

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

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------|--|
| Meeting Date: 02/04/08                                                                                                                                                                                                      |  | Item Number: <u>A-1</u>                                                                           |  |
| <b>AGENDA ITEM: Award of Professional Services Agreement to Gary Mandell to provide Music Producer services for the 2008 Culver City Music Festival.</b>                                                                    |  |                                                                                                   |  |
| Contact Person/Dept.: Todd Tipton                                                                                                                                                                                           |  | Phone Number: (310) 253-5783                                                                      |  |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                                                                                          |  | General Fund: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>                 |  |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                    |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |  |
| Public Notification: Chamber of Commerce (01/31/08); Downtown Business Association (01/31/08); Cultural Affairs Commission (01/31/08); Master Notification List (01/31/08); producers that responded to the RFP (01/31/08). |  |                                                                                                   |  |
| Department Approval:<br>Sol Blumenfeld (01/30/2008)                                                                                                                                                                         |  | Exec. Director Approval:<br>Jerry B. Fulwood (01/30/2008)                                         |  |
| Fiscal Impact Review:<br>Jeff Muir (by M. Noller)(01/30/08)                                                                                                                                                                 |  |                                                                                                   |  |

**RECOMMENDATION:**

Staff recommends the Culver City Redevelopment Agency ("The Agency") award a Professional Services Agreement to Gary Mandell to provide Music Producer services for the 2008 Culver City Music Festival ("Festival").

**BACKGROUND:**

The 2007 Culver City Music Festival drew thousands of patrons into Downtown Culver City on Thursday nights over an eight week period in July and August. This annual Agency-funded program features distinguished, professional musical artists performing for community members and visitors to Culver City. The concerts generate positive publicity for Culver City and provide a potential additional customer base for Downtown restaurants and other businesses

A survey was offered at each performance to elicit information on the economic impact of the Festival and the public's interest in musical offerings. The survey revealed that patrons were interested in a wide variety of musical styles and that 60% of respondents were dining in Culver City prior to the concerts and that 46% planned to dine in the City after the concert. The Redevelopment Agency budget for the event was \$70,000 and there was \$10,000 in sponsorship money available.

The Music Producer for the 2007 Culver City Music Festival was Mr. Gary Mandell. Mr. Mandell's responsibilities in 2007 focused on the recommendation, negotiation and coordination of musical artists for the concert series. Mr. Mandell's contract expired in September 30, 2007.

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Staff was responsible for the contracting of the musical artists as well as the negotiating and contracting with all other Festival crew. Staff was also responsible for the marketing, production management, artistic relations and house management for the concert series.

Because Mr. Mandell's contract expired and based on direction from the Economic Development Subcommittee and the City Manager, staff prepared and issued a Request for Proposals ("RFP") from qualified Music Producers. The subcommittee directed staff to include in the RFP the opportunity for the Music Producer to accept responsibility for marketing the event.

Staff compiled the list of candidates to contact for proposals based upon research of local music festivals, recommendations from individual Cultural Affairs Commissioners and lists of former Music Producer candidates. The RFP's description of the Music Producer responsibilities included the following elements:

- 1) Researching and Recommending Musical Artists to Agency Subcommittees
- 2) Negotiating, Booking and Contracting with Musical Artists
- 3) Production Management
  - a. Additional Lighting Equipment
  - b. Sound Equipment and Crew
  - c. Stage Management of Performance
- 4) House Management
  - a. House Manager
  - b. Security Guard
  - c. Supervision of Pattachia Overflow Room (Artists Green Room)

As previously mentioned, the RFP included an opportunity for a Music Producer to assume responsibility for marketing of the Culver City Music Festival:

- 5) Marketing
  - a. Press Releases
  - b. Advertisements
  - c. Flyer/Brochure
  - d. Program

The budget available for the Music Producer Services in 2008 is dependent on whether marketing services are included. The RFP proposed a budget range between \$45,000 and \$55,000. Remaining budgeted funds will be used to pay for supervisorial assistance during the event and to pay Haynes Building Services for the set-up and strike of the production elements of the Festival - the stage, chairs, lighting, aisle taping, event signage and janitorial maintenance - which transform City Hall Courtyard into a concert venue.

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Staff will retain the responsibility for planning and implementing a Sponsorship Program for the Culver City Music Festival. Sponsorship monies have been used to enhance the audience experience in the venue as well as the marketing efforts. Staff will also be responsible for supervising each performance of the Culver City Music Festival.

**DISCUSSION:**

**Music Producer**

The RFP was sent to twenty music and festival producers in Los Angeles County. Five responded with proposals by the deadline of January 22, 2008. Subsequent to staff review of the proposals, the Economic Development Subcommittee reviewed each proposal and interviewed each candidate.

The criteria for selection were:

- 1 – Producing Experience
- 2 – Understanding of Festival as a Redevelopment Tool
- 3 – Event Management Plan
- 4 – Marketing Plan
- 5 – Partnership Skills

The five candidates are listed below in alphabetical order:

- 1 – Buffalo Head Productions
- 2 – CARS (Community Arts Resources)
- 3 – Mitch Glickman
- 4 – Gary Mandell, Boulevard Music Productions
- 5 – South Bay Entertainment Group

The subcommittee has recommended that Mr. Gary Mandell be engaged as the Music Producer for the 2008 Culver City Music Festival. The subcommittee's recommendation is based on Mr. Mandell's:

- Prior experience and performance;
- Marketing experience and desire to take a leadership role in marketing the event to a wider audience;
- Desire to take a leadership role in the management of the event by accepting responsibility for contracts, permits and other needs of the various artists;

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- Desire to produce the highest quality events with the best artists at the best price for the City;

Further, the subcommittee recommends that Mr. Mandell be awarded \$55,000 for the following services:

**Concert Production**

|                       |                 |
|-----------------------|-----------------|
| Performances          | \$20,000        |
| Sound company         | \$10,000        |
| Green Room Assistance | \$ 800          |
| Security              | \$ 1,200        |
| Misc. Production      | \$ 3,000        |
| Producer              | <u>\$10,000</u> |

**Total** **\$45,000**

In addition, Mr. Mandell will be responsible for managing the artists, and preparing and implementing a marketing plan that will be reviewed and approved by the Economic Development Subcommittee. The marketing plan may include concert fliers, concert posters, ads in local papers, ads in the LA Times and LA Weekly, graphic design, press releases to media, cable TV ads and overall supervision. The total cost for the marketing efforts is \$10,000.

The Agency will retain the remainder of the \$70,000 for production management of the venue.

Should the Agency Board approve this Agreement, staff and the Economic Development Subcommittee will finalize the contract with Mr. Mandel and submit it to the Agency's Executive Director for execution. Mr. Mandell will then commence work to prepare a marketing plan and a proposal of musical artists for the 2008 Festival, which will be due no later than March 31, 2008. The Economic Development Subcommittee will review Mr. Mandell's submittals based on the objectives below.

**Concert Series Objectives**

Staff wanted to reaffirm with the Agency what it believes to be the objectives/priorities of the Culver City Music Festival. Staff recommends the Festival should:

1. Act as an economic catalyst;

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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;
5. Increase resident and non-resident awareness of musical genres by contracting with a wide variety of artists of the highest caliber;
6. Act as a community catalyst.

**FISCAL ANALYSIS:**

The total approved amount for the Culver City Music Festival in FY 2007-08 is \$70,000. This funding was appropriated in the Culver City Music Festival Program (55094410) during the budget process. The Music Producer will receive up to \$55,000 to execute the agreed upon responsibilities of the position and the Agency will use the remainder to fulfill its responsibilities for the Festival.

Because the Festival occurs at the time when one fiscal year is ending and another beginning, funding has been spread across two fiscal years. This resulted in half of the budgeted funds being used to pay expenses from the prior fiscal year. Because of this, the Festival Program currently has a balance of approximately \$33,000. This approach is confusing and makes it difficult to accurately account for Festival expenditures.

To rectify this situation, staff recommends that the Agency authorize a budget transfer of \$37,000 from RDA account 59190400.619800 to the Culver City Music Festival account 55094410.619800. This one-time action will "break the cycle" and allow staff to encumber the entire \$55,000 now instead of encumbering half now and half at the beginning of Fiscal Year 2008-09.

**ATTACHMENTS:**

- Exhibit A – Request for Proposal
- Exhibit B – Culver City Music Festival Survey
- Exhibit C – 2007 Culver City Music Festival Survey Results
- Exhibit D – 2007 Culver City Music Festival Program
- Exhibit E – Music Producer Proposals
- Exhibit F – Criteria for Evaluating Candidates / Interview Questions
- Exhibit G – Sample Score Sheet

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**MOTION:**

That the Culver City Redevelopment Agency:

1. Approve a Professional Services Agreement with Mr. Gary Mandell for services as Music Producer for the 2008 Culver City Music Festival in an amount not to exceed \$55,000;
2. Authorize staff to transfer \$37,000 from 59190400.619800 to 55094410.619800;
3. Authorize the Economic Development Subcommittee to oversee the final contract negotiations, artist list and marketing plan;
4. Authorize the Agency General Counsel to review/prepare necessary documents and authorize the Agency's Executive Director to those documents on behalf of the Agency; and
5. Reaffirm the objectives/priorities of the Culver City Music Festival.