

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<br>City Council Meeting | 4            |

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

|                                                                                                                                                                                                                                              |               |                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------------------------------------------------------------------------------------------|
| Meeting Date: November 13, 2006                                                                                                                                                                                                              |               | Item Number: _____                                                                                |
| <b>AGENDA ITEM: Receipt of Sony Pictures Entertainment Contribution and consideration of Proposed Program Allocation.</b>                                                                                                                    |               |                                                                                                   |
| Contact Person/Dept.:<br>Susan Obrow / Cultural Affairs Division<br>Marty Nicholson / Parks, Recreation,<br>Community Services Department                                                                                                    |               | Phone Number:<br>Susan Obrow (310)253-5762<br>Marty Nicholson (310)253-6662                       |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                                                                                                           |               | General Fund: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                 |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                                     |               | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |
| 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:                                                                                                                                                                                                                    |               |                                                                                                   |

**RECOMMENDATION:**

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.

**BACKGROUND:**

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:

| <b>2005-06 ALLOCATIONS</b>         |                                  |
|------------------------------------|----------------------------------|
| <b><u>City/Agency Programs</u></b> | <b><u>Recommended Amount</u></b> |
| Summer Sunset Music Festival       | \$ 1,500                         |
| Music in the Council Chambers      | \$15,000                         |
| Performing Arts Grant Program      | \$ 3,000                         |
| Fiesta La Ballona                  | \$ 1,000                         |
| Teen Center Program                | \$ 500                           |
| Tree Lighting                      |                                  |
| Coastal Cleanup Day                | \$ 2,000                         |
| Art in the Plaza                   | \$ 2,000                         |
| The Art of...Speaker's Series      |                                  |
| <b>TOTAL:</b>                      | <b>\$25,000</b>                  |

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

| <b>2006-07 ALLOCATIONS</b>            |                                  |
|---------------------------------------|----------------------------------|
| <b><u>City/Agency Programs</u></b>    | <b><u>Recommended Amount</u></b> |
| 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         | \$ 2,000                         |
| <b>TOTAL:</b>                         | <b>\$25,000</b>                  |

**FISCAL ANALYSIS:**

**City of Culver City, California  
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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:

| <b>Account Description</b>               | <b>Account Number</b> | <b>Amount</b> |
|------------------------------------------|-----------------------|---------------|
| Music in the Chambers                    | 550.94420             | \$1,500       |
| Performing Arts Grants Program           | 413.00614             | \$15,000      |
| Special Events<br>(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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