



Culver CITY

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MICHELLE BERNARDIN, Commissioner
MARLYN MUSICANT, Commissioner
GAYLE SMASHEY, Commissioner

CULTURAL AFFAIRS COMMISSION ADJ. REGULAR MEETING AGENDA TUESDAY, March 8, 2011

PUBLIC COMMENT

The Cultural Affairs Commission will listen to the public on any item on the agenda or item of interest that is not on the agenda. The Cultural Affairs Commission cannot legally take action on any item not scheduled on the agenda. Such items may be referred for administrative action or scheduled on a future agenda.

If you wish to speak to the Commission, please complete a Speaker's Card and present it to the Secretary before the agenda item is called. You will be called to the podium by name when it is your turn to speak to the Commission.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

Persons wishing to speak on agenda items will be called at the time the agenda item is brought forward. Comments will generally be limited to five minutes per speaker; however, a three-minute limit may be declared by the Chair from time to time for agenda items for which many Speaker Cards have been submitted.

NOTE: AT OR ABOUT 11:00 P.M., COMMISSIONERS WILL DETERMINE WHETHER TO CONTINUE WITH DISCUSSION OF REMAINING ITEMS ON THE AGENDA OR TO CARRY SOME/ALL OF THE ITEMS OVER TO A FUTURE MEETING DATE.

PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

A total of twenty minutes shall be devoted to audience participation at the beginning of the agenda. Speakers will be called on in the order cards were received by the Secretary. If additional time is needed, the Chair will allow for some at the end of the agenda.

When the Secretary calls your name, please advance to the podium, state your name and city of residence. Speakers must limit their comments to five minutes in length. A three-minute time limit may be declared by the Chair if there are a large number of individuals desiring to address the Commission.

CELL PHONES AND OTHER DISTRACTIONS

Use of cell phones, pagers and other communication devices is prohibited while the Commission meeting is in session. Please turn all devices off or place on a silent alert and leave the Chambers to use. During the meeting, please refrain from applause or other actions that may be disruptive to the speakers and the conduct of City business.

MEETING INFORMATION

Cultural Affairs Commission meetings are regularly scheduled for the second Tuesday of every month. Commission Agenda information is available 72 hours before each meeting.

Cultural Affairs Commission meetings can be viewed live on Channel 35 by most Comcast subscribers. Meetings are also broadcast on the City's Radio Station AM 1690. To view the commission meetings on line please visit <http://www.culvercity.org/webcast>.

ALD

Assisted Listening Devices are available through Cultural Affairs staff.



Agendas are
available on the web @
www.culvercity.org

ADJ.REGULAR MEETING
AGENDA

Cultural Affairs Commission

March 8, 2011

7:00 p.m.

Mike Balkman Council Chambers – Meeting

CALL TO ORDER & ROLL CALL:

Chair Ronnie Jayne
Vice Chair Marla Koosed
Commissioner Michelle Bernardin
Commissioner Marlyn Musicant
Commissioner Gayle Smashey

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT – Items Not On the Agenda

CONSENT CALENDAR *Note: Consent Calendar items are considered to be routine in nature and may be approved by one motion. Public requests to discuss Consent Calendar items must be filed with the Secretary before the Consent Calendar is called.*

C-1. Receive and file Secretary's Report on Posting of Agenda. ***Approve report.***

C-2. Minutes of the February 8, 2011 Regular Meeting. ***Approve minutes.***

ACTION ITEMS *Public requests to discuss Action Items must be filed with the Secretary before the item is called.*

A-1. Consideration of Temporary Art Installation in Conjunction with the 2011 IndieCade Festival. ***Approve Recommendation.***

A-2. Overview of Proposed Fiscal Year 2011 – 12 Cultural Affairs Work Programs and Tentative Timeline. ***Provide comments.***

PUBLIC COMMENT - Items Not On the Agenda

RECEIPT OF CORRESPONDENCE

ITEMS FROM STAFF

ITEMS FROM COMMISSIONERS

ADJOURN

Next Cultural Affairs Commission Meeting

Mike Balkman Council Chambers

April 12, 2011

7:00 PM

March 2011 Public Meeting Tentative Schedule —

Date	Day	Time	Location
City Council & Redevelopment Agency			
March 7, 14, 21, 28	Monday	7:00 PM	Council Chambers
Cultural Affairs Foundation Board			
March 16	Wednesday	4:00 PM	Patio Room
Parks and Recreation Commission			
March 1	Tuesday	7:00 PM	Council Chambers
Planning Commission			
March 3, 15, 23	Thu., Wed., Wed.	7:00 PM	Council Chambers
Civil Service Commission			
March 2	Wednesday	7:00 PM	Council Chambers

- Times and dates may be changed.
- Meetings may be added or changed

**City of Culver City, California
Cultural Affairs Commission Agenda Item Report**

Meeting Date: 03/08/11	Item Number: A-1
AGENDA ITEM: Consideration of Temporary Art Installation in Conjunction with the 2011 IndieCade Festival.	
Contact Person/Dept.: Jeremy Green & Christine Byers/Cultural Affairs	Phone Number: (310) 253-5764 and (310) 253-5776
Fiscal Impact: Yes ☒ No ☐	General Fund: Yes ☐ No ☒
Public Hearing: ☐	Action Item: ☒ Attachments: ☒
Public Notification: Cultural Affairs Master Notification List (); Stephanie Barish/IndieCade (E-Mail); Culver City DBA (E-Mail).	
Department Approval: Sol Blumenfeld	City Attorney Approval:

RECOMMENDATION:

That the Cultural Affairs Commission consider a temporary art installation in conjunction with the 2011 IndieCade festival, provide comment on the draft Request for Proposals ("RFP"), and recommend cost allocations toward this project.

BACKGROUND:

IndieCade is an alliance of industry producers and leaders, founded in 2005 by Ms. Stephanie Barish, which supports independent game development. IndieCade strives to maintain the artistry in the entertainment software (computer and video games) industry, a \$25 billion industry worldwide. The art which made computer and video games so compelling, has become its own artistic genre and industry.

The fourth annual IndieCade festival is scheduled to take place for the third year in a row in downtown Culver City on October 6, 7, 8, and 9, 2011 and comprises multiple components at various Culver City venues, including:

- A grand opening event;
- Exhibitions of the juried, finalist games, which will be available for the public to view and play;
- Salons, workshops and artist talks;
- A conference for professionals, enthusiasts and aspiring game makers;
- Previews and performances of new works;
- An awards ceremony, reception and recognition event for game maker finalists; and,
- Ongoing outdoor game play in downtown and other networking events.

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Last year, there were 500 dedicated conference attendees, which is double the number from the prior year; festival attendance reached a total of 6,000 over the three day period, a 100% increase from 3,000 the previous year. For 2011, IndieCade's goal is to attract an even larger sector of the general public through new and various marketing outlets, with an expectation to increase attendance by another 15%.

The Culver City Redevelopment Agency Board ("Agency") approved an \$8,500 cash sponsorship for economic development to IndieCade in 2009, and \$10,000 was approved for 2010. IndieCade has been designated as both a City- and Agency-sponsored event for the last two years. A request for sponsorship of the 2011 event will be placed on an upcoming City Council and Redevelopment Agency Board meeting agenda.

Last year the Cultural Affairs Commission approved the request for a proposal for a temporary art installation in conjunction with the 2010 IndieCade Festival and a maximum of \$5,000 for the project, \$4,500 of which went to the artist and \$500 of which was provided to IndieCade for their work sending out the RFP, judging the submissions, and recommending their selection to the Commission. The artist recommended by the Commission and approved by Council for the art installation was Culver City resident John Derevlany. The art installation was entitled "CulverLand" a 1,600-square foot painted mural and board game, which was installed in the public right-of-way on the sidewalk on Culver Blvd., just east of The Culver Hotel (9400 Culver Blvd.) The artwork was installed on October 1, 2010 and removed on November 5, 2010. Mr. Derevlany created a website which explained the game, the rules, and followed the installation/de-installation of the entire process through slow-motion video capture and a blog (<http://www.culverland.com>). The website is still in existence and now houses the many news articles written about the project. CulverLand provided a unique, high-profile complimentary art component to IndieCade that attracted visitors into Culver City, long after the festival had ended and, with the IndieCade website incorporated into the game, provided a longer visibility for the festival.

DISCUSSION:

Request for Proposal / Selection Process:

As was the case last year, the proposed temporary art installation will be required to fall within the specific focus of IndieCade and the world of computers, video games, social games and/or the artwork that comprises those games. The goal of the installation will be to broaden the impact of both the art and the festival. The art may be an existing piece of art or a new piece specifically created for the 2011 IndieCade

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festival in Culver City, to be displayed in downtown.

IndieCade will again convene a panel of industry experts for assistance with dissemination of the RFP for temporary art and selection of an art concept. Cultural Affairs staff are responsible for developing the RFP, setting the timeline, identifying potential locations for the art and providing assistance with installation. IndieCade will be responsible for disseminating the RFP, receiving proposals in response to the RFP, and convening the panel to review the proposals and make a recommendation of up to three proposals to the CAC. Staff and the Cultural Affairs Commission would review the panel's recommendation and in turn make a recommendation to the City Council with regard to the final artwork selection and location. IndieCade and its panel, the Cultural Affairs Commission and the City Council may reject the proposals received in response to the RFP if they do not serve the objectives of public display of temporary art. The CAC Public Art sub-committee reviewed last year's IndieCade Festival statistics and art installation favorably and showed support for another RFP in conjunction with this year's event at a meeting on February 10, 2011.

Project Budget:

One of the City's Art in Public Places work program objectives for FY 2010-2011 is planned to be to "continue development and implementation of a temporary art program ..." A temporary art installation in conjunction with the IndieCade festival fits within the scope of this objective.

IndieCade foresees the costs associated with a temporary art installation to be between \$3,000 and \$10,000. Staff and the CAC Public Art sub-committee recommend that a maximum of \$8,000 be made available for the entire project. This amount would include a small stipend to IndieCade of \$500 to cover administrative expenses, and additional marketing costs. The balance includes a second potential stipend of up to \$1,000 to pay for documenting the artistic process and providing marketing and publicity specifically for the artwork itself, similar to the level of outreach Mr. Derevlany achieved through his blog and other web-based outlets. \$6,500 is the outside amount recommended for the artist for to cover costs associated with design, creation, transportation, installation and removal of the artwork as well as related out-of-pocket expenses.

Installation of Artwork:

IndieCade will take place over a three day period in October 2010. The temporary art installation would be for a minimum of one week but no more than three months, depending upon the requirements of the installation. If possible, staff and the CAC sub-committee recommend that the art installation be completed just before the opening of the IndieCade festival.

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If the artwork is placed in the public right of way, the City would likely assume the liability for the duration of the installation (pending the City's Risk Management's approval). An agreement would be entered into between Ms. Barish, the artist and the City acknowledging that the artwork is temporary and that the City would not be responsible for loss or damage to the artwork during installation. (Cities such as West Hollywood are providing financial support at similar levels for similar costs.)

Stephanie Barish plans to work with City staff to produce at least one other IndieCade festival element at or within view of the temporary art site.

Cultural Affairs staff support this project as a unique opportunity to provide a high-profile complimentary art component to an event that attracts visitors into Culver City.

FISCAL ANALYSIS:

\$50,000 is currently budgeted for FY 2010 –1 1 from the Art Fund for Temporary Art Displays & Exhibits (41300676) and the plan is for the same amount to be available in 2011-2012. \$25,000 of this will be allocated for ARTWALK Culver City; the balance is available for costs associated with temporary exhibitions and/or temporary art.

ATTACHMENTS:

1. IndieCade 2010 Wrap Up document
2. Draft RFP
3. Tentative Timeline for Temporary Art Installation

MOTION:

That the Cultural Affairs Commission:

1. Approve the Request for Proposal for a Temporary Art Installation in conjunction with the 2011 IndieCade Festival; and,
2. Approve a maximum of \$8,000 for this project.

MEETING DATE: March 8, 2011

AGENDA ITEM: Consideration of Temporary Art Installation in
Conjunction with the 2011 IndieCade Festival.

ATTACHMENTS

	<u>Pages</u>
1. IndieCade 2010 Wrap Up document	1-7
2. Draft RFP	8-9
3. Tentative Timeline for Temporary Art Installation	10

ATTACHMENT 1



**The City of Culver City Presenting Sponsorship
IndieCade 2010
Wrap-Up Report**

INDIECADE SPONSORSHIP: WRAP-UP

The following wrap-up report is based on The City of Culver City / Culver City Redevelopment Agency's Presenting Sponsorship package for IndieCade: The International Festival of Independent Games, held October 8-10, 2010 at a variety of venues across Downtown Culver City.

Objectives:

- The primary objective of this customized marketing sponsorship was to promote Culver City as the location of choice to the game industry.
- Additional objectives included promoting Culver City to the public (both local and international) as *the* destination to play and learn about the most cutting-edge independent games of the year.

Implementation:

- Through targeted marketing, this Presenting Sponsorship specifically reached out to industry, game creators, and companies with potential interest in locating in or relocating to Culver City.
- By offering an international platform for Culver City's brand presence, this sponsorship offered prime visibility and presence to major industry leaders from throughout the world at high-profile key digital media events, namely E3 (the Entertainment Expo trade event) and GameCity UK.
- A carefully designed promotional campaign over the course of many months, through standard and social media, enhanced Culver City's reputation and emphasized its key role in the international independent game community and marketplace.
- Strategic marketing in this sponsorship package included direct marketing and networking opportunities with other key festival sponsors, further legitimizing Culver City's role as well as attracting corporate sponsors poised to invest their own marketing dollars across the City.
- Invitations for specifically designated events were personally extended to key media and VIPs, such as the Red Carpet Awards Show, the Iron Game Design Challenge, media previews, closing parties, among others, all of which offered opportunities for face-to-face networking, media coverage, and the firsthand experience of Culver City.
- As an enhancement to this Presenting Sponsorship and in support of Culver City-based businesses, IndieCade specifically promoted all festival-related hosts and venues. In addition, wherever possible IndieCade prioritized patronizing local Culver City businesses for all purchases necessary for running the festival.

By all accounts, IndieCade 2010 was an extremely successful event. The following pages outline an overview of the festival metrics.

INDIECADE METRICS: DEMOGRAPHIC & ATTENDANCE

2010 saw a 50% increase in IndieCade's public festival attendance and professional conference.

IndieCade 2010

IndieCade Festival: 6,000+

IndieCade Showcase @ E3: 30,000

IndieCade Europe @ GameCity: 10,000

IndieCade 2009

IndieCade Festival: 3,000+

IndieCade Showcase @ E3: 25,000

IndieCade Europe @ GameCity: 10,000

IndieCade 2008

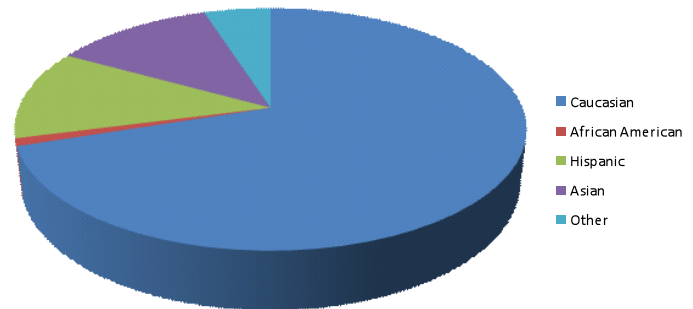
IndieCade Festival: 1,500 +

IndieCade Showcase @ E3: 6,500

IndieCade Showcase @ E for All: 15,000

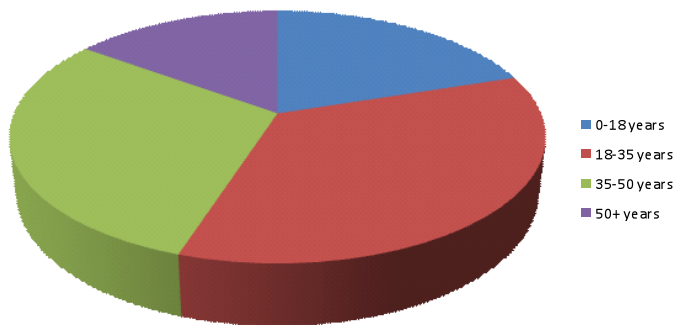
IndieCade Europe @ GameCity: 10,000

Ethnic Breakdown

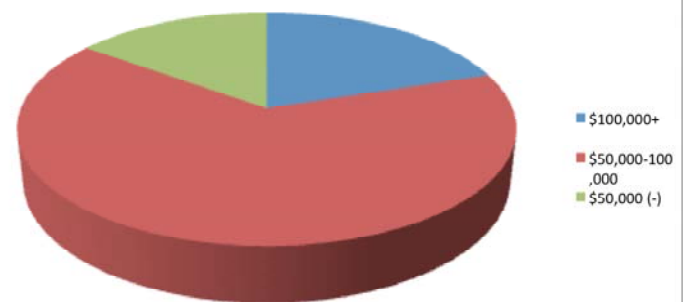


IndieCade draws a largely affluent audience with disposable income and occupations in the digital media and related industries. This audience has a tendency toward early adoption of technology and the promotion and determination of cultural trends.

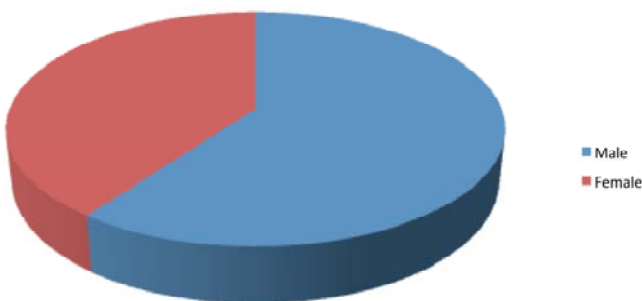
Age Breakdown



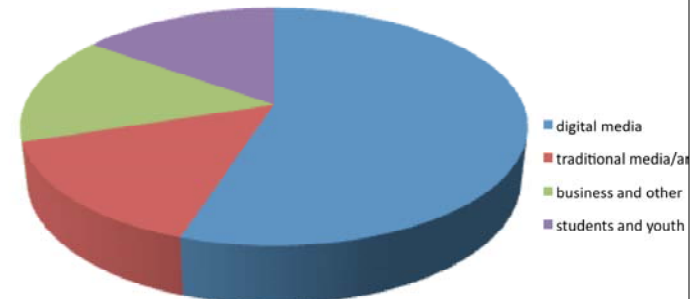
Income Breakdown



Gender Breakdown



Occupation



INDIECADE METRICS: PROMOTIONS & IMPRESSIONS

2010 Impressions:

Print: Approximately 300,000

Outdoor: 5 million +

Online Advertising: 7 million +

Blogs: 150,000 +

Eblasts: 145,000 +

Twitter: 1.6 million

Guerilla Marketing: 20,000 +

Major 2010 cross promotional media partners included; G4tv.com, Shacknews, LA Weekly, IGDA, and many more.

Media Highlights:

Independent gamemakers, their games, and their art offer unique and compelling stories. A primary goal of IndieCade's festival and its lead-up campaigns is to garner major media attention for the event, its participants, and its sponsors. Aggressive traditional and innovative promotional plans ensure that your brand benefits from this landmark event.

The following is a brief overview of the formal international press IndieCade has received ranging from key features in large media outlets with audiences in the tens of millions to international print and television coverage, significant game industry press, and blogs (not included below). PDF/hard copies are available.

"The Sundance of the Game Industry," Los Angeles Times

"Indie Games Take Off," Forbes

"Indie Games Gone Wild!" Yahoo

"A Highly Successful Event," Gamasutra (series)

"When has a video game ever made you cry?" MSNBC

"Independent Games Take Flight," The Washington Post

"IndieCade Recruiting Artists, Gamemakers," Wired

"Driving Indie Games from Margin to Center," Edge Magazine

"IndieCade 2010," IFC (series)

"IndieCade Festival," Game Trailers TV

"IndieCade Has Begun," G4tv.com

"LeVar Burton presents IndieCade Awards," G4tv.com

"Gaming Creativity: Games Grow Up At Last" BBC

"The Games of IndieCade," PC Magazine

"Gaming with Indie Style," Gamer Magazine

"Pick of the Week," Brand X & LA Weekly

"The Sundance of Video Games Opens," NBC

"Everyone's nominated," Joystiq

and many more ...

Features:

Los Angeles Times

The Washington Post

BBC

MSNBC

YAHOO!

WIRED

IFC

Forbes

le Parisien

ign.com

GAMASUTRA
The Art & Business of Making Games

EDGE

GAMESPOT

joystiq

LA WEEKLY

G4

INDIECADE METRICS: SPONSORSHIP

PRESENTING SPONSORS:



AWARD SPONSORS:



PRINCIPAL SPONSORS:



CONTRIBUTING SPONSORS & PATRONS:

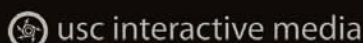


INDIVIDUAL PATRONS:

Jonathan Blow

Jeff Roberts

ACADEMIC SPONSORS:



INDIECADE: QUALITATIVE OVERVIEW

- Attendees from around the world came to Culver City to stay for the weekend and attend IndieCade, including a wide variety of countries throughout Europe, Scandinavia, China, Japan, Korea, Australia, New Zealand, and South America, as well as from all over the United States and Canada.
- Festival attendees filled up the Culver Hotel (reduced rate rooms were sold out months prior to the festival), and overflowed into the Four Points Sheraton and the Ramada Inn.
- All official parties were held in Culver City venues with a range in budget from a minimum of \$2k to more than \$15k. Most parties were also attributed to a sponsor host including the Awards @ Sony Pictures Entertainment via Wolfgang Puck, The Awards After Party @ The Culver Hotel, The Night Games Party @ Kay n' Daves, The Conference VIP Mixer @ Haro, and the Closing Party @ Rush Street.
- All IndieCade VIP meetings, lunches, dinners, receptions, and coffee breaks were held at Culver City restaurants or catered by Culver City Restaurants including M Café, Grand Casino, Starbucks, Mezza Mediterranean Food, Daphne's Lunch, Kay N' Daves, Rush Street, and Akasha. Additionally all staff water and snacks were purchased at the local Trader Joes.
- Many Culver City businesses have been extremely generous to IndieCade. IndieCade has and will remain loyal to those venues and has made a point of bringing business (i.e. parties) back to each of those venues in the second year, as well as radically increasing the amount paid to all of its venue for rent. On average IndieCade increased its rent by more than fourfold, as well as making a point to bring business to its supporters. An example of this is the Ivy. In Year 1, the rent paid for the weekend was \$450. In year two, rent paid for the weekend was \$3,000 as well as scheduling around the play in the theater and sending out blasts to our email lists promoting their plays. Other examples are Rush Street and Kay n' Daves, where IndieCade held a couple of sessions at each location and in turn brought large official parties to each respective venue.
- IndieCade's staff and volunteers promoted and specifically directed festival attendees to the following businesses which offered IndieCade attendees discounts: Bottlerock, Chipolte, Coldstone Creamery, The Culver Hotel, Daphne's, Kay n' Daves Cantina, M Café, Mezza Grill, Novecento Pasta, Royal-T, Rush Street, Sporteve, Ugo, and Wellness Spa. IndieCade also advertised performances at the Kirk Douglas and Ivy theaters. Large groups of conference and festival attendees were seen eating lunch and dinner all over the downtown area.
- IndieCade received emails, phone calls, and had conversations with the following businesses expressing their pleasure in participation and reporting increased traffic: Kay n' Daves, M Café, Grand Casino, Lunch, La Ballona, Lunch, Gregg Fleishman, Chipotle, Daphne's, and Trader Joe's.
- IndieCade continues to patronize variety of restaurants and establishments in downtown Culver City throughout the year. A group named Peg LA was established at IndieCade to play Big Games; they hold their monthly meetings at the Grand Casino. Additionally, IndieCade's weekly staff and monthly volunteer and sales meetings are held throughout the year at the Grand Casino, Rush Street, and Kay n' Daves.
- IndieCade is also among game companies, including Thatgamecompany and the Odd Gentlemen, that have a plan in motion to join forces in order to move to Culver City this fall.

Thank you for the opportunity to work with you on this project!

IndieCade: The International Festival of Independent Games

1081 Amoroso Place

Venice, CA 90291

www.IndieCade.com

central@indiecade.com

Stephanie Barish

phone +1.310.999.1054

email sbarish@indiecade.com

REQUEST FOR PROPOSALS (RFP)
for a
TEMPORARY ART INSTALLATION

The City of Culver City is seeking submission of proposals for a temporary art installation in conjunction with the 2011 IndieCade International Festival of Independent Games to be held October 6, 7, 8, and 9, 2011 in Downtown Culver City. Proposals may be for already-existing artwork or for artwork specifically created for this installation. The objective is to help increase the number of visitors to the event by attracting a larger audience through an art component.

IndieCade is an alliance of industry producers and leaders, founded in 2005 by Ms. Stephanie Barish, which supports independent game development. IndieCade strives to maintain the artistry in the entertainment software (computer and video games) industry, a \$25 billion industry worldwide. The art which made computer and video games so compelling, has become its own artistic genre and industry. For more information on IndieCade, please visit www.indiecade.com

The heart of Downtown Culver City is located at the intersection of Washington and Culver Boulevards, just off the 10 Fwy. Downtown is a pedestrian friendly area that includes a plaza, historically significant sites such as The Culver Studios and the Culver Hotel, and many restaurants and shops. (For more information on Culver City, please visit www.culvercity.org) IndieCade events will take place in multiple restaurants, art galleries, production studios, theatres, parks and other venues in or near Downtown Culver City.

Possible Project Sites, Visibility & Materials

Several installation options for temporary art exist in and around Downtown Culver City, including:

- o Parking structures
- o Town Plaza
- o Various building facades
- o Media Park

All artwork must be publicly visible 10 hours a day, seven days per week. If art is to be installed on private property, the artist must obtain written permission from the property owner and include this in his or her submission. All media will be considered as long as it is durable enough to withstand the elements for a minimum of one week or up to three months.

Installation/De-installation and Insurance

The artist assumes the cost for installation and de-installation of the artwork as well as for the insurance against loss/damage of the artwork during transportation and installation. Selected artist will be required to show proof of insurance and will have to enter into an agreement with the City of Culver City.

Submission Requirements

The deadline for submissions is 5 PM on Monday, May 2, 2011.

Electronic receipt of the following:

- Resume
- References: Address, telephone and e-mail contact information for **two** professional references qualified to speak to your design achievements and performance
- Short narrative of concept and description of materials (minimum of 1-2 paragraphs, maximum of 1 page)

- Jpgs at 200-300 dpi each with a minimum of 2 and a maximum of 5 images of your design concept (do not include multiple images or views onto one jpg file) and a minimum of 2 and a maximum of 5 images of previous work.
- Image list: Include image number, title, medium, dimensions, date, location, client and brief written description of each image (25 words or less).
- Detailed fee schedule
- Detailed timeline for design, fabrication, and installation

Please Note: The **due date is the receipt date**. Submissions will *not* be returned and will become the property of the City of Culver City.

Budget/Timeline

The total funding available for this project is up to \$6,500 which includes a small stipend to IndieCade for coordination.

The City of Culver City reserves the right to cancel or postpone the project or otherwise not select any artist for this project. Submission materials will not be returned and become the property of the City of Culver City.

Selection Process

A panel of industry experts will review all qualified submissions and make a recommendation to Culver City's Cultural Affairs Commission of up to three art proposals for further consideration. The Culver City Cultural Affairs Commission ("CAC") will consider the panel's recommendations and made a recommendation to the City Council who make the final decision. Exact dates for the CAC and City Council meeting will be determined in the near future.

Criteria for Selection

Submissions will be evaluated based on the following criteria:

1. **Design:** Proposed design, including:
 - Overall artistic merit
 - Relevancy to IndieCade Festival and appropriateness for Culver City site
2. **Fee schedule:** Reasonable not-to-exceed fee.
3. **Timeline:** Realistic fabrication and installation timeline that fits within the parameters of the City's proposed timeline.

All submissions should be delivered or mailed to:

IndieCade
(address to be provided)

For questions, please contact:
Jeremy Green
Management Analyst
City of Culver City
(310) 253-5764
christine.byers@culvercity.org

ATTACHMENT 3

TENTATIVE TIMELINE FOR TEMPORARY ART INSTALLATION IN CONJUNCTION WITH INDIECADE 2011

MILESTONES:

- March 8, 2011: Item placed on Cultural Affairs Commission agenda
- March 30: RFP released (with a four week submission period)
- May 2: Deadline for submissions
- May 5-19: Review of submissions by IndieCade panel
- June 14: Cultural Affairs Commission recommends a candidate for approval by Council
- July 11 (or 25): Council approval of candidate
- July 15 (or 29): Artwork process begins (with a ten week development period)
- October 6-9: IndieCade Festival

**City of Culver City, California
Cultural Affairs Commission Agenda Item Report**

Meeting Date: February 8, 2011		Item Number: A-2	
AGENDA ITEM: Consideration of an Overview of the Proposed Fiscal Year 2011 – 12 Cultural Affairs Work Programs and Tentative Timeline.			
Contact Person:		Phone Number:	
Christine Byers, Cultural Affairs		(310) 253-5776	
Jeremy Green, Cultural Affairs		(310) 253-5764	
Susan Obrow, Cultural Affairs		(310) 253-5762	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒	
Attachments: ☒			
Public Notification: Cultural Affairs Master Notification List (03/2/11);			
Department Approval: Sol Blumenfeld		City Manager: N/A	

RECOMMENDATION:

That the Cultural Affairs Commission (“Commission”) review the Cultural Affairs work program and tentative timeline included herein and provide comments.

BACKGROUND & DISCUSSION:

Cultural Affairs is a component of the Culver City Redevelopment Agency (“Agency”) which is part of the Community Development Department of the City of Culver City (the “City”). The Cultural Affairs work programs of the City and the Agency will be reviewed by the City Council and the Agency Board this spring as part of the annual budget process. The Commission’s comments and recommendations will be forwarded to the Agency Board and City Council for consideration during the budget process.

The City of Culver City’s Art Fund is a restricted, capital improvement fund paid into by developers choosing to opt-out of commissioning site-specific artwork for their project.

The Culver City Redevelopment Agency allocates funding for cultural programs that provide economic impact and garner positive publicity for the Agency’s project areas including Downtown Culver City, the east end of Washington Boulevard, the west end of Washington Boulevard, Sepulveda Boulevard and the Fox Hills area.

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

Staff assigned to Cultural Affairs includes the Public Art & Historic Preservation Coordinator, the Performing Arts & Special Events Coordinator and a Management Analyst who is responsible for the administration of Cultural Affairs, including coordinating the Commission and the Cultural Affairs Foundation meetings and Agendas. The Management Analyst also coordinates special projects for the Redevelopment Agency such as the Farmers' Market and Media Park as well as special events throughout the year including *Taste of the Nation*, *The Culver City Car Show*, and *IndieCade: The Independent Games Festival*.

Adopted Goals as Included in the Community Cultural Plan

In November 2003, the City Council adopted a Community Cultural Plan ("Plan") for Culver City that included six goals and a list of short- (achievable within a five-year time period) and long-term (achievable within a ten year time period) outcomes. Each outcome corresponds with one or more of the six goals.

A copy of the Plan is available via the City's website at <http://www.culvercity.org/cultural/culturalplan.asp?sec=arts>. The Cultural Affairs Commission received this update as part of its annual Town Hall on January 11, 2011.

Below are the six goals as included in the adopted plan. Staff and Commission regularly consider the following goals as programs are developed and implemented:

1. NURTURE AND PROMOTE CULVER CITY'S RESOURCES FOR LIFELONG LEARNING IN AND THROUGH ARTS AND CULTURE.
2. STRENGTHEN CULVER CITY'S ARTS AND CREATIVITY IMAGE, CAPITALIZING ON AND STRENGTHENING ITS LEGACY OF FILM HISTORY, CULTURAL HISTORY, PUBLIC ART AND HISTORIC PRESERVATION.
3. FACILITATE THE DEVELOPMENT OF DIVERSE ARTS AND CULTURAL FACILITIES.
4. DEVELOP A NETWORK OF CULTURAL RESOURCES THROUGHOUT CULVER CITY.
5. SUPPORT CULVER CITY'S ARTS AND CULTURAL ORGANIZATIONS AND ARTISTS.

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6. ESTABLISH THE INFRASTRUCTURE AND FUNDING TO SUPPORT
ONGOING CULTURAL DEVELOPMENT IN CULVER CITY.

Proposed Work Programs for Fiscal Year 2011-12:

The work programs for Calendar Year 2011 were presented to the Commission as part of the annual Town Hall in January 2011. This next evaluation of annual programs allows the Commission to participate early in the planning process for the upcoming fiscal year (FY 2011-12) and provides an opportunity for the Commission to contribute new ideas which may be presented during the budget hearings. The proposed Cultural Affairs work program budget will be presented to the full Commission prior to final review by the Agency and City Council. A proposed timeline for FY 2011-12, detailing the work load for Cultural Affairs staff, is attached to this report. New or expanded programs in the coming fiscal year may necessitate the elimination of current programs, or affect the scope of current programs, as detailed in this report. Commission recommendations for adjustments to the work programs require a Commission action at a regularly scheduled meeting.

The Performing Arts Grant Program, Cultural Affairs Foundation, *Culver City Music Festival*, Public Art Program (including maintenance of artwork) and Historic Preservation Programs are year-round programs, while others are seasonal or time-specific.

A brief overview of staff's proposed work program priorities for FY 2011-12 is found below and includes funding sources:

- **Performing Arts Grant Program (ART FUND).** Continue to attract prominent performing arts companies to Culver City and explore possibilities for new performing arts spaces throughout the City. Maintain and expand promotional opportunities for grantees.
- ***Culver City Music Festival* (RA).** Facilitate presentation of summer concert series featuring eight concerts. Facilitate review and recommendation process for the Commission.
- ***Made in Culver City* (RA).** Continue to celebrate the City's film legacy with an annual, free screening of a classic film produced in "The Heart of Screenland".

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- ***Speak Easy (RA)***. Expand program, in association with PEN Center USA, to present multiple events featuring spoken word and live jazz with distinguished participants at the Culver Events Center on the west end of Washington Boulevard.
- ***Music in the Chambers (RA)***. Reduce programming but continue to feature outstanding musicians in this unique chamber music series, presented in association with the Los Angeles Philharmonic Association, during the winter in the Mike Balkman Council Chambers of City Hall.
- ***Rainbow Day (RA)***. Continue to present quality children's programming, in association with The Music Center's Education Division, in the springtime on the west end of Washington Boulevard.
- ***ARTWALK Culver City (ART FUND)***. Continue to present this free, one-day self-guided tour of the art galleries and exhibition spaces in the Culver City area with participation from a museum partner.
- ***Historic Preservation Program (ART FUND & RA)***. Continue implementing City's Historic Preservation Program. This includes review of projects affecting designated historic resources or resources considered historic as defined by the California Environmental Quality Act in conjunction with development projects; applying for Certified Local Government status through the California Office of Historic Preservation, implementing a program that provides financial incentives to property owners of designated historic properties, and updating the City's Historic Preservation Ordinance and 1987 historic structures survey.
- ***Art in Public Places Program (ART FUND)***. This includes:
 - Art in Public Places Ordinance update;
 - Continue one-time restoration efforts of certain City-owned artworks and continue implementing routine maintenance of City-owned artwork and monitoring maintenance and condition of privately owned artwork;
 - Continue to implement temporary art installations in select areas of the City;
 - Continue coordination of commissions of new public art on private property; and,
 - Continue public outreach and City-web site enhancements to highlight program.

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Additionally, staff manages other related programs and tasks under the direction of the Agency but not designated in the Cultural Affairs budget. These include:

- **Culver City Cultural Affairs Foundation (RA).** Cultural Affairs manages the administration of the Foundation including all grant research, writing and submissions.
- **Kirk Douglas Theatre Community Access Program (RA).** Cultural Affairs manages the annual program which is a requirement of the lease agreement with Center Theatre Group.
- **Ivy Substation (RA).** Cultural Affairs manages the lease agreement with The Actors' Gang.

FISCAL ANALYSIS:

Cultural Affairs work programs are budgeted in both the Agency and the City of Culver City budgets. The Art in Public Places Ordinance allows for specific percentages of the money deposited into the Art Fund each year to be spent for certain programs that receive funding through the Fund. Both work programs are reviewed and approved annually. The anticipated FY 2011-2012 budget, with exceptions as noted in the staff report above, will approximate what was approved for FY 2010-2011. The actual fiscal impact will not be finalized until the work programs and budget for Cultural Affairs programs have been approved by the Agency and City Council.

ATTACHMENTS:

1. Draft Timeline for Fiscal Year 2011-12 Work Programs

MOTION:

That the Cultural Affairs Commission:

Provide comment on the proposed work programs for Fiscal Year 2011-12.

MEETING DATE: March 8, 2011

AGENDA ITEM: Consideration of an Overview of the Proposed Fiscal Year 2011-12 Cultural Affairs Work Programs and Tentative Timeline.

ATTACHMENTS

	<u>Pages</u>
1. Draft Timeline for Fiscal Year 2011-12 Work Programs	1-4

ATTACHMENT 1

PROPOSED TIMELINE FOR FY 2011-12 CULTURAL AFFAIRS WORK PROGRAMS

<u>MONTH-YEAR</u>	<u>WORK PROGRAM</u>	<u>MANAGER</u>
JUL 2011	Performing Arts Grants	Susan Obrow / Jeremy Green
	<i>Culver City Music Festival</i>	Susan Obrow
	<i>Made in Culver City</i>	Susan Obrow
	<i>Speak Easy</i>	Susan Obrow
	Cultural Affairs Commission	Jeremy Green
	Cultural Affairs Foundation	Byers/Green/Obrow
	Historic Preservation Program	Christine Byers
	Coordinate Public Art	Christine Byers
	Commissions on Private Property	
	Maintenance of Public Art	Christine Byers
	Implementation of Temporary Art Program	Christine Byers
	Art in Public Places Ordinance Update	Christine Byers
AUG 2011	Performing Arts Grants	Susan Obrow / Jeremy Green
	<i>Culver City Music Festival</i>	Susan Obrow
	<i>Made in Culver City</i>	Susan Obrow
	<i>Speak Easy</i>	Susan Obrow
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	Art in Public Places Ordinance Update	Christine Byers
SEPT 2011	Performing Arts Grants	Susan Obrow / Jeremy Green
	<i>Culver City Music Festival</i>	Susan Obrow
	<i>Made in Culver City</i>	Susan Obrow
	<i>Speak Easy</i>	Susan Obrow
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OCT 2011	Performing Arts Grants	Susan Obrow / Jeremy Green
	<i>Culver City Music Festival</i>	Susan Obrow
	<i>Speak Easy</i>	Susan Obrow
	<i>Music in the Chambers</i>	Susan Obrow
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	Art in Public Places Ordinance Update	Christine Byers
NOV 2011	Performing Arts Grants	Susan Obrow / Jeremy Green
	<i>Culver City Music Festival</i>	Susan Obrow
	<i>Speak Easy</i>	Susan Obrow
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DEC 2011	Performing Arts Grants	Susan Obrow / Jeremy Green
	<i>Culver City Music Festival</i>	Susan Obrow
	<i>Music in the Chambers</i>	Susan Obrow
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JAN 2012	Performing Arts Grants	Susan Obrow / Jeremy Green
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FEB 2012	Performing Arts Grants	Susan Obrow / Jeremy Green
	<i>Culver City Music Festival</i>	Susan Obrow
	<i>Music in the Chambers</i>	Susan Obrow
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MAR 2012	Performing Arts Grants	Susan Obrow / Jeremy Green
	<i>Culver City Music Festival</i>	Susan Obrow
	<i>Music in the Chambers</i>	Susan Obrow
	<i>Rainbow Day</i>	Susan Obrow
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APR 2012	Performing Arts Grants	Susan Obrow / Jeremy Green
	<i>Rainbow Day</i>	Susan Obrow
	<i>Culver City Music Festival</i>	Susan Obrow
	<i>ARTWALK Culver City</i>	Susan Obrow / Christine Byers
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MAY 2012	Performing Arts Grants	Susan Obrow / Jeremy Green
	<i>Culver City Music Festival</i>	Susan Obrow
	<i>ARTWALK Culver City</i>	Susan Obrow / Christine Byers
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JUN 2012	Performing Arts Grants	Susan Obrow / Jeremy Green
	<i>Culver City Music Festival</i>	Susan Obrow
	<i>ARTWALK Culver City</i>	Susan Obrow / Christine Byers
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