for a 2014 Concert Series. Subject to tonight's discussion and confirmation with Mr. Mandell, it seems possible to hold a 2014 Concert Series of six concerts (the same as in 2013). Any final agreement would be subject to negotiation and drafting of a new MOU.

In planning ahead for a potential 2014 Concert Series, staff is seeking City Council direction at this time. The City Council may wish to consider the following options:

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1. Direct staff to enter into negotiations with Boulevard Music to hold a 2014 Concert Series within the available funding provided in the City Council Adopted Budget for Fiscal Year 2013/2014.
2. Direct staff to issue a Request for Proposals to solicit proposals for concert series production services.
3. Given current resources, determine to take alternative action.

Future Recommendations from the Cultural Affairs Commission

Pursuant to the provisions of the Culver City Municipal Code, the Cultural Affairs Commission is tasked with reviewing the Cultural Trust Fund and making a recommendation for the use of available funds to the City Council. The Commission will be reviewing the Cultural Trust Fund during the first quarter of calendar year 2014 and making recommendations as part of the Fiscal Year 2014/2015 budget process. For this year, the timing of the preparation of this staff report and the planning time necessary for a potential concert series in 2014 do not permit the completion of the Commission's review prior to the City Council's consideration of this item. Staff estimates \$10,000 is available from the Cultural Trust Fund for the 2014 Concert Series.

FISCAL ANALYSIS:

Currently, the City Council has appropriated \$7,000 for a potential 2014 Concert Series as part of the City Council Adopted Budget for Fiscal Year 2013/2014 (Account Number 48155441.619800). Approximately \$10,000 is expected to be available from the Cultural Trust Fund.

ATTACHMENTS:

1. Financial report from Gary Mandell for the 2013 Concert Series.

MOTION:

That the City Council:

1. Direct staff to enter into negotiations with Boulevard Music to hold a 2014 Concert Series within the available funding provided in the City Council Adopted Budget for Fiscal Year 2013/2014;

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OR

2. Direct staff to issue a Request for Proposals to solicit proposals for concert series production services for 2014;

OR

3. Provide alternate direction to staff.